



Producer Responsibility Program for Statewide Recycling

Colorado Association of Ski Towns (CAST)

October 20, 2023

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Agenda



- What is EPR
- Role of the Producer Responsibility Organization
- Statewide Needs Assessment
- Q&A

Extended Producer Responsibility (EPR)



What is
EPR?

A policy approach and practice in which producers take responsibility for management of the products and/or packaging they produce at the end of their useful life.



Goals



Increase recycling
& reuse



Uniform
statewide list



Stable funding to
expand infrastructure



Reduce
Contamination



Convenient &
equitable
recycling for all



Save local
governments money



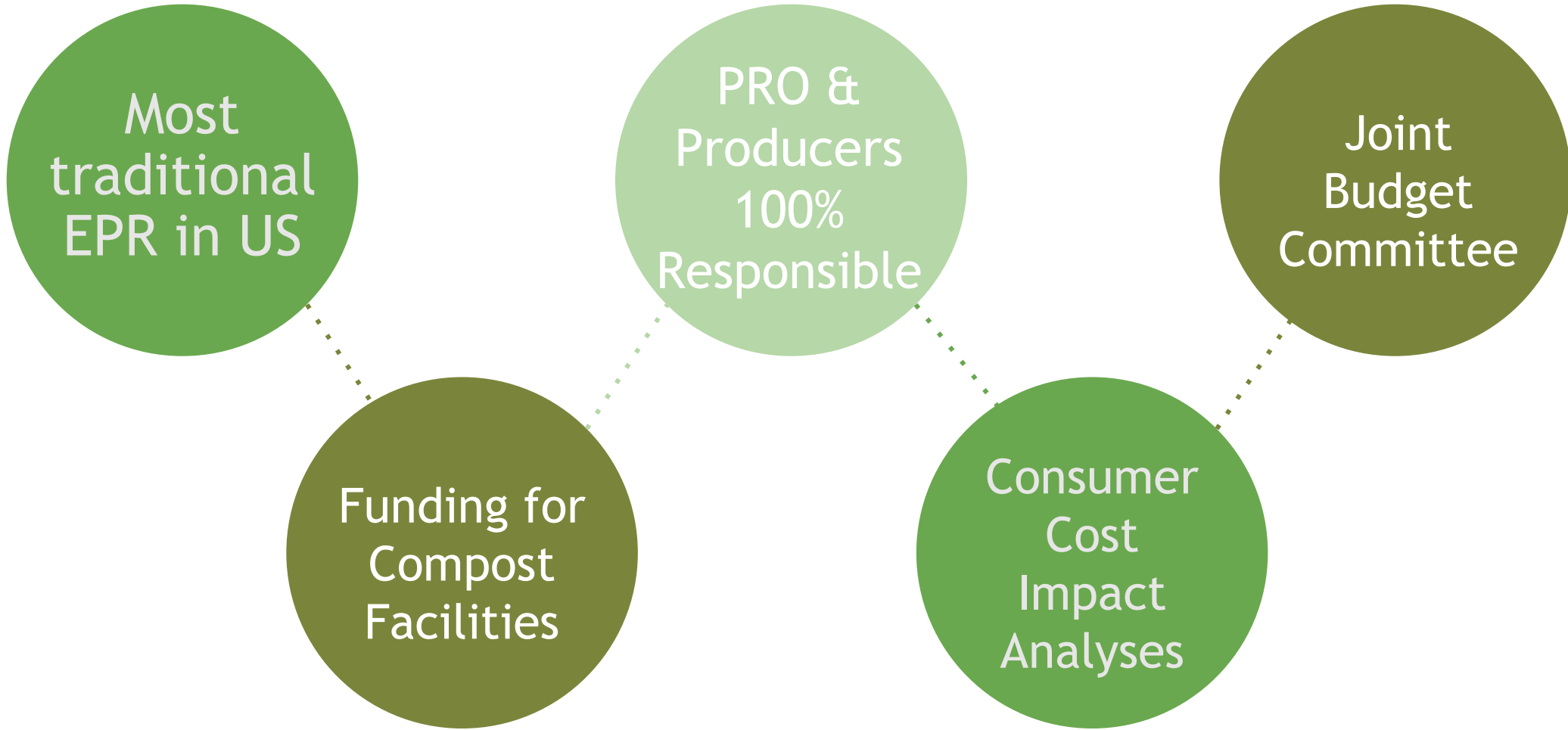
Postconsumer
Recycled
Content Rates

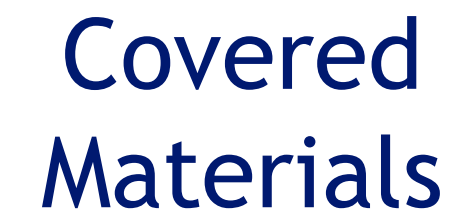


Statewide
Education &
Outreach



Unique
to CO







Circular
Action
Alliance

Introduction to Circular Action Alliance (CAA)

October 20, 2023

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What is the Role of the PRO?

What is a PRO?

- Producer Responsibility Organizations (PROs) manage the financial and sometimes operational requirements of an EPR law on behalf of producers.
- PROs are typically required to be non-profit organizations.
- Some laws allow for a single PRO (at least at program outset), while others allow for multiple PROs.

What are the PRO's responsibilities?

- A PRO's primary responsibilities are the development, implementation, and operation of a program plan which is approved by the relevant government agency, and the collection and management of producer fees.
- Operating under an approved program plan, a PRO may manage:
 1. Program operations and management
 2. Stakeholder relations and communication
 3. Data management and reporting
 4. Financing
 5. Legal and regulatory compliance

Who is Circular Action Alliance?

Circular Action Alliance (CAA) is a nonprofit, tax-exempt 501(c)(3) established to support the successful implementation of EPR laws for paper and packaging.

CAA was officially incorporated in December 2022 and 18 companies from the food, beverage, consumer goods, and retail industries serve as Founding Members.

In May 2023, the Colorado Department of Health & Environment (CDPHE) approved Circular Action Alliance (CAA) to be the one PRO to administer and implement the state's EPR program.



The Clorox Company

L'ORÉAL

Walmart



PEPSICO



TARGET



THE
Coca-Cola
COMPANY



General
Mills

MARS

FERRERO



niagara
BOTTLING, LLC

amazon

KraftHeinz

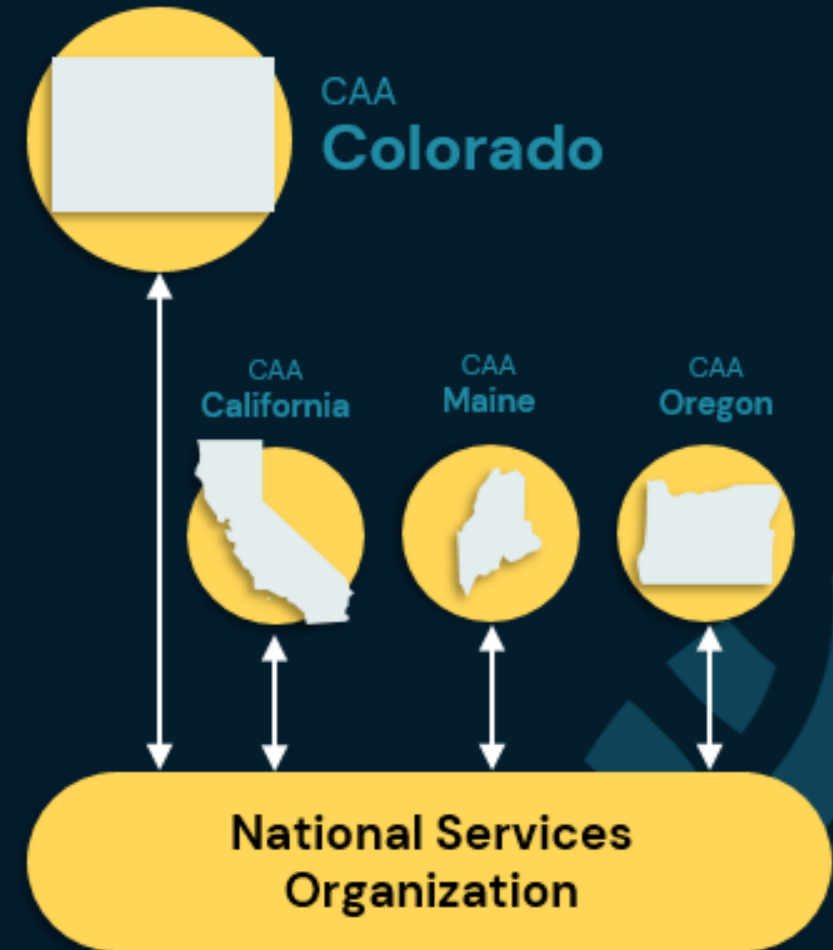


COLGATE-PALMOLIVE

scJohnson

PRO Structure & Responsibilities

- CAA is a non-profit PRO with a mission to provide best-in-class compliance services to all producers across multiple states.
- As a national services organization, CAA will support the implementation of state EPR programs through compliance tools and resources, such as reporting portal for producers.
- Our priority is to implement program plans that are responsive to the needs of each state and enhance materials management through system improvements and local operations.
- This structure allows the CAA Colorado to focus on important local work while leveraging national services and expertise.



Our Approach

As a non-profit PRO, CAA will provide services and support for producer compliance and work collaboratively with all EPR program stakeholders to create a circular economy for paper and packaging



Support & Represent Producers

Provide all producers with harmonized compliance and reporting services and help them navigate different obligations from state to state.



Improve Recycling System Outcomes

Manage the collection and distribution of funding to improve consumer access to recycling, enhance collection systems, increase recycling rates, and generate high-quality recycled material that can be used over and over in new products and packaging.



Ensure Program Efficiency

Establish transparent and competitive procurement practices for service providers to advance strong EPR program outcomes, while managing system costs.



Educate Consumers

Equip consumers with clear information to raise participation rates, reduce litter and contamination, and increase recycling rate.



Support Innovation

Support and incentivize innovation in packaging design and delivery models to reduce waste, enhance recyclability, and keep materials in circulation.



Collaborate for Impact

Meaningfully engage with all system stakeholders to inform the development of strong, locally relevant program plans.



COLORADO NEEDS ASSESSMENT

COLORADO ASSOCIATION OF SKI TOWNS
EPR PANEL DISCUSSION

OCTOBER 20, 2023



INTRODUCTION TO THE NEEDS ASSESSMENT



The first step is development of the needs assessment, which is an in-depth study to assess Colorado's existing recycling system and identify opportunities for growth and improvement of the system.

It is meant to provide the roadmap for the approved PRO's program plan and inform the rule-making process.

OBJECTIVES OF NEEDS ASSESSMENT

THE NEEDS ASSESSMENT WILL MEASURE EXISTING
AND NEEDED RECYCLING PROGRAMS AND INFRASTRUCTURE
BY GEOGRAPHIC REGION AROUND COLORADO.

IT WILL ANSWER THE FOLLOWING QUESTIONS:

- What services are currently being provided? To whom? Where?
- What is the performance level of existing services, including accessibility, participation, and recycling rates?
- What are the costs of the current system?
- Where do collected materials go to be processed?
- What local end markets exist and how can they be tapped into?

THE RESULTS WILL BE USED TO DEVELOP POSSIBLE
FUTURE RECYCLING SERVICE SCENARIOS.

ELEMENTS OF NEEDS ASSESSMENT

ELEMENT 1: Residential Collection

ELEMENT 2: Service Costs

ELEMENT 3: Demographics

ELEMENT 4: Contamination

ELEMENT 5: Non-residential Collection

ELEMENT 6: Processing Capacity

ELEMENT 7: Opportunities and Costs

ELEMENT 8: Minimum Recyclables List

ELEMENT 9: End Markets

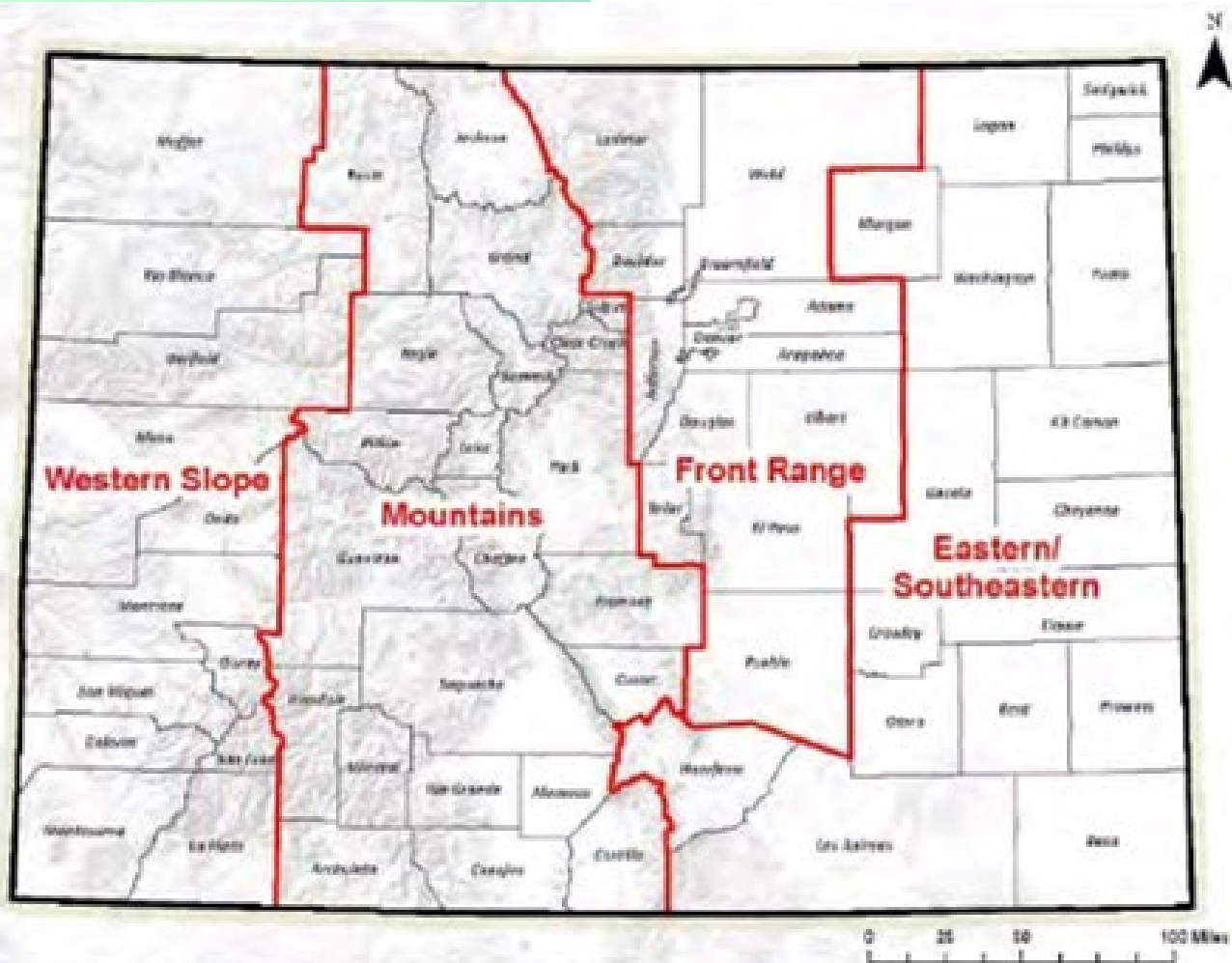
ELEMENT 10: New Technologies

ELEMENT 11: Reuse and Refill

ELEMENT 12: Education

ELEMENT 13: Scenarios

ELEMENT 14: Compost



REGIONAL REPRESENTATION

- Front Range
- Mountains
- Western Slope
- Eastern Plains

Colorado Integrated Solid Waste & Materials Management Plan

DATA COLLECTION

STAKEHOLDERS

Municipalities and Counties

Haulers, MRFs, Compost and Transfer

Non-residential (Hospitality, Schools, Public Places, etc.)

Recyclers and End Markets

DATA

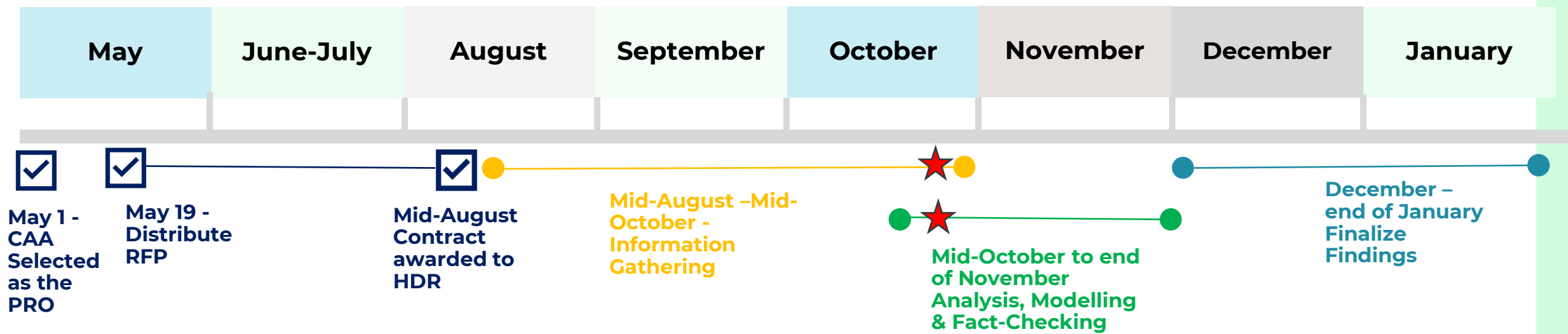
- Haulers – General contractual terms (cost, duration, escalators); service option levels/frequency; materials collected; type of service (curbside/drop-off); covered entity (single vs multifamily)
- Municipality/County – Ordinances; services types/levels; haulers; routes/drop-off; schedules; materials collected; vehicle types; number of personnel; labor costs; annual costs and revenues; waste/recycling composition
- Infrastructure – throughput/capacity; contamination; areas served; services provided; feedstock; commodities; residue; transport; costs; end markets; equipment; future expansions

CHALLENGES/OBSTACLES

Challenges/Obstacles Encountered

- Timeframe – consolidated
- 247 Municipalities, 64 Counties, 50+ Haulers, 25+ Compost Facilities, 7 MRFs
- Non-residential – Including Visitor Accommodations, Events, Food and Drink Establishments = Ski Towns
- Messaging and what does it mean – get the correct data
- Readily available data – formatting, documentation
- Timing – identified the right staff and availability for site visits, interviews, etc.
- Proprietary information – Modeling Service, Processing and End Market Cost Data?
- Waste Composition Data - Limited

PROJECT STATUS



WHAT REMAINS



**OCT
2023**

- **Data** Analysis
- Stakeholder **Engagement**
- Element **Memos**

**NOV
2023**

- Draft Minimum **Recyclables** List
- **Scenario** Development

**DEC
2023**

- **Draft** Needs Assessment
- Stakeholder **Engagement**

**JAN
2024**

- **Final** Needs Assessment
- Scenario **Recommendations**

**FEB
2024**

- CDPHE **Recommends** Selected Scenario to Joint Budget Committee



Stay
Connected



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