



# **CalRecycle Packaging Workshop: Manufacturers Challenge**

January 5, 2016





# For remote participants:

- Please communicate all questions, comments, or technical issues via e-mail to:  
[Auditorium@calepa.ca.gov](mailto:Auditorium@calepa.ca.gov)
- Please DO NOT use the webinar 'chat' function
- You can also access a live video stream (webcast) at:  
<http://www.calrecycle.ca.gov/Broadcast/>



# Opening Remarks

Scott Smithline, Director  
CalRecycle





# **CalRecycle's Manufacturers Challenge for Packaging**

Cynthia Dunn, Senior Environmental Scientist



# Today I'll cover:

- The Road Here
- The Manufacturers Challenge
  - The goal
  - Why focus on manufacturers?
  - What are the expectations?



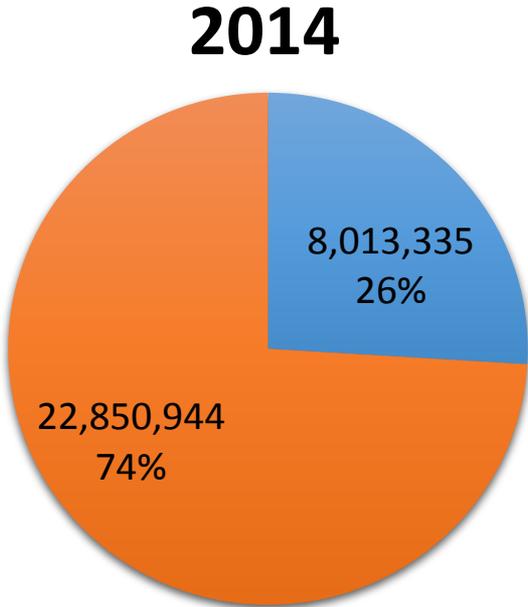
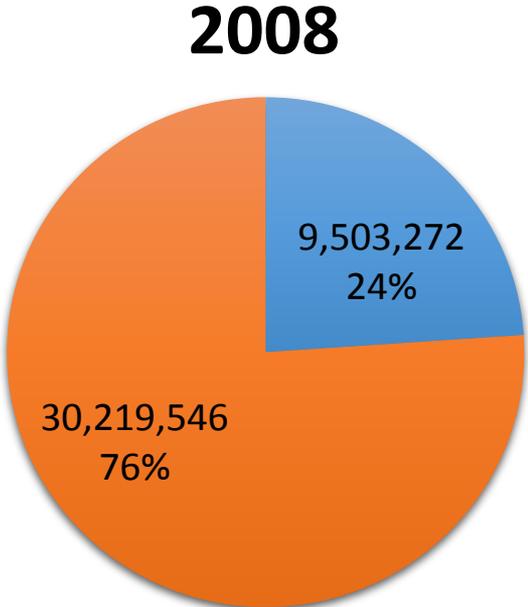
# CA-Specific Drivers

- **75% source reduction, recycling, or composting by 2020**
- Climate Change – AB 32 Scoping Plan
- Governor's 5 Pillars



# Packaging in California's Disposal Stream (tons)

- Packaging disposal
- All other materials



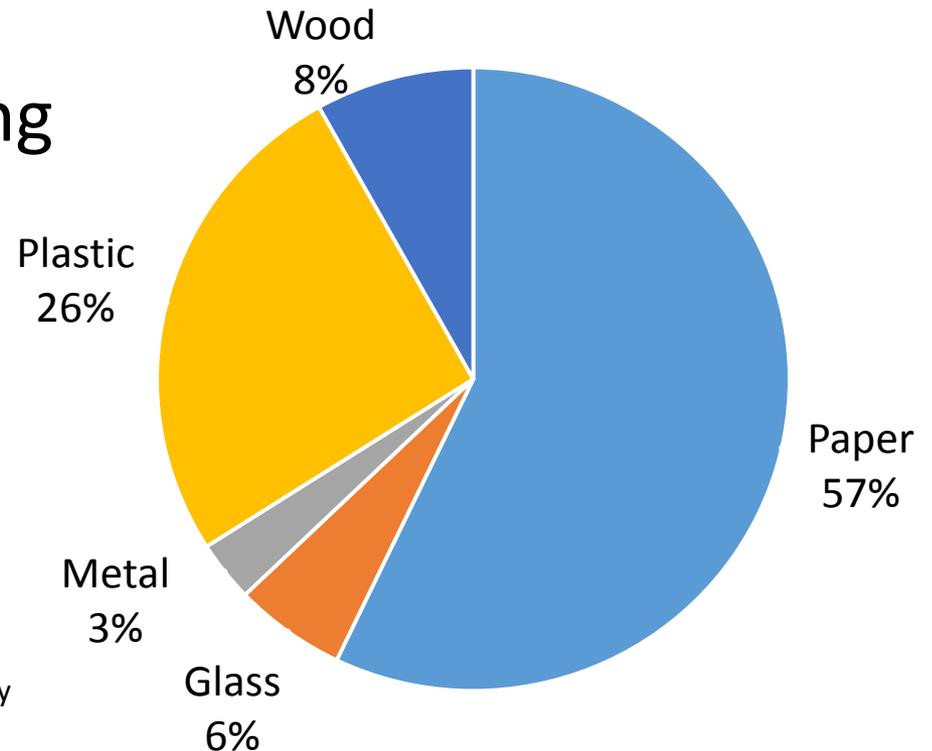
Based on data from CalRecycle 2008 & 2014 waste characterization studies

# Packaging Material types Disposed

Most prominent packaging  
material types (tons):

Paper – 4.5 million

Plastic – 2 million



Based on data from CalRecycle 2014 waste characterization study



# December 2013: “A Conversation About Packaging” workshop

Expert panelists and attendees shared:

- Different perspectives of “the dilemma”
- Current activities to address them
- Potential policy approaches



# December 2013 Workshop, cont'd...

Some key take-aways:

- Involve everyone in the product chain
- Incorporate lifecycle thinking
- Engage, educate, and motivate the consumer
- How should packaging recovery be funded?



# November 2014: Policy options workshop

CalRecycle staff presented:

- Best available California & national packaging disposal data
- Policy approaches – Voluntary & Mandatory, with examples of each
- CalRecycle's preferred approach: Mandatory



# November 2014 Workshop cont'd...

Key take-aways from industry:

- CalRecycle should focus on voluntary approaches
- Mandatory approaches are problematic and unnecessary



# Manufacturers Challenge

Reduce the amount of packaging disposed in California landfills by 50% by 2020

- Collective
- Comprehensive
- Effective
- Addresses financing



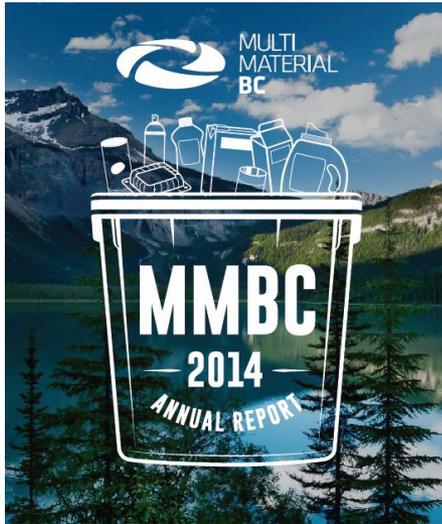
# **Why focus on Manufacturers/brand owners?**

- Not the only stakeholder of focus, however...
- Seek to engage in a comprehensive way commensurate to other stakeholders
- Working through industry trade groups and associations versus individual companies



# Expectations for the Manufacturers Challenge

- Big picture: what does accomplishing this goal entail from your group's perspective?
- Specifics: what is your group willing to do?
- Key milestones and timeline
- Financing



**European Commission - Press release**



**Closing the loop: Commission adopts ambitious new Circular Economy Package to boost competitiveness, create jobs and generate sustainable growth**

Brussels, 2 December 2015

Today the Commission adopted an ambitious new Circular Economy Package to stimulate Europe's transition towards a circular economy which will boost global competitiveness, foster sustainable economic growth and generate new jobs.



# Panel #1

Carton Council

American Chemistry Council

Foodservice Packaging Institute

Glass Packaging Institute



# Remarks from U.S. EPA Region 9

Jared Blumenfeld,  
Administrator  
U.S. EPA Region 9





# Panel #2

## Closed Loop Fund Recycling Partnership



# **Lunch**

**12:30 p.m. - 1:45 p.m.**

*The workshop will resume after lunch.*



# Panel #3

Western Plastics Association

SPI: The Plastics Industry Trade Assn.

AMERIPEN



# Panel #4

Grocery Manufacturers Association

American Beverage Association

American Forest & Paper Association



# Facilitated Discussion

Remote participants, please use [Auditorium@calepa.ca.gov](mailto:Auditorium@calepa.ca.gov) to share comments and questions.



Thank you for participating!