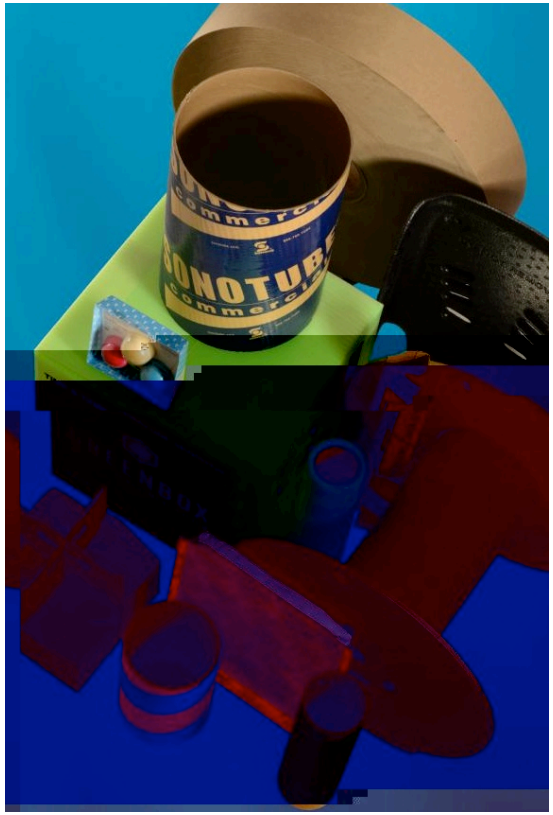
AMERIPEN

Recycling Policy and Legislation

- Laura Rowell, Global Sustainability Manager, Consumer Packaging
- CRA, April 2014

AMERIPEN
SONOCO

A solutions company that makes packaging



. . . And recycles a lot

FORTUNE
World's Most Admired Companies®

Newsweek GREEN RANKINGS 2012

Globally, Sonoco collects for recycling the equivalent, by weight, of over half of what we put into the marketplace . . .

And that doesn't include the recycled raw material we purchase in the marketplace

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Forbes 2014
AMERICA'S MOST TRUSTWORTHY COMPANIES

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Recovery and Financial Platforms Projects

Survey Collection Status

Nearly 80% response rate

Extended Producer Responsibility for Packaging

Key Findings:

- EPR systems can effectively generate funding for recovery from a broad array of brand owners.
- The EU and Canada have significantly different programs across their member states/province; this presents challenges in terms of harmonization and leads to uncertainly for brand owners and package designers.
- Currently calls for program change are occurring in both EU and Canada even as the BC program is being rolled out.

Next Steps

- AMERIPEN will use these findings to continue the dialogue with cities and states
- AMERIPEN is determining its role in helping to expand the adoption of these best practices
- Utilizing the work of both the Financial Platform and Recovery Teams, AMERIPEN will develop tools to increase recovery of used packaging
- Monitoring, with great interest, the SERDC effort

Some Closing Thoughts . . .

- Two research efforts – virtually the same best practices identified
- Two studies – virtually the same policy-related conclusions
- EPR programs focus exclusively on recycling and attempt to influence packaging formats through fees/penalties
- Consumer still pays – twice!
- MN cost-benefit study
  - Over $70 million per year for fully functioning program
    - Again, recycling only
  - No timeline, so no assessment whether the anticipated rates would have occurred without intervention
  - Fees don't make sense – but then they never do
- Let's learn from the SERDC approach

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Thank You

AMERIPEN
The power of packaging in balance.

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