

**For immediate release:** Tuesday, May 3, 2022

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**As groundbreaking recycling policy passes CO House, growing number of businesses demonstrate support**

**Colorado would be third state to adopt Producer Responsibility for packaging and printed paper**

**DENVER** - As the Colorado [Producer Responsibility for Recycling Act](#) passed its first chamber on Monday, the bill's advocates celebrated a growing list of local government leaders and major businesses that have joined in support of Colorado becoming the third state in the country to adopt a comprehensive Producer Responsibility system for packaging and paper.

In a letter to legislators, [65 local government leaders](#) spanning the spectrum of Colorado communities, from rural counties like San Miguel, Ouray, and Saguache to Front Range cities like Fort Collins, Aurora, Westminster, and Denver, called for passage of [HB22-1355](#). A growing number of businesses showed their support too, including in-state businesses like [Ball Corporation and New Belgium](#), and major international corporations including [Amcor, Coca-Cola, Danone, L'Oreal USA, MARS, McCain, Nestle, Pepsico, Reckitt, SC Johnson, and Unilever](#).

"Recycle Colorado held over 70 stakeholder meetings to craft a best-in-class policy built off proven models and tailored to best fit the needs of Colorado's diverse communities and businesses," said **Charles Kamenides, Board President of Recycle Colorado**. "With our low recycling rates and supply chain woes, now is the time for Colorado to be a leading state and pass Producer Responsibility—a policy that will expand convenient and equitable recycling programs, cut climate pollution, and provide a steady domestic supply chain of recyclable materials for Colorado manufacturers."

In its [support letter](#), eleven international businesses stated "We applaud the state in drafting strong EPR (Extended Producer Responsibility) legislation that will invest in solutions for packaging waste and help create a more circular economy."

In a [Denver Post editorial](#), Ball Corporation and New Belgium stated that HB22-1355 "represents an important first step toward a better future for recycling in Colorado, and we strongly

encourage the legislature to pass this bill. Passage is the right thing for our environment, for our economy, and for the citizens of our great state.”

According to testimony from **George Marlin, Clear Creek County Commissioner and President of CC4CA** (Colorado Communities for Climate Action) at the first committee hearing, “CC4CA and our members, half from the West Slope and two-thirds of which are rural, strongly support this bill because it improves access to recycling and saves money for people in our communities.” The bill is also endorsed by Colorado Municipal League (CML) and Metro Mayors Caucus.

The bill also has [strong support from a coalition of environmental groups and organizations](#), including CoPIRG, Sierra Club, Good Business Colorado, Environment Colorado, Conservation Colorado, Green Latinos and others.

HB22-1355 fundamentally transforms Colorado’s recycling system by requiring producers of printed paper, cardboard, and metal, glass, and plastic packaging to pay into a fund based on the amount of their packaging sold into the state.

The fund will be used to expand and manage a coordinated, statewide recycling system that will provide all Coloradans with easy access to recycling at no cost to consumers or taxpayers. If adopted, Colorado would become just the third state to fundamentally change how recycling is funded statewide.

The first U.S.-based policies were adopted in Maine and Oregon in 2021. Globally there are 40 countries and provinces with over two decades of proven successes with similar Producer Responsibility systems that have resulted in recycling rates of 70-80%.

[Colorado recycles just 15% of its waste](#), less than half the national average, largely because many residents lack access to convenient, affordable curbside recycling services. [Just 40% of single-family households in Colorado](#) have recycling service as convenient as their trash service, and [fewer than 30% of multi-family properties](#) have onsite recycling bins. Meanwhile, Colorado landfills recyclable material that could have been sold for [over \\$100 million](#) and used by businesses to reduce the impact of supply-chain challenges by creating a reliable source of paper, metal, plastics and glass to make new products.

HB22-1355 is expected to be heard in the Senate this week.

Learn more about the benefits of HB22-1355 for Colorado at [www.RecyclingForAllColoradans.org](http://www.RecyclingForAllColoradans.org).

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Recycle Colorado is a statewide non-profit organization working to advance infrastructure, end markets, and state and local policies in waste reduction, recovery and diversion. Recycle Colorado has over 300 members from across the state—from the public, private and non-profit sectors. <https://www.recyclecolorado.org>