



RECYCLING REFORM FOR MAINE

More Effective • More Sustainable • More Equitable

www.recyclingreform.org

Chrissy Adamowicz

Sustainable Maine Outreach Coordinator



Natural Resources
Council of Maine

Recycling is the right thing to do:



Saved emissions equivalent to 38.8 million cars.



Creates 36 times more jobs than disposal



Recycling one ton of paper saves

- 17 trees.
- 380 gallons of oil.
- 4000 kilowatts of energy.
- 7000 gallons of water.



Recycling one ton of plastic saves 30 cubic yards of landfill space.

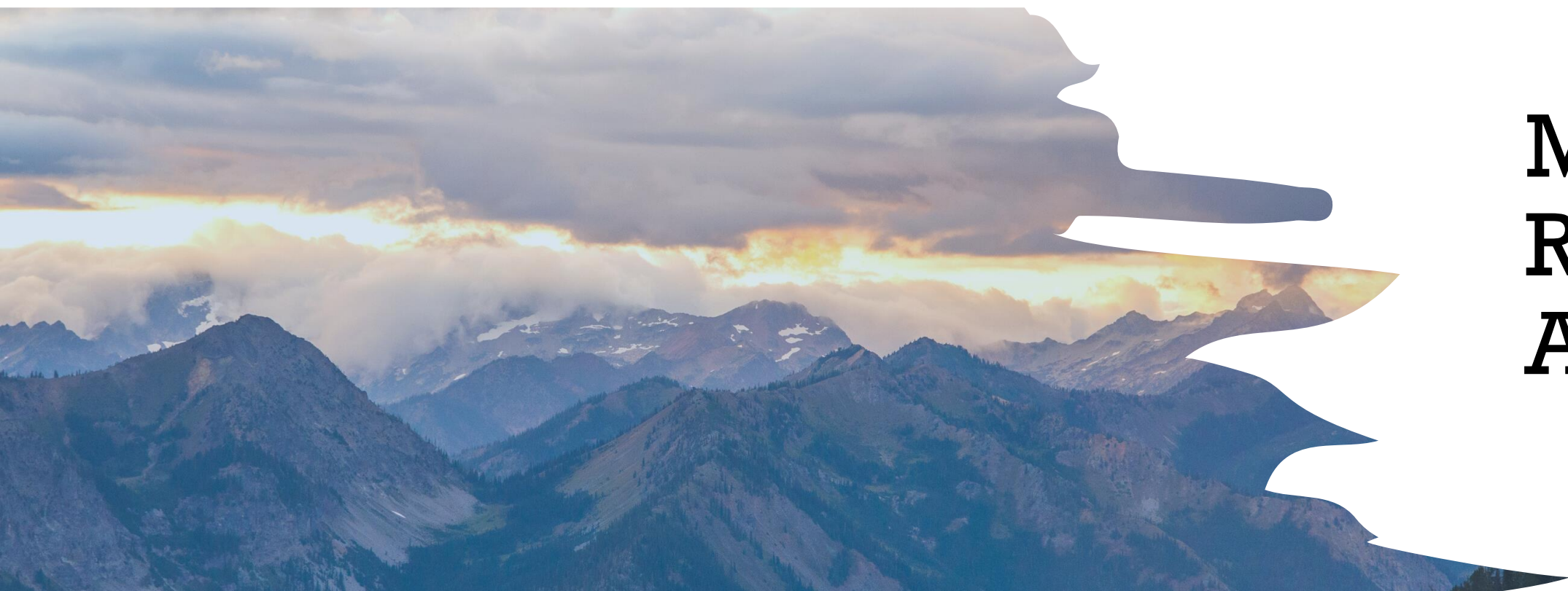


If Maine recycled 50% or more of its Municipal Solid Waste...

It'd be like taking

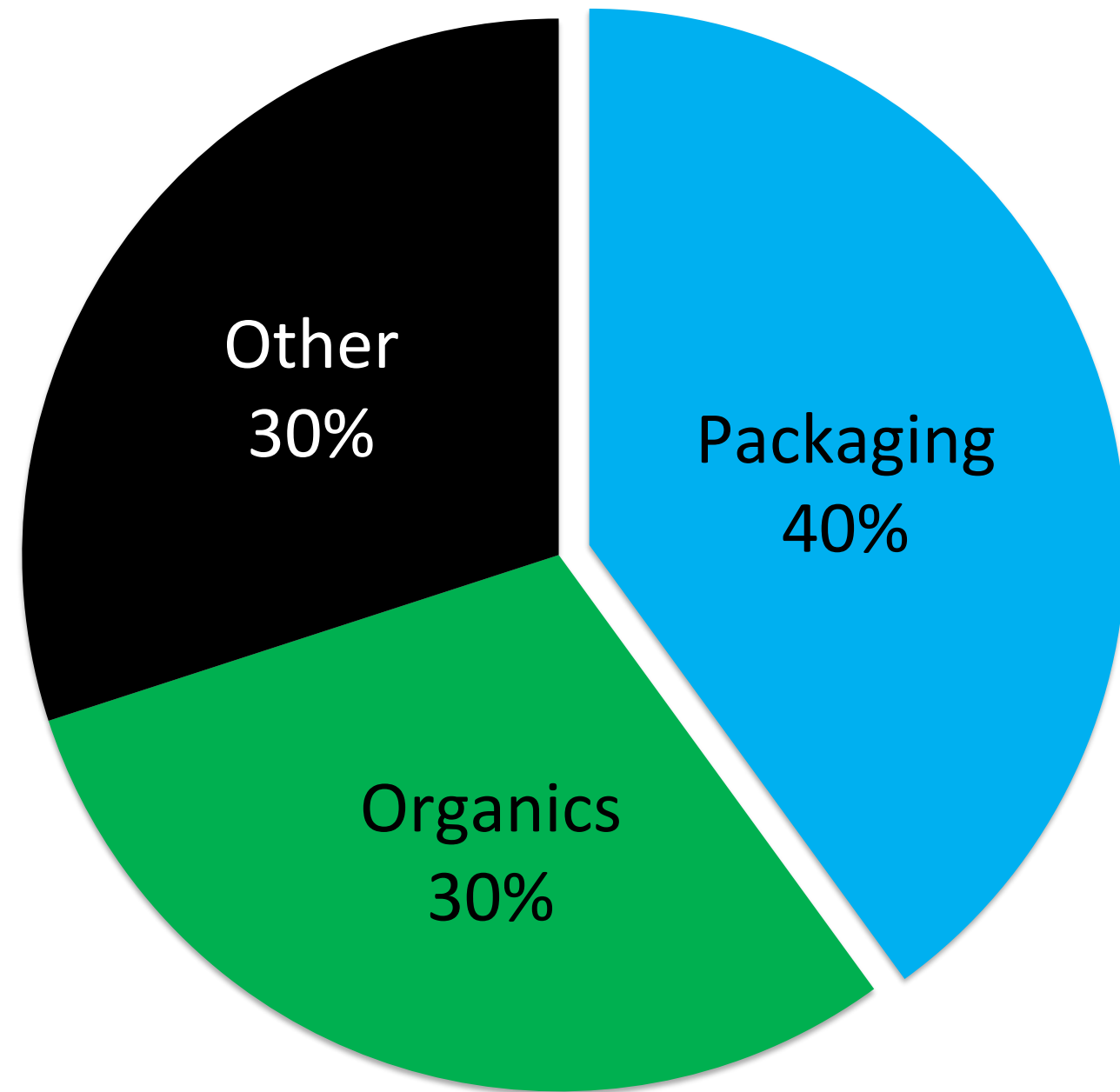
166,000

cars off the road



**MAINE RECYCLING
RATES PEAKED AT 40%
AND ARE FALLING**

MOST OF OUR WASTE IS PACKAGING...and most of that should go in our recycle bins



Underlying Structural Problems



Municipalities overwhelmed

Ocean pollution

Producers hold no responsibility

Wasteful, unnecessary, evolving packaging

Greenwashing & confusion

Taxpayers 100% responsible for a system that their volunteer efforts alone, can't fix.

No coordination between producers and municipalities.



Producers of Packaging



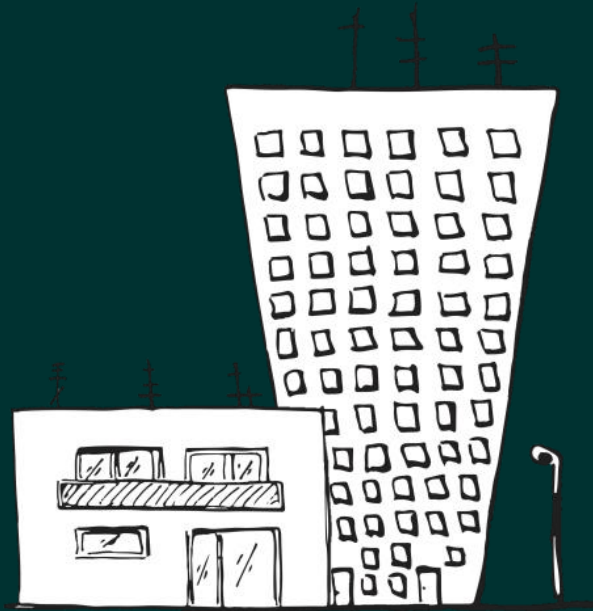
Taxpayers



Municipalities



Haulers



Processors

Approach to recycling is fundamentally flawed.

Taxpayers are on the hook...

...for an outdated, ineffective, and expensive system, that they didn't create.



extended producer responsibility

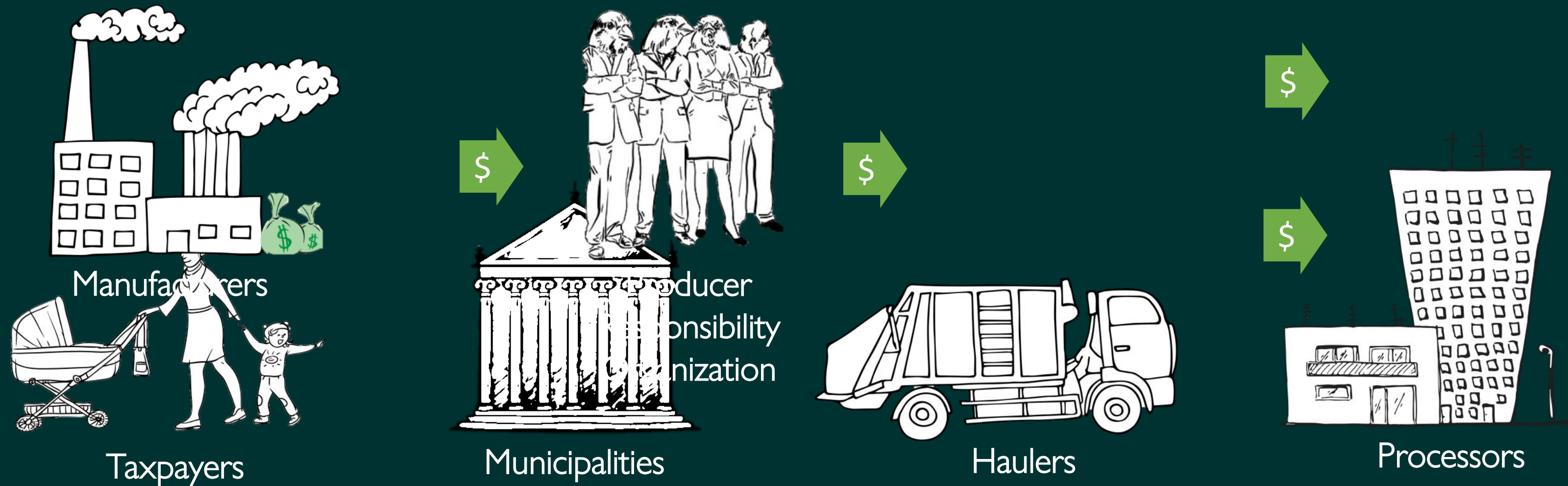
ex•tend•ed pro•duc•er re•spon•si•bil•i•ty

ik' stendəd prə'd(y)ōsər rə spānsə bilədē

noun

Type of product stewardship law that requires product manufacturers to share in the responsibility of the safe collection and recycling or disposal of their products and packaging.

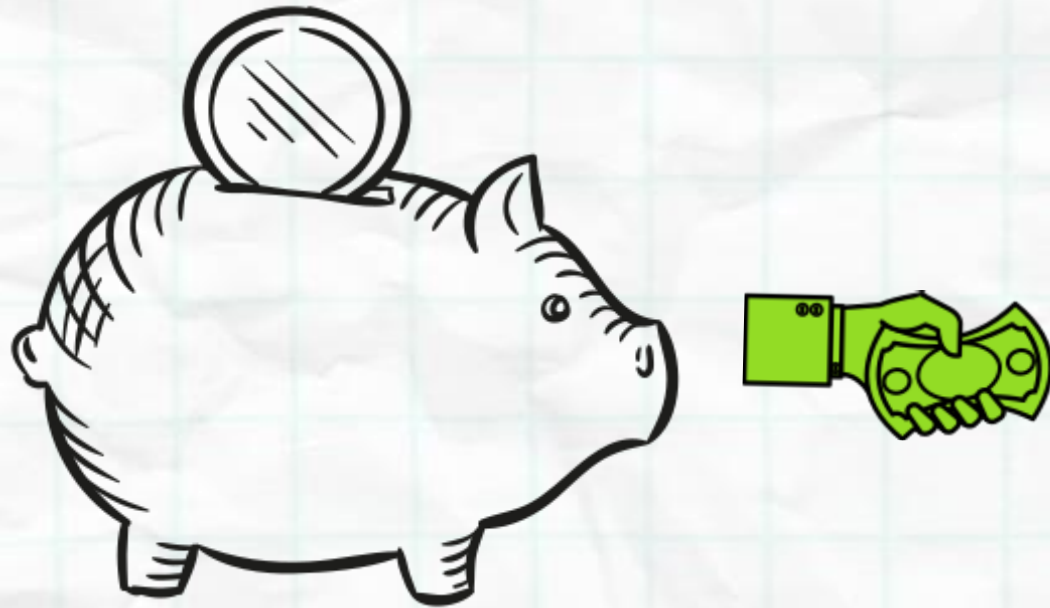
Manufacturers share in the responsibility.



We need fundamental change.

Basic EPR Structure

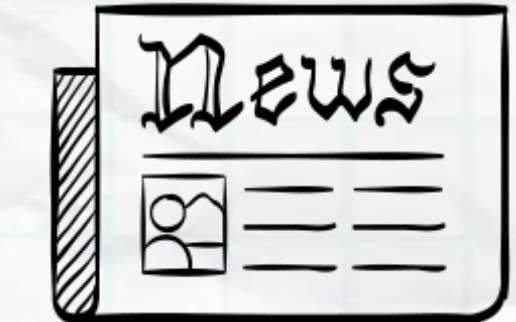
Brands pay **fees** based on the packaging they use



Towns get **compensated** for managing waste created by brands



Operations & Infrastructure



Public Education



Increasing Access

3M Canada Company	Cheetos	Estee Lauder Ltd.	Keurig Canada Inc.	Nesquik	Reebok	Total Cereal
7-Eleven Canada, Inc.	Chex	Ethan Allen Inc.	Kimberly-Clark Inc.	Nestea	Rice Krispies	Totino's
A1 Steak Sauce	Chips Ahoy!	Fancy Feast	Kix	Nestle Canada Inc.	Ritz Crackers	Toys 'R' Us
Adidas	Coach Stores	Fanta	Kleenex	New Balance	Rold Gold	Tresemme
Ajax	Coca-Cola	FIJI Water Canada Ltd	Klondike	Newell Rubbermaid	Rolex Canada Ltd.	Trident
All-Bran	Coffee-Mate	Five Guys LLC	Kodak Canada ULC	Nike	Ruffles	Triscuit
Amazon Fulfilment	Colgate	Foot Locker	Kohler Canada Co.	NIKON CANADA INC	Rust-Oleum Brands	Trix
American Eagle Inc	ConAgra Foods Inc.	Friskies	Kool-Aid	Nintendo of Canada	S.C. Johnson & Son Ltd.	Tropicana
Apple Inc.	Corn Flakes	Frito Lay Canada	Kraft Heinz	Nordstrom Retail	San Pellegrino	Tupperware Inc.
Aquafina	Corn Pops	Frosted Flakes	McCormick Co.	Noxzema	Sabra Canada Inc.	Tyson
Arby's Restaurant Inc	Costco Wholesale	Fruit of the Loom Inc.	Land O'Lakes Inc	Nutri Grain	Samsonite Canada Inc	Uline Corporation
Argo Corn Starch	Cottonelle	Fruit Snacks	Lays	Ocean Spray	Samsung Electronics	Unilever Inc.
Aunt Jemima	Cracker Jack	Fujifilm	La-Z-Boy CLimited	Old El Paso	Santitas	US Cotton
Barq's Root Beer	Craftsman	Goodyear	LE CREUSET INC.	Oreo	Sara Lee	Vaseline
Bath and Body Works	Crate and Barrel Inc.	Google Corporation	Lean Cuisine	Oscar Mayer	Scott	Velveeta
Bayer Inc	Crayola	Green Giant	LEGO Inc	Palmolive	Sealy	Vitamin water
Bed Bath & Beyond	Cuddle Down Ltd.	Häagen-Dazs	Lever 2000	Panasonic Inc.	Sephora	Wal-Mart Corp.
Ben & Jerry's	Dairy Queen Inc.	Hallmark	Levi Strauss & Co.	Party City Canada	Serta Division	WD-40 Company
Benjamin Moore	Danone Inc	Halls	LG Electronics	Payless Shoesource	Sharp Electronics	Weight Watchers
Best Buy	Dart Inc.	Hasbro Corporation	Life Cereal	Pediasure	Shop Vac	Wendy's
Betty Crocker	Dasani	Heinz	Lowe's	Pepsi	Siemens Canada Limited	Wheat Thins
BIC INC.	Dell	Hellmann's	Lucky Charms	Perrier	Silk	Wheaties
Bisquick	Dentyne	Hershey Canada Inc.	Lunchables	Pfizer Canada Inc	Simmons Inc.	Whirlpool LP
Bissell Canada	Dial	Hills Foods Ltd	Mars Canada Inc	Phillips Electronics	Skechers USA Canada	Whole Foods
Black + Decker	Dickies	Home Depot	Masonite Canada	Pillsbury	Inc	Williams Sonoma
Blistex Ltd	Disney Store Inc.	Honeywell	Master Lock	Planters Nuts	Smarties	Wrigley Canada
BOSE LIMITED	Dole Foods Company	Hormel Foods Corp.	Mattel Canada Inc	Poland Spring	Smartwater	Xerox Ltd.
Breyers	Dollar Tree Stores	HP	Maxwell House	Popeyes	Smucker Foods	Yamaha Motor
Bridgestone Firestone	Domino's Pizza	Huggies	McDonald's	Pop-tarts	Soda Stream	Yoplait
Burberry Inc.	Doritos	IKEA Supply AG	Microsoft Corp.	Post Foods Corp	Softsoap	
Burger King	Dove	illy Espresso Canada	Midas	Powerade	Sony Electronics	
Cabela's Retail	Dr. Pepper	Irish Spring	Minute Maid	Prince Pasta	Texas Instruments	
Cadbury	Dreyer's Ice Cream	JELD-WEN	Miracle Whip	Procter & Gamble Inc.	Clorox Company	
Campbell's Company	Duracell Canada Inc.	Jell-O	Moen	Progresso	The Dow Chemical Co.	
Canon Inc.	Dyson Canada LTD.	Jimmy Dean	Molson Coors	Purdue Pharma	Tiffany & Co.	
Cap'n Crunch	ECCO Shoes Inc.	Jockey Company	Mondelez Canada Inc	Purina ONE	Tim Hortons	
Capri Sun	Eddie Bauer	John Deere Canada	Motorola Mobility LLC	Q-tips	Timex Group Inc	
Caress	Eggo Waffles	Johnson & Johnson	Mountain Dew	Quaker Oats	Toblerone	
Carnation	Electrolux Home	Karo Corn Syrup	Mug Root Beer	QuizNos Restaurant	Toll House	
CASIO	Energizer	Keen Outdoor	Nabisco	Raisin Bran	Tom's of Maine	
CHANEL Inc	Ensure	Kellogg Canada Inc	Nature Valley	Ralph Lauren	Toshiba of Canada Ltd	
Cheerios	Equifax Canada Inc.	KFC	Nescafé	Red Bull	Tostitos Chips	

Over 500 Companies Pay for Canada's Recycling Programs

Source: Canadian Stewardship Services Alliance (www.cssalliance.ca/resources-list/)



Natural Resources
Council of Maine

Saves Taxpayers Money

- Municipalities get reimbursed for the cost of recycling
- Taxpayers would save \$16 to \$17.5 million annually



How it Works

- Payments calculated using data that towns submit for their reimbursements.
- Maine's municipalities will be grouped into "similar municipalities"
- Annual recycling payments on a median per ton basis, and non-recyclable packaging is on a per capita basis.
- A town may be reimbursed more than its actual costs if its costs are below the median.

A row of three recycling bins: a black bin on the left, a blue bin in the middle, and a green bin on the right. The bins are slightly out of focus, with the text overlaid on top.

Increases Recycling Rates

- Incentivizes packaging made with recyclable materials
- Increased recycling of more material types
- Fosters recycling system and infrastructure improvements
- Increases access and convenience

More Resilient



Recycle
CENTER
CLOSED
LEAVE NOTHING

- Gives producers a stake in the game.
- Creates stability in recycling programs. Municipalities can weather whims in the global market.
- Less consumer confusion, fewer sudden changes (evolving ton). Long term solution.

EPR

1991



Natural Resources
Council of Maine



Powered by Bing
© GeoNames, Microsoft, TomTom

EPR

2003



Natural Resources
Council of Maine

EPR 2015



Natural Resources
Council of Maine





Small Business Exemption

- Less than \$2 Million Total Gross Revenue
- Less than one ton of packaging (Ex: 95,000 8oz paper cups)
- 100 or fewer FT employees
- Franchisee not responsible (parent company is)



British Columbia
The wealthiest 5% of businesses fund 80% of the program.

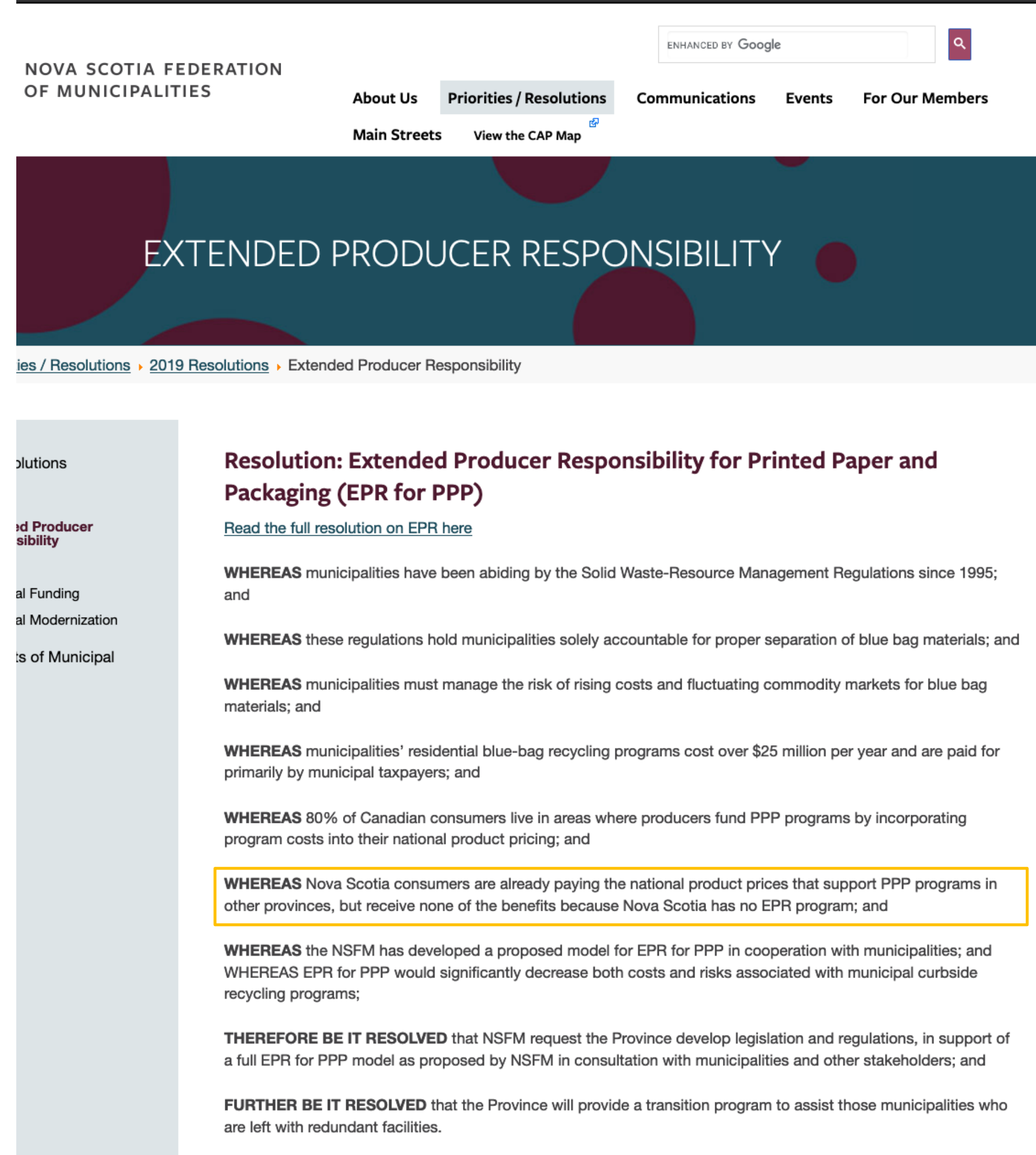
What about consumer prices?

Experts tell NRCM there isn't evidence costs are passed on:

- Price is complex: geography, local economies, consumer behavior and price sensitivity (brands are married to "\$X.99")
- Meanwhile, cost to producers is very low. Fractions of a penny.
- In cases that they do, they pass on to luxury items

We have our own examples: the bottle bill

EPR has been shown to save producers money



NOVA SCOTIA FEDERATION OF MUNICIPALITIES

ENHANCED BY Google

About Us Priorities / Resolutions Communications Events For Our Members

Main Streets View the CAP Map

EXTENDED PRODUCER RESPONSIBILITY

ies / Resolutions > 2019 Resolutions > Extended Producer Responsibility

olutions

Extended Producer Responsibility

al Funding

al Modernization

ts of Municipal

Resolution: Extended Producer Responsibility for Printed Paper and Packaging (EPR for PPP)

[Read the full resolution on EPR here](#)

WHEREAS municipalities have been abiding by the Solid Waste-Resource Management Regulations since 1995; and

WHEREAS these regulations hold municipalities solely accountable for proper separation of blue bag materials; and

WHEREAS municipalities must manage the risk of rising costs and fluctuating commodity markets for blue bag materials; and

WHEREAS municipalities' residential blue-bag recycling programs cost over \$25 million per year and are paid for primarily by municipal taxpayers; and

WHEREAS 80% of Canadian consumers live in areas where producers fund PPP programs by incorporating program costs into their national product pricing; and

WHEREAS Nova Scotia consumers are already paying the national product prices that support PPP programs in other provinces, but receive none of the benefits because Nova Scotia has no EPR program; and

WHEREAS the NSFM has developed a proposed model for EPR for PPP in cooperation with municipalities; and

WHEREAS EPR for PPP would significantly decrease both costs and risks associated with municipal curbside recycling programs;

THEREFORE BE IT RESOLVED that NSFM request the Province develop legislation and regulations, in support of a full EPR for PPP model as proposed by NSFM in consultation with municipalities and other stakeholders; and

FURTHER BE IT RESOLVED that the Province will provide a transition program to assist those municipalities who are left with redundant facilities.



Maine's Law: 3 Steps

1. Resolve LD 1431: Broad support. Signed by Governor in 2019.
2. LD 2104: Broad support (73% testimony). Approved by ENR Committee... Then COVID.
3. 2021 (130th) Legislature: Mobilizing support to bring back.



RECYCLING REFORM FOR MAINE

More Effective • More Sustainable • More Equitable

Whereas, Maine's communities are struggling to maintain, expand, and in some cases are eliminating, recycling programs due to rising costs and difficult-to-manage materials; and

Whereas, product packaging, which includes plastic, metal, glass, and cardboard, constitutes approximately 30-40% of the materials managed by weight in Maine's municipal waste management programs; and

Whereas, Maine taxpayers currently unfairly bear 100% of the cost and pay an estimated \$16 million to \$17 million each year to finance the management of this material through fragmented and increasingly expensive disposal or recycling options; and

Whereas, producers of product packaging have little incentive to minimize wasteful packaging or increase access to recycling; and there is no organized coordination between the producers of packaging and municipalities that are responsible for disposing of or recycling the packaging materials; and

Whereas, producers of product packaging have taken some or all responsibility for the management of post-consumer packaging in other parts of the world, including all European Union member states and five provinces in Canada, and, as a result, have greatly increased recycling rates, expanded infrastructure investment, created jobs, and reduced taxpayer costs;

Now, Therefore Be It Resolved,

We, Maine's municipalities, support an Extended Producer Responsibility (EPR) for Packaging law as endorsed by the Legislature in 2019 through the passage of the Resolve, To Support Municipal Recycling Programs (LD 1431). We believe that this policy will work to make recycling in Maine:

More effective: Producers of packaging materials would have a direct economic incentive to produce less-wasteful packaging that can easily and profitably be managed by municipal recycling programs. Having shared responsibility between those who create the waste and those who manage the waste would foster recycling system improvements and enable greater participation in recycling across Maine;

More sustainable: An EPR law for packaging is an insurance policy for Maine municipalities when global recycling markets are unfavorable. The current approach to recycling is not resilient to fluctuations in the global recycling market. When commodity prices fall unexpectedly, towns and cities may be forced stop or restrict their programs; and

More equitable: Maine's cities, towns, and taxpayers are currently footing the bill for a problem they didn't create. With recycling reform, taxpayers will no longer pay for the cost of recycling since the net costs of recycling would be reimbursed—and the packaging manufacturers that produce less-wasteful, more recyclable packaging would pay less than those who do not. This is a much more equitable way to distribute costs.

Adopt Resolution

- Shows legislature your community's support
- Shows community you are securing the future of recycling



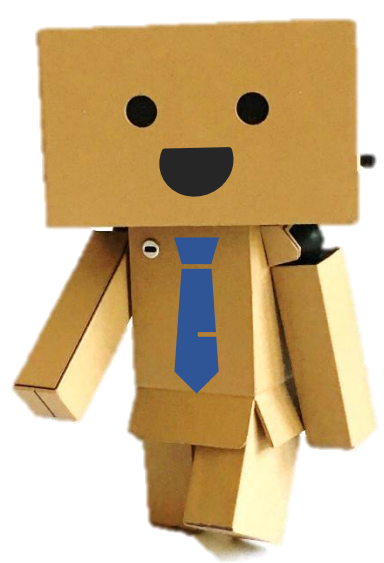
Take Action: Support Recycling Reform for Maine Now!

1400 Signatories

Sign the petition!

www.recyclingreform.org

Follow Mascot Boxy
on Facebook &
Twitter



Email Address*

First Name*

Last Name*

City

State
Choose one...

Zip Code

Comment

- Display my signature
- Display my comment
- Please keep me informed of the organization's efforts



RECYCLING REFORM FOR MAINE

More Effective • More Sustainable • More Equitable

www.recyclingreform.org

Thank you!



Natural Resources
Council of Maine