



Extended Producer Responsibility

Position:

International Paper is committed to market driven paper and paper-based packaging recovery and recycling efforts to promote waste reduction. Recycling diverts a valuable resource from landfill disposal and reduces the environmental footprint of paper and packaging products. Paper and paper-based packaging recovery plays a significant role in the paper production process.

International Paper believes that the market driven recovery of paper and paper-based packaging is an environmental success story and does not need to be mandated. Government mandated programs unnecessarily increase costs for consumers, are regressive in nature, and create distortions in the free flow of recyclable materials.

Shifting the responsibility for the management of products at the end of life from consumer solely to the manufacturer is inefficient, burdensome and impracticable. IP opposes government mandates that hold producers financially responsible for managing waste from products sold or require the manufacturer to take back products and packaging introduced into the marketplace.

Issue Background

An increasing number of state and local governments are introducing legislation that would shift the responsibility for the recycling and waste disposal of a product from the end user and local governments to the producer.

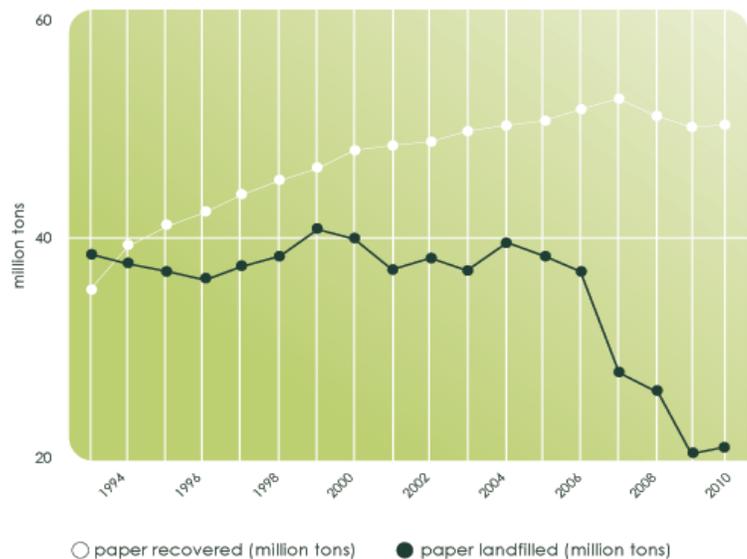
Currently there are two types of bills being introduced:

- Single product bills, targeting for example, batteries, carpet, or paint.
- Framework bills, covering broad categories of products, such as electronics or packaging and establishing a state policy which provides authority to address additional products over time.

Most of the framework bills are drafted without consideration of the paper industry's successful record on recovery and recycling. We have spent a significant amount of capital on infrastructure and systems to recover and recycle our products. National paper recovery has reached record levels since 1990 and far less paper is going into landfills.

- In 2010, 63.5% of paper and paper-based packaging used in the United States was recovered for recycling.
- Paper recovery has increased 77% since 1990, and according to the most recent data from the Environmental Protection Agency, the paper and paper-based packaging industry sets the standard for recovery of its products from the solid waste management stream compared to all other major commodities.¹
- As a result of these successes in recycling, paper going to landfills is estimated to have declined by about 50% since 1990, the year the paper industry first began benchmarking its recovery goals.
- In March 2010, the forest products industry announced a new voluntary fiber recovery goal to exceed 70% by 2020. This goal is part of the most extensive set of quantifiable sustainability goals ever set by a major US manufacturing industry. International Paper will continue to play a significant role in this recovery initiative to promote the wise use of paper and packaging products.

Paper Recovery



¹The Environmental Protection Agency Report, Municipal Solid Waste in the United States: Facts and Figures 2010