



The Future of the Plastics Industry in Malaysia

The role of EPR in developing the secondary plastics market

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Extended Producer Responsibility

Definition

“an environmental policy approach in which a *producer’s responsibility for a product is extended to the post-consumer stage* of a product’s life cycle.”



Responsibility shifting towards producers

Shifting the responsibility of post-consumer stage of products away from municipalities towards producers



Incentives for environmental considerations

Provision of incentives to producers when designing products that take into account environmental considerations

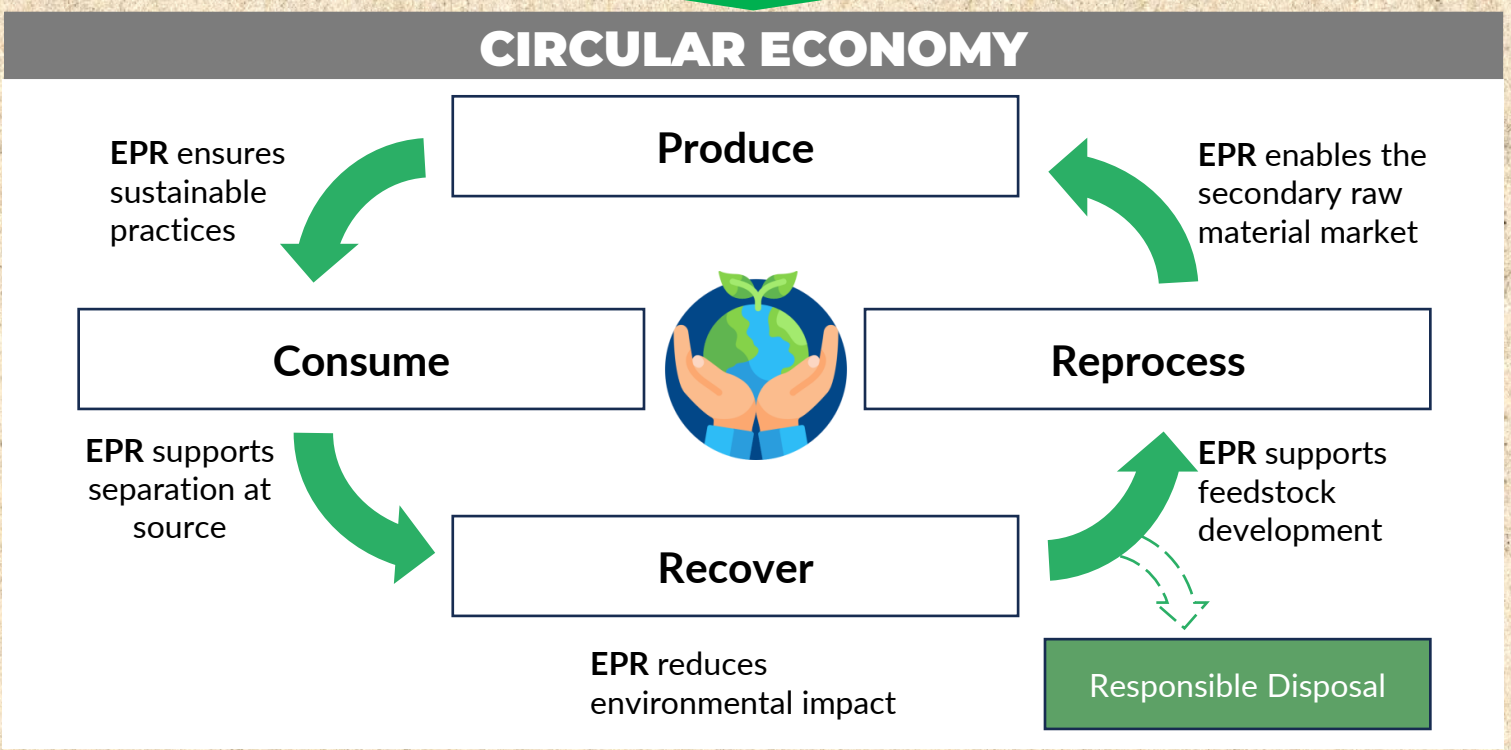
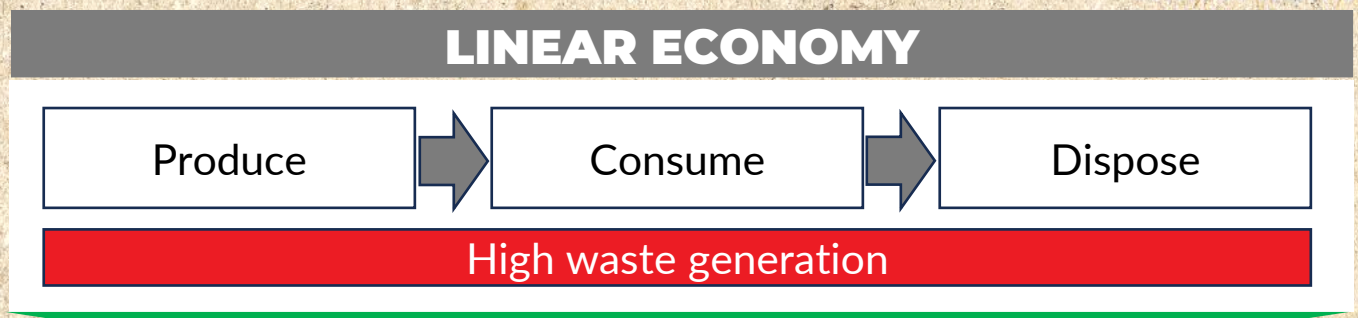


Producer Responsibility Organisation

A Producer Responsibility Organisation (PRO) is key for organisation, financing, administration and control of an EPR system

EPR as a Driver Towards a Circular Economy

In the transition from a **linear to circular economy**, producers must ensure packaging can be recovered, reprocessed and responsibly disposed of. EPR is a driver to ensure circularity can be achieved along the value chain.



EPR drivers for industry

Why FMCGs are Adopting EPR Action



REGULATORY COMPLIANCE

- Mandated by governments
- Shift burden from taxpayers to producers



STAKEHOLDER EXPECTATIONS

- Pressure from customers, investors, employees, NGOs



ACCESS TO RAW MATERIAL

- Secure a reliable source of recycled materials
- Move to recycled raw materials



LONG-RUN COST SAVINGS

- Reduce material consumption
- Minimize waste generation
- Lower production costs



COMPETITIVE ADVANTAGE

- Eco-design, recycling, waste reduction create differentiation
- New consumers



REPUTATION & BRAND IMAGE

- EPR enhances company reputation
- Demonstrates Corporate Social Responsibility (CSR)



Collection support at different parts of the value chain

Collection

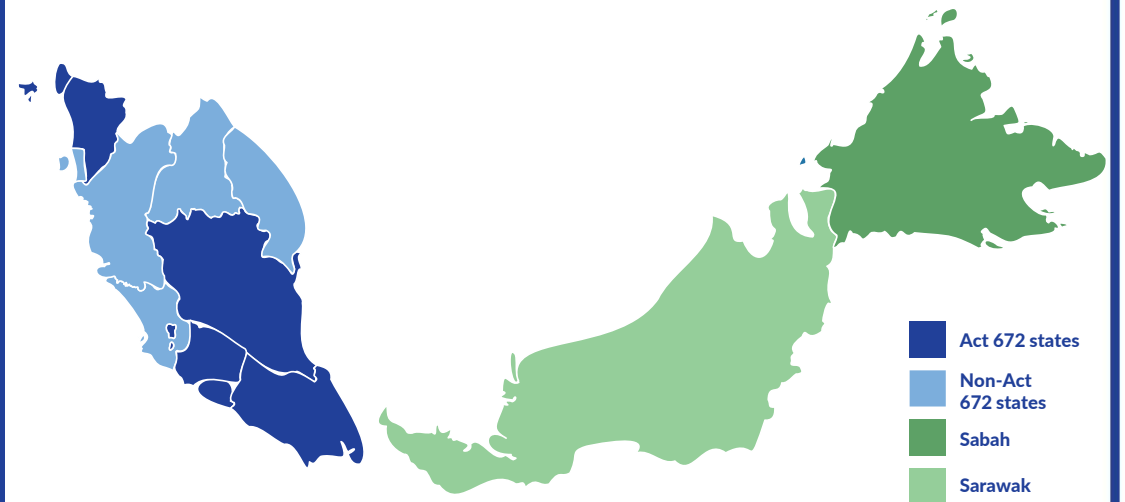
Sorting

Recycling

Covering all post-consumer packaging materials

Communication, Education and Public Awareness (CEPA)

MAREA Plans to Increase Recycling Collection within the Current Legislative Environment



Support relevant and applicable solutions in all parts of Malaysia and across the existing legal framework

THANK YOU

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