



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 disposal under Solid Waste and Public Cleansing Management Act 2007. Draft Regulation on Recycling and Disposal of Discarded 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 (the draft was released in **2010**)



ZERO WASTE

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?

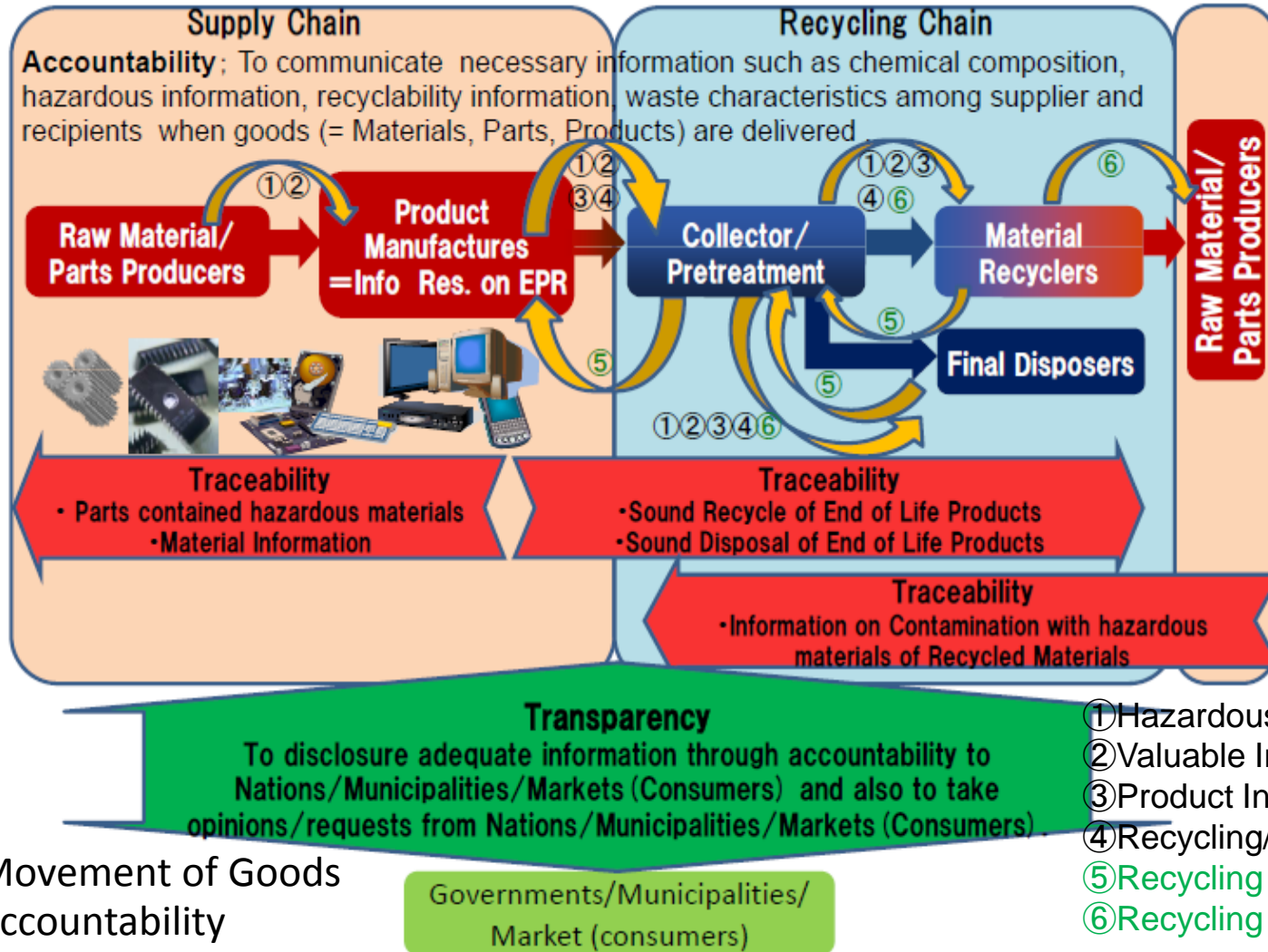
Difficulty of Identifying “Producer” in EPR implementation in Asia



- 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

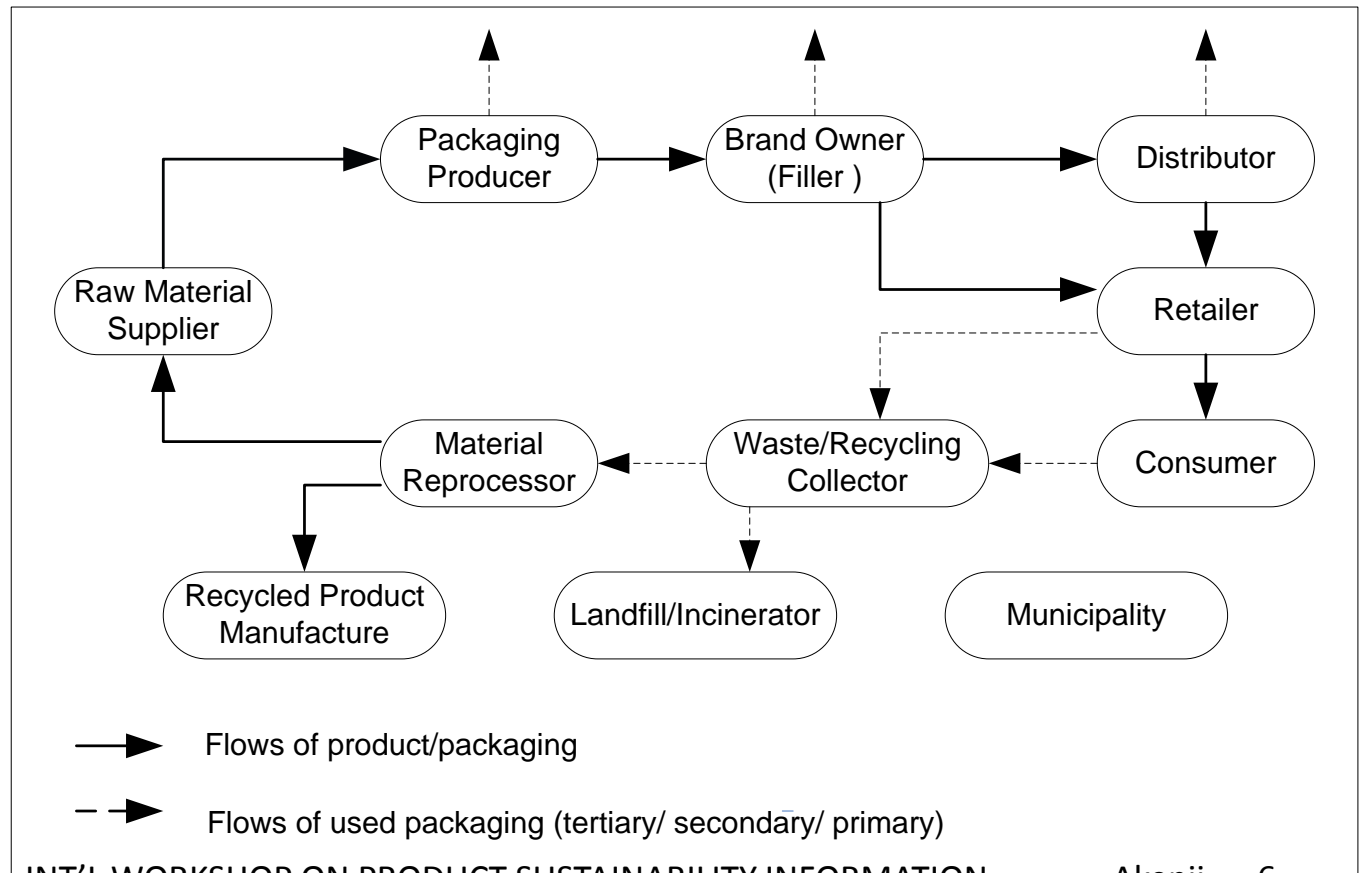
Accountability, Traceability, and Transparency

(e.g. Chemicals in Products and International Trade)

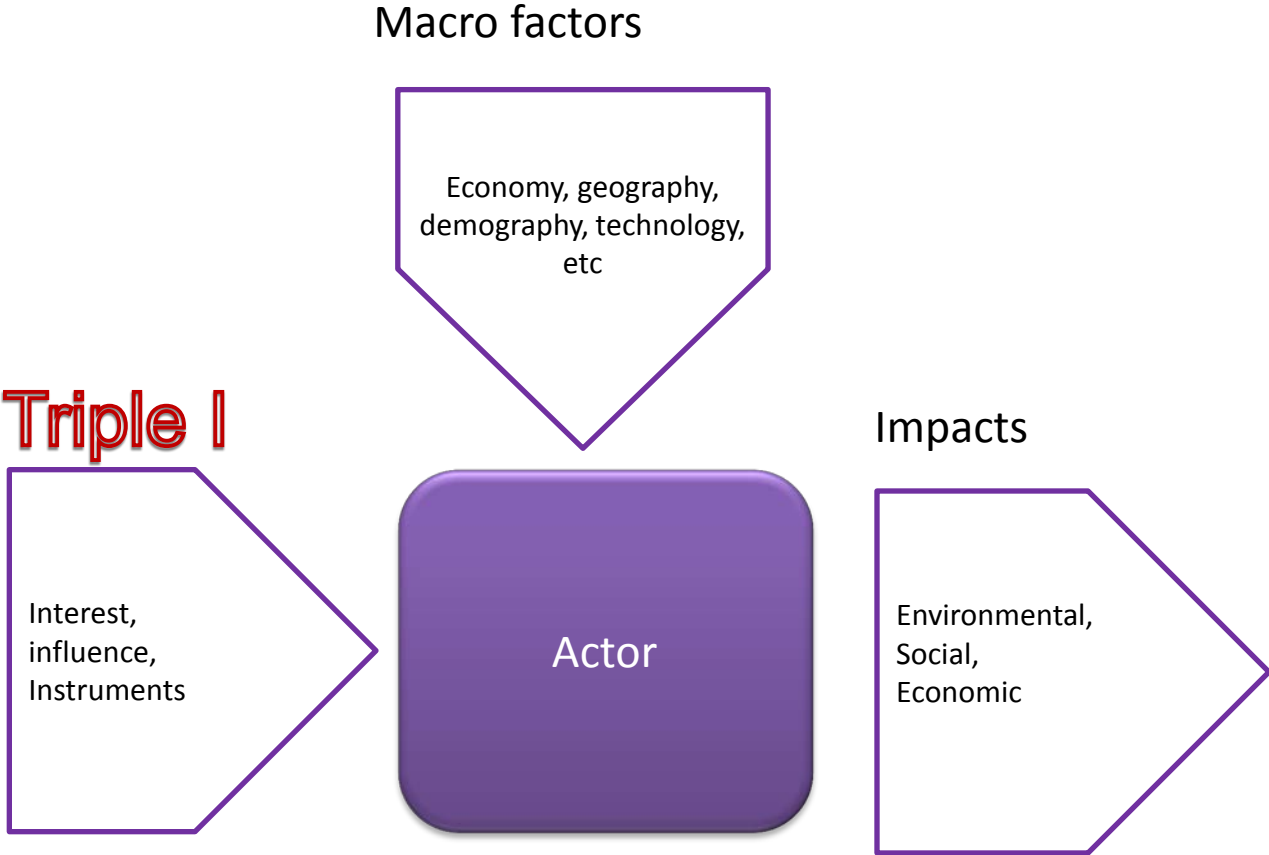


Who has the power in the value chain?

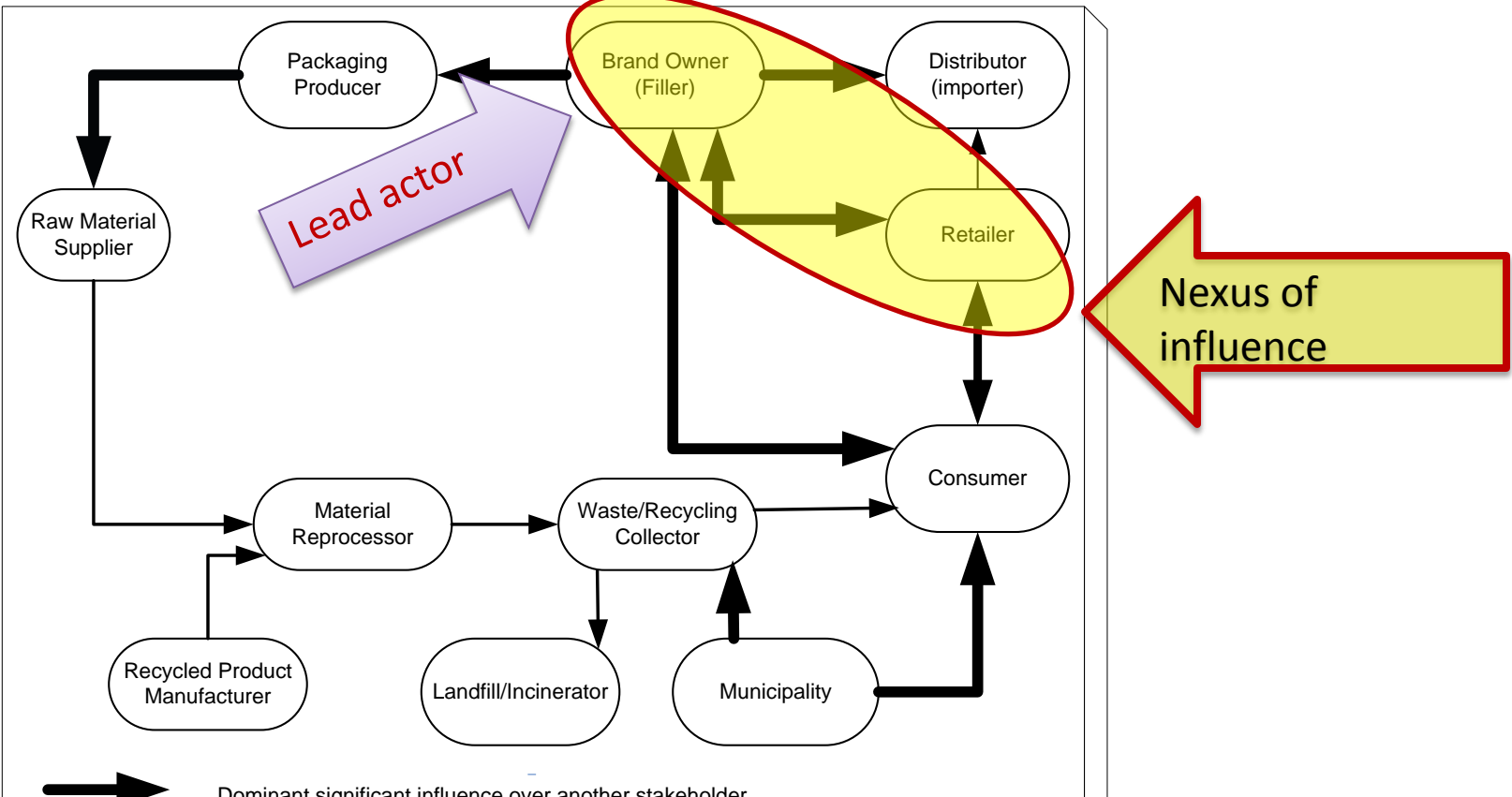
Policy assumes that the problem flows in same direction as material in the value chain



Stakeholder influence in production and consumption value chain




Relationships and stakeholder influence on packaging



- 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



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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.)