



## Boat wrap product stewardship program

Minnesota leads the nation in boats per capita. An estimated 90% of boats in the state are sealed with shrink-wrap each winter for protection and storage. This requires millions of pounds of plastic film in the process. In early 2024, Minnesota became the first US state to establish a product stewardship program for boat wrap. The law requires boat wrap producers to designate and become members of a stewardship organization and operate under an approved stewardship plan to sell boat wrap or offer it for sale in or into the state.

### How will this benefit all Minnesotans?

- ✓ **Convenient options to responsibly manage boat wrap.** Rather than dispose of boat wrap, Minnesotans will be able to easily and responsibly reuse or recycle it. The product stewardship program will need to accept all discarded boat wrap regardless of who produced it.
- ✓ **Reduced costs.** Boat owners, marinas, and boat storage establishments will not have to pay for the management of discarded boat wrap. The product stewardship program will cover the cost of collection, transportation, reuse, recycling, and disposal operations.
- ✓ **Investment in education and jobs.** The program includes public education requirements for the stewardship organization, raising awareness of the program with boat wrap purchasers. Program investments will also lead to more green jobs and business development related to boat wrap collection and management.

### How does the program work?

- **Producers** – generally the boat wrap manufacturer, brand owner, or importer – will designate and become members of the stewardship organization and collectively implement and finance the program by paying annual fees.
- The program is guided by a **stewardship plan** that outlines information such as:
  - the methods by which boat wrap will be collected in all areas of the state in convenient and adequate ways for boat owners, marinas, and boat storage establishments,
  - measurement to be used to monitor and maintain performance of program services and progress to the annual performance goals,
  - names and locations of collectors, transporters, reuse facilities, and recyclers that will manage discarded boat wrap,
  - a description of how non-recyclable materials attached to boat wrap will be separated and managed,
  - evidence of adequate insurance and financial assurance required for operations,

- promotion and outreach activities to encourage participation, and
- how recycled boat wrap will be used in the manufacturing of new products and identification of any necessary infrastructure expansion or improvements.
- Six months before the stewardship plan expires, a new proposal must be submitted by the stewardship organization for the next five-year period.

## Who oversees the program?

- The **Minnesota Pollution Control Agency (MPCA)** is responsible for:
  - reviewing and approving stewardship plans (every five years) and annual reporting from the stewardship organization that tracks program progress and outcomes,
  - maintaining a list of all compliant producers and brands,
  - establishing annual performance goals that the stewardship organization must meet, and
  - supporting the stewardship organization with program compliance and enforcement.
- The **stewardship organization** will be responsible for:
  - implementing the program on behalf of producers,
  - developing stewardship plans (every five years) and annual reports to track progress and outcomes,
  - collecting producer fees, and
  - providing educational materials to boat wrap purchasers about the program.

## What is the general timeline?

2025	<ul style="list-style-type: none"> <li>• <b>March</b> On or before March 1, 2025, a stewardship organization, on behalf of member producers, must submit a stewardship plan to the MPCA for review and approval or rejection.               <ul style="list-style-type: none"> <li>• The proposed plan will be available for public review and comment at least 45 days before the decision is made to approve or reject the plan.</li> <li>• Within 120 days after receiving a proposed plan, the MPCA must determine whether the plan complies.</li> <li>• If the plan is rejected, a revised plan must be submitted to the MPCA within 60 days after receiving the notice of rejection.</li> </ul> </li> <li>• <b>June</b> Before June 1, 2025, and annually thereafter, the MPCA must identify the costs the agency incurs to administer and enforce this program.</li> <li>• <b>July</b> A stewardship organization must pay the required administrative fee to cover agency program costs on or before July 1, 2025, and annually thereafter.</li> <li>• <b>September</b> On and after September 1, 2025, no person may use, sell, or offer boat wrap for sale in or into this state unless the producer participates in an approved stewardship plan through a stewardship organization.</li> </ul>
2026	<ul style="list-style-type: none"> <li>• <b>March</b> By March 1, 2026, and annually thereafter, a stewardship organization must submit an annual report to the MPCA.</li> </ul>
2030	<ul style="list-style-type: none"> <li>• <b>June</b> By June 1, 2030, no less than <b>50 percent</b> of the total weight of boat wrap sold in Minnesota must be collected and recycled.</li> </ul>
2035	<ul style="list-style-type: none"> <li>• <b>June</b> By June 1, 2035, no less than <b>80 percent</b> of the total weight of boat wrap sold in Minnesota must be collected and recycled.</li> </ul>