

## CWQA Press Release

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### Opportunity for Consultation on Extended Producer Responsibility for Waste Management

CWQA has been informed that the Canadian Council of Ministers of the Environment (CCME) is inviting industry stakeholders to comment on "Extended Producer Responsibility" as part of their overall drive towards decreasing greenhouse gas emissions and landfill waste.

The Canadian Council of the Ministers of the Environment's Extended Producer Responsibility Task Group (the CCME Task Group) recently released a discussion paper regarding the design of Canada-wide extended producer responsibility ("EPR") regimes.

The release of the Discussion Paper is a milestone in CCME's initiative to eventually produce a federal action plan, which would require that EPR regulations be implemented across the country. Such regulations would have a material impact on manufacturers and their supply networks.

EPR described an environmental policy approach in which a producer's responsibility for a product is extended to the post-consumer stage of a product's life cycle. In essence, the producers are responsible for product to the end of life.

EPR programs are intended to shift responsibility for managing waste upstream towards the producers of products and to encourage those producers to change their product designs accordingly.

CIPH has done an initial review of the discussion paper and have noted a few issues that will affect its members:

- Mandatory product redesign costs to conform to waste reduction guidelines including planning and reporting at the producer level;
- At the retail level, increased reporting on waste generation and diversion;
- Mandatory involvement in stewardship programs, federally and provincially;
- No real benefit or incentive to do this as it assumes that industry has not already optimized design to (a) meet current standards, (b) with end of life already considered.

Manufacturers take note!

- Will be forced to redesign product packaging without any real economic incentives or support to "Go Green";
- The reporting functions at the producer level will be enormous;
- Stewardship costs to divert waste will be costly for manufacturers;
- There is not enough demand for reclaimed materials presently based on current safety standards;
- Competitively this will force manufacturers into mandatory reporting on produced goods.

Dealers/Wholesalers/Suppliers take note!

- The supply chain for products may be forced into acting as recycling points for products thereby consuming valuable retail space.
- As first "owners" of imported products, they become the first responsible party in Canada and thus will be shouldered with the "manufacturer's" burden for reporting and product redesign. This will impact SMEs in Canada.

The CCME Task Group invites industry to comment on the discussion paper up to May 29<sup>th</sup>, 2009 using an online form.

CWQA will be submitting comments to the task group. If you would like to provide your concerns, email Kevin Wong [k.wong@cwqa.com](mailto:k.wong@cwqa.com).

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To access the discussion paper and other materials for review please visit the CCME website.

[http://www.ccme.ca/ourwork/waste.html?category\\_id=128](http://www.ccme.ca/ourwork/waste.html?category_id=128)

To submit your comments individually, please submit them online here.

[http://www.ccme.ca/assets/pdf/epr\\_form\\_e.pdf](http://www.ccme.ca/assets/pdf/epr_form_e.pdf)

For more information, or to add comments and concerns, please contact Kevin Wong.

### **About CCME**

*CCME is comprised of the environment ministers from the federal, provincial and territorial governments. CCME aims to assist its members to meet their mandate of protecting Canada's environment. As with any association, each member can accomplish more by working together than by working alone. CCME serves as a principal forum for members to develop national strategies, norms, and guidelines that each environment ministry across the country can use. Since environment is constitutionally speaking an area of shared jurisdiction, it makes sense to work together to promote effective results. CCME is not another level of government regulator, but a council of government ministers holding similar responsibilities. For more information visit*

<http://www.ccme.ca/about/>

The Canadian Water Quality Association is a not-for-profit trade association. Chartered in 1960, the association is a vibrant organization committed to providing members with the tools for success in today's competitive environment. More than 150 companies are members of this influential Canadian industry association. They are the manufacturers, distributors, dealers and allied companies who manufacture and distribute drinking water treatment products.