

Packaging EPR Has Arrived in the U.S. – Now What?

AN AMERIPEN WEBINAR SERIES



Session 1 - What and Where is Packaging Producer Responsibility?

March 2023

5 KEY TAKEAWAYS

- 1 A Producer Responsibility Organization (PRO) has the obligation to fulfill any government-imposed performance goals for packaging.**

This could range from increased recycled content to reduced climate impacts. PROs will need to provide strategies and tools to finance and support efforts to reach these goals. The benefit to this approach is that progress becomes a collective task rather than individual company aspirations. The challenge will be coordinating an attainable and harmonized level of aspiration amongst various jurisdictional performance goals.
- 2 A lack of harmonization between extended producer responsibility (EPR) programs will create for a high level of inconsistency and uncertainty for producers.**

As the U.S. begins to pass legislation and enter rulemaking, companies and trades are encouraged to seek ways to help facilitate harmonization between states. Alignment on performance goals and costs will reduce administrative costs and complexities.
- 3 Start tracking your packaging materials now!**

Fees are likely to be set based on material recycling access, weight or other parameters. Ensure you know what materials are used per stock keeping unit and what the weight of each material is. You will also need to ensure your material categorization matches what the PRO eventually categorizes. Small mistakes can create significant cost discrepancies so preparing tracking now will simplify efforts later. Companies already exist that are offering services to help with this.
- 4 Engage with packaging trades or directly with the states that are beginning rulemaking.**

As laws are developed into actionable strategies, states need insights from all stakeholders to help define implementation strategies that will work for all. Active stakeholder engagement now will help avoid unintended consequences later.
- 5 Extended producer responsibility for packaging is complex.**

There's a lot more education and dialogue needed so all stakeholders are prepared when the first of the new laws are fully up and running by 2025. We encourage you to keep attending these webinars and let us know what other questions you have.

