

Bottle bills are difficult to reform (and to establish), largely owing to:



A DEARTH OF USEFUL DATA



MISALIGNED DEFINITIONS (E.G. WHAT QUALIFIES AS “RECYCLING”)



MISALIGNED GOALS AMONG STAKEHOLDERS

Further, the diverse stakeholders involved have a varied set of interests, sometimes aligned, sometimes competing, that must be considered in any reform effort. Producers struggle to meet uncoordinated and inconsistent mandates across jurisdictions, to address fraud (triggered by differential deposits across state lines, for example), and to respond to consumer and advocate pressure and negative media coverage. Governments struggle to obtain the resources and authority they need to adequately oversee DRS infrastructure. Advocates — often rightfully — mistrust industry goals for and role in DRS reform, including the fear that “reform” could instead lead to bottle bill repeal, and face challenges in facilitating equitable and inclusive public engagement.