

Under mandatory **EPR**, companies (referred to as producers) that place packaging on the market are required to choose and manage their packaging sustainably. The TOMRA resource hierarchy serves as the foundational basis for establishing policies to incentivize the recyclability of packaging and ensure materials retain their highest and best use.



There are **different types of EPR schemes** for specific products and applications.

Deposit return systems are one type of EPR proven to be the global best practice for beverage containers.

Curbside and drop-off collection systems are another type of EPR to effectively manage packaging materials coming from households.

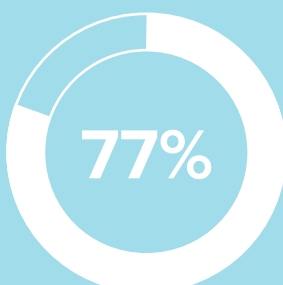


EPR with eco-modulated fee structures make non-recyclable packaging more expensive for companies to place on the market. Packaging that is easy to sort and recycle is incentivized, which will significantly impact how the industry manages and processes packaging waste.

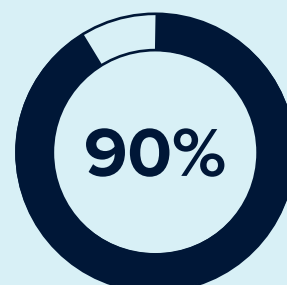
Consumers want packaging that is recyclable and made with recycled content, especially plastic packaging. EPR schemes set the stage for a reliable supply of high-quality recyclates that can be used for new packaging and products.



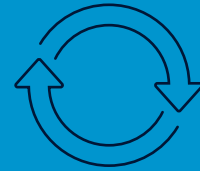
The EU's Single-Use Plastics Directive mandates the collection of 90% of single-use plastic bottles by 2029, with an interim target of 77% by 2025.



Using deposit return systems (DRS) as part of an EPR is a smart way to achieve those goals (DRS recovers on average 90% of deposit containers sold).



High-functioning EPR schemes are guided by 5 design principles



Circularity

Create a framework that reduces reliance on virgin materials by emphasizing resource efficiency and quality. Circular systems prioritize the waste hierarchy, incentivize eco-design, and utilize reliable measurement protocols.



Performance

Set binding targets and define system boundaries to provide certainty for long-term planning and investments for green infrastructure. High-performing systems have a well-defined scope, clear roles and responsibilities, and comprehensive targets that scale up over time.



Convenience

Design easy-to-use and universally accessible collection systems to maximize the quantity of captured materials. Convenient systems ensure resources are effectively collected and processed, help reduce contamination, and enable higher recycling rates.



Producer responsibility

Establish clear obligations for producers to manage the entire lifecycle of the packaging they place on the market. Effective legislation designates the coverage of costs, stimulates infrastructure improvements, and provides administrative guidance for fulfilling obligations.



System integrity

Build a governance structure based on transparency and compliance to support the achievement of targets. Robust systems balance government oversight with industry-driven management and require standardized reporting, monitoring, and controls.

Click here to download our white paper



Click here to watch our EPR explainer video



Click here to visit our Circular Economy Resource Hub

