Extended Producer Responsibility (EPR)

A Strategy for Saving Ratepayer Dollars & Improving Recycling
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McKenna Morrigan, Solid Waste Policy Advisor





What is Extended Producer Responsibility?

- Policy model
  - Companies that make and sell products (producers) are responsible for end-of-life management
  - Can be applied to any product that is difficult or costly to manage
- Shifts costs from residents/local governments producers/consumers
- State legislature must pass legislation to establish

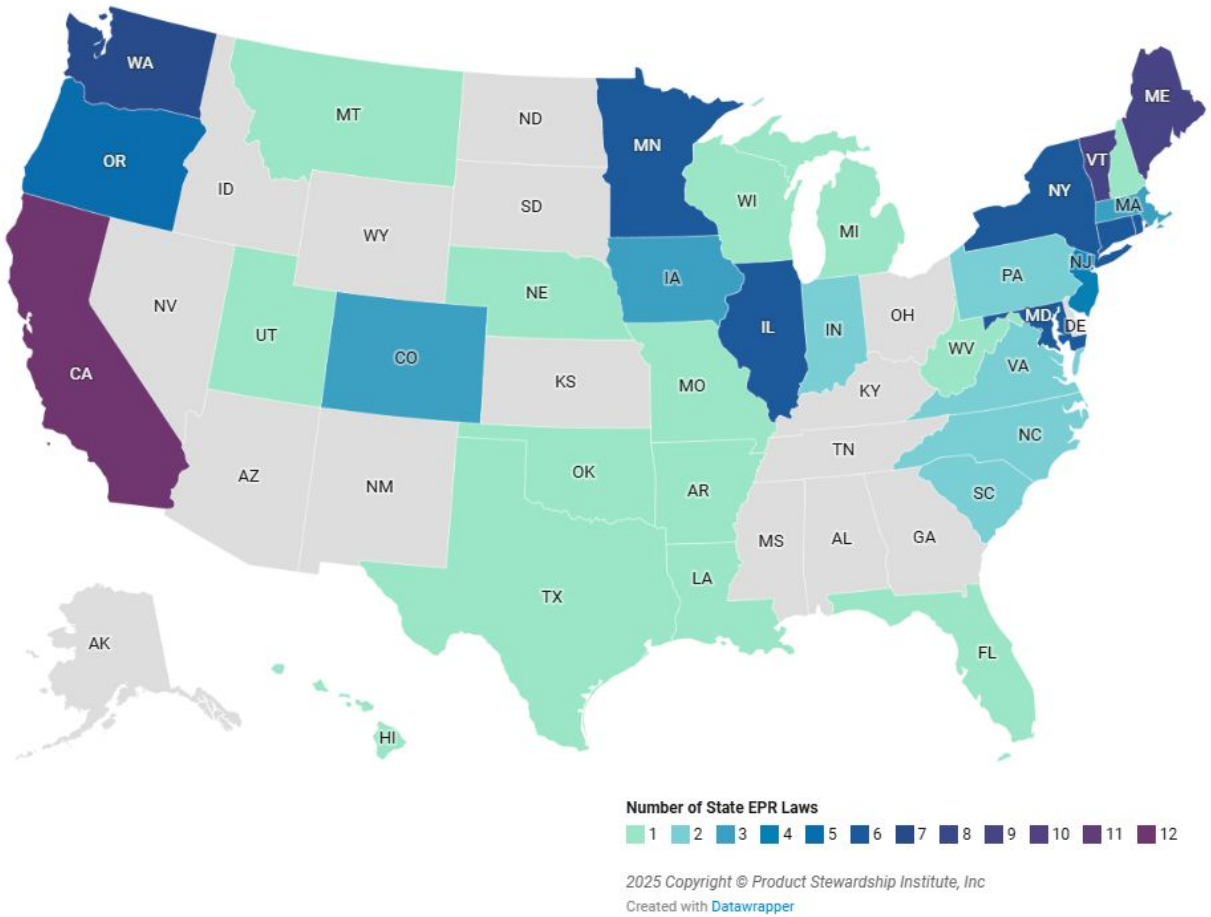


EPR Across the U.S.

150 EPR laws exist across 34 states in the U.S. and apply to a wide range of products, including:

- Batteries
- Carpet
- Electronics
- Fluorescent lighting
- Gas cylinders
- HHW
- Mattresses
- Medical sharps
- Mercury auto switches
- Mercury thermostats

EPR programs are also widespread in Europe and Canada.



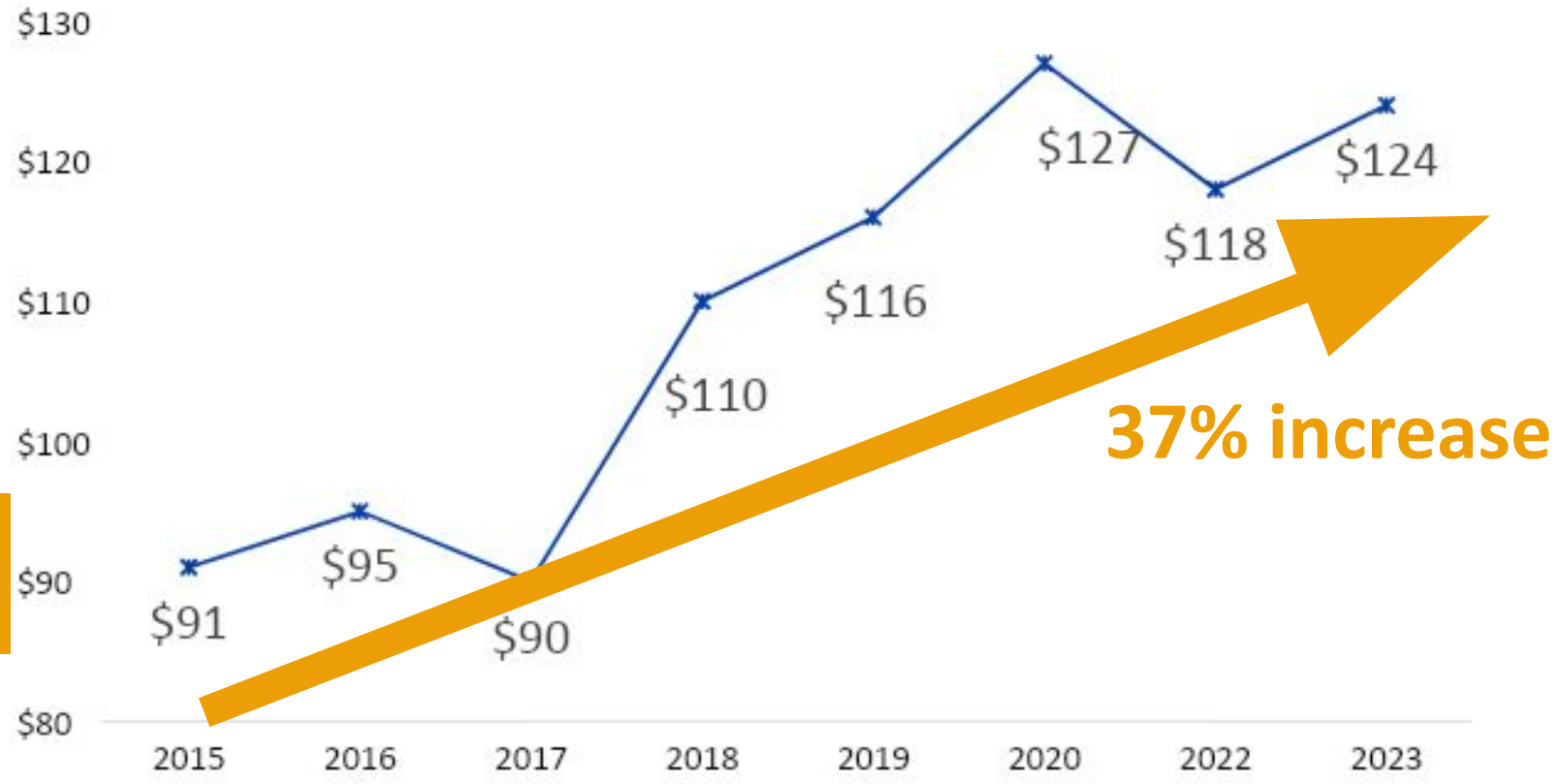
Why is EPR policy for Packaging picking up steam in the U.S.?



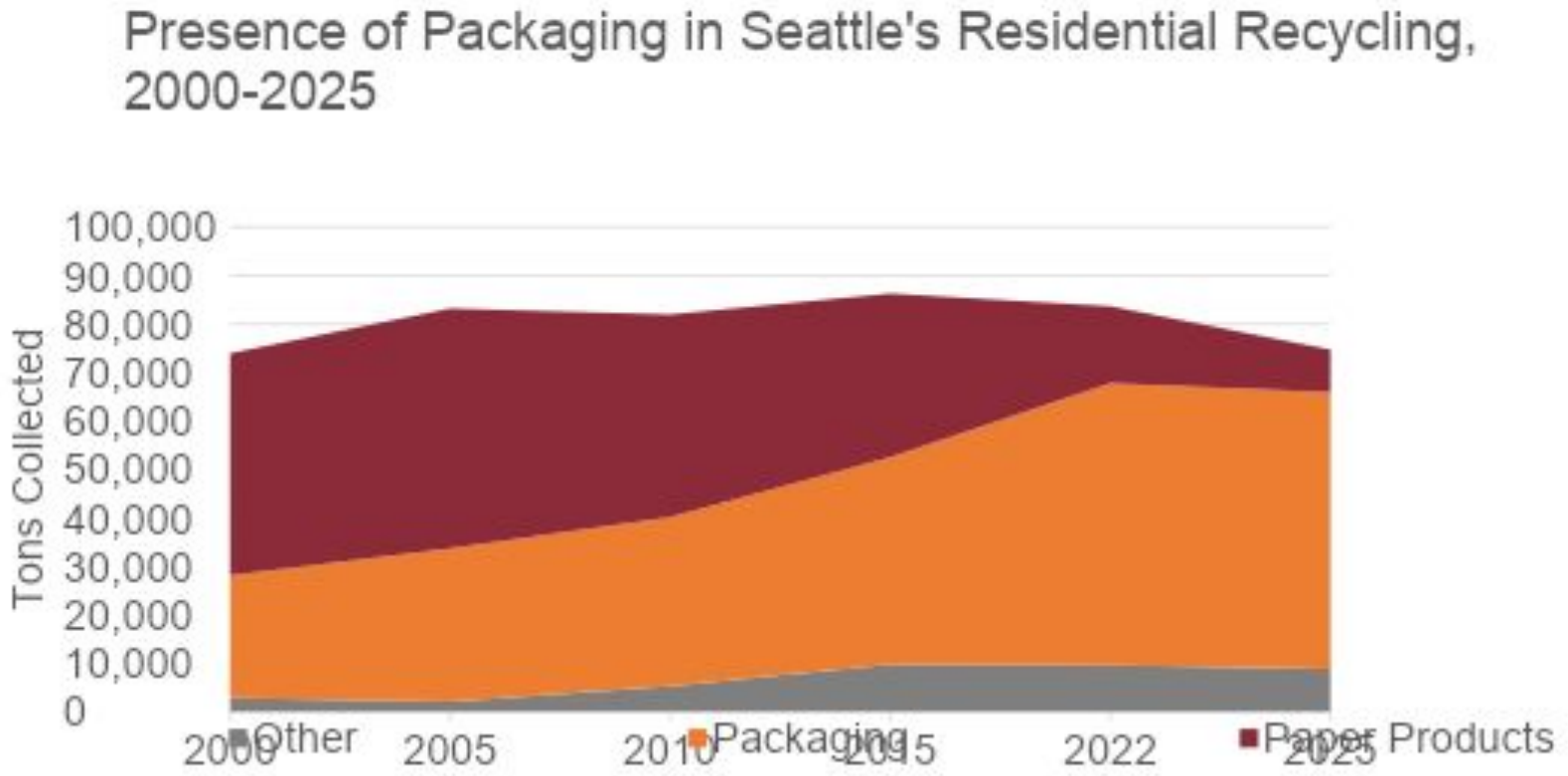


Recycling has many benefits, but the <u>costs</u> keep going up

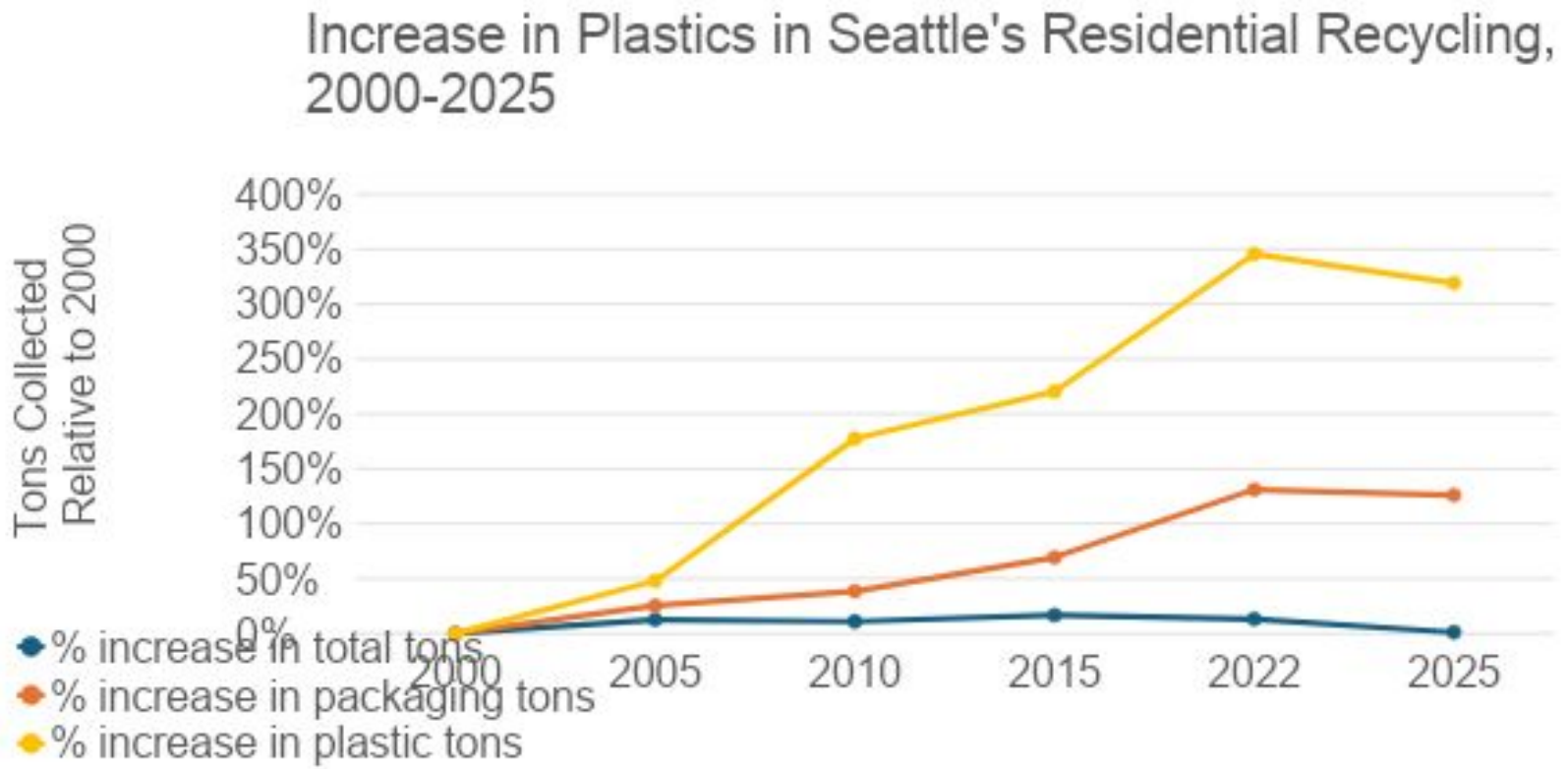
– *why*?



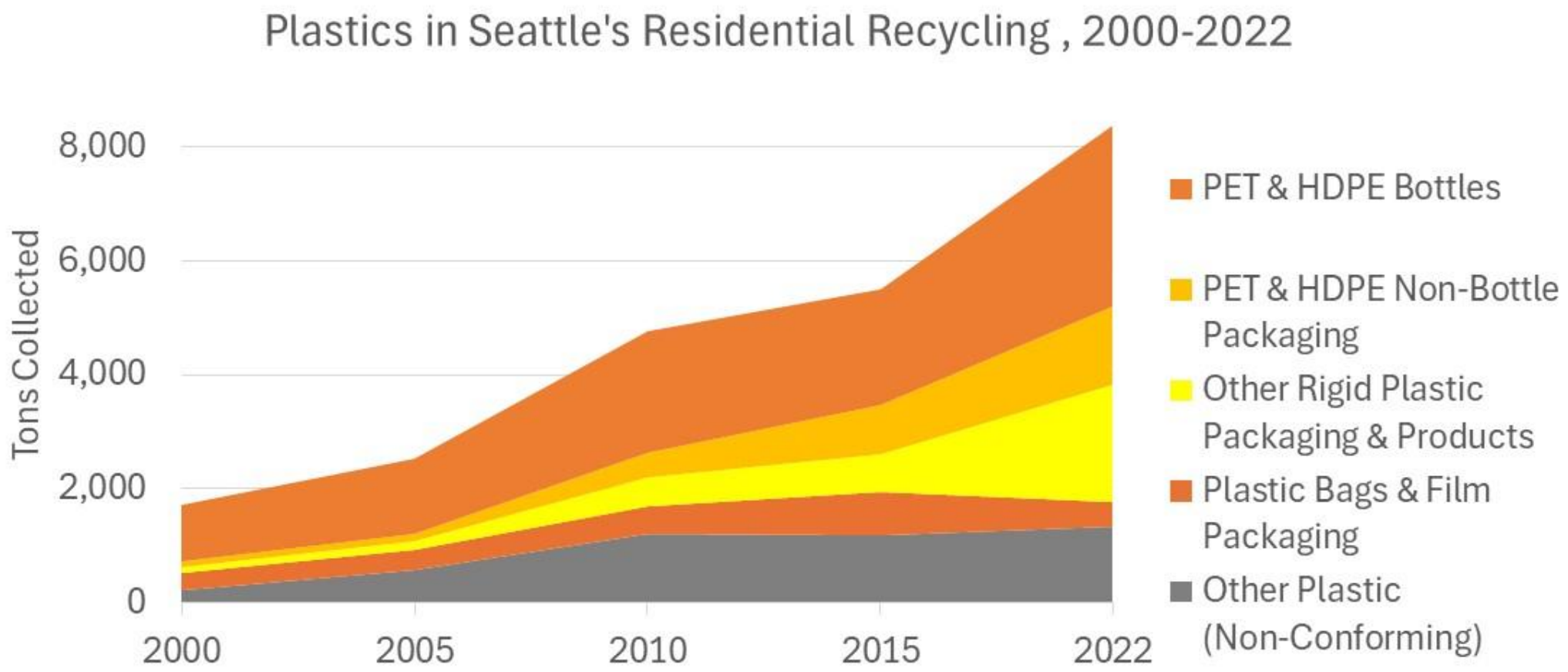
Curbside recycling programs have become <u>packaging</u> recycling programs



Packaging recycling has become increasingly dominated by plastics



And plastics have become increasingly complex and costly to recycle



Packaging changes are undermining the economics of recycling







	Last Decade: Boxboard	Last Year: HDPE Jug	Now: Pouches
Value per ton:	$47.50	$7.50	-$49 (disposal)

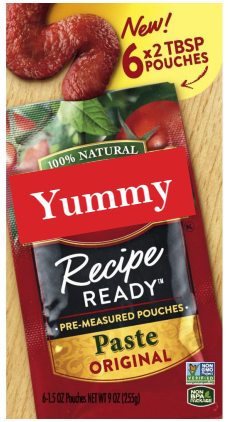
Packaging changes are undermining the economics of recycling



Last Decade:
Steel can



Last Year:
Aseptic carton



Now:
Pouches

Value per ton:

$225.00

$22.50

-$49
(disposal)

Recycling needs Extended Producer Responsibility

- Fair and rational way to fund recycling services that primarily handle consumer packaging
- Producers know what packaging is being sold and why, and can balance design considerations and recycling investments
- Producers are good at marketing!
- Consumers can “vote with their dollars” in ways that ratepayers cannot



Benefits of WA's EPR law (Recycling Reform Act) for Seattle

- Lower costs for ratepayers
- Widely available and convenient recycling for residents, beyond what the City can provide directly
- Uniform statewide recycling list less confusion
- Stronger transparency and accountability about what happens to materials after collection
- More valuable materials kept out of landfill and in use better outcomes for people and planet
- New funding for reuse services



Thank You!

McKenna Morrigan, Solid Waste Policy Advisor

mckenna.morrigan@seattle.gov

