

!!! FREE WEBINAR !!!



Understanding Extended Producer Responsibility (EPR)



FIBRE BOX ASSOCIATION

Presenter: Catherine E. Foley

Thursday, September 27, 2012

Webinar begins at 11:30 am EDT

(These webinars are 60 minutes long.)



Catherine E. Foley serves as Group Vice-President of the Paper Sectors and Statistics. She joined the association as a Manager for Bleached Paperboard in 1993, and as she assumed increased responsibilities, was promoted to Vice President of the Paper Group in 2001. She provides overall direction for the Association as a member of the Senior Leadership Team. Cathy leads the Association's efforts for the paper product, recycling, and statistics groups. The activities include programs such as market access at the state, federal and international level, and promotion of products, recycling initiatives, forum, and the AF&PA statistics program. Under her direction, AF&PA has led the U.S. paper and paper-based packaging industry in the extended producer responsibility (EPR) debate.

Prior to joining AF&PA Cathy worked for Tetra Pak. Her experience also includes various positions within S.D. Warren Paper Company. Cathy has a bachelor of science degree from Wheaton College, Norton, Massachusetts as well as a graduate PhD degree in microbiology from Harvard University.

EPR and Recycling

What is EPR?

- EPR is a policy intended to promote the integration of environmental costs associated with goods throughout their life cycles into the market price of the product.

Industry Position

- Free Markets Should Guide Paper Recovery. Market forces should guide paper and paper-based packaging recycling and recovery systems to promote waste reduction.
- Impractical and Unnecessary. Obligating a manufacturer for all costs associated with the management of a product's end of life disposal or requiring the manufacturer to take back all of its products and packaging introduced into the global commerce stream is impractical and unnecessary.
- EPR Increases Costs to Consumers. Government imposed fees unnecessarily increase costs for consumers and could create distortions in the free flow of recoverable commodities.
- Greater costs for marginal returns. The marginal gains of additional recovery through an EPR scheme could potentially be cost prohibitive because the recovery rate of paper and paper-based packaging is already so high.

Industry Recycling Success

- 66.8% of paper and paperboard used in the U.S. was recovered from recycling – more than 52 million tons in 2011.
- More than 90% of old corrugated containers were recovered for recycling in 2011.
- New voluntary goal to further increase our paper recovery for recycling rate to exceed 70% by 2020.

Industry Activities/Involvement

- State Legislative Lobbying
- State Regulatory Lobbying
- Participation in Like Minded Organizations
- State Outreach Days
- Intelligence on EPR campaigns

AICC/FBA Member Role in State-level EPR Debate

- Grassroots involvement



American Forest & Paper Association

AF&PA's goal is to ensure a continuing, expanding domestic recovered fiber supply to help meet global demand. Paper recycling reuses a renewable resource that sequesters carbon and helps reduce greenhouse gas emissions. Greenhouse gas reductions result from avoided methane emissions. In addition, recovering paper extends the fiber supply. In a mandatory cap and trade system, recycling projects should be recognized as eligible carbon offset project types. Paper recovery is an environmental success story. Recovered fiber markets are complex, efficient, and dynamic and are

not served by regulations or prescriptive approaches to specify the use of recycled fibers or dictate what type of recovered fiber is used in products. AF&PA opposes recycled content mandates and should seek to defeat or amend legislation to ensure the focus remains on increasing paper recovery, not content mandates. AF&PA opposes flow control mandates. The distinction between pre- and post- consumer content is not meaningful and should not be used in government policies. We support allowing our companies to, once again, issue tax-exempt bonds to finance recycling facilities.

!!! FREE WEBINAR !!!

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To accommodate some of your "real-time" challenges and to offer a program that you can schedule around a production meeting, we are bringing you this FREE Webinar entitled "Understanding Extended Producer Responsibility (EPR)".

Sign up today! Plan a meeting around the webinar enabling your group to talk afterward and set the stage for improvements. These webinars are 60 minutes long. Have questions? Give us a call.



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Registration is by location. Each location needs to have a speaker phone, a computer with internet connection, and a monitor or projection screen viewable by all.

Name(s): _____

Company: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email Confirmation Letter to: _____

Number of people who will be participating on the call: _____

Registration fee: FREE

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To register for the webinar, please fax or email the registration form back to AICC at (703) 836-2795 or email to tpyle@aiccbbox.org. Questions? Email or call Taryn Pyle at (703) 535-1391 or tpyle@aiccbbox.org. Once you have registered, a confirmation letter will sent providing information with dial-in instructions.