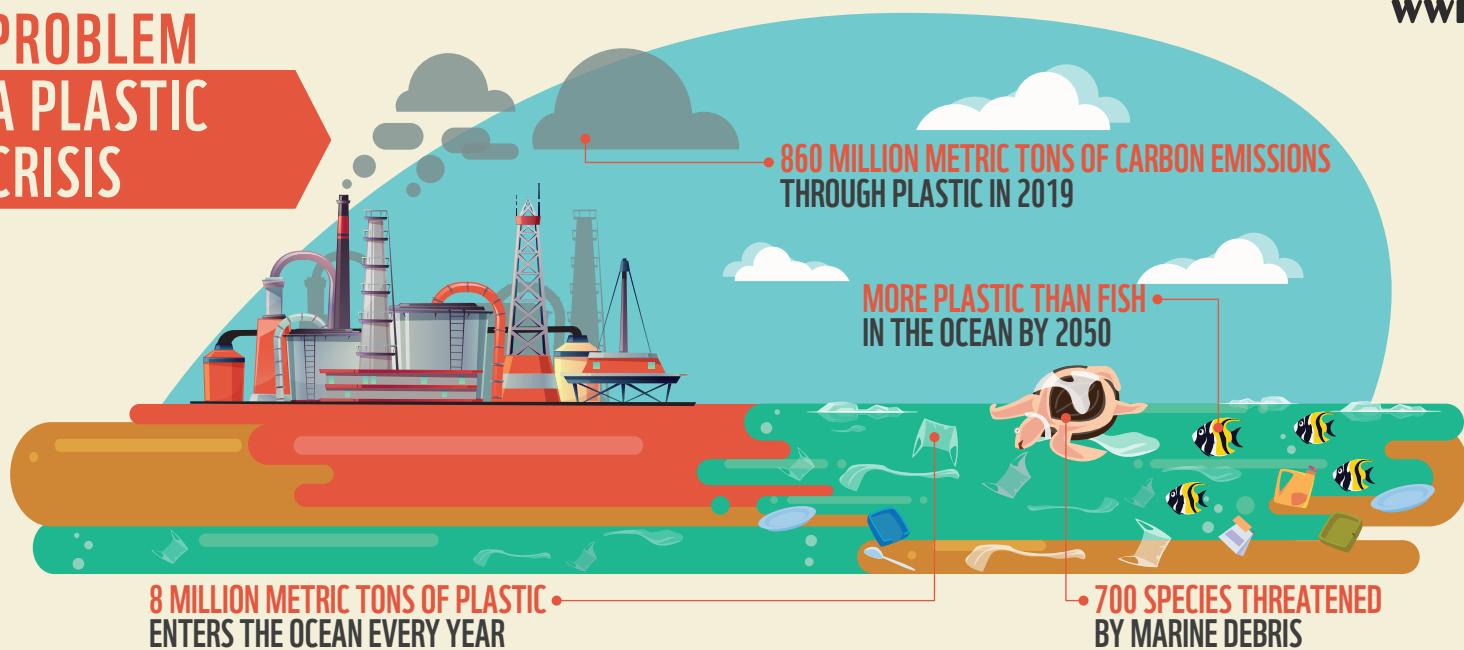


EXTENDED PRODUCER RESPONSIBILITY (EPR)

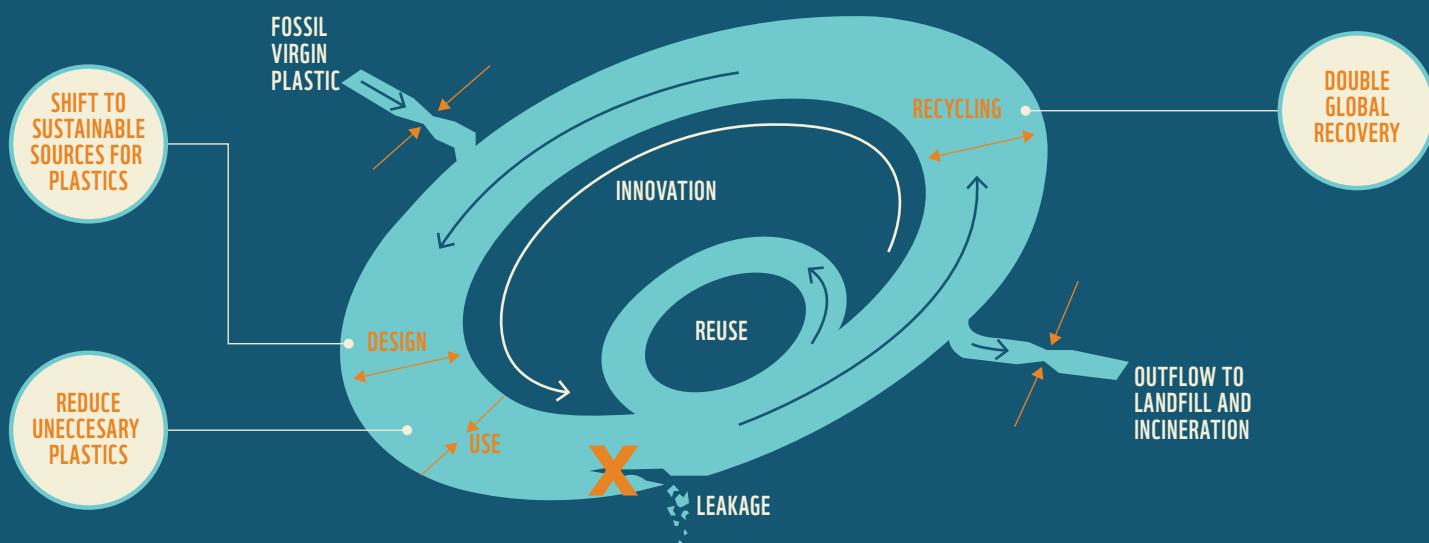


PROBLEM A PLASTIC CRISIS



VISION PLASTICS CIRCULARITY

THE PLASTIC CRISIS CAN BE SOLVED BY TRANSFORMING OUR LINEAR ECONOMY INTO A CIRCULAR ECONOMY



SOLUTION

EXTENDED PRODUCER RESPONSIBILITY (EPR)



SHIFT RESPONSIBILITY AND COSTS TO HOLD BRAND OWNERS ACCOUNTABLE FOR THEIR PLASTIC PRODUCTS AND PACKAGING'S END-OF-LIFE IMPACTS



- GOVERNMENTS, COMPANIES AND CIVIL SOCIETY NEED TO COLLABORATE TO IMPLEMENT EPR SCHEMES
- SUCCESSFUL EPR IMPLEMENTATION IN OVER 30 COUNTRIES AND 400 SCHEMES GLOBALLY
- EPR SCHEMES IMPLY SIGNIFICANT ENVIRONMENTAL, SOCIAL AND ECONOMIC BENEFITS

ENVIRONMENTAL

- REDUCED OVERALL PLASTIC USE
- IMPROVED END-OF-LIFE TREATMENT (E.G. SEGREGATION, COLLECTION, RECYCLING)

SOCIAL

- REDUCED ORGANISATIONAL AND FINANCIAL BURDEN TO GOVERNMENTS
- INFORMAL SECTOR INTEGRATION

ECONOMIC

- COST-EFFICIENT WASTE MANAGEMENT SYSTEMS
- RELIEF TO OTHER SECTORS NEGATIVELY IMPACTED BY PLASTIC WASTE (E.G. FISHING, TOURISM)



EPR SETUP

GOVERNMENT

- DETERMINES BRAND OWNER CHARACTERISTICS AND PRODUCTS SUBJECT TO EPR
- DEFINES STANDARDS FOR FEE MODULATION (E.G. DIFFERENTIATION BY RECYCLABILITY, MATERIAL TYPE)
- SETS TARGETS FOR COLLECTION AND RECYCLING
- MONITORS COMPLIANCE AND ENFORCES LEGAL EPR FRAMEWORK

REPORT ON COLLECTION, RECYCLING AND DISPOSAL

BRAND OWNERS

SELL PRODUCTS

CONSUMERS

PAY EPR FEES

SYSTEM OPERATOR(S)

INFORM AND EDUCATE ABOUT WASTE REDUCTION, SEGREGATION ETC.

CONTRACT AND PAY

WASTE MANAGERS

DISPOSE PRODUCTS

- LEGEND:
- → PACKAGING FLOW
 - → CASH FLOW
 - → COMMUNICATION

CALL TO ACTION

GOVERNMENTS SHOULD



SET NATIONAL SEGREGATION, COLLECTION AND RECYCLING TARGETS



CREATE A COHERENT EPR FRAMEWORK



MONITOR COMPANIES' PLASTIC USE AND ENFORCE EPR LEGISLATION



COMPANIES SHOULD



REDUCE UNNECESSARY USE OF PLASTICS



TAKE RESPONSIBILITY FOR THE MANAGEMENT OF PRODUCTS' END-OF-LIFE IMPACTS



SUPPORT THE CREATION OF EPR SCHEMES INCLUDING CONSUMER AWARENESS CREATION

WWF'S WORK ON EPR



GOALS

- MOBILIZE GOVERNMENTS TO INCORPORATE EPR INTO THEIR LEGAL FRAMEWORK
- FACILITATE MULTI-NATIONAL AND LOCAL COMPANIES TO TAKE RESPONSIBILITY FOR THEIR PLASTIC PRODUCTS AND PACKAGING'S END-OF-LIFE IMPACTS

CONTRIBUTIONS

- DEVELOP STUDIES, ANALYSES AND RECOMMENDATIONS FOR GOVERNMENTS AND BUSINESSES RELATED TO SETTING UP COUNTRY-SPECIFIC EPR SCHEMES
- FACILITATE THE PRE-ORGANIZATION OF SYSTEM OPERATORS BY ENGAGING COMPANIES, GOVERNMENTS AND CIVIL SOCIETY
- DRIVE THE ADOPTION OF EPR, SCHEMES ACROSS 18 COUNTRIES WITH STRATEGIC FOCUS ON SOUTHEAST ASIA THROUGH POLICY ADVOCACY AND CORPORATE ENGAGEMENT



IF YOU GOT EXCITED TO LEARN MORE ABOUT OUR WORK AND WOULD LIKE TO ENGAGE WITH US, PLEASE VISIT WWW.PANDA.ORG/EPR