

## **Extended Producer Responsibility (EPR)**

Overview: A system in which the producers, retailers, and users of a product take greater responsibility in managing the product to reduce the human health and environmental impacts associated with the product's manufacture, use, and disposition at end of life

### Highlights:

- Motivates manufacturers to create products that are less toxic and more easily reused and/or recycled
- Supports the most efficient use of materials and reduces the overall waste stream
- Allows businesses to do what they do best – design innovative products with cost-effective distribution and return systems
- Lets producers determine how best to manage their products, e.g. through partnerships with other producers or developing independent programs for their specific products
- Saves local government funds by reducing or eliminating costly disposal fees for hazardous wastes such as batteries, fluorescent light bulbs, and paint
- Creates a clear nexus between those who use and benefit from a product and those who pay for the management of that product at end of life (rather than relying on taxes or ratepayers to cover recycling and/or disposal costs)
- Offers consumers a greater variety of environmentally-friendly products
- Improves customer service by providing more take-back locations for reuse, recycling, and/or disposal
- Levels the playing field by requiring all manufacturers to participate, thus eliminating the competitive disadvantage that individual manufacturers experience when they include a product's full life-cycle costs in the price of their product (resulting in higher prices for more environmentally friendly products)
- Creates more recycling jobs, as illustrated by California's newly enacted carpet and paint product stewardship legislation
- Supported by the California State Association of Counties, League of California Cities, California Retailers Association, California Council of Directors of Environmental Health, California Stormwater Quality Association, Solid Waste Association of North America, waste haulers, recyclers, utility districts, environmental groups, and companies such as IKEA, Best Buy, Dell, and Sony