

The Four Ws

of Plastic Producer Responsibility



WHAT are Extended Producer Responsibility and Plastic Producer Responsibility?

Extended Producer Responsibility can be best understood as industry-led programs focused on the recycling and recovery of products. It's an approach where businesses collaborate with governments to develop systems to manage the full lifecycle of plastics. Plastic producer responsibility (PPR) is derived from the broader "extended producer responsibility" (EPR) and is specific to those companies that manufacture and use plastics. Plastic producers have taken on this initiative by helping develop economies of scale and establish packaging and recycled-content goals, which can help drive demand for recycled content and create new markets.



WHO is leading PPR?

Canada's plastics industry, comprised largely of plastic producers, is committed to solving the plastic waste problem and set a goal to make 100% of plastic packaging recyclable or recoverable by 2030 and embracing advanced recycling technologies to make plastics packaging 100% recovered and recycled by 2040. Plastic producer responsibility works best when industry leaders collaborate with governments and local stakeholders that are already embedded in plastics recovery efforts.



WHY does Canada need PPR?

Today in Canada, 86% of plastics end up in landfills. This is due to issues with sorting, cleaning plastics prior to recycling and adopting the technologies and infrastructure we need to truly make a difference in eliminating plastic waste. Additionally, because recycling and waste management is handled at the municipal level, many provinces don't have standard recycling programs or lack the resources and infrastructure to ensure plastics are truly recycled. PPR offers a tried and tested method to ensure – in short order – that plastics end up back in the economy, not in landfills. PPR programs also effectively and efficiently encourage producers to make more recyclable products and grow end-markets for recycled materials.



WHERE is PPR being done successfully?

British Columbia has the highest rate of plastic waste recovery in Canada, which is largely attributed to their successful Extended Producer Responsibility and PPR efforts. In the province, paper and packaging producers fund Recycle BC, a stewardship group that is responsible for recycling packaging and paper products. Through Recycle BC's curbside "blue box" program, these producers pay for the recycling of "packaging-like" products (i.e. sandwich and freezer bags; shrink film wrap; non-durable plastic, etc.) as well as single use products (i.e. plastic straws, utensils, cups, etc.). Ultimately, this collaborative program has led to a 78% rate of waste recovery and acts as a model across Canada.