

Cory Reynolds accepts place on pEPR Scheme Steering Group

2 years ago



[Veolia](#)'s Corporate Affairs Director, Cory Reynolds has been appointed to the waste management seat on the pEPR Scheme Administrator Interim Steering Group.

Cory will support the Head of the UK Extended Producer Responsibility (pEPR) for Packaging Scheme Administrator, Dr Margaret Bates in preparing the scheme for its implementation in 2025.

Designed to move the cost of packaging treatment away from local authorities and taxpayers and onto the packaging producers, the pEPR Scheme Steering Group will be responsible for shaping a scheme that is workable, cost effective and encourages the right behaviours. Coupled with the other pillars of the Resources and Waste Strategy; the deposit return scheme, simpler recycling and plastic packaging tax legislation, pEPR aims to increase recycling rates and preserve more precious resources.

Commenting on her appointment, Cory Reynolds said: "Legislation must be fit for purpose and we need to push for better, more recyclable design, ensure producers are well informed on the life cycle of their packaging and help consumers make the right choices.

"We don't have much time before it comes into force but working with stakeholders across the whole value chain will help us get it right for brands, consumers and most importantly, our environment.

"I'm delighted to bring Veolia's vast expertise to the Steering Group and will work to support Dr Bates and the rest of the members in advising on the best practice for a UK pEPR scheme."

Cory Reynolds is a well-known industry leader with a wealth of experience across both the public and private sectors. Currently leading the Corporate Affairs department of the UK's leading resource management company, Veolia. Cory will bring her expertise across policy, sustainability and

