



WWF's EPR Project at a Glance (Extended Producer Responsibility)

Xin Chen,
WWF Germany



WWF network EPR project engages governments, multi-national and national corporates to achieve “No Plastic in Nature by 2030”

WWF’s “No Plastic in Nature” Initiative

No Plastic in Nature by 2030

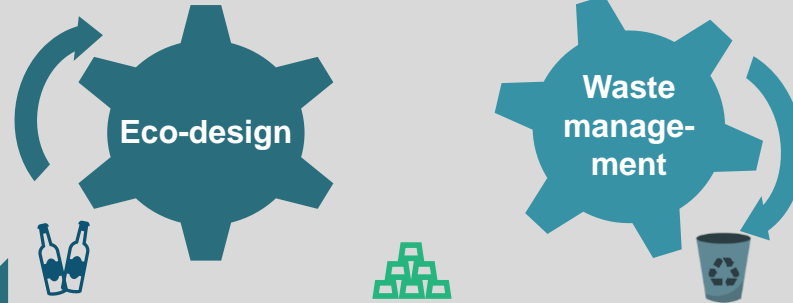
Strategies

- Eliminate unnecessary plastics
- Double global plastic recovery
- Shift to sustainable sources for remaining plastic

Workstreams

- Global policy
- Plastic smart cities
- Business model innovation (incl. EPR)

WWF’s “Extended Producer Responsibility” (EPR) project

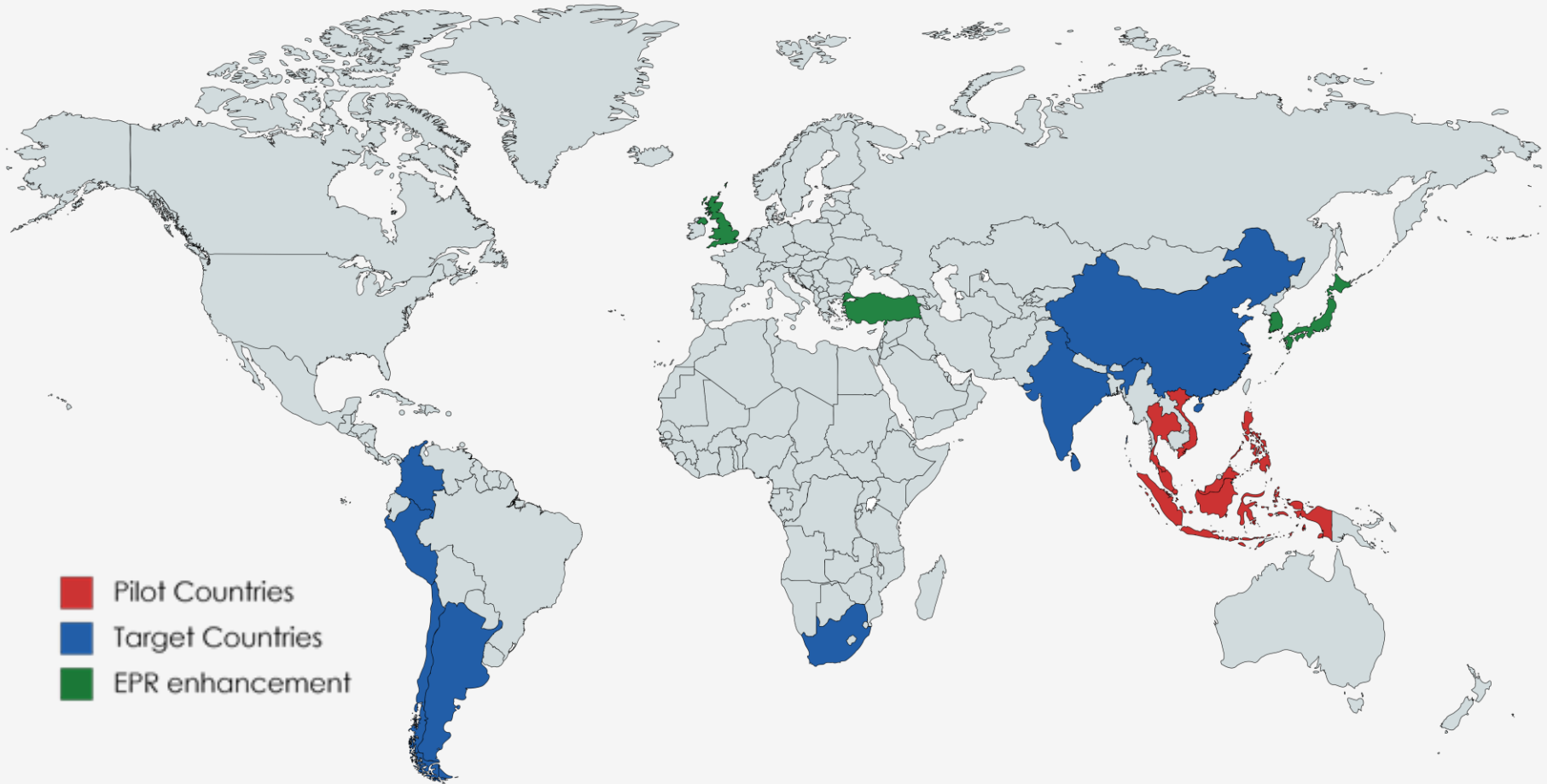


International & national engagement with science-based analysis and study

- 1 Mobilize governments in target countries to incorporate EPR into their legal framework
- 2 Facilitate multi-national and local companies to take responsibility for end-of-life impacts of their products and packaging



Target Countries for EPR Adoption and Enhancement



Created with mapchart.net ©



The EPR project's international approach aims for multinational companies making commitments and taking action

EPR project's contributions (in co-operation with network offices¹ and external partners)

- Engage multinational companies making the commitments
- Engage multinational companies taking actions to support EPR adoption at national level



EPR Project



¹ Network offices: WWF US, WWF Japan, WWF France, WWF Netherlands, WWF Switzerland, WWF UK, WWF Germany, WWF South Korea, WWF Sweden

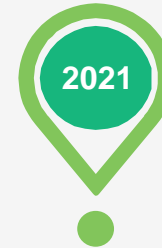


For SEA offices, EPR team can accompany the journey towards the implementation of EPR schemes as internal resources

Steps to implement EPR	Company/Government	Support from EPR team
1 Build knowledge	Learn about key objectives and principles of EPR	<ul style="list-style-type: none">Organize capacity building workshops/ Internal expert team build up
2 Perform research/ feasibility studies	Perform research/feasibility studies (benefits and opportunities of establishing an EPR scheme, experiences and best-practices from other countries)	<ul style="list-style-type: none">Develop scope and commission studies (EPR economics, cost of improper waste management, alternative materials etc.)
3 Establish or facilitate producer responsibility organization	Initiate or facilitate a producer responsibility organization (PRO) , in cooperation with other stakeholders including governments, waste management operators, NGOs and, where appropriate, the informal sector	<ul style="list-style-type: none">Bring additional stakeholders to the table (also by leveraging relationships from other countries)Provide expert input
4 Lobby national governments for fair regulation /Pass EPR legislation	Influence policy makers to create reliable legal framework for all stakeholders (education and monitoring of segregation, collection, recycling etc.)/ Establish comprehensive and stable EPR laws	<ul style="list-style-type: none">Organize workshops to align interests with policy makersHelp influence political decision makersProvide expert input (incl. policy experts from countries with EPR schemes)
5 Enforce EPR laws	Enforce EPR laws to create reliable legal framework for all stakeholders (education and monitoring of segregation, collection, recycling etc.)	<ul style="list-style-type: none">Organize workshopPrepare the policy proposalProvide the expert input



Timeline of EPR Project



		2019	2020	2021
Activities	External	<ul style="list-style-type: none"> Organize workshops to engage companies and government Develop & commission studies Build up external partnerships Provide EPR policy paper to governments* 	<ul style="list-style-type: none"> Organize workshops to engage companies and governments (also with help of partners) Pilot project carry out Policy paper for government 	<ul style="list-style-type: none"> Organize workshops to engage companies and governments Develop plastic waste rating for financial sector with partner(s)
	Internal	<ul style="list-style-type: none"> Set up EPR project strategy with team structure in place Identify target companies and countries Build up WWF EPR network group Build capacity in WWF NO EPR material for network offices including webpage/ Infographic/presentation/webpage 	<ul style="list-style-type: none"> Provide coordinative and analytical support for EPR project implementation in multiple countries 	<ul style="list-style-type: none"> Provide coordinative and analytical support for EPR project implementation in multiple countries Create concept for plastic waste rating and identify potential partners
Goals		<ul style="list-style-type: none"> 1 government plans to include EPR into legal framework (e.g., PRO setup, plan/roadmap/ strategy/action plan released) 2 multinational and 1 regional companies commit to taking care of their product end-of-life management "Plastic Packaging Market in SEA" study published 	<ul style="list-style-type: none"> 3 governments plan to include EPR into legal framework 4 multinational and 2 regional companies commit to taking care of their product end-of-life management One sustainability ratings to include criteria related to plastic or packaging 	<ul style="list-style-type: none"> 3 governments plan to include EPR into legal framework 5 multinational and 2 regional companies commit to taking care of their product end-of-life management