



Extended Producer Responsibility (EPR) in Colorado

January 30, 2025

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- Or any other anti-competitive topics or actions.

Failure to comply with these antitrust laws will not be accepted.

Agenda

1. EPR Overview
2. EPR in Colorado
3. Questions

What is EPR?

- **Extended Producer Responsibility (EPR)** is a policy approach that shifts financial and operational responsibility for the end-of-life management of a product from local governments and taxpayers to the producer.
- EPR laws for paper and packaging **require producers (i.e., brand owners, retailers, restaurants, first importers) to either partially or fully fund** the collection, sortation, and processing of the items that they supply into these states.
- EPR dues structures can **incentivize design choices** that minimize waste and environmental impacts.

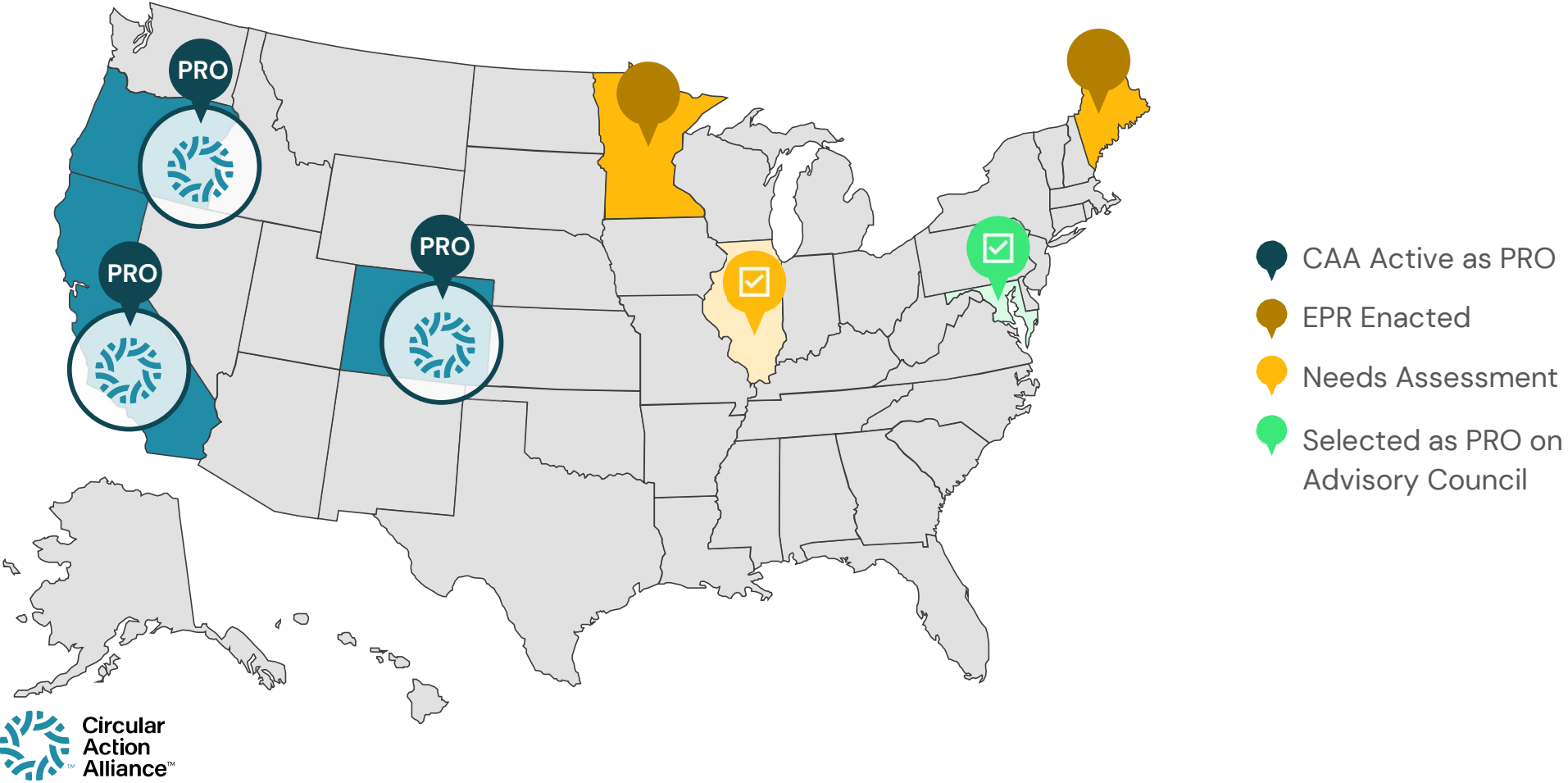


Role of the PRO

- A **Producer Responsibility Organization (PRO)** is a producer-led, nonprofit organization that provides producers with compliance services to help them meet their obligations under EPR laws.
- A PRO is **responsible for developing and implementing a Program Plan** for managing covered products.
- The plan is reviewed by a state-appointed advisory board and approved by the state regulatory agency.



Packaging EPR in the US



The U.S. PRO – Circular Action Alliance

- Circular Action Alliance (CAA) is a 501(c)(3) nonprofit PRO dedicated to implementing effective EPR laws for paper and packaging in the U.S.
- CAA was founded by 20 companies from the food, beverage, consumer goods, and retail industries.
- CAA has been approved to be the single PRO in California, Colorado and on the Maryland Advisory Council. CAA was the only PRO to submit an Oregon program plan on March 31, 2024.



CAA's Mission

CAA's mission is to help producers comply with EPR laws, deliver harmonized, best-in-class services and work with governments, businesses and communities to reduce waste and recycle more.

CAA will:

- Meet state-specific regulatory requirements;
- Leverage existing recycling systems and infrastructure; and
- Advance the circularity of covered materials through collaboration with local governments, service providers, and recycling system interest holders.



EPR in Colorado

What is Colorado's law?

HB 22-1355: Producer Responsibility Program for Statewide Recycling Act

- Requires covered producers to join a Producer Responsibility Organization (PRO).
- Through the PRO, producers fund and manage the collection, processing, and recycling for packaging and paper products.



What is covered in CO?

Packaging: paper, glass, metal, flexible and rigid plastics, and other packaging.

Includes foodservice ware: primary packaging used to provide product to the consumer (most closely containing product) + secondary packaging to bundle.

Paper: flyers, brochures, booklets, catalogs, telephone directories, magazines, and writing paper.

Does not include printed news publications.



What is covered in CO?

Sectors

- Residential
- Some businesses

Recycling System Funding

- To improve system performance and add new materials



What is required of communities?

- Communities and eligible service providers that participate in the EPR program will be reimbursed for 100% of the eligible net service costs of provided recycling services.
- Those who choose to participate will continue to manage their recycling and solid waste systems. Reimbursement will require data reporting and other standards as outlined in the Plan Proposal.
- There is no requirement for communities or service providers to participate in the EPR program.

CAA Progress to Date

Since being selected in 2023 as Colorado's PRO, CAA has:

- Completed a statewide Needs Assessment and recycling scenario, which were approved by the General Assembly's Joint Budget Committee
- Completed a successful, initial producer registration process
- Hired Colorado Executive Dir. & Staff
- Engaged 2,000+ stakeholders to inform its Program Plan Proposal



Program Plan Proposal

CAA's Plan Proposal is due February 1, 2025. CAA is working to:

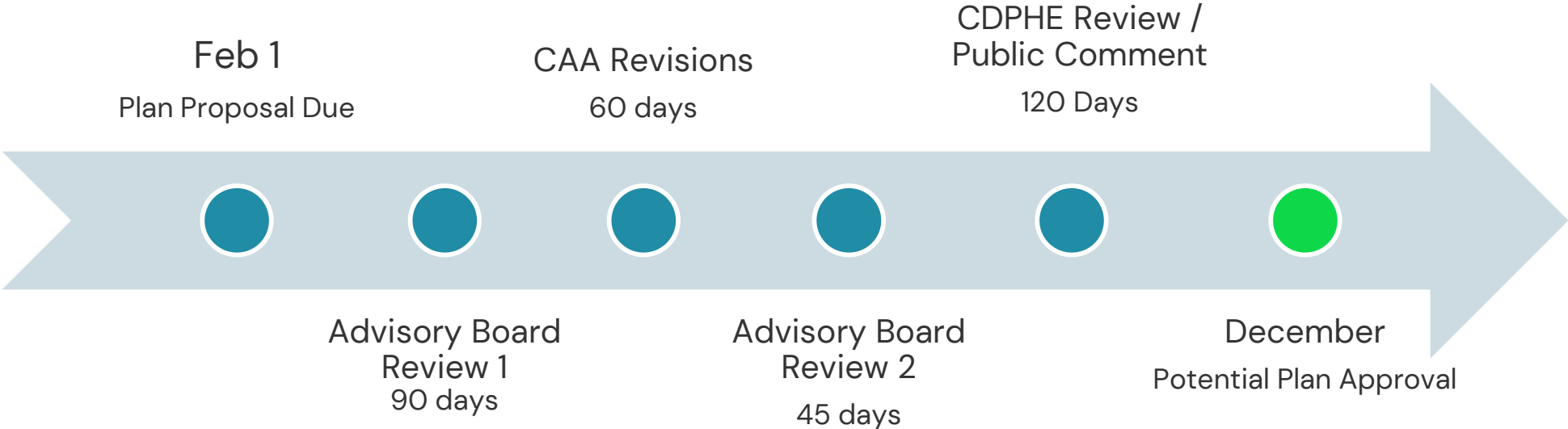
- Fulfill the legislative requirements and incorporate the outcomes of the Needs Assessment scenario approved by the Joint Budget Committee.
- Harmonize with other states while recognizing local conditions.
- Incorporate extensive feedback from more than 2,000 stakeholders.



2030 Goals and Objectives – Summary

- Provide sustainable funding mechanism for recycling services across all areas of Colorado.
- Standardize a list of readily recyclable materials in Colorado.
- Achieve a recycling rate of 38–44% for covered materials by expanding access to recycling services for covered entities across the state.
- Implement a statewide education and outreach campaign.
- Foster a robust circular economy in which:
 - Recyclable materials are used in new products.
 - Packaging is designed to minimize environmental impacts.
 - New recycling businesses are attracted to the state.

CO Program Plan Proposal -Timeline



Thank You

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