

Through a Producer Responsibility
policy for containers, packaging, and
printed paper, Colorado can:



**INCREASE RECYCLING, REDUCE
UNNECESSARY PACKAGING, &
STRENGTHEN SUPPLY CHAINS**

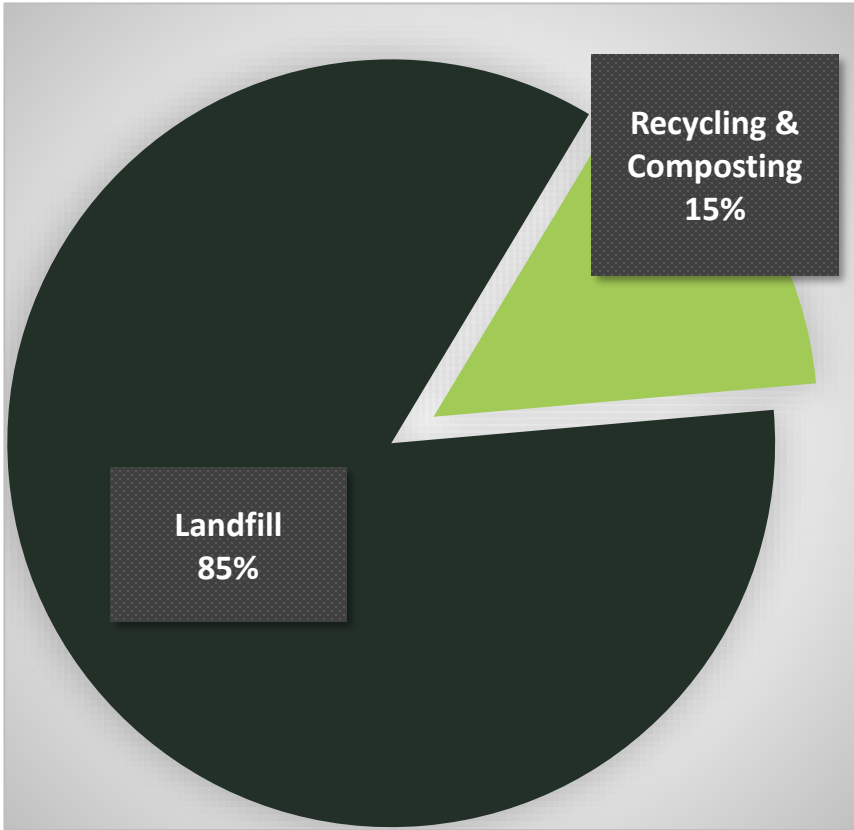
eco-cycle[®]
Building Zero Waste Communities

www.recyclingforallcoloradans.org

MEET ECO-CYCLE



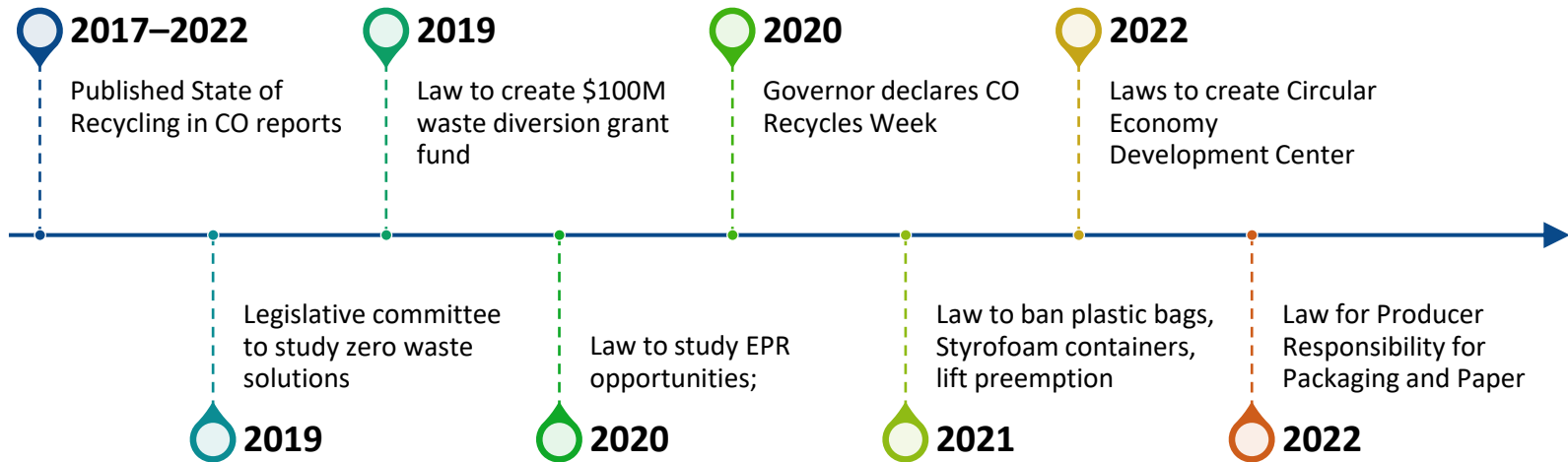
- One of oldest and largest NGO recyclers in the world
- Located in Boulder, Colorado, USA
- 65 employees, 65,000 tons/year
- Started one of first 20 curbside recycling programs in 1976
- Hands-on experience in every aspect of Zero Waste



COLORADO LAGS BEHIND IN RECYCLING

- 15% recycling rate is less than half the national average
- Largely open market, private hauler trash and recycling collection
- Few cities/towns manage recycling services
- Limited state-level waste policies compared to leading states and no bottle deposit program

BUILDING TOWARD POLICY SOLUTIONS



A PRODUCER RESPONSIBILITY SYSTEM FOR CONTAINERS, PACKAGING, AND PAPER WILL:



Increase our recycling rate and reduce climate pollution.



Provide free recycling for all Coloradans, including those living in apartments and in rural areas.



Develop a clear common list of what can be recycled statewide.



Save local governments money by reimbursing their costs to run recycling programs.



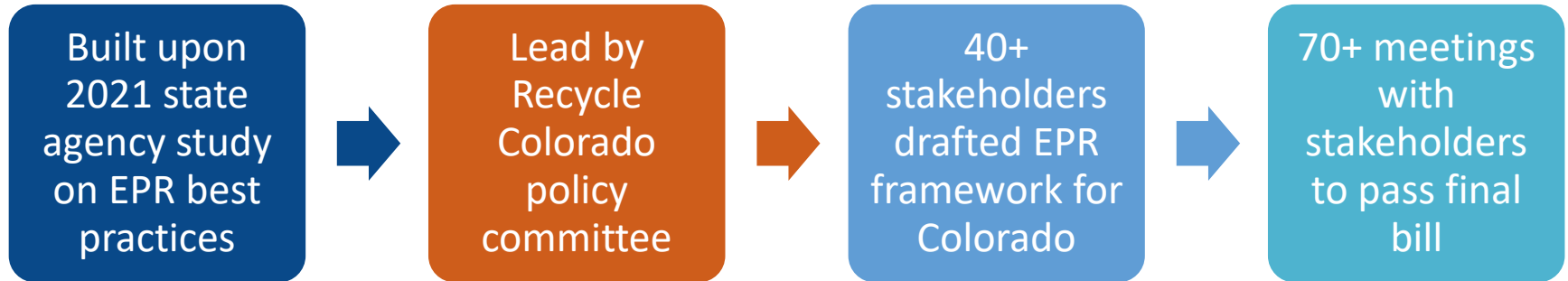
Support Colorado businesses by creating a more resilient domestic supply of raw materials to make new products.



Create financial incentives for companies to reduce unnecessary packaging and use greener, more recyclable materials.

STAKEHOLDER GOALS WITH EPR POLICY

STAKEHOLDER PROCESS TO DEVELOP EPR POLICY



BROAD COALITION OF SUPPORT FOR EPR

National companies

- American Beverage Assn
- Amcor
- Coca-Cola
- Danone
- L'Oreal USA
- Mars
- Nestle
- Pepsico
- SC Johnson
- Unilever
- Walmart

Colorado businesses

- Ball Corp.
- New Belgium
- Good Business Colorado
- Colorado Bev. Assn.

Local governments

- CML
- CC4CA
- CCAT
- 65 elected officials
- Rural counties: San Miguel, Ouray, Saguache
- Cities: Aurora, Fort Collins, Westminster, Denver

eNGOs

- Sierra Club
- Conservation Colorado
- Environment Colorado
- Green Latinos
- CoPIRG
- 350.org

Recycling industry

- Recycle Colorado
- Eco-Cycle
- Direct Polymers
- Momentum Recycling
- AMP Robotics
- GreenSheen

WHAT CO EPR LAW WILL DO



Develop a convenient, cost-effective statewide recycling system with free recycling to all residents



Be funded and managed by producers who sell packaging and paper in and into the state




Set up industry-run program with appropriate government oversight and advisory board of key stakeholders

HOW EPR IN COLORADO WILL WORK

Companies selling packaging and paper join Producer Responsibility Organization (PRO)




Producers pay dues to the non-profit PRO or submit their own individual plan.



PRO develops plan to improve recycling statewide.



Advisory board reviews plan, state approves plan and enforces regulations



PRO contracts with service providers to provide convenient recycling at no charge to all residents.

KEY ELEMENTS OF CO EPR



STRUCTURE:

100% industry
funded &
operated



SCOPE: Consumer
facing packaging



SCOPE: Includes
printed paper and
food serviceware



SCOPE: Residents
then expand to
small business



GOALS: Set by
needs assessment



IMPACT: Free
recycling

ROLE OF LOCAL GOVERNMENTS

PRO contracts with private and public service providers

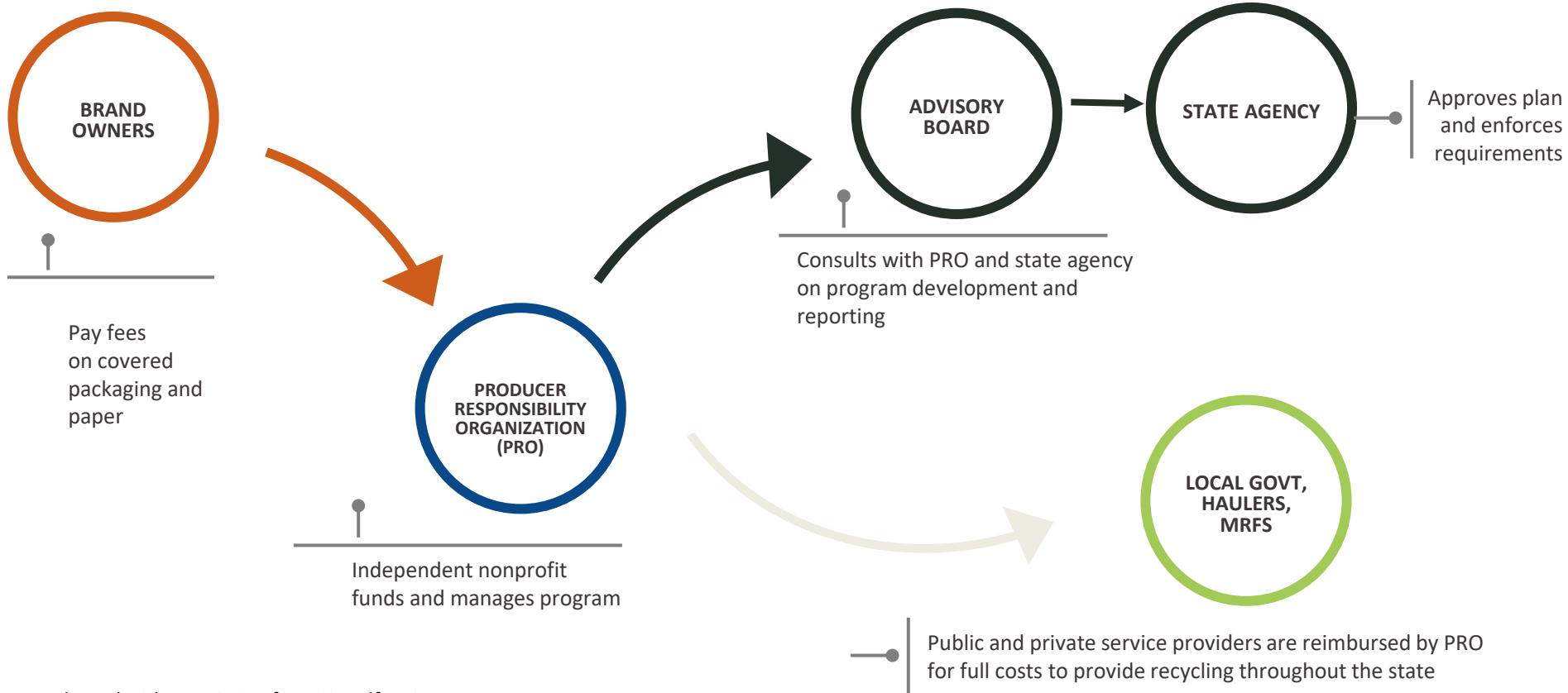
Utilize and expand on existing businesses

No requirement for local governments to be service providers

Reimbursement for 100% of net costs



PROGRAM OVERSIGHT



Adapted with permission from Signalfire Group

IMPLEMENTATION TIMELINE

2023

- State agency convenes Advisory Board
- Producer Responsibility Organization (PRO) forms
- PRO conducts needs assessment

2024

- Legislature approves recycling goals, estimated costs
- PRO drafts program plan

2025

- Advisory Board reviews plan, gives recommendations to state agency
- State agency solicits public feedback, approves plan

2026

- Program launch

<https://cdphe.colorado.gov/hm/producer-responsibility-program>

WE'RE HERE TO HELP!



www.recyclingforallcoloradans.org



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