



Illinois Advisory Council

November 10, 2025

About AMERIPEN

- Leading voice in the U.S. on packaging policy
- Focus on all packaging, regardless of material, format or market
- Advocate for responsible packaging policies that
 - Strengthens packaging's role in product protection
 - Advances sustainability
 - Supports industry growth and consumer needs



100+ Members Including...



Leading on Packaging Policy...



AMERIPEN advocates at state and federal levels to shape packaging-related policies, ensuring laws represent a fair compromise that balances economic opportunity and sustainability goals.



Initial advocacy focus was extended producer responsibility (EPR) but that has expanded to address new policy challenges: labeling, recycled content, source reduction, chemicals in packaging, among others.



We provide a unified industry voice through our trusted, proactive and collaborative approach, working across the value chain with various external stakeholders.



...Driven by Sustainability



Sustainability has shaped packaging policy for decades – effective advocacy requires understanding industry challenges as opportunities.



AMERIPEN promotes the value of packaging while minimizing social, environmental, and economic impacts.



Our research drives proactive, evidence-based strategies for sustainable packaging systems and policy.



We combat negative narratives by highlighting passionate industry leaders and sustainability across people, products, and operations.



AMERIPEN®

Key Issues

Initial EPR State
Differences – ME,
OR, CO and CA

Emerging EPR
Frameworks –
MN, MD and WA

Key Definitions

Producer
Responsibility
Model

Financing
Structure

Performance
Goals

Acceptable
Materials Lists

Fees & Timelines

Key Definitions

Producer

- Consistency with MN, MD and WA laws
- Clear waterfall
- Brand-owner responsibility
- Ability to delegate – under a disclosed agreement

Consumer

- Residential consumer
- Clear limits to public space

Covered Materials

- Packaging
- Products?

Recycling

- Technology neutral
- Consistency – MN, MD and WA



Producer Responsibility Model

Producer Run & Governed

- CAA
- 501C3
- State specific organizations
- National uniformity needed
- Alternative Collection Plans

Producer planning and data collection

State plan oversight

State service provider registration process

- Reimbursement Registration

Financing Structure

Clear funding formula –
MN, MD and WA

- 50%, 75% and 90%

Defined covered
activities

- Collection, Transportation, Processing – NO landfill costs

Defined covered entities

- Residential, defined public spaces, schools

Service Provider Data for
reimbursement

- State Registration
- PRO payments

Producer funded
infrastructure investment

- Ownership should not be prohibited but work with current providers



Program Goals



Needs Assessment, Data-driven



Equitable & Achievable



Recyclable, reusable or compostable



Harmonized and Streamlined



Ability to Adapt



PRO Plan driven

Acceptable Materials Lists

Statewide uniformity

- Waivers for local conditions

Linkages with performance goals

- Performance goals must reflect what is required to be accepted

On-ramps

- Critical to signal markets

Non-curbside & Alternative Collection Programs

- Unique materials/products
- Separate/supplemental collection infrastructure
- Approved by the Department
- Separate or in coordination with PRO

Fees & Timelines

Fees

- PRO driven
- Eco-modulated
- Recyclable, Reusable or Compostable

Timelines

- Initial Registration vs. Plan Submission
- 3-year on-ramp to program
- 5-year Plans
- Annual Reports

Q&A & Thank You!

Danielle Waterfield
AMERPIPEN
daniellew@ameripen.org
(202) 714-3295

Andy Hackman
Serlin Haley LLP
ahackman@serlinhaley
(202) 570-8526

