Extended Producer Responsibility (EPR)

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EPR Definition

Environmental / economic policy approach in which **producers** of products and packaging bear **responsibility** for ensuring those products and packages are properly managed at the end of their lifecycle.

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EPR Basics

- Alberta Regulation 194/2022 enacted under the *Environmental Protection and Enhancement Act Nov 30, 2022*
    - Launched Apr 1, 2025 (HSP, batteries, Phase 1 PPP)
    - Oct 1, 2026 (Phase 2 PPP)
- Producers can be represented by Producer Responsibility Organizations (PROs)
    - Circular Materials, Product Care, Call2Recycle
- Focused on residential, not ICI (notably PPP)



Benefits of EPR

- Transfers cost and liability from municipalities and taxpayers to producers
- Provides incentive to producer to improve design
- Encourages Circular Economy
  - Producers have direct role in system
- Provides provincial program consistency
  - Economy of scale provides market resilience



Where We Are Today

- Panel discussion
- Living EPR in real life
  - Riding the wave
  - Devil in the details

