Are we overtaxing green consumers?

Complexities in allocating stakeholder responsibilities

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• What information, for whom, with what expected outcome?
• Does the target stakeholder have the capacity to use the information
• Is the info comprehensive; the policy mandate of effective?
• Does it allow for the “lead actor” to leverage his influence on value chain?
EPR growing in emerging economies

- **China**: Rules on the Administration of the Recovery and Disposal of Discarded Electronic and Electrical Products (promulgated in 2009, effective in 2011)
- **India**: E-waste Management and Handling Rules (promulgated in 2010, effective in 2012)
- **Indonesia**: specific article on EPR is under preparation under Solid Waste Management Act 2008
- **Malaysia**: specific article on take-back and deposit-refund in Solid Waste and Public Cleansing Management Act 2007. Draft Regulation on Recycling and Disposal of End-of-life Electrical and Electronic Equipment
- **Thailand**: WEEE Strategic Plan in 2007 and Economic Instruments for Environmental Management (under development)
- **Viet Nam**: Draft regulations on the reclamation and treatment processes for disposal products (under planning: draft was released in 2010)

Some EPR components dependent on product info:
- Product choice
- Domestic waste separation
- Substance/landfill restrictions
- Take-back scheme
- Deposit-refund scheme
- Ecologically sensitive recycling
Who is responsible?

**Difficulty of Identifying “Producer” in EPR implementation in Asia**

- If producer goes **bankrupt**, who bears extended responsibilities over its existing products;
- **Small shops assemblies** (over 60% of computers in Malaysia)...
- ...several **non-brand products** (e.g. 35% of air-conditioners in Thailand) built from imported parts;
- a huge second-hand market; **repaired product** (modifications) are popular
- **Smuggled goods** (e.g. in Indonesia more than 50% of electrical and electronic goods);
- Rampant **imitation products** and underground operations
Accountability, Traceability, and Transparency
(e.g. Chemicals in Products and International Trade)

- Accountability: To communicate necessary information such as chemical composition, hazardous information, recyclability information, and waste characteristics among supplier and recipients when goods (= Materials, Parts, Products) are delivered.

- Traceability:
  - Parts contained hazardous materials
  - Material Information

- Transparency:
  - To disclose adequate information through accountability to Nations/Municipalities/Markets (Consumers) and also to take opinions/requests from Nations/Municipalities/Markets (Consumers).

- Movement of Goods
- Accountability

- Recycling Chain:
  - Collector/Pretreatment
  - Material Recyclers
  - Final Disposers

- Recycling Feed-forward:
- Recycling Feedback
- Recycling Disposal methods
- Recycling Recycling methods

- Hazardous Information
- Valuable Information
- Product Information

Governments/Municipalities/Market (consumers)
Who has the power in the value chain?

Policy assumes that the problem flows in the same direction as material in the value chain.
Stakeholder influence in production and consumption value chain

Macro factors

Economy, geography, demography, technology, etc

Interest, influence, Instruments

Actor

Environmental, Social, Economic

Impacts
Relationships and stakeholder influence on packaging

- Lead actor
- Nexus of influence

- Dominant significant influence over another stakeholder
- Less dominant significant influence over another stakeholder
- Balanced significant influence over each other
- Balanced less significant influence over each other
• What information, for whom, with what expected outcome?
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Thank you
Ensuring Transparency
- Audit by third party
- Certification to Responsible Recyclers

Management of (Hazardous) Substances in Products
(as accountability of exporting countries)
- Clear criteria for hazardous waste
- Response to trans-boundary movement of hazardous wastes disguised as used products or non-toxic contained products

Necessary to develop a regional framework
- Development of international standards
- Policy cooperation among nations
- Quality assurance of each item etc.

Ensuring Traceability
- Building Traceability System for imported recyclables in each country
- Ensuring the traceability on international movement of recyclables (Esp. target to items declared as used products or non-toxics contained products.)