

# HOW A PRODUCER RESPONSIBILITY SYSTEM FOR CONTAINERS, PACKAGING, AND PRINTED PAPER WILL WORK IN COLORADO



The state adopts a producer responsibility policy to require companies to pay for recycling programs for their containers, packaging, and printed paper. The program will be developed over the next few years.



Producers form an independent nonprofit producer responsibility organization (PRO) to manage the collection and distribution of funds to increase and improve recycling. Producers include brand names such as Coca-Cola, General Mills, Amazon, and others.



The PRO conducts a statewide needs assessment to identify improvements to recycling infrastructure and services. Based on this data, the PRO proposes recycling goals and creates a plan and timeline to reach state goals.



Producers pay annual membership dues to the PRO based on the amount and type of packaging used. The dues are structured to incentivize companies to reduce unnecessary packaging and to use more recyclable, less toxic packaging. Dues cover 100% of the costs to provide convenient, effective recycling services statewide.



The PRO contracts with and pays private haulers and local governments to provide free and convenient recycling for containers, packaging and paper products to all residents and businesses across the state. There is one statewide list of what is recyclable. The PRO also funds recycling education programs.



CDPHE will oversee the program and approve the PRO plan. An independent advisory board of stakeholders will review and make recommendations to the PRO and CDPHE on the needs assessment, PRO plan, and other decisions. The PRO will reimburse the state for administrative and oversight costs.



The PRO annually submits suggested plan changes and progress reports to the state including data on recycling rates, investments made to improve recycling, the use of recycled content in products, and third-party audited financial reports.

## For more information, contact:

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