



Advancing Circularity and the Future of EPR

AHFA 2026 Packaging Forum

June 2, 2026



The U.S. Plastics Pact's Unique Value

We are a collaborative forum where the **entire value chain**—brands, retailers, recyclers, resin producers, converters, government agencies, policymakers, and NGOs—**comes together** to research, pilot, and lay the groundwork for **systemslevel solutions** that can **scale in the real world**.

Whether **helping our members** meet ambitious voluntary commitments or navigating compliance and market shifts, **we turn shared challenges into shared solutions**—reducing cost while **shaping the future** of sustainable packaging.

Roadmap 2.0: The System That Must Come Together



Fragmented and unconnected efforts will not create the circular system that we need.

Roadmap 2.0 is an actionable plan to create a circular system where packaging is reused, recycled, composted, and kept within the economy instead of becoming waste.

- All five T argets are interconnected; the success of one T arget relies on the successful progress of the others.
- The foundation of Roadmap 2.0 is the full participation of all links in the plastics value chain. Circularity can only be achieved if all links are engaged.



EPR at a Glance

- 7 states with passed legislation (implementing between 2022-2030)
- 2 states have passed a Needs Assessment or Study bill
- Nearly a dozen additional states currently discussing EPR
 - Blue states & red states
 - Driven by both environmental concerns and economic concerns
- Differing levels of support across industries



Common Components

- Reporting requirements
- Fees used for funding infrastructure and/or reimbursement of operations
 - Ecomodulation bonuses & maluses
- Recycling rate requirements
- Responsible end market requirements
- Recycled content requirements or incentives
- Reuse and/or source reduction requirements
- Alternatives to curbside collection
- Bans or de facto bans due to circularity challenges

Source Reduction

- Ultimate goal: use less virgin material
- Currently, the definition, goals, baseline year, and levers allowed vary by state
- Levers allowed under California's SB54:
 - Refill / reuse
 - Elimination
 - Shift to non-plastic covered material
 - Concentrating / right sizing / shifting to bulk format
 - Alternate compliance (i.e. PCR – up to 8%)



Emerging Best Practices



- Internal:
 - Invest in good data systems & practices
 - Consider assigning EPR fees at brand level
 - Build cross-functional engagement and goals
- External:
 - Engage your supply chain
 - Participate in the process, directly or indirectly

Resources on our Website



- [PCR Toolkit](#)
- Guidance & Implementation Resources:
 - [Journey to Film & Flex Circularity](#)
 - [Physical & Chemical Recycling Position Paper](#)
 - [Overcoming Barriers to Increasing the Use of PCR in the U.S.](#)
- Policy & Regulation Resources:
 - [Extended Producer Responsibility \(EPR\) Policy Position](#)



A large, semi-transparent circular graphic overlay on the left side of the image, consisting of several concentric, slightly offset rings in shades of grey and blue, creating a sense of depth and movement.

Only together can we achieve a
circular economy for plastics.



Thank You

Learn more about the U.S. Plastics Pact

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