

EPR Conference WrapUp

Summary

- 1. Specific > Big > Specific
- 2. Producer Responsibility
 - Shireman
 - Internalize costs
 - Producer pays
 - Producer manages
 - Roll up the externalities
 - Stevenson
 - Send producer a bill
 - Let them figure out how to reduce the bill
- 3. "It's EPR time in America!"
 - Limits of current systems
 - Successful models
 - Big buyers

Questions

- What do you need for EPR work for you?
 - marine debris act - what else is related?
 - flexibility. future not same as past
 - clear definition of roles, responsibilities, \$ flows
 - all packaging & all materials in the system
 - get local gov't out of funding role, & collection, managing
 - standardization of environmental controls - export
 - transparency - what's really happening
 - drive closed loop recycling, reuse, waste prevention
 - better relationships between sustainability materials suppliers & manufacturers
 - effective way to explain EPR & sell to public
 - ways to involve consumers
 - take it back - understand
 - different conversation for manufacturers
 - producer pays vs producer writes the check
 - not voluntary
 - how to frame that not a tax?
 - "same source of money"
 - all materials treated equally/fairly
 - unintended consequences? constant improvement, learning
 - accessible to all consumers - rural & urban
- (How could the model be improved?)
- What do you we need to know?
 - beverage companies are hearing this, CPGs not as much; consumers need to challenge companies
 - retailers key to bringing suppliers along
 - get beyond political differences, use familiar concepts: level playing field, jobs, etc
 - takeback partnerships
 - introduce manufacturing & material supply contacts
 - push 100% PCR
 - tally the costs & opportunities
 - standardization in design training toxicology for chemists
 - connect to other issues
 - waste not sexy
 - climate change, marine debris
 - focus on private sector solutions (vs who pays)
 - total life cycle assessment of packaging
 - reverse logistics
 - legacy materials
 - endorse PSC principles http://www.calspc.org/policies/docs/Joint_PS_Framework_Principles.pdf
 - how to get companies to see EPR as opportunity vs liability
 - CocaCola: we need sustainable material supply; need to connect that to environmental aspirations
 - need to get others to see they don't have to be drug along in the process
 - Cost an issue no matter how you look. Cost effective processes.
 - but change is difficult, R seen as inferior
 - so need coverage for people to take a chance
 - has to be incentive, financial rewards, markets
 - EPEAT standards : access to markets
 - companies understand market "incentives"
 - long term thinking
 - standards are one way to get to that
 - standards as complement to EPR
 - but takes years if product by product
 - class based approaches
 - compromise
 - who lobbies for this?
 - coalition... needs agreement on general principles... THEN policies
 - ameripen(?) but "what to do"?
 - brand owners, retailers, etc
- Who else needs to be in the room
 - policy people very sensitive to "tax"
 - ALEC mtg - "EPR: tax in sheeps clothing?"
- Can we make that "unified ask"?

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