



RECYCLING REFORM FOR MAINE

More Effective • More Sustainable • More Equitable

www.recyclingreform.org

Chrissy Adamowicz

Sustainable Maine Outreach Coordinator



Recycling Reform is about helping Maine's struggling recycling programs

NRCM is advocating that Maine implement a policy that is used all over the world to improve recycling.

1. The sources of Maine's recycling challenges
2. Introduce the policy, known as Extended Producer Responsibility for Packaging
3. What towns are doing to show their support



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



2018

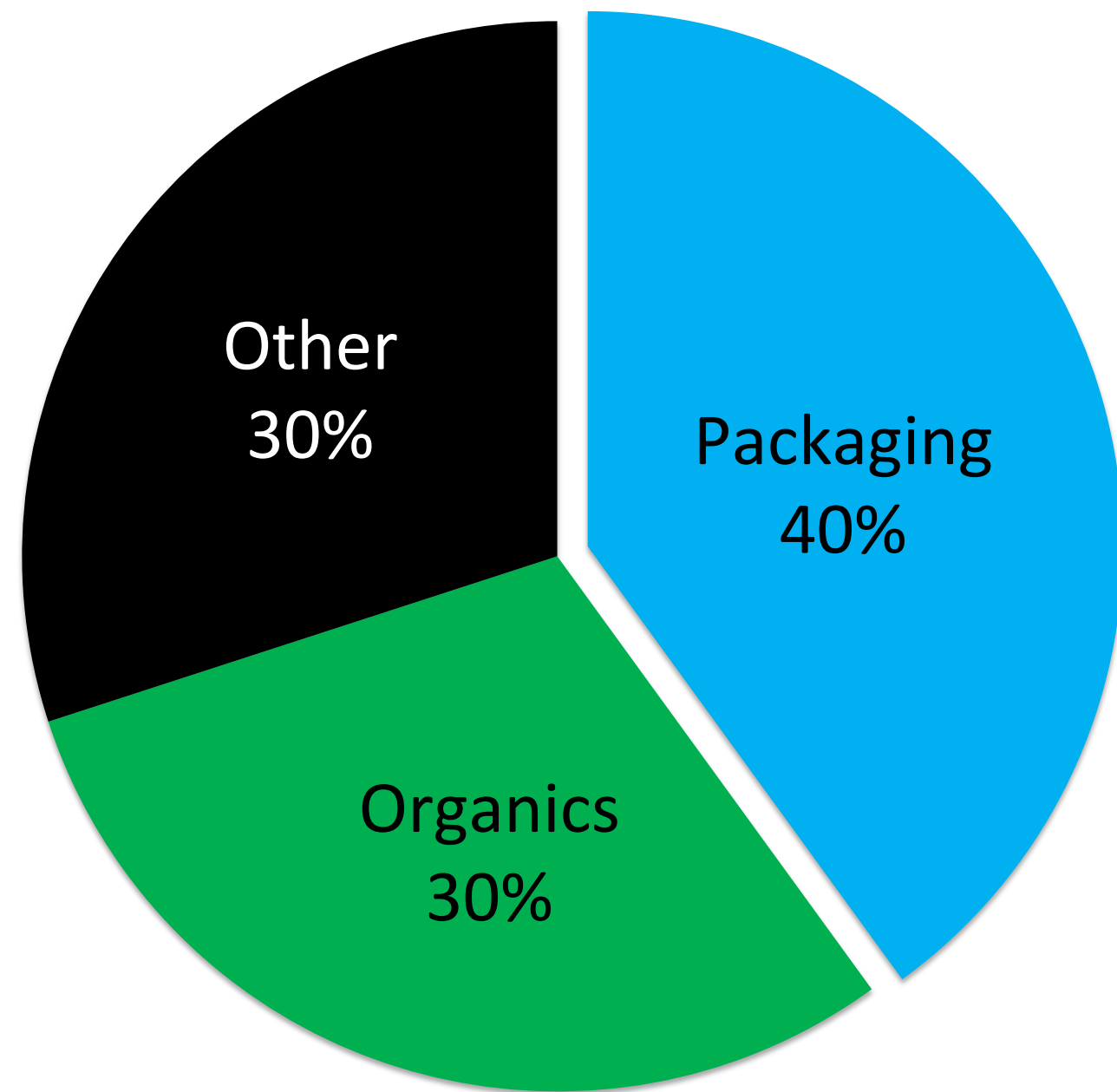


2020



**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

An iceberg made of plastic waste floats in the ocean. The visible tip is a jagged mountain of white plastic bags and debris. The much larger, submerged part of the iceberg is also made of plastic, illustrating the hidden scale of the problem. The background shows a blue sky with white clouds and a calm sea.

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.

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...for an outdated, ineffective, and expensive system, that they didn't create.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

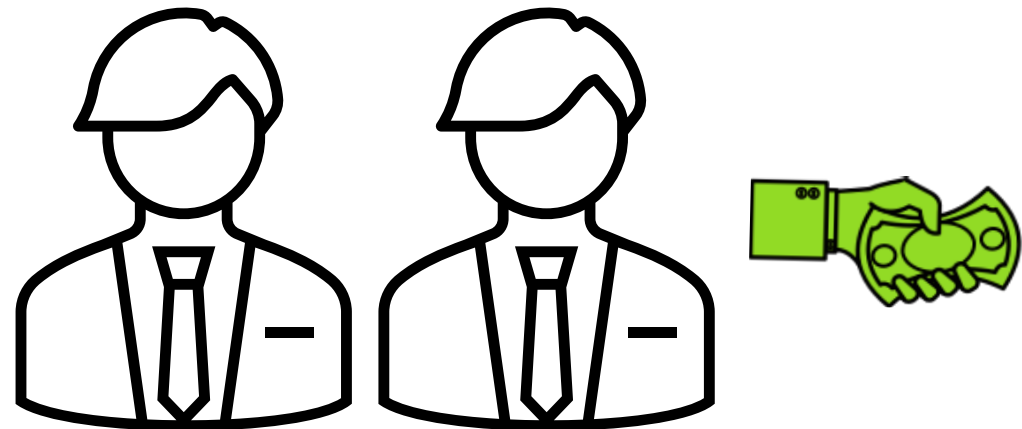
ik' stendəd prə'd(y)ōsər rə spānsə bilədē

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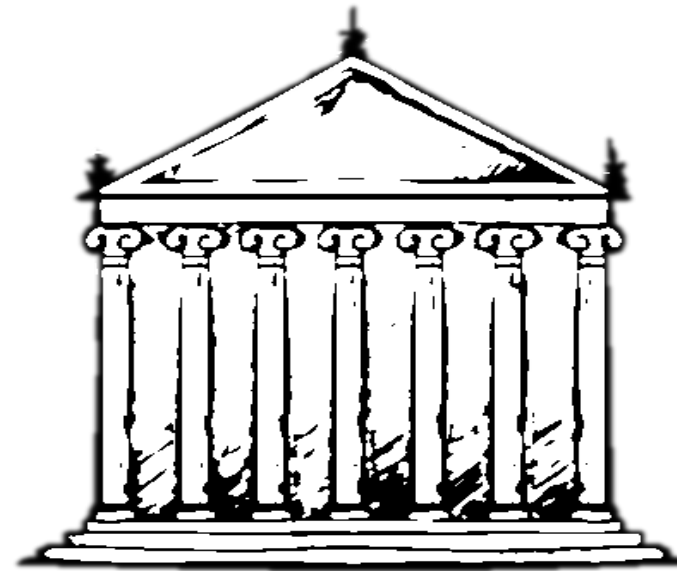
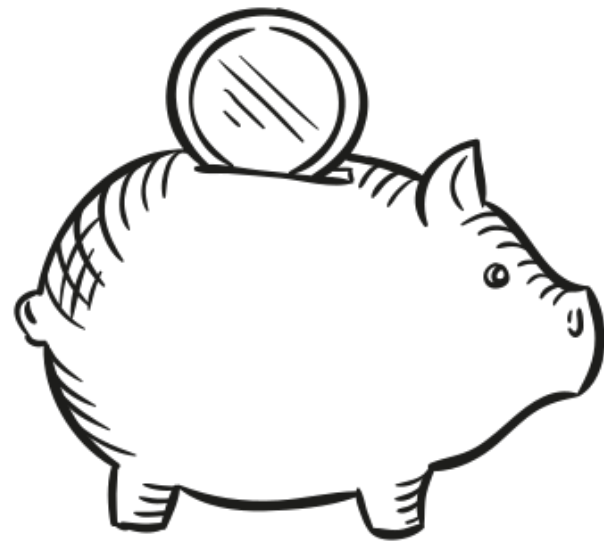
Type of product stewardship law that requires product manufacturers to share in the responsibility of the safe collection and recycling or disposal of their products and packaging.

How we loop producers into the system

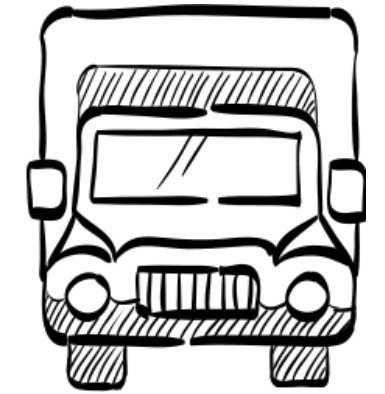
Fees go to **New Stewardship Organization** that has contracted with Maine DEP



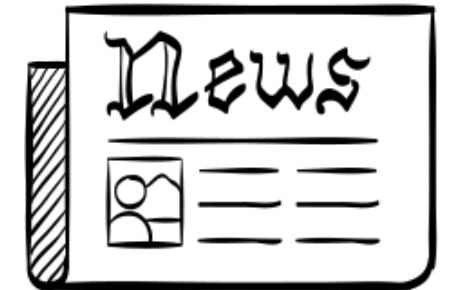
Brands pay fees based on the packaging they introduce



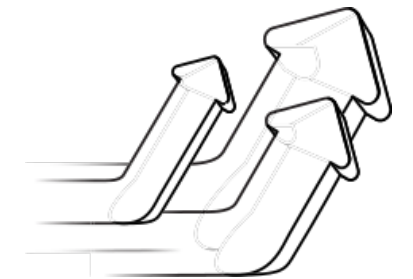
Towns get compensated for managing waste created by brands



Operations & Infrastructure



Public Education



Increasing Access

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

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

Addresses problems towns can't fix

Brings producers to the table: Creates framework to stimulate innovation

Disincentivizes waste (i.e. empty void fillers):

Waste more, pay more



Contamination & confusion: Practically recyclable v.s. technically recyclable



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



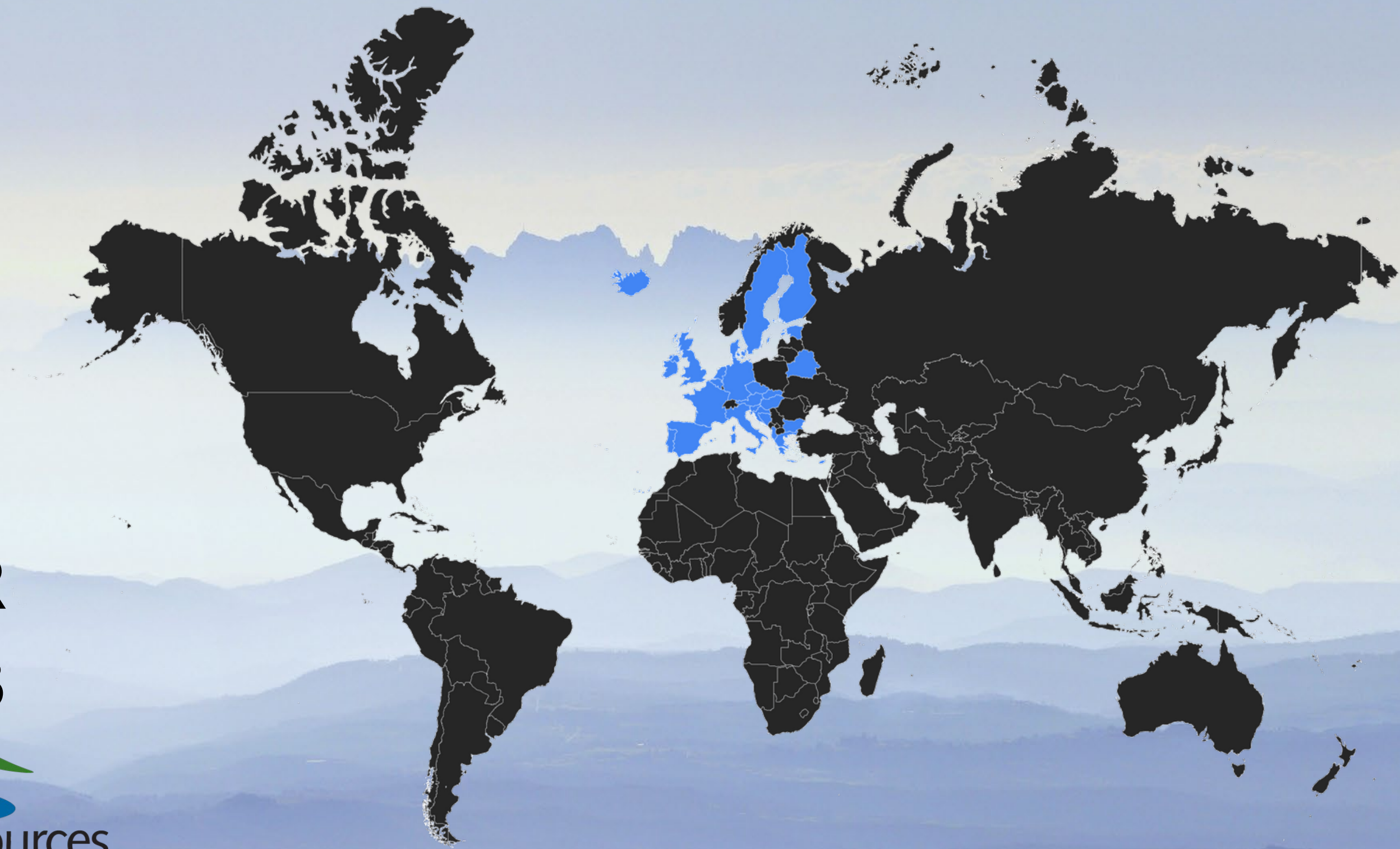
Natural Resources
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EPR

2003



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Powered by Bing
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EPR

2015



Natural Resources
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EPR

2019



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Small Business Exemption

- Less than \$2 Million Total Gross Revenue
- Less than one ton of packaging (Ex: 95,000 8oz paper cups)
- Franchisee not responsible (parent company is)
- Low flat fee for non-exempt small businesses



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

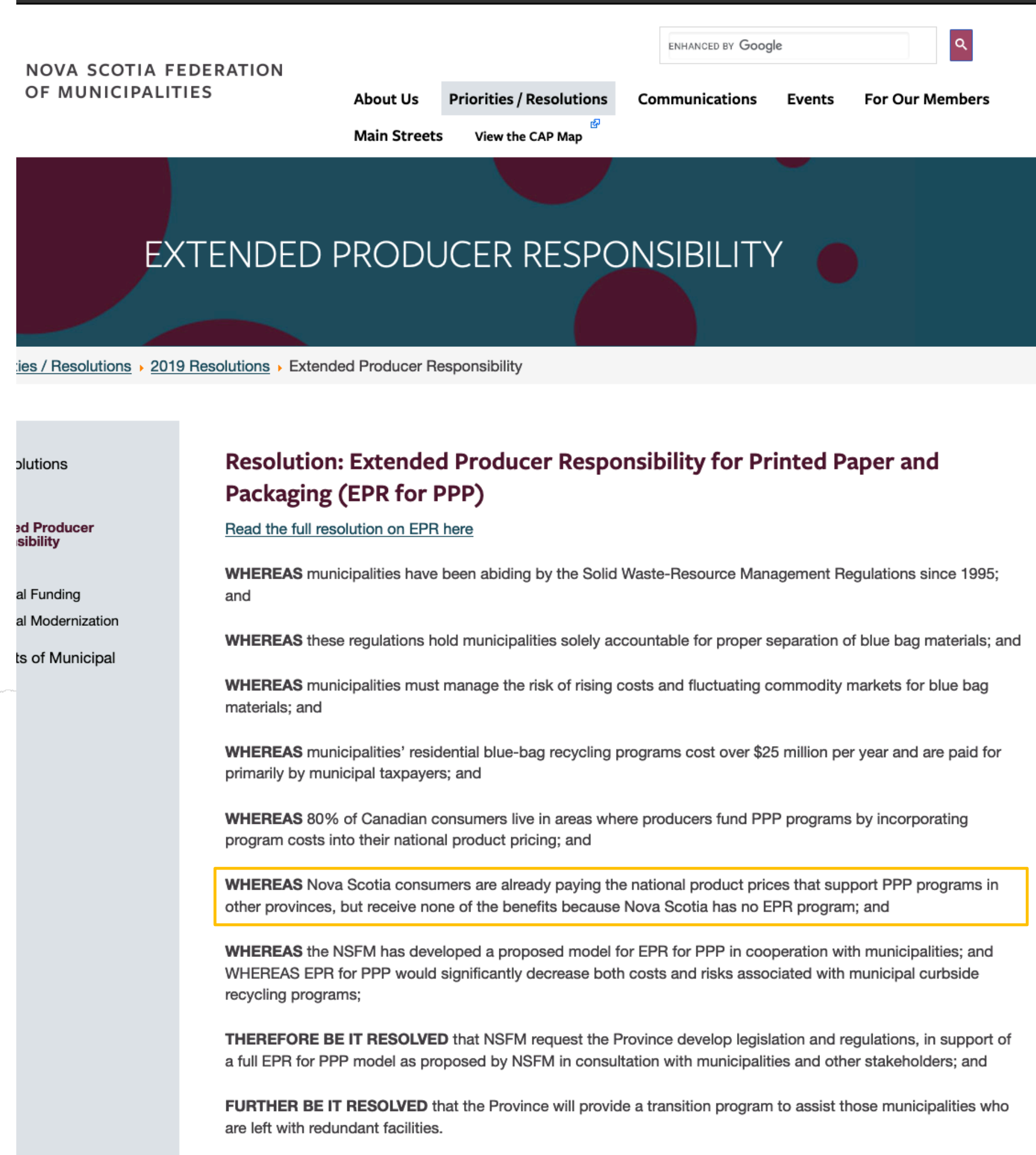
What about consumer prices?

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



The screenshot shows the website of the Nova Scotia Federation of Municipalities. The header includes the organization's name, a search bar, and navigation links for 'About Us', 'Priorities / Resolutions', 'Communications', 'Events', and 'For Our Members'. Below the header is a banner for 'EXTENDED PRODUCER RESPONSIBILITY'. The main content area displays a resolution titled 'Resolution: Extended Producer Responsibility for Printed Paper and Packaging (EPR for PPP)'. The resolution text includes several 'WHEREAS' clauses and a 'THEREFORE BE IT RESOLVED' clause. A yellow box highlights a specific 'WHEREAS' clause: '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'. The resolution also mentions that the NSFM has developed a proposed model for EPR for PPP in cooperation with municipalities and that the Province will provide a transition program to assist municipalities with redundant facilities.

NOVA SCOTIA FEDERATION OF MUNICIPALITIES

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About Us Priorities / Resolutions Communications Events For Our Members

Main Streets View the CAP Map

EXTENDED PRODUCER RESPONSIBILITY

Resolutions / Resolutions > 2019 Resolutions > Extended Producer Responsibility

Resolutions

Extended Producer Responsibility

Local Funding

Local Modernization

Costs 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.

Cost Saving Design Examples

BELGIUM (Fostplus)

- L'Oreal is producing refillable shampoo dispensers
- Each refill saves .5 oz of plastic



ITALY (Conai)

- Recycled content increased to 100%
- Single material type (plastic eliminated)
- 80% more can fit on one shipment
- Energy, carbon, water use all cut in half



Maine's Law

- Broad support in 2020. Bill stopped only because of COVID-19
- Resubmitted, LD 1541: An Act To Support and Improve Municipal Recycling Programs and Save Taxpayer Money
- Further details in rulemaking and by PRO policies



RECYCLING REFORM FOR MAINE

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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. 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.

TOWN OF TOPSHAM, MAINE



Derek Scrapchansky
Town Manager

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Topsham, Maine 04086
Telephone: (207) 725-5821
FAX: (207) 725-1731
Website: www.topshammaine.com

Mark M. Waltz
Assistant Town Manager

Rose Woodd
Administrative Assistant

March 5, 2021

OR

To Whom It May Concern:

On February 18, 2021, the Topsham Board of Selectmen discussed and deliberated a request to adopt a resolution to support recycling reform for Maine. The Board had an extended discussion and voted unanimously **"In the spirit of EPR (Extended Producer Responsibility) the Town of Topsham supports the concept of the EPR Packaging Law and we encourage the Legislature to continue working to develop a policy"**.

Sincerely,

Derek Scrapchansky
Town Manager

Cc: Board of Selectmen

Both support the concept of EPR, not a specific bill

26 towns representing over 280,000 Mainers have shown official support

These Maine towns have already signed on in support:

Bar Harbor	Bethel	Blue Hill
Brunswick	Camden	Cape Elizabeth
Ellsworth	Falmouth	Harpwell
Kennebunkport	Kingfield	Lewiston
Limerick	Lubec	Manchester
North Yarmouth	Orono	Poland
Portland	Scarborough	South Portland
Topsham	Tremont	Trenton
Waterville	Whitefield	

Currently working:

Bridgton
Yarmouth
Kittery
Freeport

**NRCM will deliver
resolutions to lawmakers**



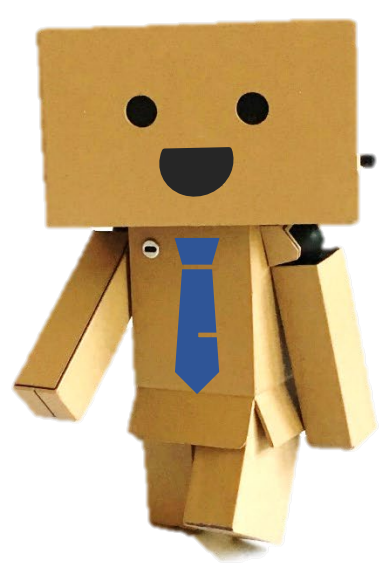
Take Action: Support Recycling Reform for Maine Now!

1400 Signatures

Sign the petition!

www.recyclingreform.org

Follow Mascot Boxy
on Facebook &
Twitter



Email Address*

First Name* Last Name*

City State Zip Code

Comment

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

[Sign the Petition](#)



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Thank you!



Natural Resources
Council of Maine

Flat Fees for Small Producers

- Quebec: \$345 - \$2420 USD
- \$0.003 - \$0.01 per container
- Only applies to consumer facing products sold in Maine
- Alternative collection programs

	Sample EPR fees in USD/1,000 units		
	British Columbia	Québec	Belgium
6 pack plastic ring	\$11.55	\$2.47	\$8.62
6 pack carton	\$20.43	\$11.34	\$8.79
6 pack shrink wrap	\$6.78	\$3.26	\$8.50

Printed in USA
2019
Orora Visual
TX LLC
966548
160194-6
(31/574)
PC1006653

GO GREEN! This tag is 100% recyclable. Please place it in your home recycle bin to dispose.

Northern GROWN
TO THRIVE IN YOUR LANDSCAPE

EverColor® Everest Japanese Sedge
Carex oshimensis 'Carfit01' PP20,955

Exposure Part Sun	Hardiness -10°F
Mature Size 12-15" T x 18-24" W	Spacing 18" apart
Flower Insignificant	Bloom Time Grown for foliage

Features:
Fountains of narrow leaves with wide, pure-white leaf margins spill over to form compact clumps. A shade-loving grass, 'Everest' is lovely pouring on to a path, or when used as an architectural element in containers or window boxes.

Growing Tips & Habits:
Plant in moist to boggy soil. Full sun near the coast to part shade inland. Cut back in spring before new growth begins. Propagation without permission is forbidden.



Lays foundation for additional eco benefits:

- Better labeling
- Lower volumes & weights
- Low/no Toxicity
- Better materials