



## CAA's Strategic Operating Principles

- Deliver efficient EPR compliance services to producers through scale of operations, **harmonization of service delivery**, and program planning consistency across states;
- Provide **strong producer governance** based on meaningful stakeholder engagement and representation of the broader producer community;
- **Enhance the collection of covered materials** through increased access to recycling infrastructure and efforts to reduce contamination through coordinated outreach and education initiatives;
- **Support the optimization of recycling facilities** to increase the recovery of recyclable materials and enable circular systems for paper, packaging, and food service ware in EPR states;
- **Improve consumers' experience with recycling services** by equipping residents with the information required to raise recycling rates and build public confidence in producer-led recycling programs/systems;
- Support and incentivize **innovation in packaging design** and delivery models to reduce waste and enhance recyclability;
- Develop and support viable, **responsible end markets** that:
  - Maximize the value of recycled commodities;
  - Advance circular solutions for hard-to-recycle materials; and
  - Provide high-quality recycled materials to producers for use as recycled content in new products and packaging.

