

Producer Responsibility

Charting Colorado's Path Toward Circularity

Rob Writz, Circular Action Alliance
Wolf Kray, Colorado Department of Public Health & Environment
Kelly Duran LPMA powered by Interchange360 Recycling
Liz Chapman with Recycle Colorado

Incorporation and Purpose



- Incorporated June 2024
- National non-profit EPR Compliance Agency
- Member-based organization
- Petroleum and petroleum related products and packaging
- Provide state-specific solutions
- Compliance and Circularity



Founding Members















Board of Directors

- 1. Brian Ahearn (Chair)
- 2. Jami Rice (Vice Chair) Shell Lubricants Americas, Business Development Manager
- 3. Elsie Phillips BP Castrol, Sr. Manager Global Product Stewardship
- 4. Dr. Melanie Bower Exxon Mobil
- 5. Stephanie Taylor Valvoline Global Operations, Regulatory Affairs Advisor
- 6. Steve Curtis Chevron USA, Category Manager Packaging



HB 22-1355 Timeline





Producer Responsibility
Program for Statewide
Recycling Advisory Board
Appointed

Executive Director appointed 13 voting members, and the first meeting was convened



Joint Budget Committee

Department presents recommended scenario from Needs Assessment

May 2023

Producer Responsibility
Organization (PRO)
Appointed

Executive Director appointed Circular Action Alliance as Colorado's, and the nation's, first PRO



Program Plan Due

PRO's plan proposal goes to Advisory Board for review; Department has 120 days approve/reject amended plan Aug 2023

Needs Assessment Commences

Executive Director approves CAA's contractor for Needs Assessment & work begins

Jan 2024

Needs Assessment Due

Needs Assessment statutory deadline



Producers Join PRO

Deadline for producers to join the PRO or have an Individual Program Plan Jan 2026

Plan Implementation

Producers begin paying dues, implementation begins within 6 months of plan approval

Program Plan Approval Timeline



LPMA Interchange 360	Due / Submittal Date
LPMA submits IPP proposal to advisory board	January 1, 2025
90-day advisory board (AB) review & consultation with LPMA	March 31, 2025
AB provides amendments on IPP Proposal to LPMA	February 14, 2025
LPMA has 60 days to address AB feedback & submit amended plan	April 15, 2025
AB has 45 days to submit recommendation to CDPHE	May 15, 2025
CDPHE posts for public comment and has 120 days to approve or reject the IPP proposal	September 15, 2025

Circular Action Alliance	Due / Submittal Date
CAA submits plan proposal to advisory board	February 1, 2025
90-day advisory board (AB) review & consultation with CAA	Apr 30, 2025
AB provides amendments on PRO plan proposal to CAA	April 30, 2025
CAA has 60 days to address AB feedback & submit amended plan	June 30, 2025
AB has 45 days to submit recommendation to CDPHE	August 14, 2025*
CDPHE posts for public comment and has 120 days to approve or reject the PRO plan proposal	December 17, 2025*

Contact Info

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