SOLUTION
EXTENDED PRODUCER RESPONSIBILITY (EPR)

PROBLEM
A PLASTIC CRISIS

- 860-million metric tons of carbon emissions through plastic in 2019
- 700 species threatened by marine debris
- 860 million metric tons of plastic enters the ocean every year
- 8 million metric tons of plastic enters the ocean every year
- More plastic than fish in the ocean by 2050

VISION
PLASTICS CIRCULARITY

The plastic crisis can be solved by transforming our linear economy into a circular economy

SOLUTION
EXTENDED PRODUCER RESPONSIBILITY (EPR)

- Governments, companies and civil society need to collaborate to implement EPR schemes
- Successful EPR implementation in over 30 countries and 400 schemes globally
- EPR schemes imply significant environmental, social and economic benefits

ENVIRONMENTAL
- Reduced overall plastic use
- Improved end-of-life treatment (e.g. segregation, collection, recycling)

SOCIAL
- Reduced organisational and financial burden to governments
- Informal sector integration

ECONOMIC
- Cost-efficient waste management systems
- Relief to other sectors negatively impacted by plastic waste (e.g. fishing, tourism)
**GOALS**

- Mobilize governments to incorporate EPR into their legal framework
- Facilitate multi-national and local companies to take responsibility for their plastic products and packaging’s end-of-life impacts

**CONTRIBUTIONS**

- Develop studies, analyses and recommendations for governments and businesses related to setting up country-specific EPR schemes
- Facilitate the pre-organization of system operators by engaging companies, governments and civil society
- Drive the adoption of EPR, schemes across 18 countries with strategic focus on Southeast Asia through policy advocacy and corporate engagement

**WWF’S WORK ON EPR**

- Reduce unnecessary use of plastics
- Take responsibility for the management of products’ end-of-life impacts
- Support the creation of EPR schemes including consumer awareness creation

**CALL TO ACTION**

**GOVERNMENTS SHOULD**

- Set national segregation, collection and recycling targets
- Create a coherent EPR framework
- Monitor companies’ plastic use and enforce EPR legislation

**COMPANIES SHOULD**

- Take responsibility for the management of products’ end-of-life impacts
- Support the creation of EPR schemes including consumer awareness creation

**IF YOU GOT EXCITED TO LEARN MORE ABOUT OUR WORK AND WOULD LIKE TO ENGAGE WITH US, PLEASE VISIT WWW.PANDA.ORG/EPR**