



Through a Producer Responsibility policy for containers, packaging, and printed paper, Colorado can:

INCREASE RECYCLING, REDUCE UNNECESSARY PACKAGING, & STRENGTHEN SUPPLY CHAINS

A Producer Responsibility policy will make it easy for all Coloradans to recycle more plastics, aluminum cans, glass bottles, cardboard, and printed paper. It will also help businesses by creating a more resilient domestic supply of recycled materials to make new products. This will rapidly improve Colorado’s recycling rate and result in fewer greenhouse gas emissions, cleaner air and water, less waste sent to landfills, and stronger local economies.

A PRODUCER RESPONSIBILITY SYSTEM FOR CONTAINERS, PACKAGING AND PAPER WILL:



Increase our recycling rate and reduce climate pollution.



Make it easy for all residents and businesses to recycle, including at apartments and in rural areas.



Develop a clear common list of what can be recycled statewide.



Save local governments money by reimbursing their costs to run recycling programs.



Support Colorado businesses by creating a more resilient domestic supply of raw materials to make new products.



Create incentives for companies to use more recyclable, less toxic packaging.

HOW A PRODUCER RESPONSIBILITY SYSTEM WILL WORK

Companies that sell plastic, metal, glass, and paper containers and packaging into Colorado will be required to pay for a statewide recycling system to recycle their products. The companies will form an independent non-profit organization, called a producer responsibility organization (PRO), to coordinate, fund, and manage a statewide recycling system. Companies will pay membership dues to the PRO based on the amount and type of packaging used. The PRO will then use these funds to pay private companies and local governments to operate recycling programs. The state agency will oversee the PRO, with assistance from an advisory board of local governments, recycling companies, and other stakeholders. The PRO will cover 100% of the costs of recycling, including consumer education and government oversight of the program.

PRODUCER RESPONSIBILITY IS A PROVEN SOLUTION

Over 40 countries have producer responsibility policies for containers and packaging materials, and Maine and Oregon adopted the first US policies in 2021. Colorado's producer responsibility program for paint has successfully increased paint recycling and saved municipalities tens of thousands of dollars per year since implementation in 2015.

Recycling avoids three tons of climate pollution for every ton recycled.

WILL THIS RAISE COSTS FOR CONSUMERS?

Producer Responsibility programs are in place in over 40 countries and provinces, and some have been around for nearly three decades. There is no evidence to show that producer responsibility programs lead to an increase in consumer prices based on research on similar programs throughout Canada and Europe.

BUSINESSES SUPPORT PRODUCER RESPONSIBILITY TO STRENGTHEN SUPPLY CHAINS

Businesses are facing massive disruptions in global supply chains and struggling to source the metal, paper, plastic and glass needed to make new packaging and products. Meanwhile Colorado buries over 5.8 million tons of resources in our landfills every year. By recycling more, we can create a reliable domestic supply of materials to make new products. Over [100 global companies](#), including Coca-Cola, Walmart, Nestlé, PepsiCo, Mars and Unilever, have publicly stated their broad support for producer responsibility policies to increase recycling, reduce plastic pollution, and help strengthen local economies.

Producer Responsibility in Colorado has strong bipartisan support from local governments, consumer goods companies, recycling businesses, environmental groups, and many more. For more information, please contact:

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