



Marine litter: What role for EPR?

Micro Plastics: EPR as a driver of sustainable product design

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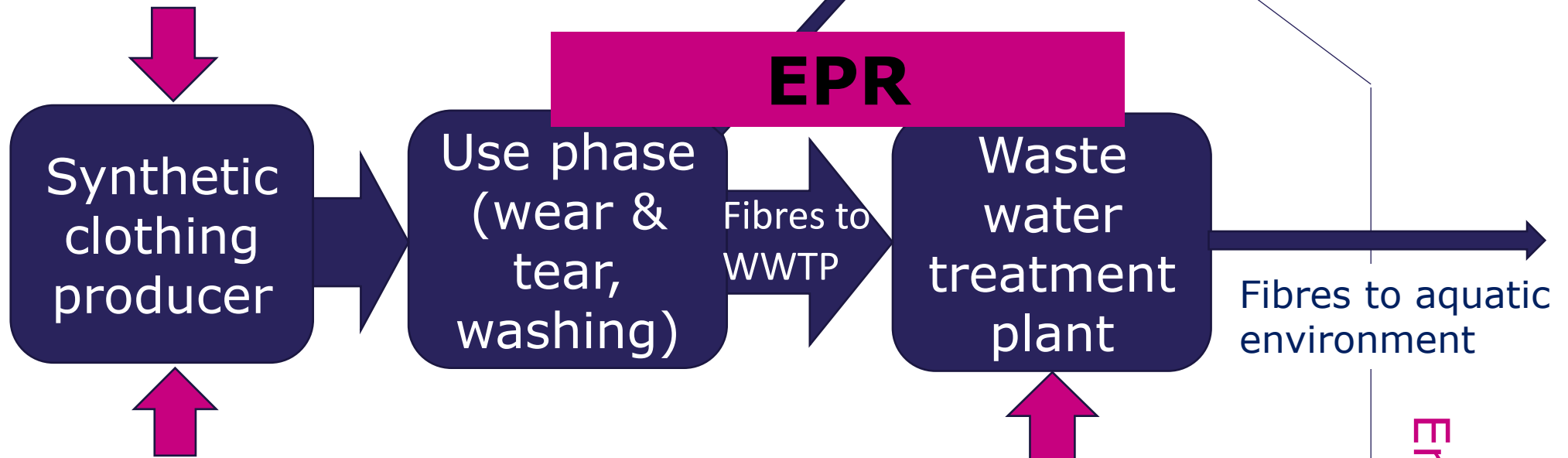
EU Treaty

“Union policy on the environment ... shall be based on the precautionary principle and on the principles that preventive action should be taken, **that environmental damage should as a priority be rectified at source** and that **the polluter should pay.**”

Article 191.2

Starting point:
Control at source:

- Ecodesign
- Innovation



Producer:

- Designs product
- Tests product
- Markets product
- Wants RoI

WWT Plant:

- "Final barrier"
- Product not known
- Extra treatment affects affordability, energy use, circular economy

Water is a public service.

So what do we want?

Polluter pays

or

Water Consumer pays?

Thank you for your attention

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