

AF&PA Perspective for the Vermont Single Use Products Working Group

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American Forest & Paper Association

The American Forest & Paper Association (AF&PA) is the national trade association of the paper and wood products industry and advances public policies that promote a strong and sustainable U.S. forest products industry in the global marketplace.

AF&PA is committed to a sustainable, thriving paper and wood products industry that continues to improve tomorrow's environment today.



AF&PA's Better Practices, Better Planet 2020 Sustainability Goals

- Improve purchased energy efficiency by at least 10%.
- **Increase paper recovery for recycling to exceed 70%.**
- Reduce greenhouse gas emissions by at least 20%.
- Improve worker safety incidence rate by 25%, with a vision of achieving zero injuries.
- Increase fiber procured from certified forest lands and through certified sourcing programs; and work to reduce illegal logging worldwide.
- Reduce water use by at least 12%.



**BETTER PRACTICES
BETTER PLANET 2020**
Continuing AF&PA's Commitment to Sustainability

By the Numbers

- Recovery Rate for Paper Consumed in the US
 - 1990- **33.5%** → 2018- **68.1%**
- The recovery rate has met or exceeded **63%** for the past ten years.
- **96%** of US population has access to community curbside and/or drop-off paper recycling services
- More paper (by weight) is recovered for recycling than Glass, Plastic, Steel and Aluminum- **combined**

Recovered Fiber Markets

- Complex, dynamic, efficient
- Global demand
- Collection commitment by many parties
 - Municipalities
 - Paper manufacturers, Recycling companies
 - Schools, Businesses
 - Millions of Americans

Our Products



New Problems for Successful Programs

- Redirecting producer budgets away from proven recovery programs
- Disrupting dynamic, complex and efficient markets for recovered fiber
- Marginal gains- at 68.1% recovery for paper and paper-based packaging, the low hanging fruit is already gone



EPR Myths

- EPR as the incentive to improve
 - 68.1%
- EPR as the method for building out collection infrastructure
 - 96% access
- EPR as a cost-saving method
 - Additional admin costs will be embedded in the cost of products, still impacting municipalities and taxpayers that will still use the products

BEST PRACTICES



Education Increasing Paper Recovery

The screenshot shows the homepage of paperrecycles.org. At the top, there is a search bar and a 'Subscribe' button. Below the navigation menu, a main banner features a recycling symbol made of paper and the text: 'Paper Recovery for Recycling ...has exceeded 60% each year since 2009 in the U.S.' with a 'Learn More' button.

THINK BEFORE YOU SHRED!
 Shred **only** documents with sensitive information!
 Shredding shortens paper fibers – recycling whole pieces keeps the fibers long, strong, and ready to be made into new paper. Improve recycling by putting non-sensitive papers straight in the recycling bin. It's easy!

The infographic shows two categories of documents that should be shredded: 'Sensitive Documents' (including Mail, Folders, Official/Printed Cards, Greeting Cards, Magazines, Employee Pay Stubs, Bank Statements, Investment Transactions, Medical Records, Pre-approved Credit Card Applications, and Tax Forms) and 'Non-Sensitive Documents' (including Old or Expired Credit Card Numbers and Tax Forms). It illustrates that shredding these documents into small pieces allows them to be recycled, while whole pieces are not.

RECYCLING IN THE WORKPLACE
 Ready. Set. Go!

This infographic features a recycling symbol made of paper and provides tips and perspectives for the American Forest & Paper Association.

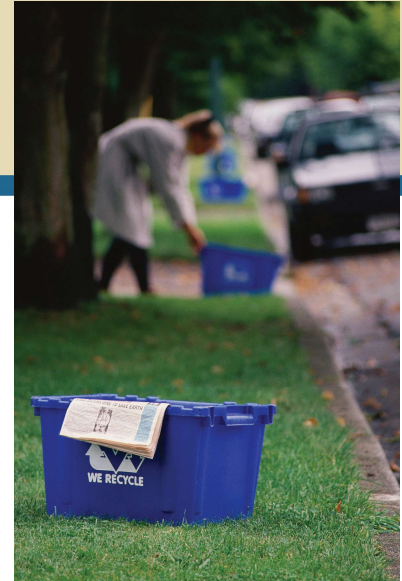
The screenshot shows the Facebook page for 'Paper Recycling', a non-profit organization in Washington, D.C. The page has 2,904 likes and features a post from 'paperrecycles.org' dated 17, 2013. The post includes a link to a case study about school recycling programs and mentions that in 2010, 63.5% of the paper consumed in the U.S. was recovered.

RECYCLING IN THE KITCHEN
 In your kitchen, you can generally recycle dry food boxes used to package things like cereal or pasta; frozen food boxes; pizza boxes free of food and with little grease; milk or juice cartons; paper bags; and paper towel roll tubes.



Eliminating Contamination

- Contamination
 - Dual stream vs single stream collection
 - Improving consumer recycling behaviors
- The Recycling Partnership
 - Public-private partnerships that increase communities capability to improve the quality and quantity of recyclable materials
- REMADE Institute
 - Research to assess drivers increasing contamination in single stream recycling and identify collection and sorting methods that can decrease contamination



Optimizing Processing Infrastructure

- New technology and investment in repulping capability will enable mills to access more fiber from marginal quality streams
- Processors making changes to better sort comingled materials to reduce contamination and increase fiber quality

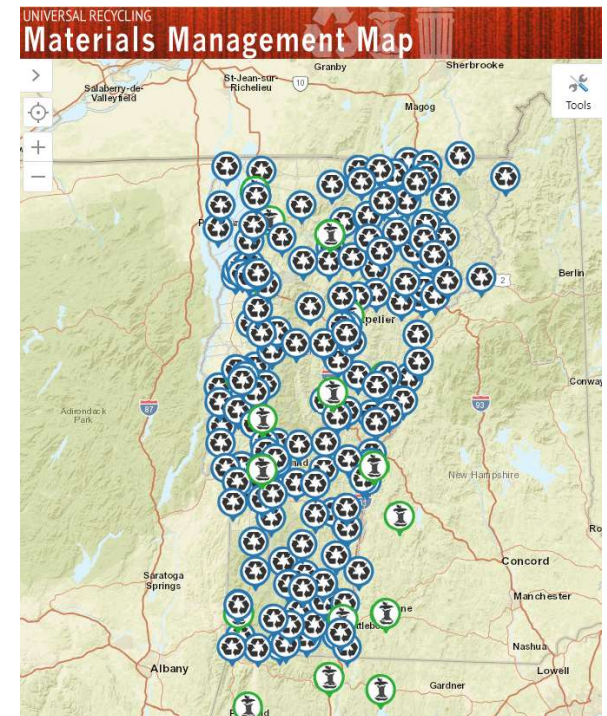
These changes are major investments that producers are making in their facilities to keep improving.

Great Tools in Vermont



[Recycle Like you Live Here](#)
videos to show what does and does not belong in the recycling stream

[What Do I Do With This?](#)
Resource for managing a specific material



And plenty more...

Conclusion

- Responsibility for materials recovery must be shared across the entire supply chain, including consumers.
- An EPR program further separates consumers from their responsibility while redirecting producer resources from existing, successful programs.



Thank You!

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