Assent

Extended Producer Responsibility:

The Roadmap to Meeting New Packaging Obligations



Extended producer responsibility (EPR) is transforming environmental regulation by moving the costs and responsibilities of end-of-life product management from governments to manufacturers. It's a key policy approach driving the transition from a linear economy ("make, use, dispose") to a circular economy that prioritizes reuse and recycling.

What EPR Means for Manufacturers

Under EPR, producers are accountable for the collection, recycling, and disposal of their products. **This approach encourages companies to design goods that are:**

- Longer-lasting and easier to repair or recycle
- Free of hazardous materials
- Less resource-intensive throughout their life cycle

Common product categories covered under EPR include:

- Packaging
- Textiles
- Electronics/WEEE (waste electrical and electronic equipment)
- Batteries
- Tires

Global EPR Regulations

The EU already has some EPR rules in place, like the Ecodesign for Sustainable Products Regulation (ESPR) and the EU Batteries Regulation (EUBR), but EPR rules are also expanding rapidly across North America:

Canada	**The Federal Plastics Registry and nine provincial or territorial programs already impose packaging-related reporting requirements.**
United States	**Seven states, including Oregon, Maine, and California, have implemented packaging EPR laws. In Oregon, for example, non-compliance can result in fines of up to $25,000 per day and possible sales bans for non-compliant products.**
Europe	**The Packaging and Packaging Waste Regulation (PPWR) obligates manufacturers to meet EPR requirements based on member state obligations, including packaging minimization, recycled content thresholds, labeling, and more.**



Failure to meet EPR obligations can lead to financial penalties, sales restrictions, and reputational risks. Companies that act early, by improving product design to align with sustainability principles, can lower compliance costs and gain a competitive edge in a market increasingly defined by environmental accountability.

What You Need to Do to Comply

Complying with EPR packaging regulations means understanding and meeting varying requirements across global markets. Each jurisdiction defines "producers" differently and has its own registration, reporting, and fee structures. To stay compliant, companies must proactively track packaging data, engage with Producer Responsibility Organizations (PROs), and adapt packaging strategies to meet recyclability and labeling expectations.

In the U.S. and Canada, key steps to compliance include:

- [x] Determining your obligations by confirming which U.S. states or Canadian provinces/territories regulate your packaging.
- [x] Registering and reporting with the appropriate PRO or stewardship organization in each jurisdiction.
- [x] Collecting and tracking packaging data by material type, weight, and volume to meet reporting deadlines.
- [x] Paying eco-modulated fees based on recyclability and material impact.
- [x] Redesigning packaging to improve recyclability and reduce fees where possible.
- [x] Staying informed as new laws, reporting timelines, and labeling rules continue to roll out across North America.
- [x] Leveraging Assent's supply chain sustainability solution to automate and streamline supplier engagement, data collection, fee estimation, and reporting.

In the EU, key steps to compliance with PPWR include:

- [x] Minimizing packaging volume and weight to the amount necessary for functionality, protection, logistics, and safety, in accordance with the PPWR packaging minimization requirements.
- [x] Designing packaging for recycling, including meeting recyclability performance criteria and ensuring packaging can be effectively collected, sorted, and recycled at scale within existing waste management systems.
- [x] Ensuring applicable plastic packaging contains the required minimum percentage of recycled content, subject to the PPWR's recycled content targets and exemptions.
- [x] Complying with harmonized labeling requirements, including material identification and consumer sorting information once the applicable labeling provisions take effect.
- [x] Limiting substances of concern and complying with heavy metal restrictions, including demonstrating compliance with requirements related to the minimization of substances of concern that could negatively affect reuse or recycling. For food-contact packaging, additional sector-specific legislation may also apply.
- [x] Maintaining technical documentation, traceability information, and EU declarations of conformity to demonstrate compliance with applicable PPWR requirements.

Take the complexity out of compliance with Assent. Our AI-powered network helps you navigate evolving global EPR packaging regulations, streamline data collection, and stay ahead of reporting deadlines so you can focus on running your business.

See the platform in action today.

Book a demo

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