

**EXTENDED PRODUCER RESPONSIBILITY
POLICY AND PROCEDURES**

AUSTIN, TEXAS

SECTION I. Policy Overview

The goal of the City of Austin's Extended Producer Responsibility (EPR) Policy is to promote resource conservation, and protect public health and the environment. This policy shall apply to anyone who manufacturers, distributes, or sells products within the City's zoning jurisdiction. The objective of this policy is to develop a stronger partnership between the public and private sectors to further efforts in product reuse, recycling, source reduction, and solid waste management.

Austin's EPR policy is aimed at reducing the amount of waste generated without imposing barriers to trade. All businesses at any level are encouraged to consider packaging design and composition, to take steps to minimize material usage, and to facilitate recovery. A second facet of this policy addresses recovery options for products that are sold in Austin that have reached their useful life.

SECTION II. Definitions

Distributor

Any business or entity who brings into circulation, packaging, or packaged products at any commercial or retail level. This definition also includes mail order firms and or businesses who may handle activity over the Internet.

Manufacturer

Any business or entity that is the "final" manufacturer and markets their name on product(s) sold to the public at a retail outlet or over the Internet.

Product Line

A group of closely related products sold by a single company. Items within a product line usually share a targeted market niche, manufacturing process, and usage. For example, television sets, lawn mowers, computers, cosmetics.

Recycled Content

Materials used to make a product that have been previously used and recycled. Recycled content can be post-consumer (from products recycled by consumers) or post-industrial (from materials recycled before consumer use, such as factory floor scraps).

SECTION II. Definitions cont.

Retailer

Any business that sells goods directly to consumers at a retail outlet or over the Internet.

Take-Back

The practice of taking back used products and/or packaging from the individual or company to whom it was sold. For example, a grocer taking back grocery bags, a carpeting manufacturer taking back used carpeting or a vendor taking back shipping crates.

SECTION III. Policy Standards

A. THE CITY OF AUSTIN

1. The City of Austin will produce an annual document, available to the public, listing local businesses that are compliant with this policy.
2. The City of Austin will encourage citizens to ask their retailers about the opportunities for recovery of any product that they purchase, and its packaging.
3. The City of Austin will establish a recognition mechanism for companies that are in compliance.
4. The City of Austin will consider adopting purchasing preferences, for goods and services purchased by the City of Austin, for those companies in compliance.
5. The City of Austin will work with the Texas Natural Resources Conservation Commission to develop recycling markets for materials not accepted in the City's curbside recycling program or in the surrounding communities.

B. MANUFACTURERS

All manufacturers will be affected by this policy.

1. The manufacturer will be required to report on the ability of their products and packaging component to be incorporated into the City of Austin's curbside recycling program.
2. The manufacturer will be required to report on the recycled content of materials used in both their products and packaging.
3. The manufacturer is required to describe any current take-back activities which they are currently implementing or planning to implement at a later date.

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B. MANUFACTURERS cont.

4. All mentioned standards and reporting requirements apply to new and existing product lines and packaging.
5. Manufacturers will work with the City of Austin prior to the introduction of a new product involving changes in packaging or container types to ensure that both the product and packaging can be assimilated into the various recycling programs available to the general public.

C. DISTRIBUTORS

Distributors with annual sales over 2 million dollars must comply with this policy.

1. The distributor is required to develop an educational component for their top five product lines.
 - Criteria for educational components:
 - a. The educational program will identify the recycled content of the material used in the manufacturing and packaging of the top five product lines.
 - b. The program will address the ability of the product or the packaging to be assimilated into the City's curbside recycling program.
 - c. The distributor must also indicate if there are no recovery options for the identified products.
 - d. The program will also identify all take-back activities for their products or packaging.
2. Distributors will also work with the City of Austin prior to the introduction of a new product involving changes in packaging or container types to ensure that both the product and packaging can be assimilated into the various recycling programs available to the general public.

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D. RETAILERS

Retailers with annual sales over 5 million dollars must comply with this policy.

1. Retailers will be required to establish an educational program at each store location for their top five product lines.
2. All retailers must make available written information to their customers detailing environmental information on the top five product lines. They must detail the reuse, recycling or recovery options available for these products. Much of this information may come from distributor(s).
3. In the instance where the business entity is a combination of manufacturer, distributor, or retailer, the business is required to comply with all standards and criteria outlined below.

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