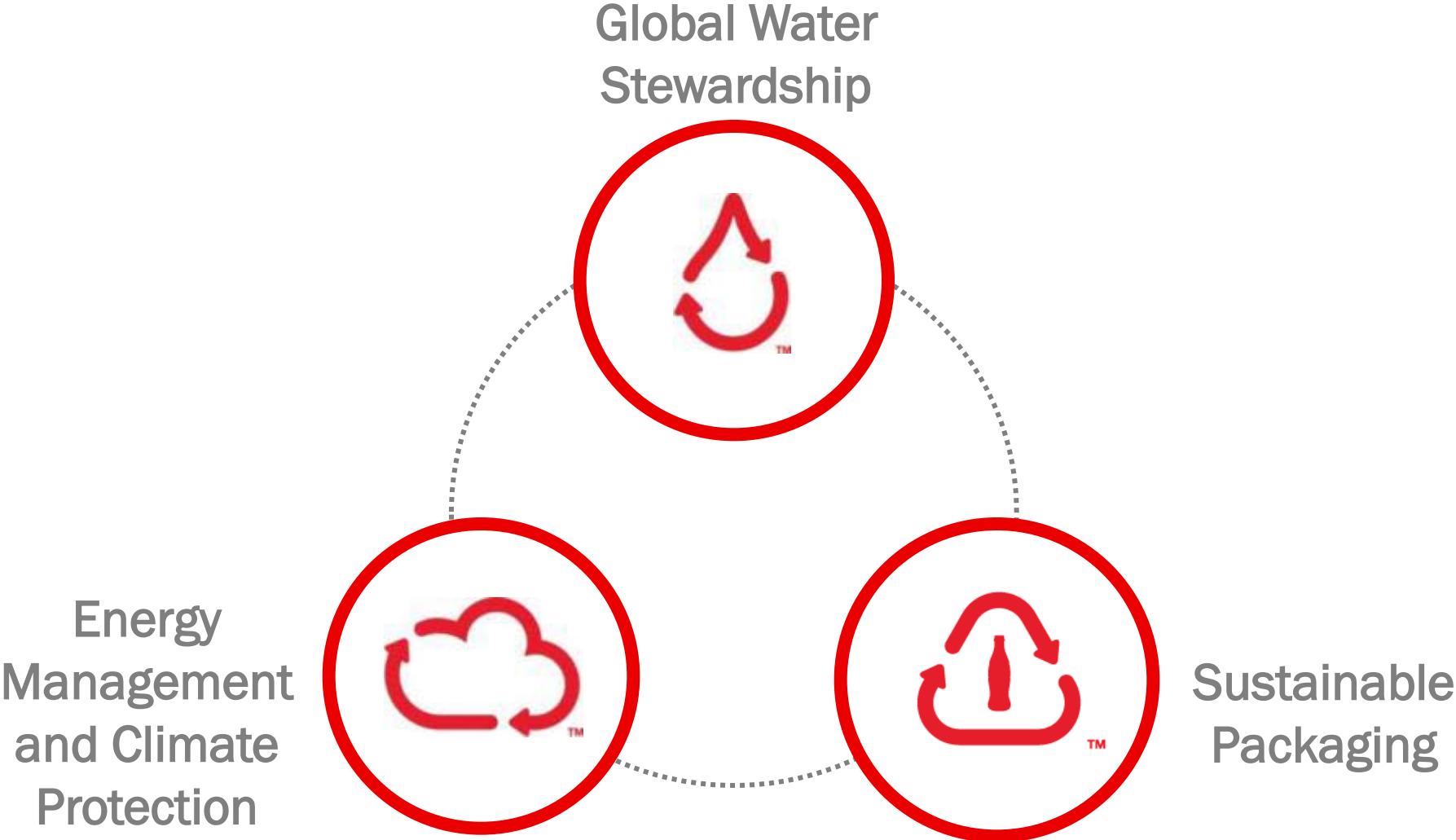




Packaging EPR Roundtable
April Crow
The Coca-Cola Company

Coca-Cola's Strategic Environmental Priorities



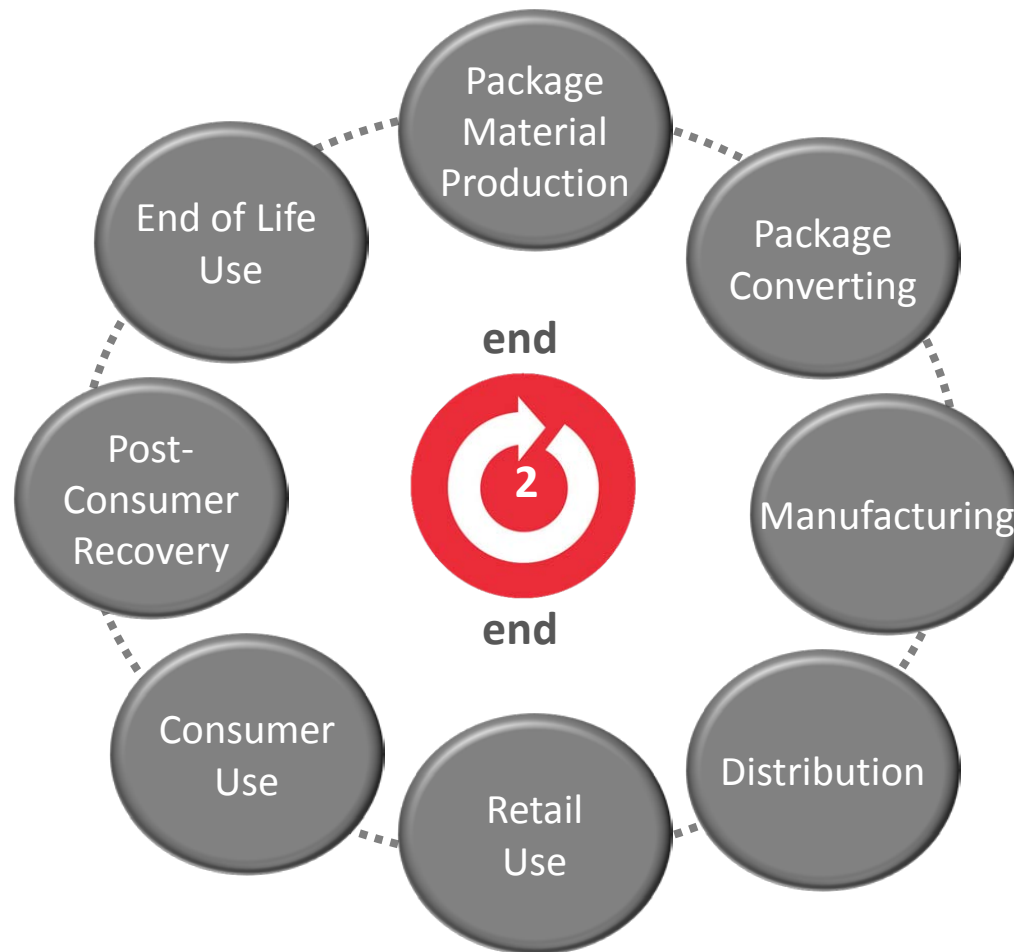
We envision a world where packaging is not seen as waste but as a valuable resource for future use...



- Packaging serves a purpose
- The fundamental role of packaging is to eliminate waste by meeting consumer need – quality & function
- Sustainable packaging aims to drive improvements that further eliminate waste over the life of a package and the product while delivering on the core consumer proposition

Guided by Life Cycle Research

Coca-Cola was the first in the food or beverage industry to conduct a life cycle assessment (LCA) of packaging in the late 1960s. We continue to use the tool to analyze *end-to-end* package environmental performance in a consistent, transparent and reproducible manner



Strategic Management Framework

INSPIRE

Constituent Engagement & Leadership

ACT

Waste Prevention Strategies

REDUCE

Minimize the amount of material entering the supply chain without affecting pack performance

RENEW

Decrease the use of nonrenewable packaging materials

RECOVER

Collect post-consumer packages for use again

REUSE

Maximize the sustainable use of recovered packages & package material

ENABLE

Governance Tools

Public Space Recycling

Sports Venues



Amusement/Rec Accounts



Colleges & Universities



Large Special Events

Incentivized Recovery Programs

Expanded curbside recycling

RecycleBank

•Recycle and Win

- Charlotte, NC
- Spartanburg, SC
- Raleigh, NC
- Charleston, WV





EPR: Why the movement?

- To provide a direct economic incentive for the producer of the package to reduce packaging and to design packaging for improved recyclability
- To transfer the costs of managing packaging waste from the local tax base to the producer and user of the product
- To bring the expertise and resources of industry to bear for the design and ongoing management of comprehensive material management systems
- To drive towards the development of a circular material economy
- To make the producer and consumer of the product packaging fully responsible for the environmental impacts of its production, use and end-of-life management.

Current Landscape

- Approximately 61% of the OECD (Organization for Economic Cooperation and Development) population already has EPR for packaging in place.
 - 33 Countries in Europe and neighboring countries
 - 10 provinces in Canada
 - Japan and beyond
- In the US today we are burying some of the most valuable components of MSW:

Material	Millions of Tons Disposed Annually	Approx Avg. Value/Ton Recycled	Potential Recovered Value
Aluminum	1.87	\$1200	\$2.2 billion
Glass	11.50	\$30	\$345 million
Paper	39.90	\$100	\$4.0 billion
Plastic	13.60	\$250	\$3.4 billion
Steel	2.68	\$100	\$268 million
Total	69.64		\$10.2 billion

EPR Models for Packaging

- **Full industry financial & design responsibility**
 - single compliance schemes
 - competing compliance schemes
- **Shared industry financial responsibility**
- **Tradeable credit model**
 - companies or compliance schemes purchase “evidence of recycling” certificate from reprocessors
- **Packaging taxes**

EPR Guiding Principles

- **LEARN FROM OTHERS**
- **Shared responsibility includes consumers, industry and municipalities**
- **Industry self-managed for funding industry portion and organizing governance**
- **Level playing field for all users of given materials and no cross subsidization between materials and industry sectors**
- **Efficient and cost-effective taking into account value of recovered materials and reasonable municipal costs**
- **Convenient for consumers**

Considerations for Effective EPR Legislation

- Establish clear public policy goals
- Focus on outcomes and not pre-determining how industry must achieve these
- Allow a producer to discharge legal obligations individually, as part of producer group, or via producer responsibility organization established for that purpose
- Include minimum waste diversion targets to be met by combination of recycling, composting & energy recovery
- System to minimize free riders

Considerations for Effective EPR Legislation

- **Ensure that any funds raised by the EPR program are directly controlled & managed by affected producers – not by government**
- **Ensure transparency and accountability through proper governance and public reporting**
- **Allow consideration of broader environmental impacts**
 - **do not limit to waste management impacts in isolation**

thank you

thank you for recycling

