

# Extended Producer Responsibility (EPR)

## How Retailers Can Stay Ahead of a Fast-Changing Regulatory Landscape

August 27, 2025

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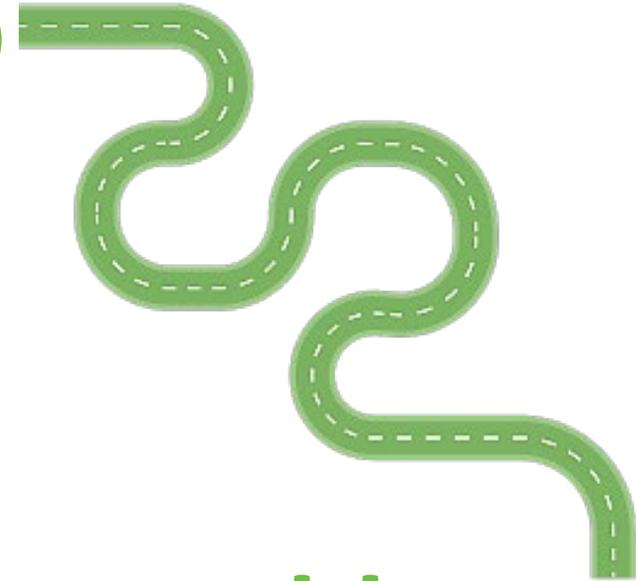


**PRODUCT  
STEWARDSHIP  
INSTITUTE**

# WHAT I DO

LONG AND WINDING ROAD

Leading to....

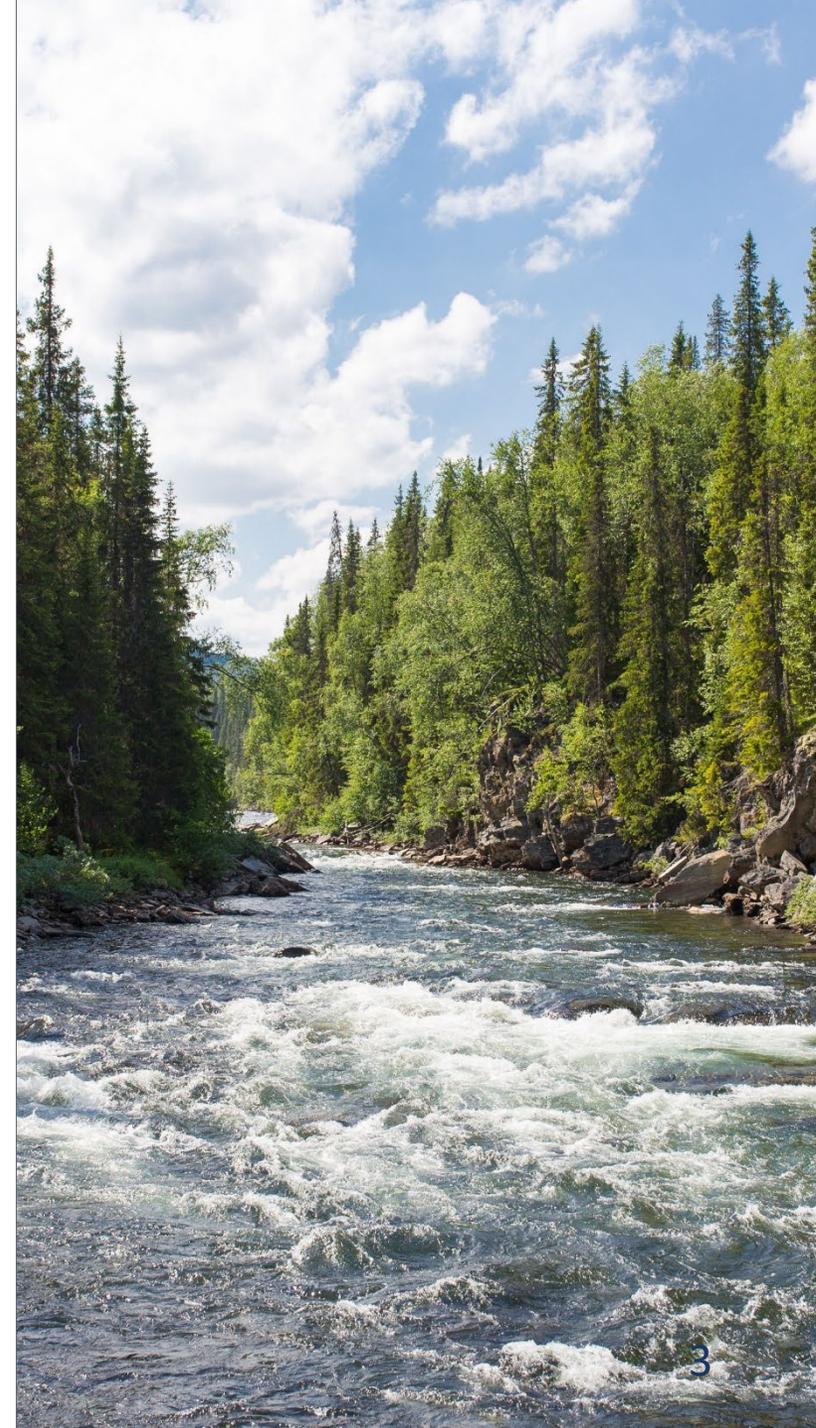


Collaborative problem solver

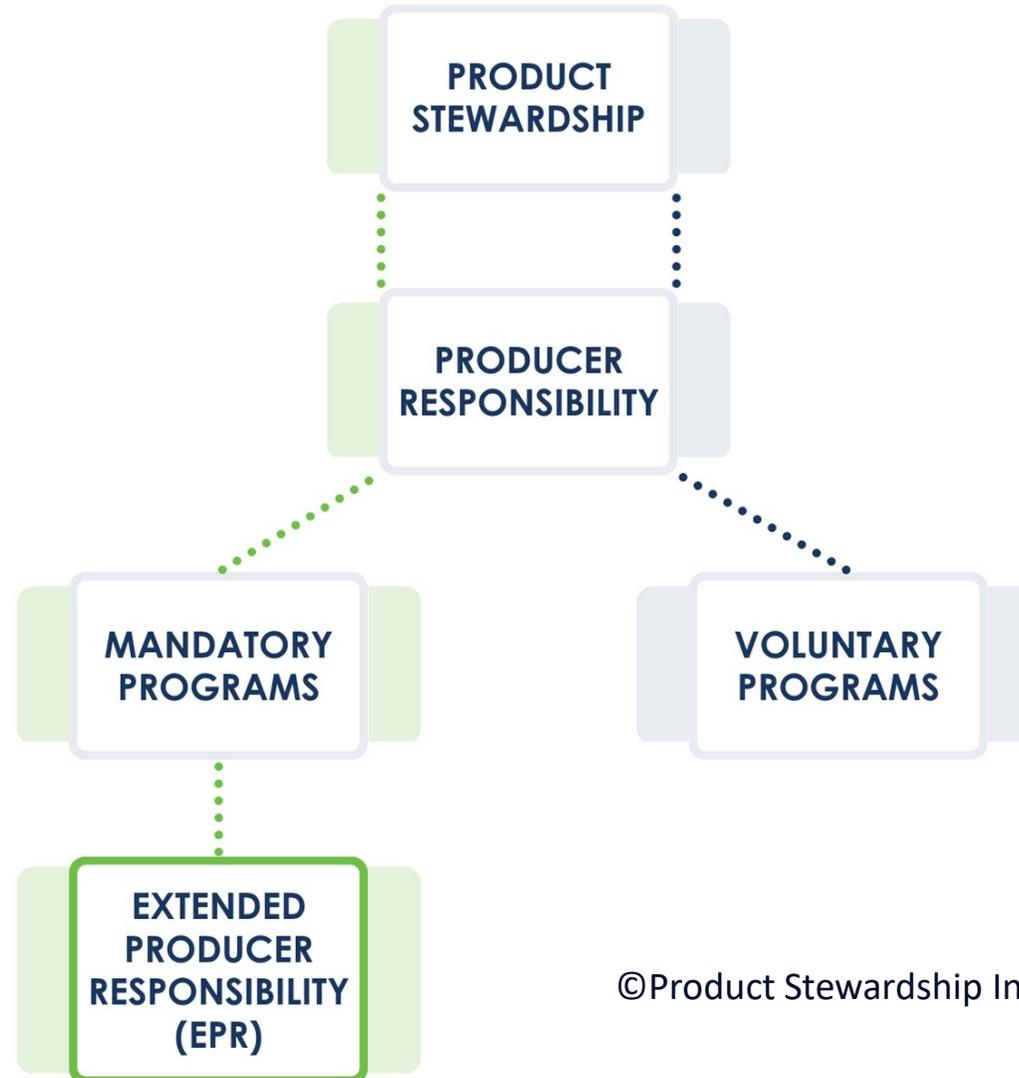
Multi-stakeholder engagement

# FACILITATIVE LEADERSHIP

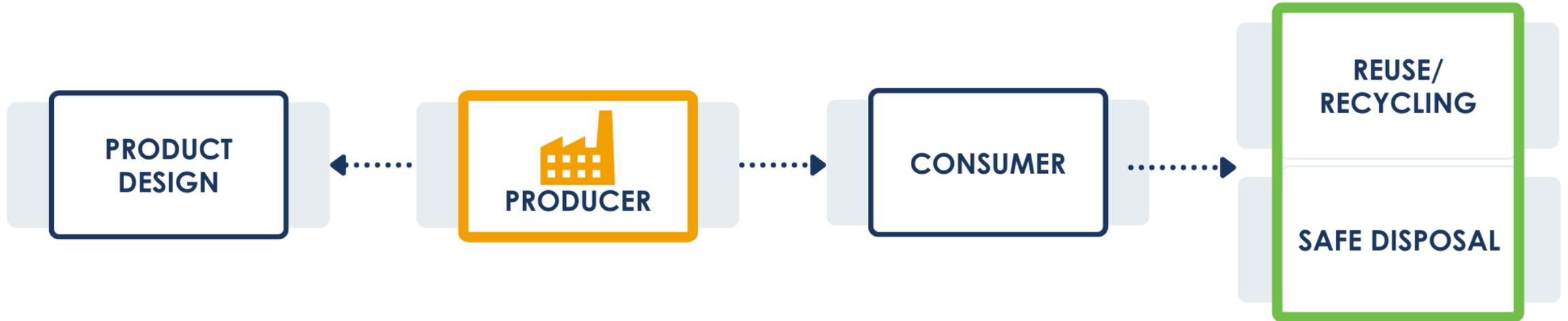
- Advocate for something...product stewardship (PS)
- Bring in all key stakeholders
- Identify problems, goals, barriers, solutions
- Design process (mtgs, etc.) to gain agreement
- Implement solutions...PS and EPR policies
- Implement programs...collection, recycling, etc.
- Evaluate and course correct



# EPR AND PRODUCT STEWARDSHIP



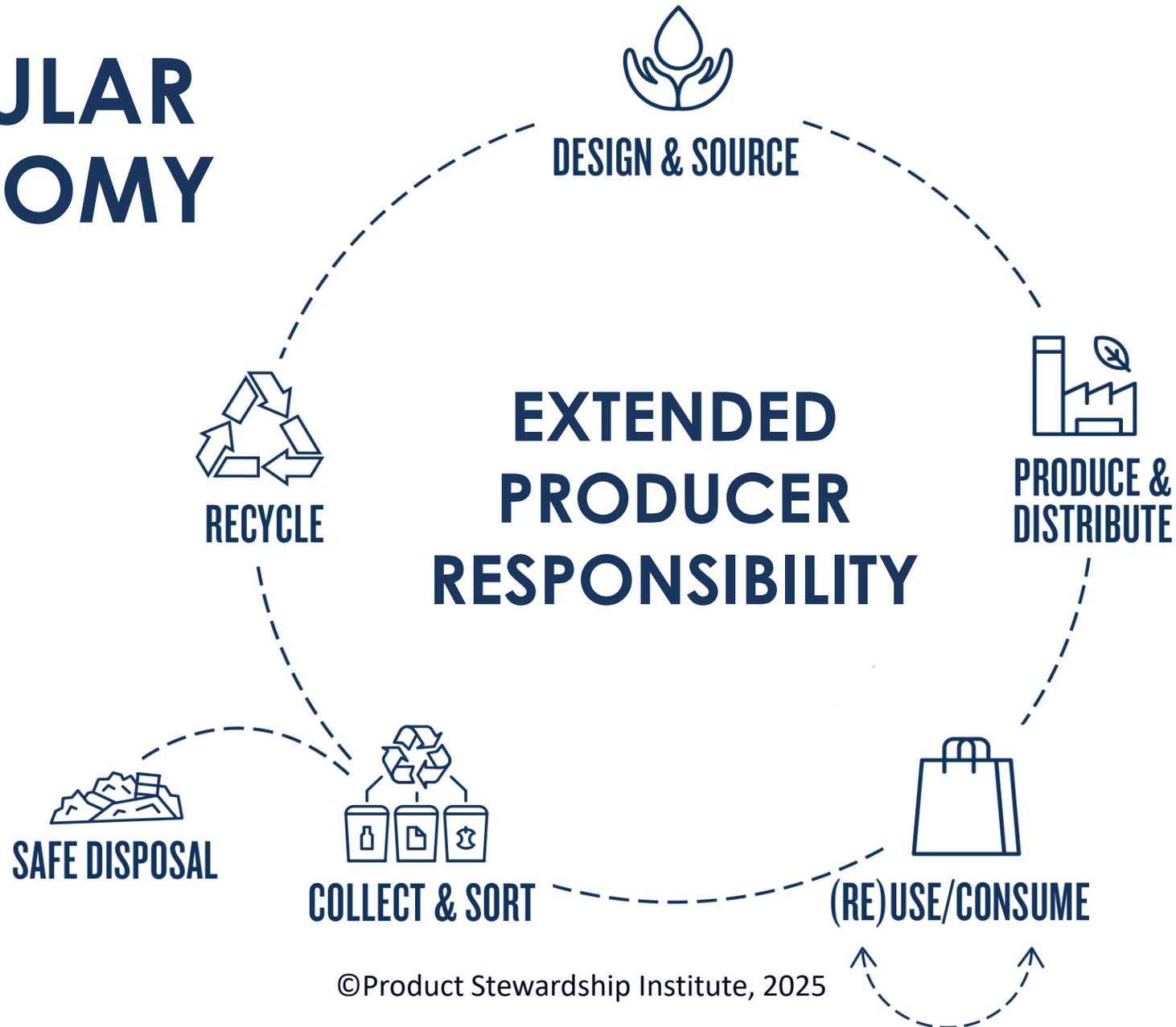
# EXTENDED PRODUCER RESPONSIBILITY



A **law** that **extends** a producer's financial and managerial **responsibility** for its products and packaging beyond the manufacturing stage — both **upstream** to product design and **downstream** to **postconsumer** reuse, recycling, or safe disposal.

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# CIRCULAR ECONOMY



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# WHY EPR?



Provides **sustainable funding**  
Reduces **government costs**



Incentivizes **waste reduction, reuse, recycling, and sustainable design**



Increases **collection convenience, education**



Establishes **performance goals** to gauge program effectiveness  
Ensures **transparency and accountability**

# WHY EPR?



» EPR

EXTENDED PRODUCER RESPONSIBILITY

Municipal  
management  
of trash



Volunteer  
recycling



Municipal-funded  
and managed  
recycling programs

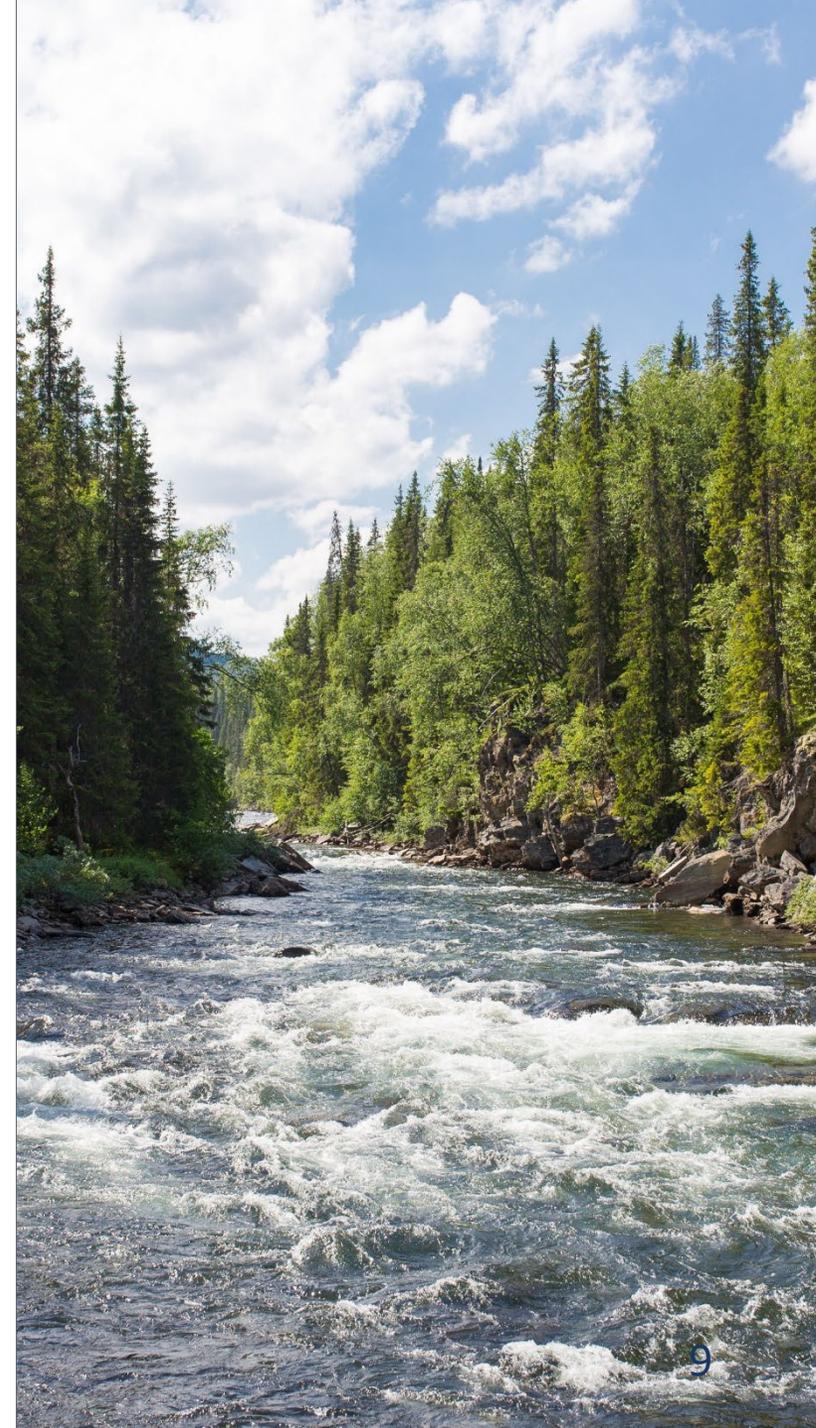


Producer-funded and managed  
recycling programs with multi-  
stakeholder accountability



# WHO IS PSI

- **National nonprofit:** 25<sup>th</sup> Anniversary
- **Focus:** Consumer products and packaging
- **Members:** State & local gov't's (Board)
- **Partners:** Business, non-profits, int'l gov'ts, academic



# WHAT WE DO



# PRODUCT CATEGORIES



Batteries



Carpet



Electronics



Gas Cylinders



HHW



Junk Mail



Mercury Thermostats



Lighting



Mattresses



Medical Sharps



Mercury Auto Switches



Motor Oil



Packaging & Plastics



Paint



Pesticides



Pharmaceuticals



Phone Books



Radioactive Devices



Refrigerant-Containing Appliances



Solar Panels



Textiles



Tires

# CASE STUDY: PAINT

# CASE STUDY: FLEXIBLE PACKAGING

# CASE STUDY: ELECTRONICS

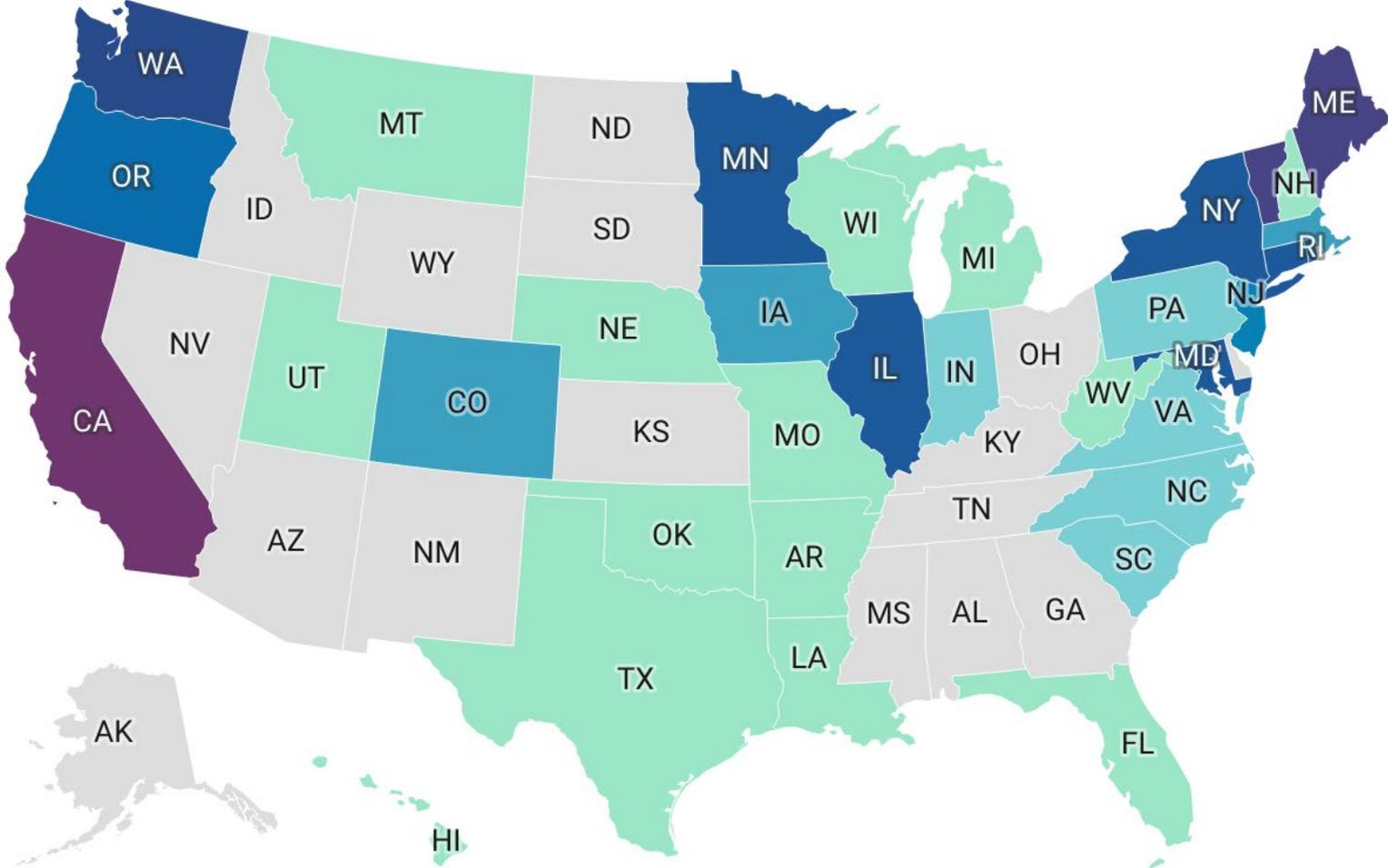
# CASE STUDY: PHARMACEUTICALS

# U.S. EPR Laws

146 laws

21 products

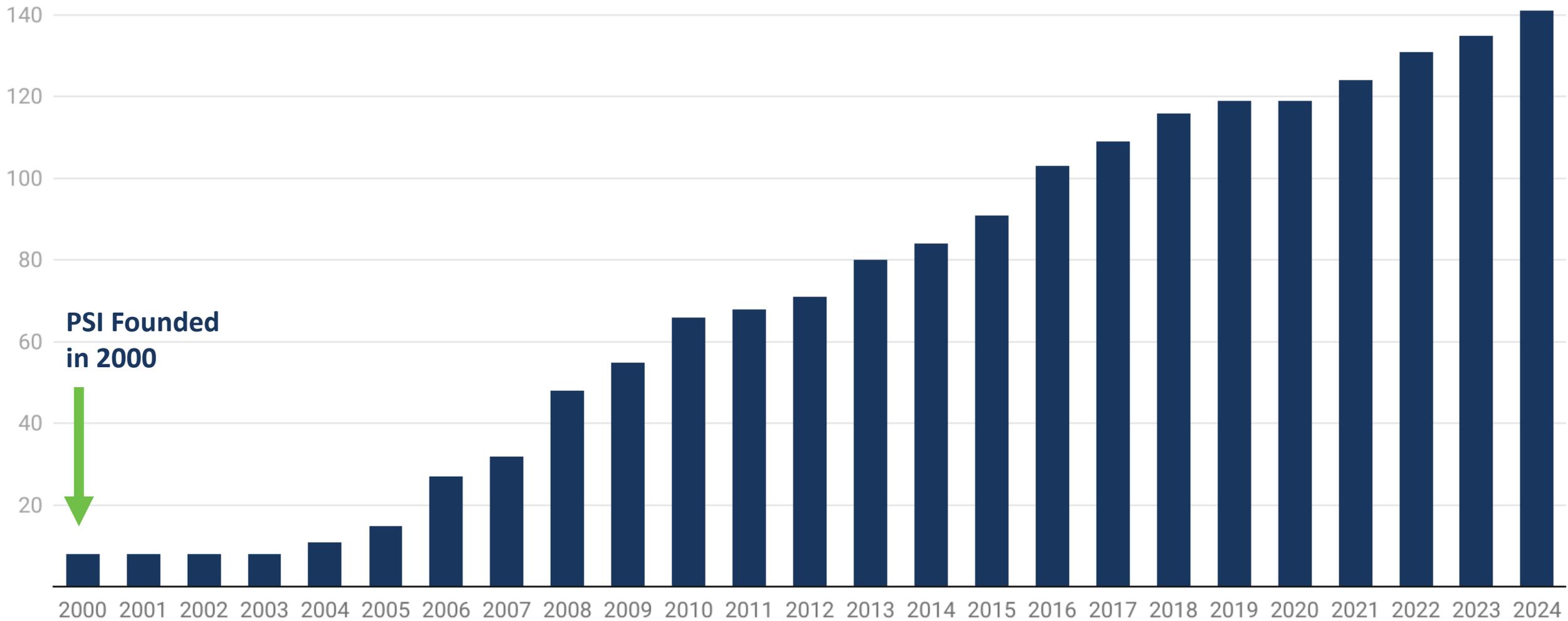
34 states



Number of State EPR Laws



# U.S. EPR LAWS SINCE 2000



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# Principles of EPR

## PRODUCT STEWARDSHIP INSTITUTE (2001, 2012)

- Stakeholder engagement
- Shared responsibility (industry, government, consumers)
- Internalize full lifecycle costs
- Incentives for sustainable products
- Flexible, results-based strategies

## CONSUMER GOODS FORUM (2017)

- Transparency & consultation with all stakeholders
- Net cost focus (collection, sorting, recycling)
- Clarity of objectives & criteria
- Simplicity & clear objectives

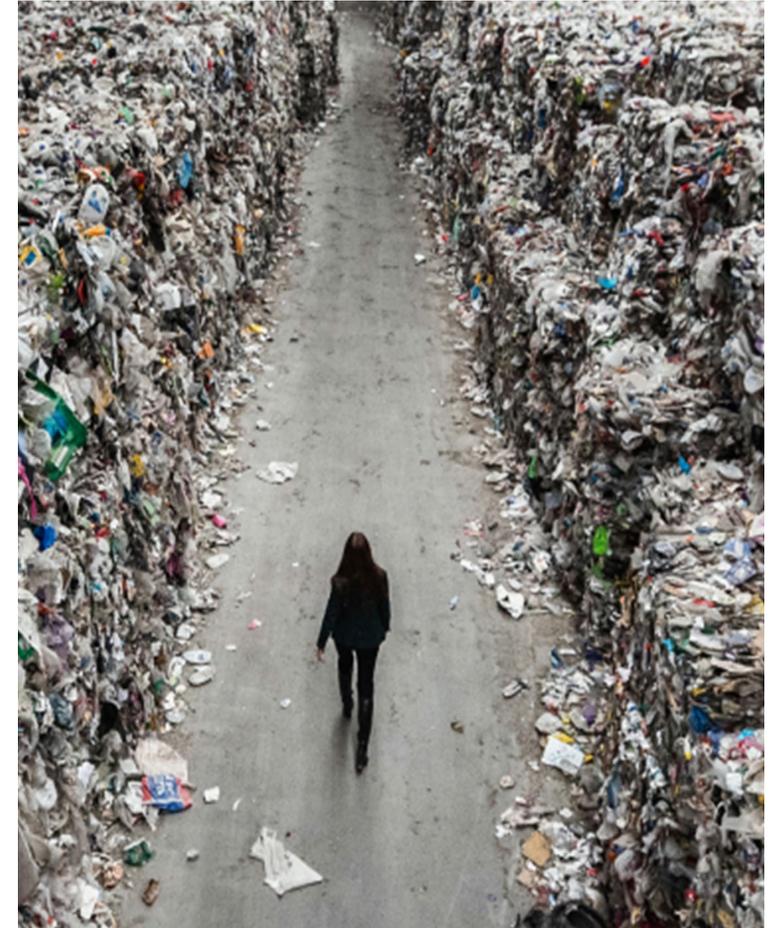
# ELEMENTS OF EFFECTIVE U.S. EPR LAWS

Covered Materials/Products	Governance (PRO, Advisory, Govt)	Performance Standards	Stewardship Plan Contents
Covered Entities	Funding Inputs	Outreach & Education Requirements	Annual Report Contents
Collection & Convenience	Funding Allocation	Equity & Environmental Justice	Implementation Timeline
Responsible Party ("Producer")	Design for Environment	Enforcement & Penalties for Violation	Additional Components & Definitions

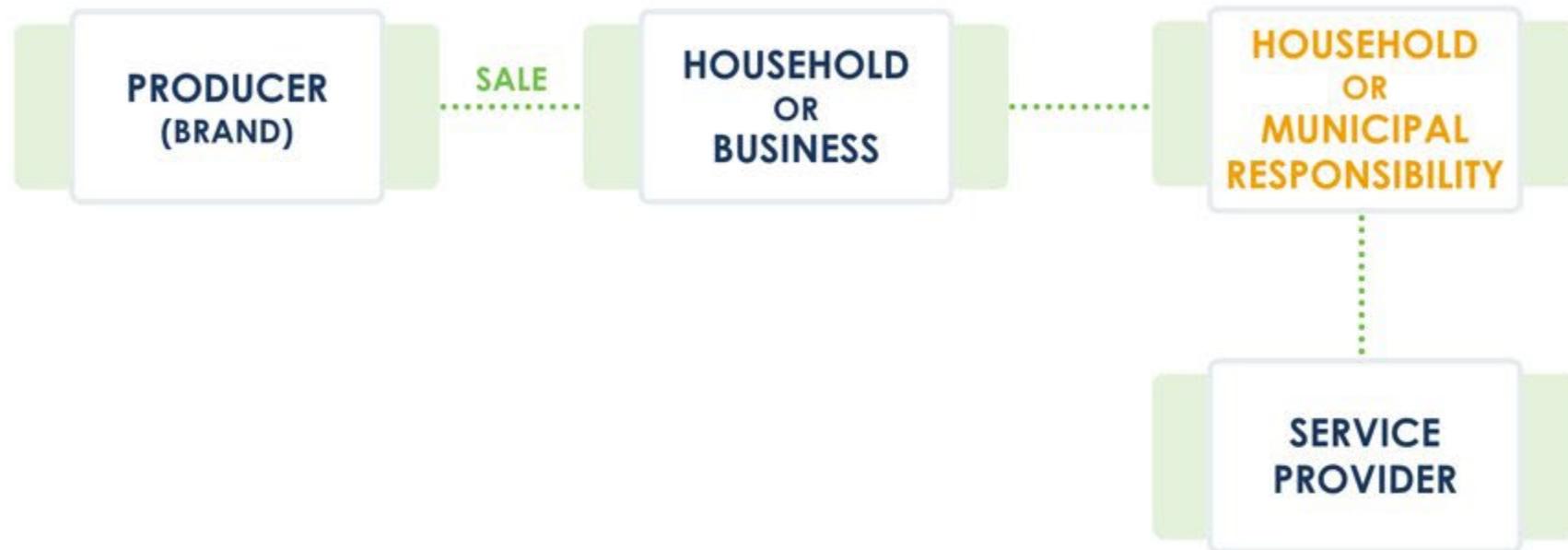
# PACKAGING

# WHY PACKAGING EPR?

- Increased recycling costs coupled with never enough **municipal** funding - **underfunded**.
- **Municipal** recycling **stagnated** ~32%
- Fragmented **municipal** recycling → **inefficient**
- Confusing recycling instructions/package labels → **contamination**
- Recycling markets fluctuated → **municipal** recycling contracts **unstable**



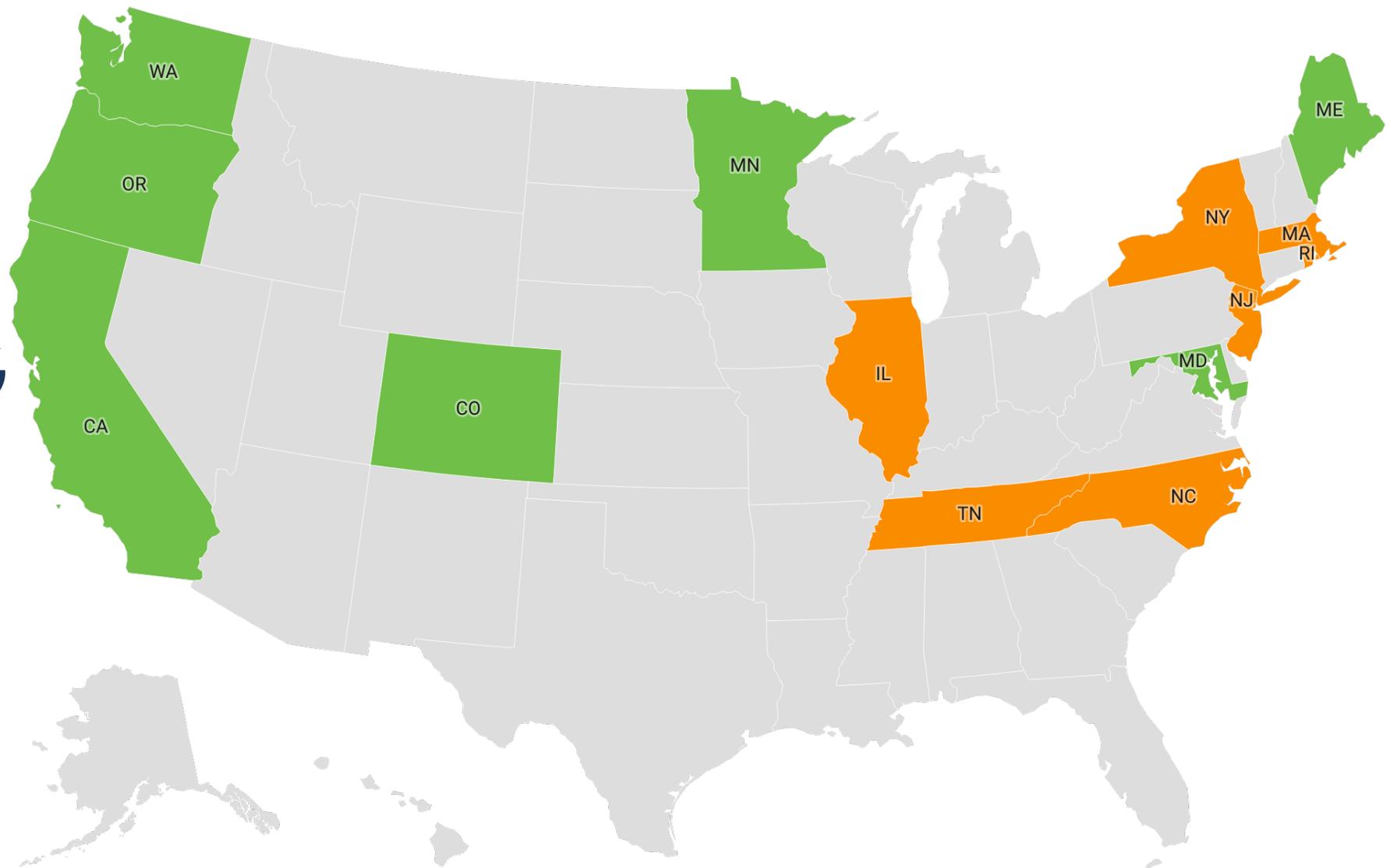
# Current Recycling System



# Recycling System Under EPR



# U.S. PACKAGING EPR LAWS AND 2025 BILLS



**Packaging EPR Legislative Activity**

- Existing Law(s)
- Introduced packaging EPR bill in 2025



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This map shows EPR laws and bills that create a new program. Bills amending existing EPR programs are not represented.

# U.S. EPR PACKAGING LAWS

	Maine	Oregon	Colorado	California
Signed Into Law?	July 2021	August 2021	June 2022	July 2022
Implementation Date?	Fall 2026	July 2025	July 2026	January 2027

	Minnesota	Maryland	Washington
Signed Into Law?	May 2024	May 2025	May 2025
Implementation Date?	January 2029 (Tentative)	2028 (Tentative)	January 2030 (Tentative)

Source: Product Stewardship Institute, Inc. 2025

# TRENDY TOPICS

- Producer compliance
- Variability in state EPR laws
- Lack of harmonization among core EPR elements



# PSI PACKAGING HARMONIZATION TASK FORCE

**The Problem:** Lack of consistency

## Key Elements to Harmonize

- Timing and Sequence
- Obligation Hierarchy
- Scope of Covered Materials
- Exemptions
- Reporting Categories
- Fee Setting
- Eco-Modulation
- Responsible End Markets
- Financial Responsibility

# PSI Packaging EPR Harmonization Task Force

## Who's Involved:

75+ stakeholders from government, industry, recycling, and nonprofits

## Process:

- 6 virtual meetings (Sept–Dec 2025)
- Focus on top-priority elements

**You're Invited:  
Take your seat  
at the table!**

# WHAT RETAILERS NEED TO KNOW



# We Listen to Retailer Concerns

## TELL ME MORE

- **Prices & margins:** “Will EPR raise shelf prices?”
  - ❖ **Price impacts are negligible.** Independent analyses (EU/Canada/U.S.) show no systemic price increase under packaging EPR.
- **Operations & data:** “Signage, take-back, reporting?”
  - ❖ PRO (Producer Responsibility Organization) provides consistent education statewide.
  - ❖ Collection is **voluntary**.



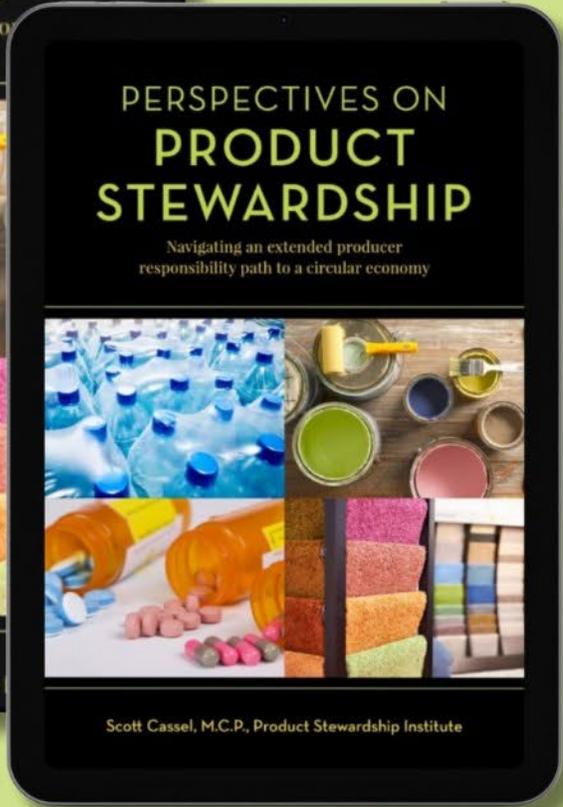
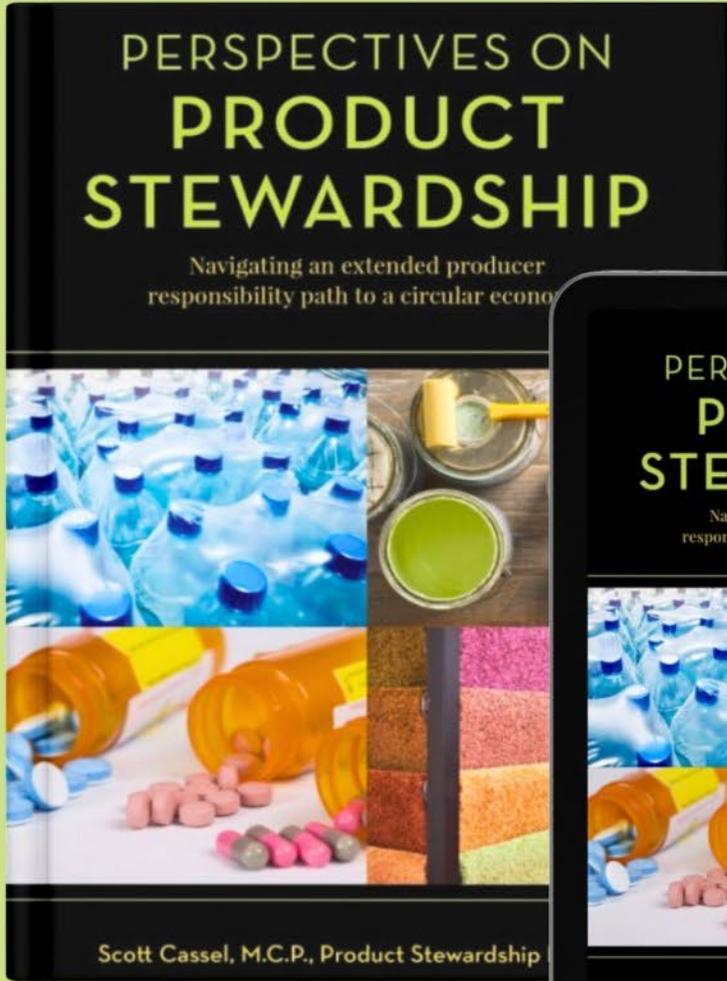
# We Listen to Retailer Concerns

## TELL ME MORE

- **Fairness:** *“Don’t make retail responsible.”*
  - ❖ **There are options.** Producer definition is negotiable w/manufacturers and distributors.
- **Complex rules:** *“Different states, different timelines.”*
  - ❖ **Seat at the table:** Provide input during bill development – before legislative hearings.

# Current PSI Dialogues

- **Packaging**
- **Mattresses**
- **Gas Cylinders**
- **Household Hazardous Waste**



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THANK YOU!

**Scott Cassel**

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