



CHANGING TIDES, RISING TIDES: MOVING TOWARDS EPR

JOHN COYNE

**VICE PRESIDENT, EXTERNAL AFFAIRS &
SUSTAINABILITY
UNILEVER CANADA**



UNILEVER COMMITMENT: REDUCE PACKAGING WASTE BY 1/3 BY 2020



BY 2025:

- All packaging will be reusable, recyclable or compostable
- 25% of plastic packaging will come from recycled content
- In North America, 50% PCR in its plastic packaging by close of 2019

Take action

CANADIAN SIGNATORIES TO ELLEN MACARTHUR FOUNDATION NEW PLASTICS ECONOMY GLOBAL COMMITMENT



EPR IN EUROPE: RAISING THE BAR

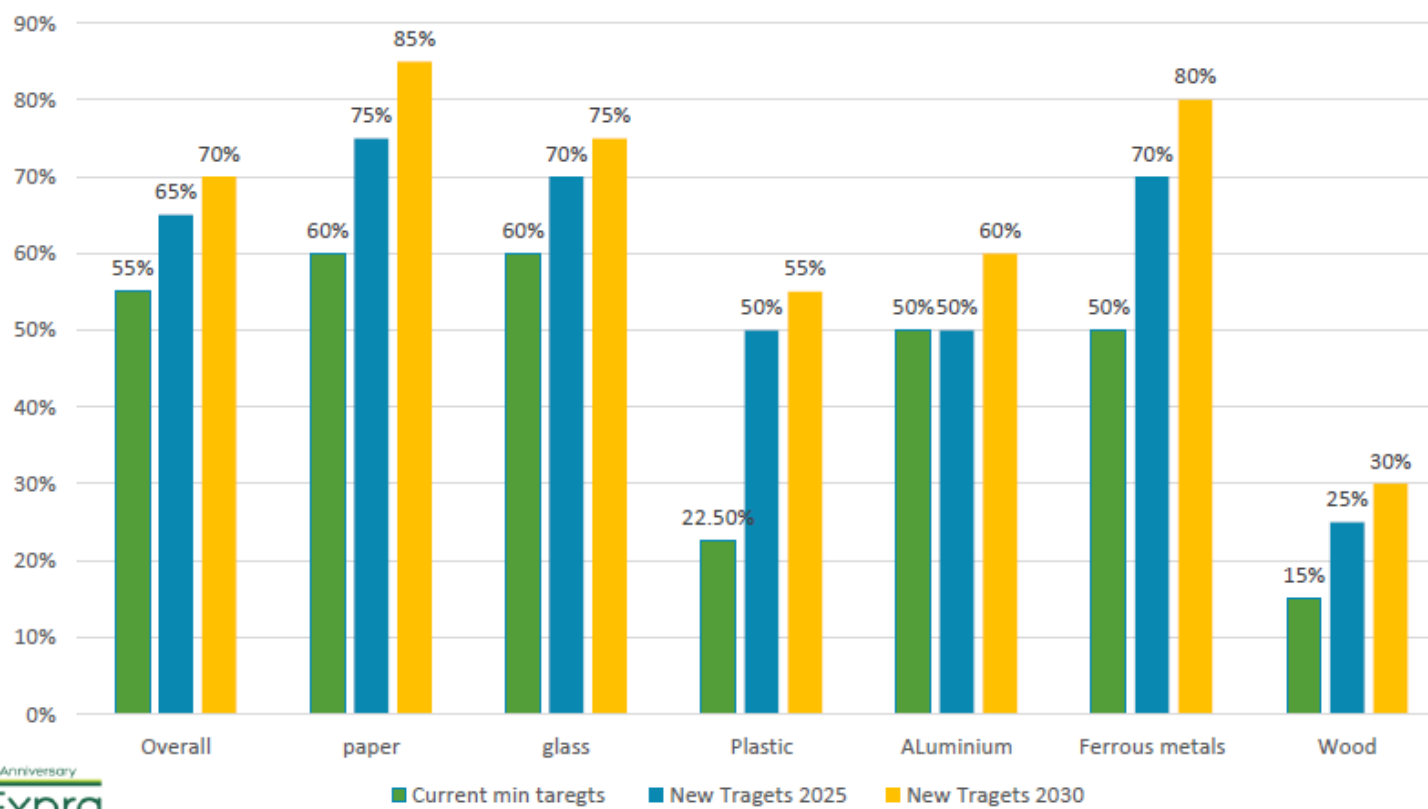


EU Waste Framework Directive Adopted April 2018:

- »Increases proportion of municipal waste to be recycled to:
 - 55% by 2025,
 - 60% by 2030
 - 65% by 2035.
- »75% of packaging waste must be recycled by 2030
- »Ensure that, by the end of 2024, extended producer responsibility schemes are established for all packaging.
- »Definition of ‘recycled’ modernized and made more stringent



EU Recycling Targets



EPR LANDSCAPE IN CANADA



EPR – PROVINCIAL CHANGES?



Nova Scotia

- Consulting on EPR

New Brunswick

- Consulting on EPR

Ontario:

- Stewardship Ontario has received direction from the Minister requiring transition to full producer responsibility by 2023

Saskatchewan

- Considering transition of shared cost model to full producer responsibility

Manitoba:

- Considering transition of shared cost model to full producer responsibility

G7 OCEAN PLASTICS CHARTER:



Actions taken/in progress

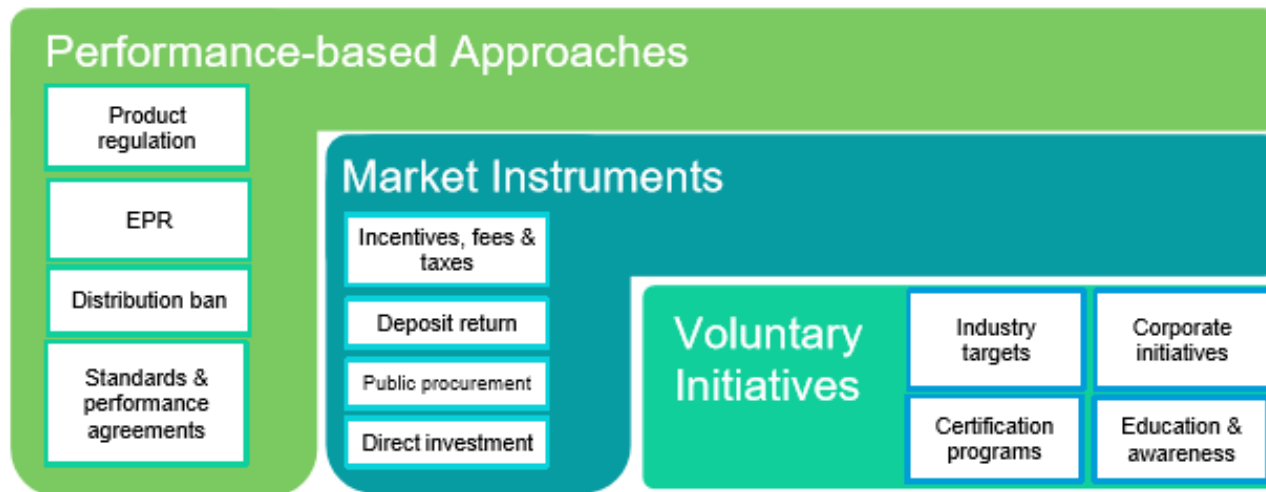
- » G7 Ocean's Plastics Charter
- » National Plastics Strategy
- » CCME Zero Waste Framework



ACTION PLAN FOR ZERO PLASTIC WASTE:



- Ban harmful single-use plastics by 2021;
- Work with provinces and territories, to support development of consistent EPR programs across the country and set targets for plastics collection, recycling, and recycled content requirements.



STRIVING FOR A CIRCULAR ECONOMY IN CANADA



Full producer responsibility has been recognized as one of the most effective mechanisms to improve recycling rates, reduce litter and create the conditions to incent efficiency and reduce costs for end-of-life management of packaging and paper products

- Core Principles for Effective EPR
- Roles of Key Players in EPR System
- Components of Robust EPR Framework

CORE PRINCIPLES FOR EFFECTIVE EPR



1. Producers fully responsible both financially and operationally and have autonomy to design a recycling system that will achieve efficiency and environmental performance
2. Ensure recycling is easy and convenient for consumers with the same basket of goods collected everywhere.
3. Regulations designed to achieve a level playing field and supported by appropriate enforcement against free-riders;
4. Establishment of a reasonable de minimis ensuring small business are not unduly burdened and,
5. Materials pay their own way in the recycling system with no cross-subsidization.
6. Healthy competition in the procurement of waste management/ environmental services.

ROLES OF KEY PLAYERS IN EPR SYSTEM



Governments:

- » Set clear policy objectives, establish regulatory frameworks, specify targets/outcomes, approve program plans, monitor progress and enforce compliance.

Municipalities:

- » Key role as the collection interface with residents, subject to their interest in staying in the game under EPR.

Industry

- » Takes the lead on program design and implementation including developing obligated material lists and definitions, standards to be met by service providers and producer fees.

COMPONENTS OF ROBUST EPR FRAMEWORK



- Harmonization of key elements with other provinces
- Focus on outcomes-based regulations
- Ensure there are adequate and competent resources to oversee program performance and effective enforcement
- Adequate time for Program Plan development

CIRCULAR ECONOMY OUTCOMES



Assigning accountability for the management of PPP to producers through a harmonized set of policies across Canada will allow for the creation of a national or coordinated regional system with the synergies and scale to:

- Stimulate the necessary investment in material collection and processing capacity;
- Reduce the use of virgin material, reduce waste and reduce carbon emissions;
- Recirculate materials at their highest value;
- Decouple economic growth from the consumption of finite natural resources and,
- Provide businesses with a reliable stream of resources to profitably repurpose



EFFECTIVE EPR IS A KEY ELEMENT IN UNILEVER ACHIEVING ITS SUSTAINABLE PACKAGING COMMITMENTS

Take action