



EPR

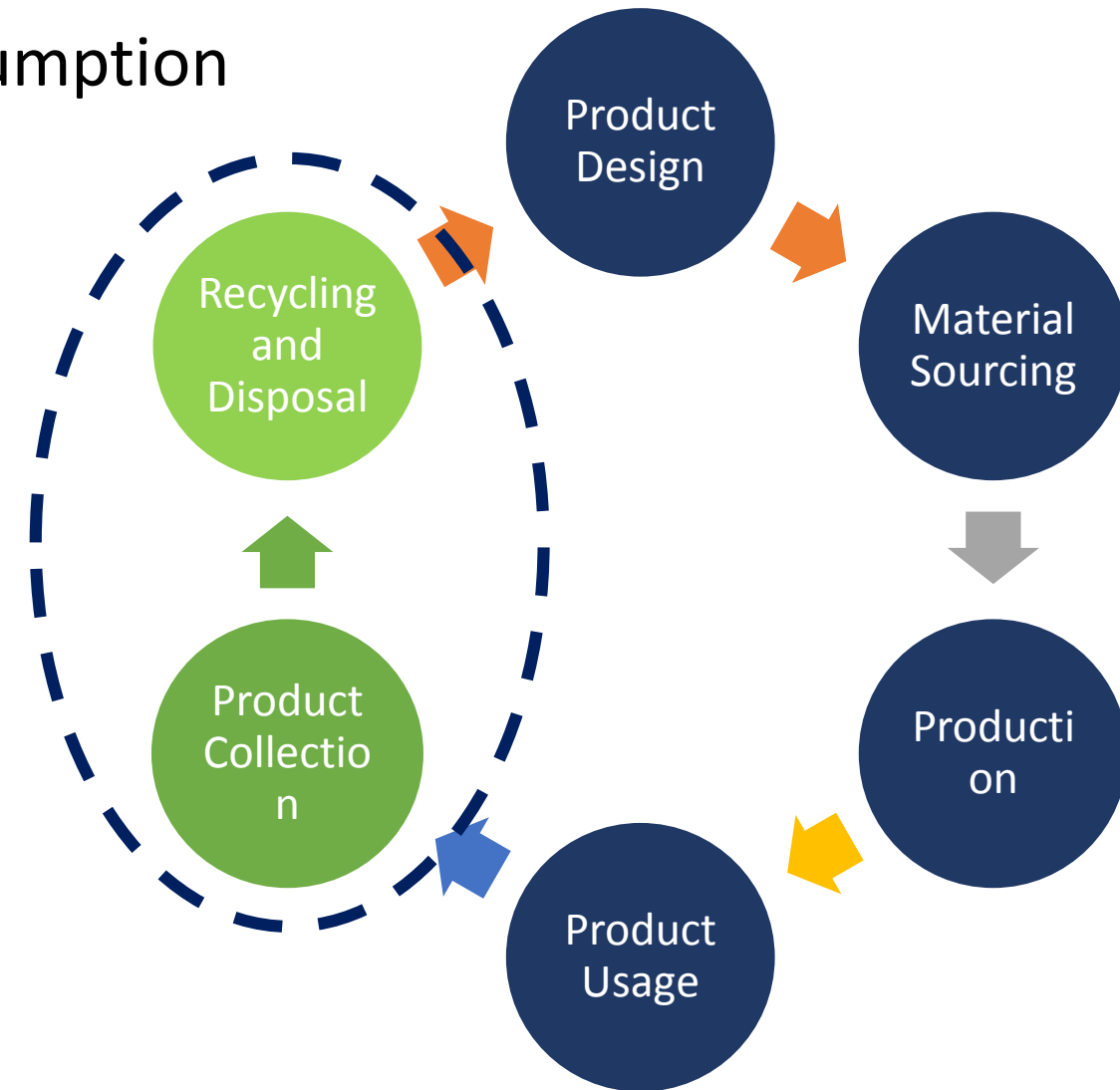
Support for Plastic Waste
Management

Extended Producer Responsibility

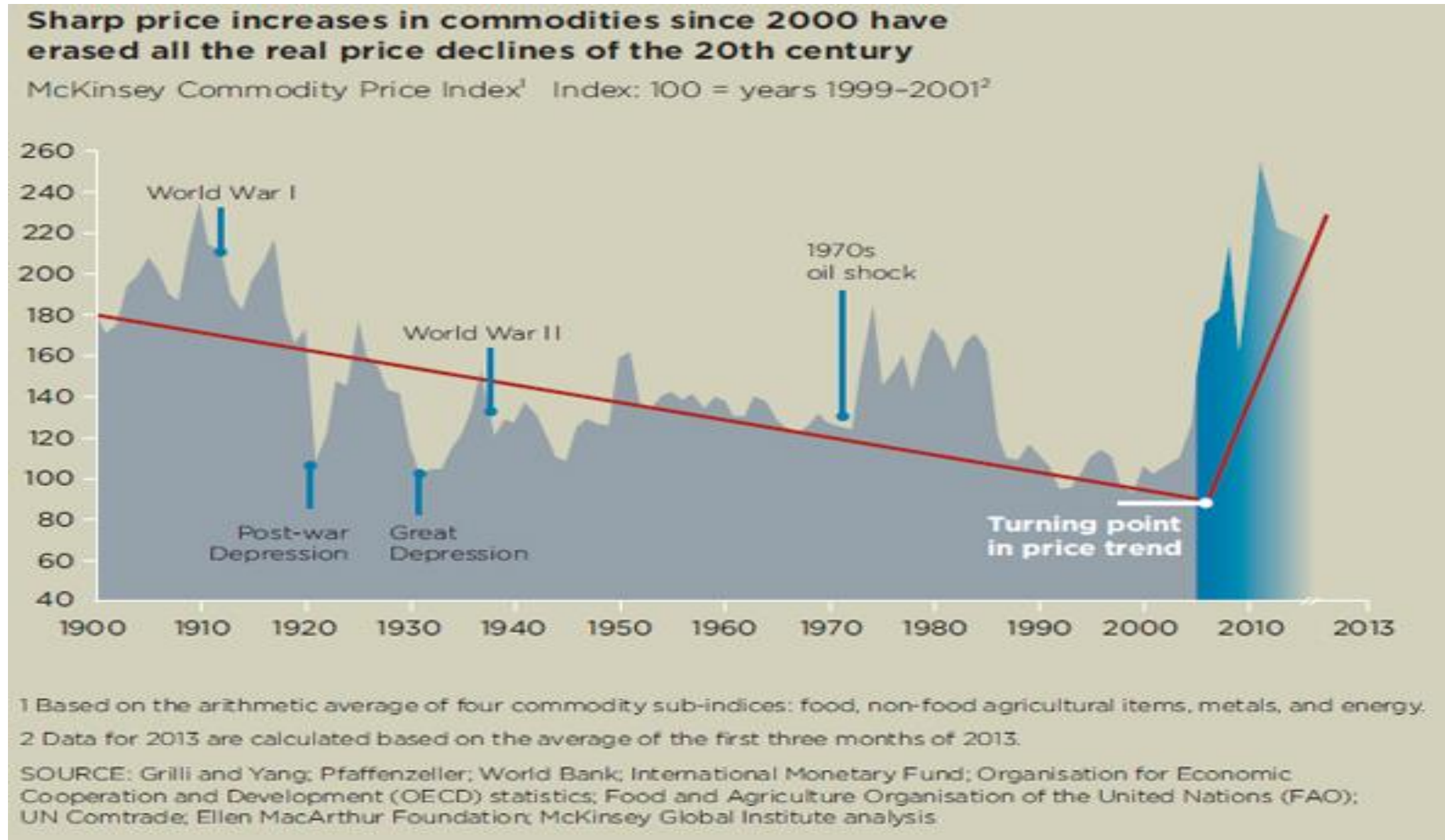
Extending Producer's Responsibility beyond consumption

Key objectives of EPR:

1. *Design for environment*
2. Resource Security
3. Share/Transfer the responsibility/cost of collection & disposal



Resource Scarcity is Real



Focus Products/Sector

❖ Focus Areas in B2C:

Electronic Goods, Vehicles, Batteries, Plastic packaging, Tires, Paints, Automobiles, Medical Waste, Used Oil, Furniture.

France with largest list including: Textiles; Agriculture Goods packaging; Office Equipment etc.

❖ **Producer means Brands**

Like HUL, Samsung, Coke Cola, Asian Paints.

Based on product and EPR policy, responsibility shared by Retailers (Big Bazar/ Croma), Importer or Online Seller (Amazon/ Flipkart) and also packaging manufacturers (Tetra Pak).

Forms of EPR

Broadly Four types of EPR Schemes:

- i. Product Labelling and Consumer Information based requirements
- ii. Regulations and performance standards such as minimum recycled content
- iii. **Fee based systems:** Advanced Disposal Fees (ADF), material taxes, upstream tax/subsidy
- iv. **Product Take Back Targets**

Other Defining Features:

- Brand vs Product type
- **Producer Responsibility Organizations (PROs)** that carry out the collection and/or recycling of end-of-life products on behalf of their member organisations
- **Eco-modulation of fees** (e.g. applying no fee to reusable packaging, higher fees for non-sortable/non-recyclable packaging, or higher fees for packaging with additives that disrupt recycling)
- **Voluntary (*Stewardship*) vs Regulated EPR**

Distribution of Responsibility

Distribution of responsibility across actors such as:

- The consumer (Responsible purchase and consumption, Source Segregation);
- Policy Makers (drafting policies that are well thought out, with inputs from all stakeholders);
- Local Bodies (provide the required infrastructure support for setting up recycling and collection facilities);
- Regulators (to ensure strict and impartial enforcement);
- Waste Management Companies (efficient collection with zero dumping/ leakage);
- Recyclers and Waste Processors (follow all environment and safe work conditions norms) etc.

However, as Producers have maximum influence on how a product is consumed and discarded, they play the most important role in this program. Brand vs Product type

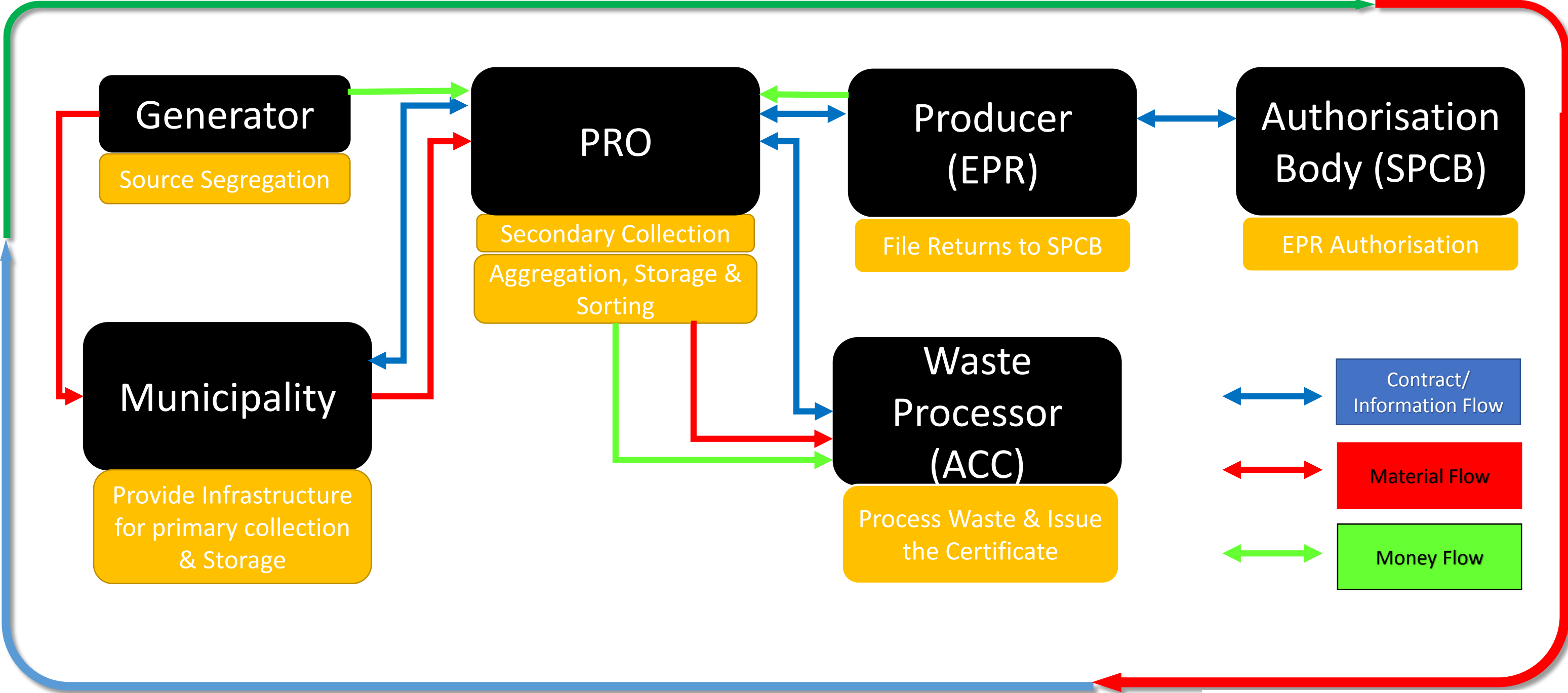
EPR Regulations in India

- Lead Acid Batteries since 2000
- E Waste Management Rules, 2011, 2016
- **Plastic Waste Management Rules, 2016**

Issues:

- Lack of understanding around EPR; what would work for India with a large rural base
- No consistent long term strategy around CE and EPR
- Lack of infrastructure for collection and recycling, largely informal, can't be tracked
- Not much clarity on the roles and responsibilities of different stake holders;
- Inadequate monitoring, provision for penal action

EPR Execution Partners

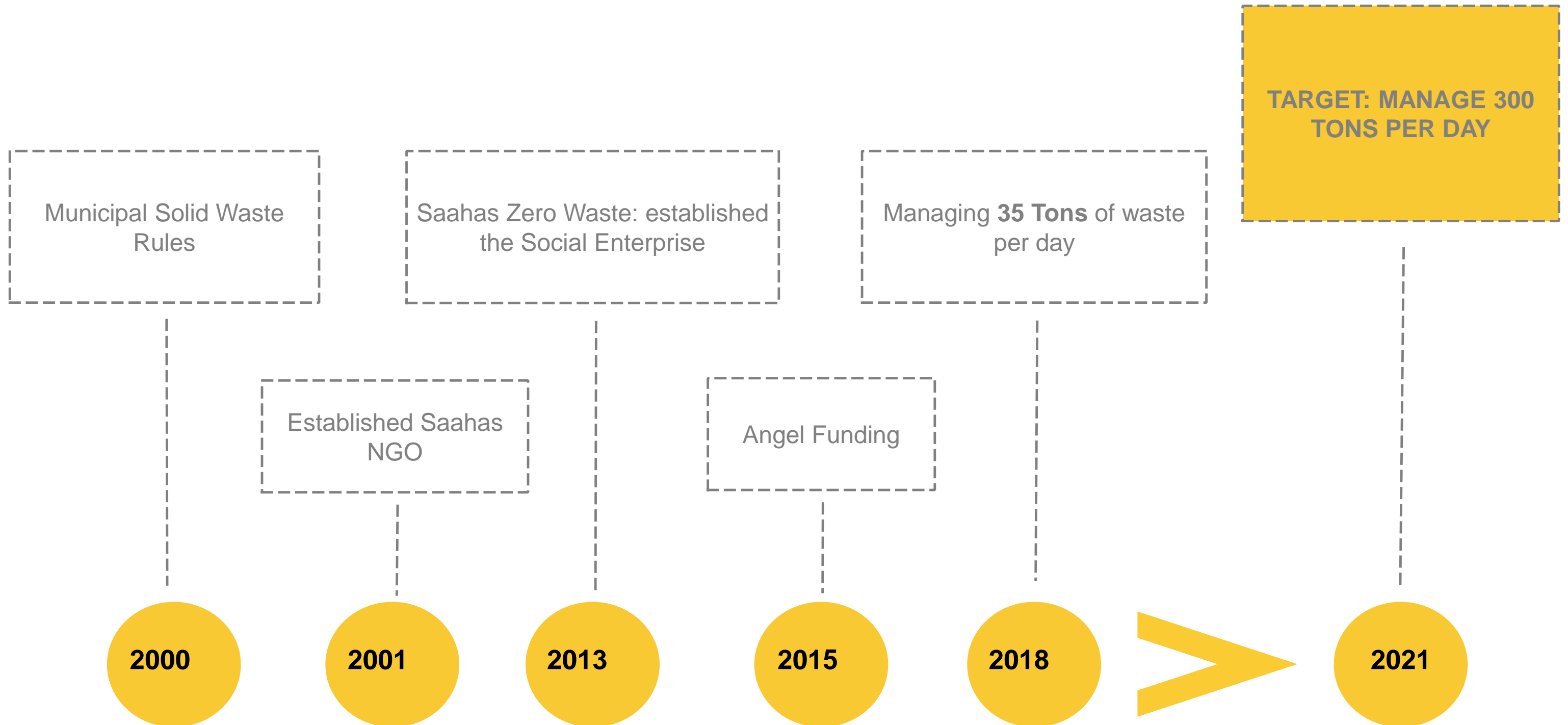


EPR for Plastics: Challenges in India

- Lack of infrastructure for primary collection
- Lack of recycling and processing facilities
- Large percentage of unbranded litter
- Strict Monitoring and control
- Recycling vs WtE and Co-processing

Case Studies

Our Journey towards a circular economy



Working as a PRO

Material Recovery Facility- a mechanized processing factory for dry waste

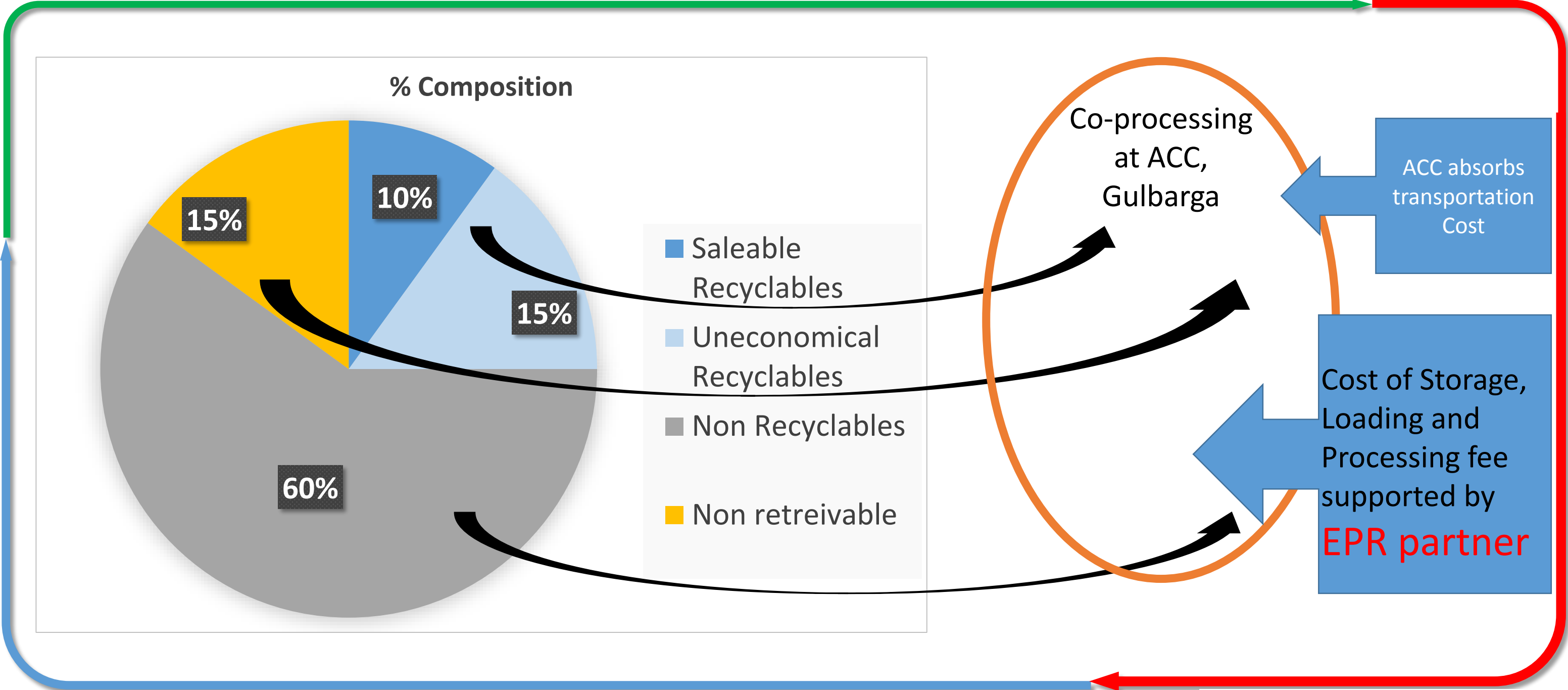


Case Data: *Beyond the Broom, Bellary Karnataka*

- Program started in 2016, supported by **JSW**
- 12 villages, 25,000 household, mix of agri and non agri
- **Weekly collection of Source Segregated Dry Waste**
- In 6 villages wet and sanitary is collected on alternate days
- Monthly Avg. Dry Waste Collected: 30,000 kgs
- Collection efficiency: 60% to 90%
- Avg. Quantity collected per HH per day: 50 gms (1/10th of urban)
- Infrastructure & Manpower for Dry Waste Collection
 - Storage room: 200 sqft per 1000 household
 - 1 person per 1000 household (weekly collection)
 - Vehicle Support: Luggage Auto, 1 Auto for 10,000 household



EPR Support



Going forward

Pan India reach with focus on rural and small towns

Formalise collection and recycling to ensure complete compliance to all labour and environment regulations