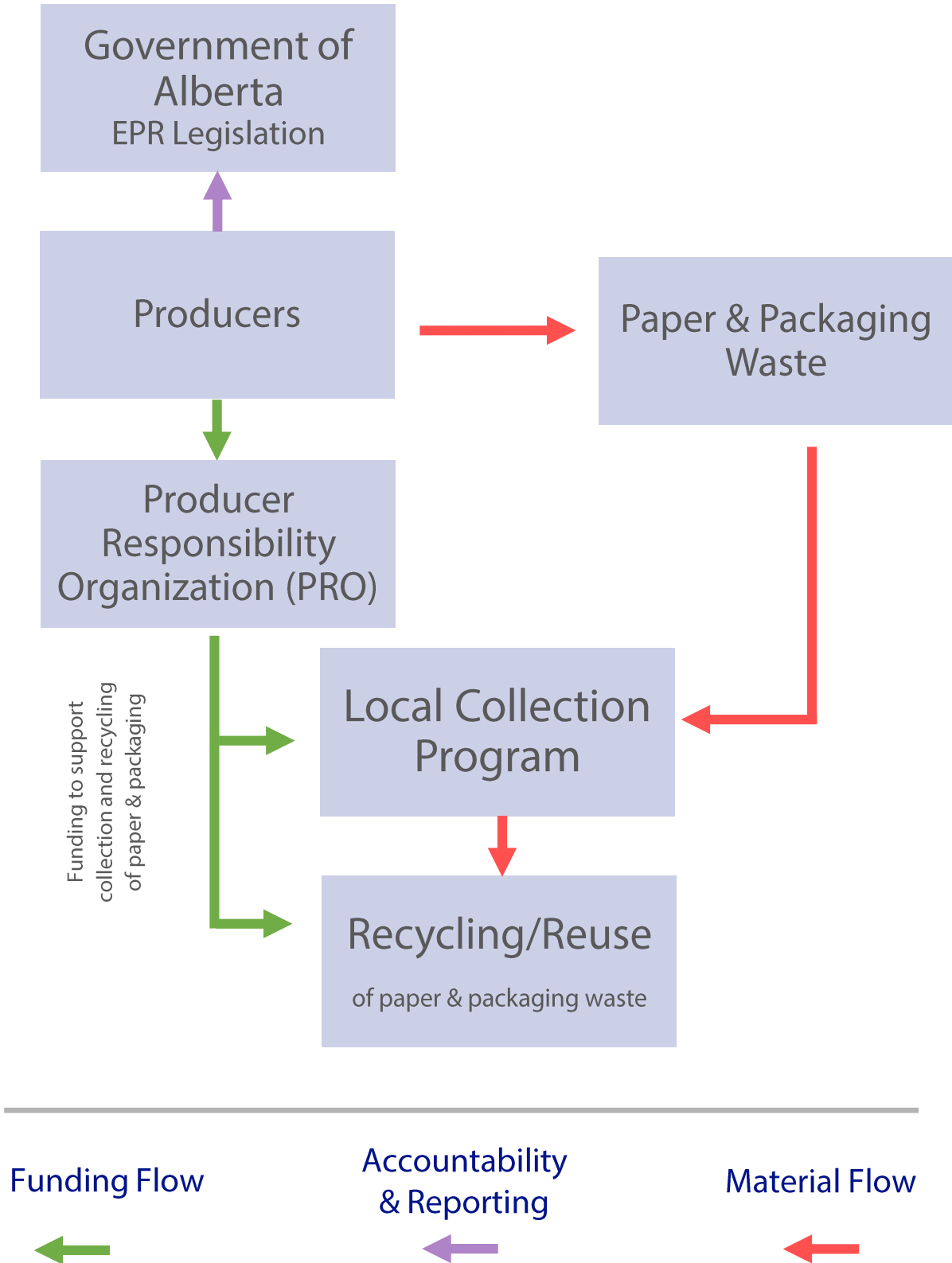


EXTENDED PRODUCER RESPONSIBILITY (EPR)

Paper & Packaging Recycling Producer Pays Model



EPR for Paper & Packaging

Shifting Costs Away from Municipalities & Tax Payers

Extended Producer Responsibility (EPR) is an *environmental policy approach* where the producer of a product is responsible for the paper and packaging through the post-consumer stage of its life cycle. EPR shifts the **responsibility** and **costs** of recycling from local governments to Producers. This incentivizes Producers to reduce waste associated with their products and packaging, and to create products that are more readily reusable or recyclable.

EPR System Explanation:

- The provincial government creates legislation to enable an **EPR** framework in Alberta
- Producers of **packaging and paper** are responsible for its end-of-life management.
- A non-profit **PRO** may be formed to help producers meet their obligation to collect and recycle their packaging and paper products
- Producers pay fees to cover costs of collection and processing of paper and packaging
- Consumers participate in their local recycling system (depot or curbside)
- Municipalities have the choice to continue collection services for recycling or to have the PRO collect it on their behalf
- The PRO arranges for the collection, processing and marketing of the collected material
- The PRO and producers report to the government of Alberta to ensure accountability and best practices in the recycling processes

Benefits to Municipalities

EPR shifts the **responsibility** and **costs** of **recycling from local governments to producers**, who will be incentivized to choose packaging and paper that generates less waste or is easier to recycle and reuse. This means municipal governments have reduced costs. A provincial regulation would provide more consistent recycling province-wide, ensuring all residents have access to a paper and packaging recycling program. Producers are accountable to the provincial government.

Key Terms

EPR:

Extended Producer Responsibility is an environmental policy approach in which a producers' responsibility for a product is extended to the post-consumer stage of a product's life cycle.

Producer Responsibility Organization (PRO)

Organization created by the producers of paper and packaging to collect and recycle their products. Producers pay fees to the

agency to cover the costs of collection and processing of paper and packaging products.

Producer:

Producer means the most responsible entity which may include but is not limited to the brand-owner, manufacturer, franchisee, assembler, filler, distributor, retailer or first importer of the product who sells, offers for sale, or distributes the product in or into a jurisdiction.