

Extended Producer Responsibility and the Paper Industry

Gretchen Spear
American Forest & Paper Association
GAA Environmental Workshop
June 20, 2012



GAA Environmental Workshop
Washington, D.C. June 19-21, 2012



American
Forest & Paper
Association

AF&PA Mission

- Advance a sustainable U.S. pulp, paper, packaging and wood products manufacturing industry through fact-based public policy and marketplace advocacy



GAA Environmental Workshop
Washington, D.C. June 19-21, 2012



American
Forest & Paper
Association

Extended Producer Responsibility (EPR)

- **What is it?**

Strategy designed to promote the integration of environmental costs associated with goods throughout their life cycles into the market price of the products



GAA Environmental Workshop
Washington, D.C. June 19-21, 2012



American
Forest & Paper
Association

EPR Can Be Expressed as State Policy

- Specific Product Legislation
- Framework Legislation
- Governor's Directive
- Solid Waste Management Plan



GAA Environmental Workshop
Washington, D.C. June 19-21, 2012



**American
Forest & Paper
Association**

State EPR Laws (as of January 2012)

Product Categories

- Auto Switches
- Batteries
- Carpet
- Cell Phones
- Electronics
- Fluorescent Lighting
- Mercury Thermostats
- Paint
- Pesticide Containers



Source: Product Stewardship Institute, Inc. (2011)

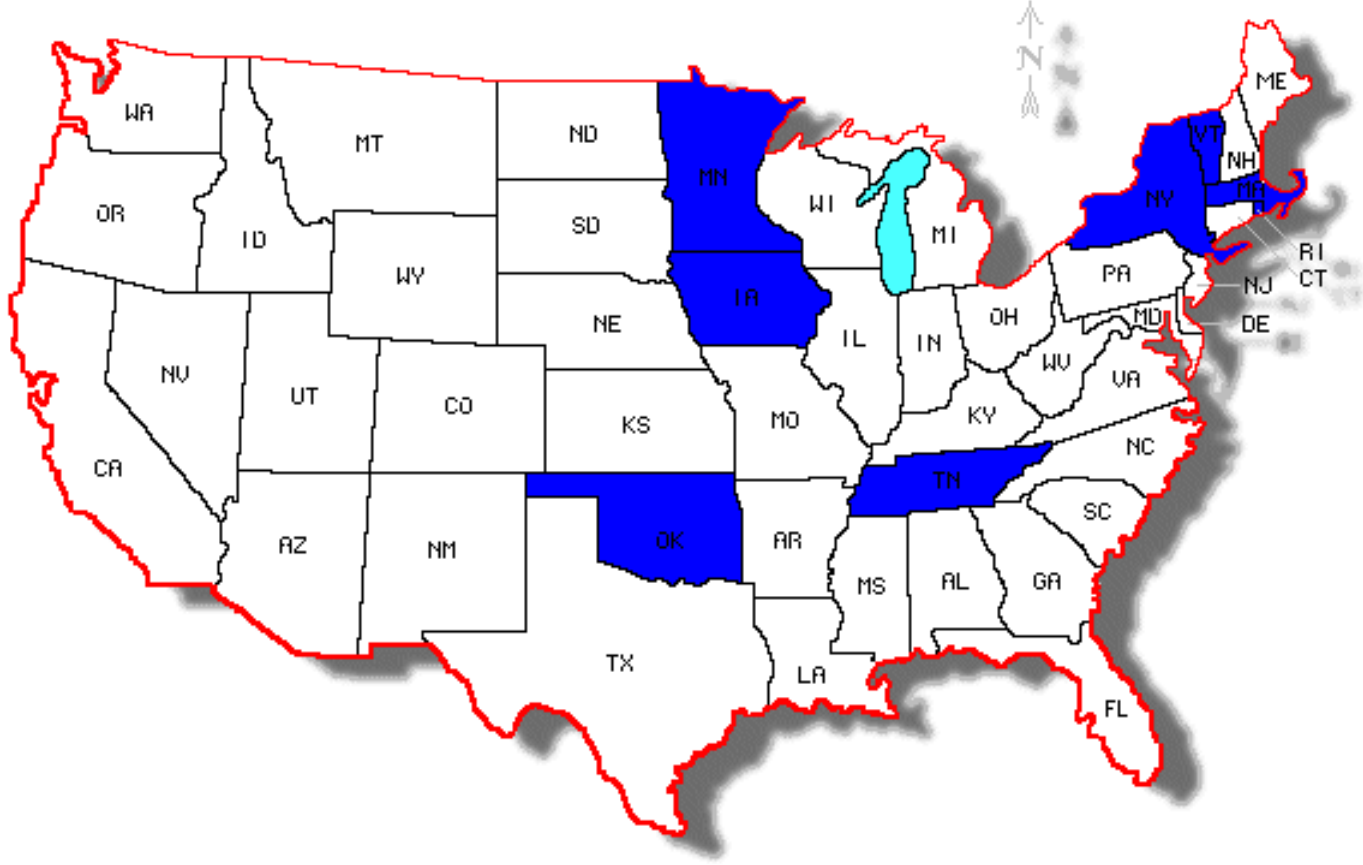
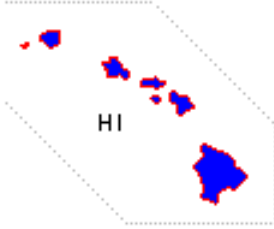


Number of Product Categories Covered by EPR Law

- | | | | |
|--------|------|--------|--------|
| Grey | Blue | Green | |
| Zero | One | Two | |
| Yellow | Red | Orange | Purple |
| Three | Four | Five | Six |

* Other laws authorizing agencies to require EPR, including Framework laws.

2012 State EPR Activity (paper specific)



GAA Environmental Workshop
Washington, D.C. June 19-21, 2012



Industry Beliefs

- Market forces should guide paper and paper-based packaging recycling and recovery systems to promote waste reduction.
- Government imposed fees unnecessarily increase costs for consumers and create distortions in the free flow of recoverable commodities.



GAA Environmental Workshop
Washington, D.C. June 19-21, 2012



AF&PA Position

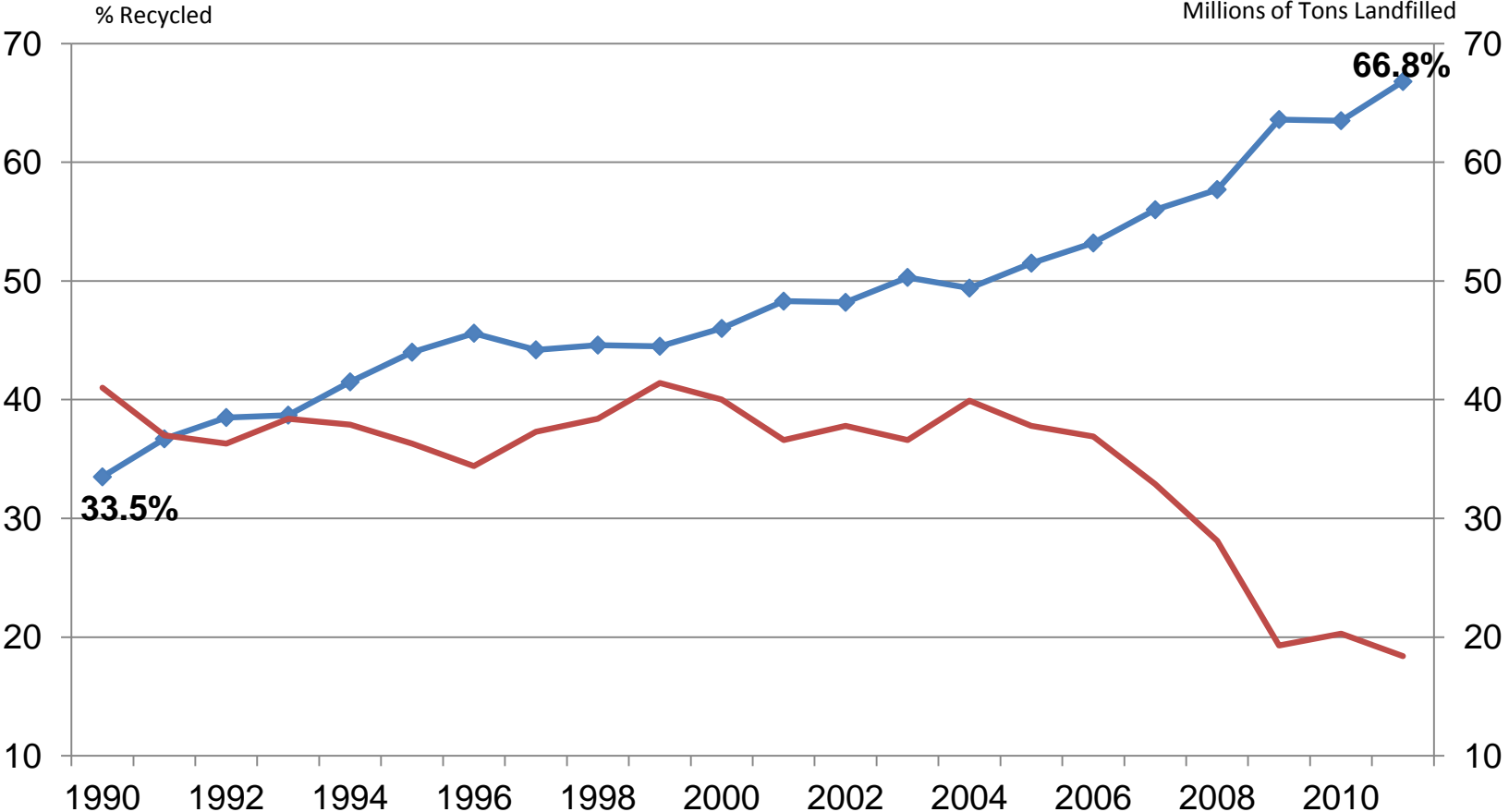
- AF&PA seeks to defeat or amend EPR legislation that would interfere with existing voluntary market-based paper and packaging recovery systems to ensure that the focus on such recycling efforts remains on increasing paper recovery.



GAA Environmental Workshop
Washington, D.C. June 19-21, 2012



Paper Recovered for Recycling vs. Landfilled



GAA Environmental Workshop
 Washington, D.C. June 19-21, 2012



Promoting Increased Paper Recovery

- **Recovery Goals & Statistics**
 - Record high: 66.8% recovery in 2011
 - New Goal: Exceed 70% recovery by 2020
- **Partnerships**
 - Keep America Beautiful
 - Kaleidoscope
 - Recycling Roundtable
- **Resources**
 - Paperrecycles.org website
- **Recognition**
 - AF&PA Recycling Awards
 - School, Business, Community



GAA Environmental Workshop
Washington, D.C. June 19-21, 2012



American
Forest & Paper
Association

Potential Impact on Industry

- Take back all of its products and packaging is burdensome and impracticable.
- Mandates will place businesses at a comparative disadvantage



GAA Environmental Workshop
Washington, D.C. June 19-21, 2012



**American
Forest & Paper
Association**

Other Organizations Engaged



GAA Environmental Workshop
Washington, D.C. June 19-21, 2012

Looking Forward

- An important state-based issue for the industry
- Included in updates to state waste management programs.
- Communicate the importance of issue to allied organizations and customers



GAA Environmental Workshop
Washington, D.C. June 19-21, 2012



Contact

Gretchen Spear
AF&PA

gretchen_spear@afandpa.org

(202) 463-5164



GAA Environmental Workshop
Washington, D.C. June 19-21, 2012



**American
Forest & Paper
Association**