



CPSC

**California Product
Stewardship Council** SM

Product Stewardship:
A Better Way

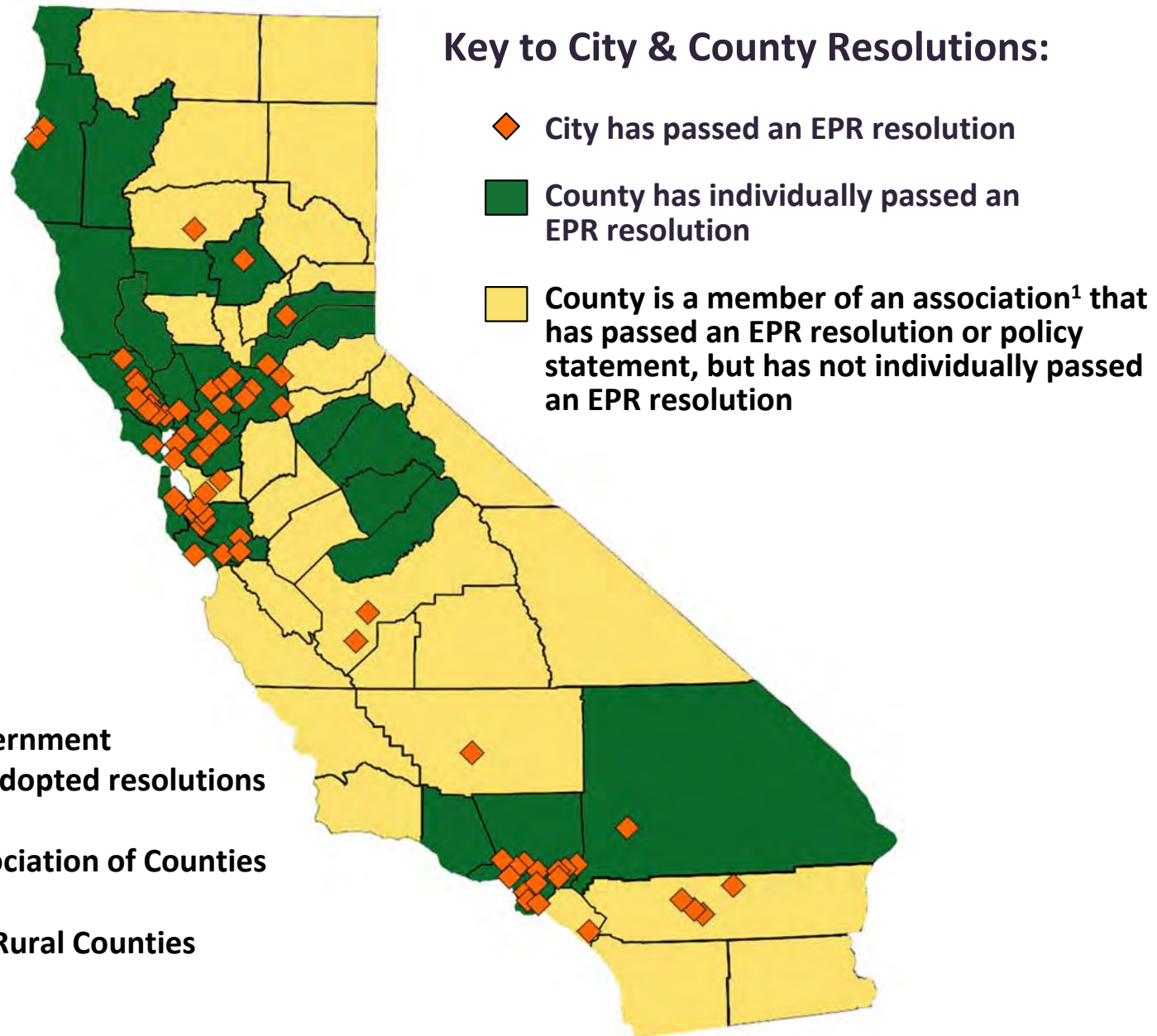
Product Stewardship/Extended Producer Responsibility (EPR) Defined by CIWMB (now CalRecycle)

“the extension of the responsibility of producers, and all entities involved in the product chain, to reduce cradle-to-cradle impacts of a product and its packaging;

the primary responsibility lies with the producer, or brand owner, who makes design and marketing decisions.”

To shift California's product waste management system from one focused on government funded and ratepayer financed waste diversion to one that relies on producer responsibility in order to reduce public costs and drive improvements in product design that promote environmental sustainability.

EPR Resolutions (2/14/11)



Three major local government associations have all adopted resolutions in support of EPR:

- California State Association of Counties
- League of Cities
- Regional Council of Rural Counties

EPR Resolutions & Policies —

14 Local Government Associations (2/14/11)



1. California Council of Directors of Environmental Health (CCDEH)
2. California State Association of Counties
3. Central Contra Costa County Solid Waste Authority
4. Coachella Valley Association of Governments
5. Delta Diablo Sanitation District
6. Fresno Council of Governments
7. League of California Cities
8. Mojave Desert and Mountain Integrated Waste Joint Powers Assoc.
9. Regional Council of Rural Counties ESJPA
10. San Gabriel Valley Council of Governments
11. Southern California Association of Governments
12. Solid Waste Association of North America (SWANA)
13. West Contra Costa Integrated Waste Management Authority
14. Western Placer Waste Management Authority

CPSC Pledge Signers/Donors — 36 Local Government Associations (5/14/11)

- Association of Bay Area Governments (ABAG)
 - Bay Area Hazardous Waste Management Facility Allocation Committee
 - San Francisco Estuary Project
- Bay Area Clean Water Agencies
- Bay Area Stormwater Management Agencies Association
- Calif. Council of Directors of Environmental Health (CCDEH)
- California State Association of Counties
- California Stormwater Quality Association
- Central Contra Costa Sanitation District
- Central Contra Costa Co. Solid Waste Authority
- Coachella Valley Association of Governments
- Contra Costa Clean Water Program
- Delta Diablo Sanitation District
- East Bay Municipal Utility District
- Fresno Council of Governments
- League of California Cities
- Los Angeles County Integrated Waste Management Task Force
- Mojave Desert and Mountain Recycling Authority
- Rural Counties' Environmental Services Joint Powers Authority (ESJPA)
- Sacramento Business Environmental Resource Center
- Sacramento County Department of Waste Management & Recycling
- Sacramento County Department of Water Resources
- Sacramento County Stormwater Quality Program
- Sacramento Regional County Sanitation District
- San Gabriel Valley Council of Governments
- Santa Clara County Recycling and Waste Reduction Commission
- Santa Clara Valley, CLEAN South Bay
- Santa Clara Valley Urban Runoff Pollution Prevention Program
- Santa Clara Valley Water District
- Solid Waste Association of North America (SWANA)
- South Bayside Waste Management Authority
- Southern California Association of Governments
- Tamalpais Community Services District
- Upper Valley Waste Management Agency (Napa)
- West Contra Costa Integrated Waste Management Authority
- Western Placer Waste Management Authority
- West Valley Clean Water (Campbell, Los Gatos, Monte Sereno, Saratoga)

CPSC Partners (3/24/10)



Platinum Partner



“We are very proud to join a growing list of local governments, associations, and companies that support CPSC and its efforts. This fits in nicely with our mission of being an industry-leader in managing waste materials. We are not just “waste haulers” anymore; we are waste stream materials managers, protecting today’s environment for a better tomorrow.”

—Johnnie Perkins, Western Regional
Director of Republic Services

★ Platinum Partner



Michael J. Sangiacomo,
President & Chief Executive Officer



“Resource recovery and optimization are the goals of Recology, as reflected in our rallying cry, “WASTE ZERO.” Through the best and highest use of all material recovered and transformed, Recology believes Extended Producer Responsibility (EPR) is essential if municipalities are to achieve zero waste.”

CPSC Partners (9/20/10)



Platinum Partners

- Recology
- Republic Services



Gold Partners

- California Resource Recovery Association
- Marin Sanitary Service
- Product Policy Institute



CPSC Partners (9/20/10)



Silver Partners

- Nortech Waste LLC
- Peninsula Packaging Company
- Waste Management Inc.



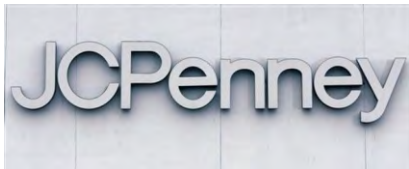
Bronze Partners

- Amador Disposal
- Amazon Environmental, Inc.
- California Waste Solutions
- Clean Harbors Environmental Services, Inc.
- Ecology Action
- Johnson's Environmental Products
- PSC Environmental Services
- Visions Paint Recycling





CALIFORNIA RETAILERS ASSOCIATION



“The California Retailers Association supports EPR as a more workable and cost-effective alternative to mandatory in-store take back, or point of sale fees.”



PENINSULA
PACKAGING COMPANY

“We are partnering with a recycling company to ‘close the loop’ so our products can be recycled in California indefinitely and create green jobs at the same time.”

**—Ed Byrne, Owner and General Manager
Peninsula Packaging Company, Exeter, CA**



Golden Arrow Award for Excellence in Product Stewardship



CAT®



**REMANUFACTURED
PRODUCTS**

Cat® Reman Products for Engines

“EPR drives us ...
to design for
remanufacturing
and upgradability”

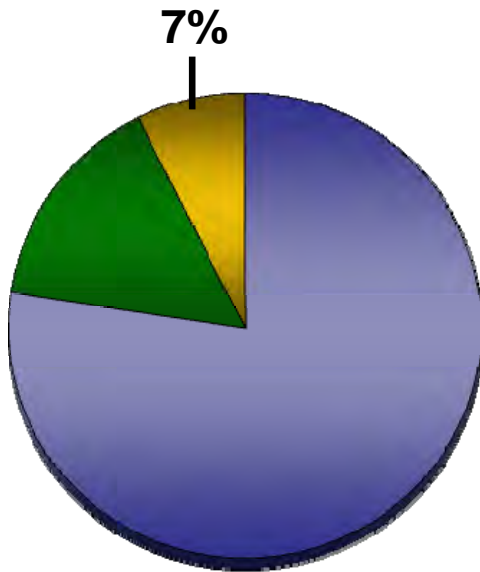
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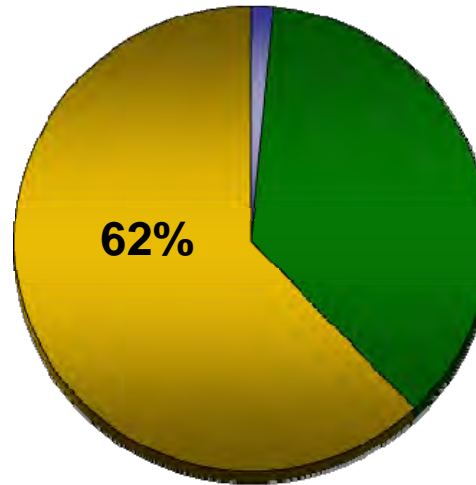
A Simpler Time



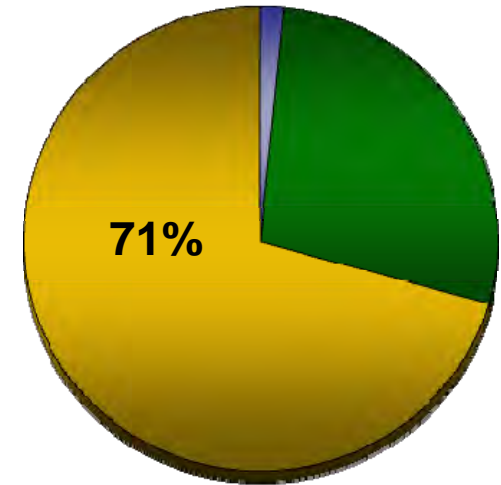
Waste Generation is Changing



1905 - NY City



1960 - USA



2009 - USA



Mineral



Food/Yard



Products

From Product Policy Institute (PPI), 2005, *Unintended Consequences: Municipal Solid Waste and the Throwaway Society*; 1960 and 2009 data from US EPA, 2011, *Municipal Solid Waste in the United States: 2009 Facts and Figures*. Permission for use of illustration granted by PPI.

HHW Cost to Tax/Rate Payers

FACTS



Nevada County

- **1,600%** - increase in HHW costs in 9 yrs.
- **\$1,637/ ton** – Household batteries
- **\$1,477/ton** – Fluorescent/ mercury lamps

Los Angeles

- **\$1,000/ton** – Batteries in 2007
- **\$7,200/ton** – Fluorescent/ mercury lamps in 2007

Contra Costa County

- **453 tons** of HHW managed each year
- **\$1,124 per ton** cost to manage = \$509,172 per year
- If DDSD collected all batteries and lamps, it would consume 65% of budget

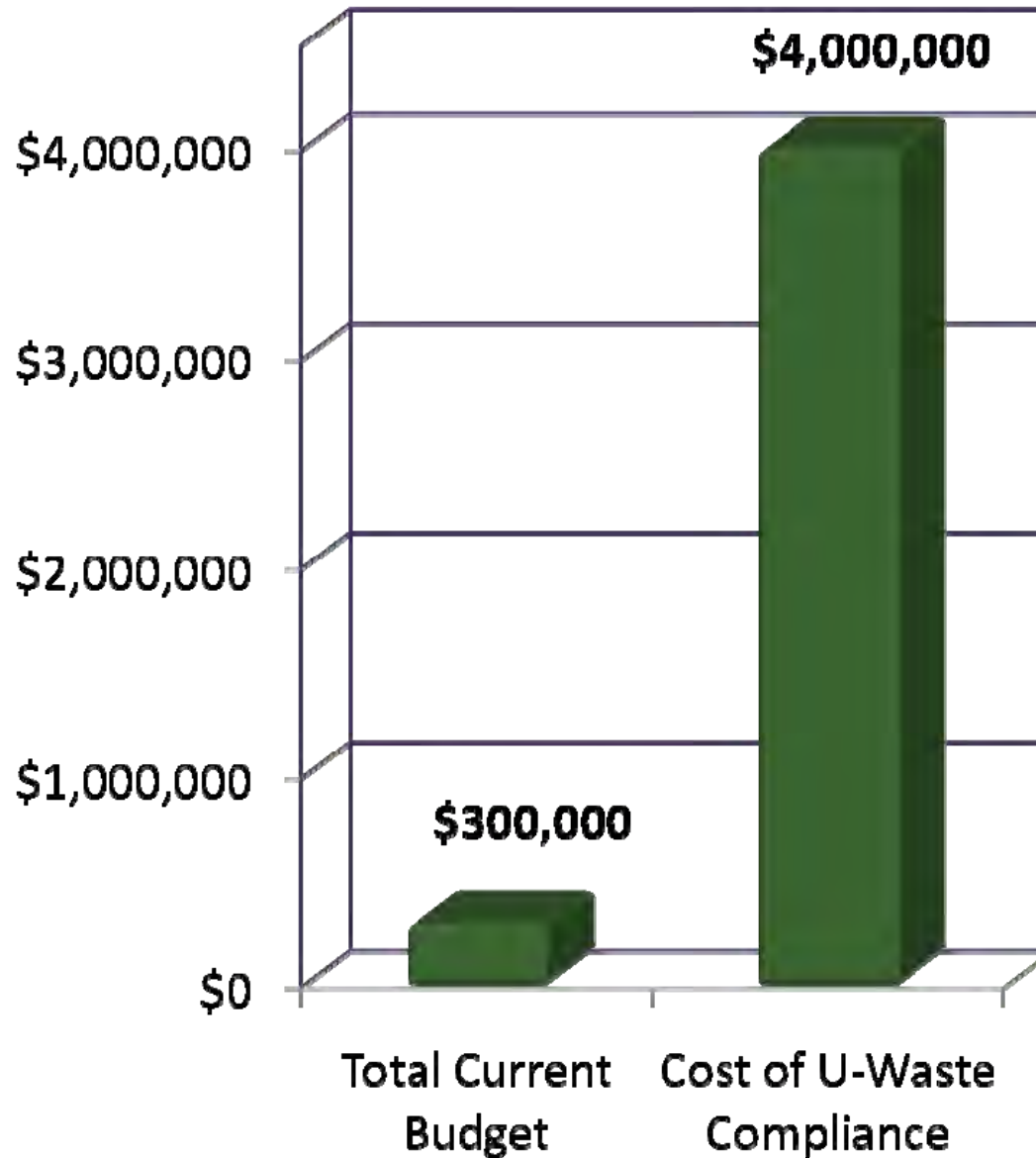
Paint

- **\$8/gallon** - Average cost to manage leftover paint
- **\$1.7 million** – Cost for Santa Clara to manage paint generated in 2009 from less than 10% of households = \$1 per pound
- **\$27 million** – Cost for CA local governments to manage less than 10% of leftover paint

Carpet

- **\$52,000,000** – Statewide cost to taxpayers/ratepayers to manage carpet at \$40/ton

The High Cost of Compliance



Source: San Luis Obispo County, 2006

Drivers for Packaging EPR



Disposable



By Design

Toxic



Sharps: Prohibited Waste



Bans Without Plans

- Do not reduce volume, toxicity or illegal disposal
- Do not create collection and recycling options
- Place enforcement burden on local government
- Place cost burden on ratepayers and taxpayers



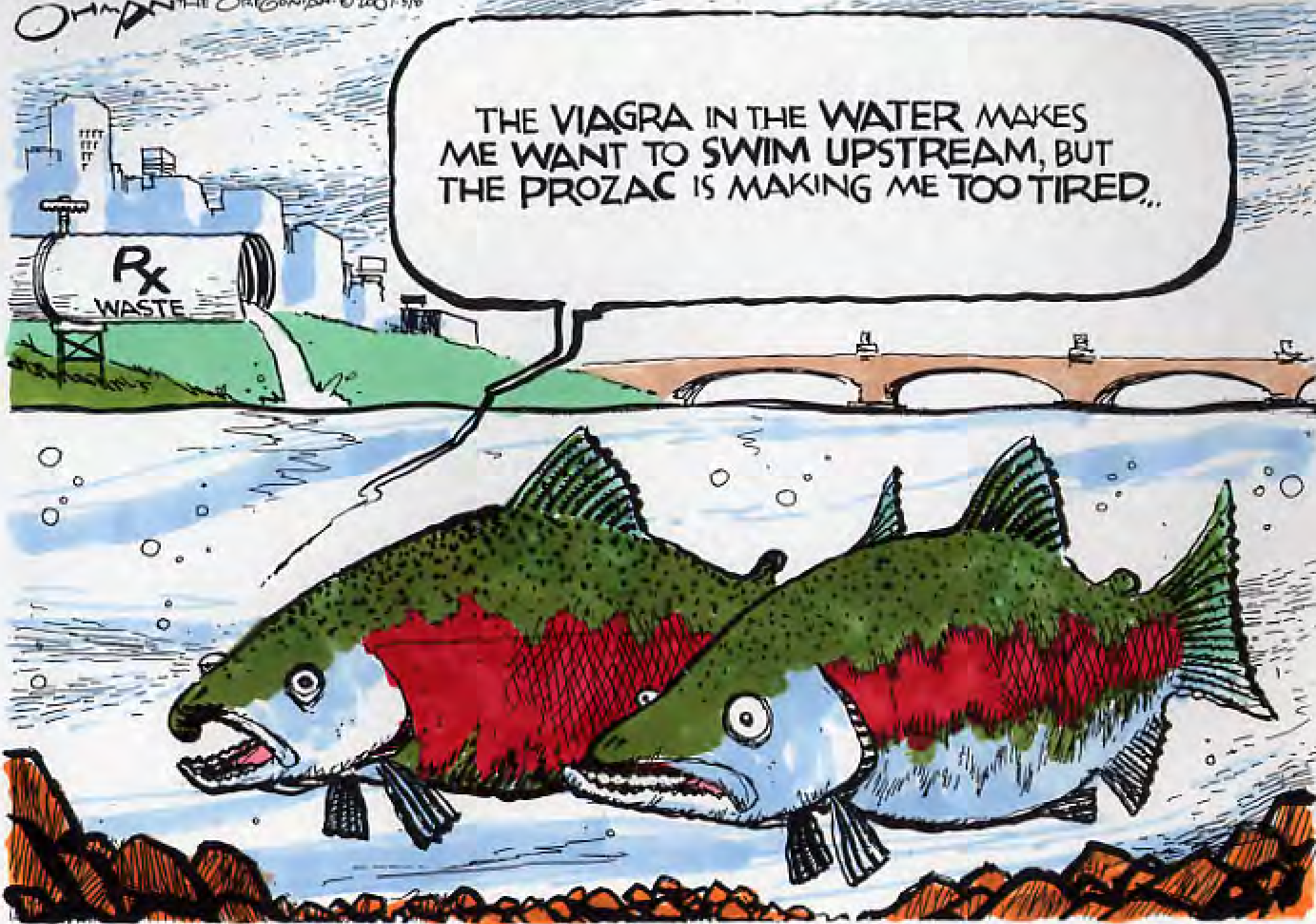
Illegal Disposal



Photo taken in California sometime after the U-Waste Ban.

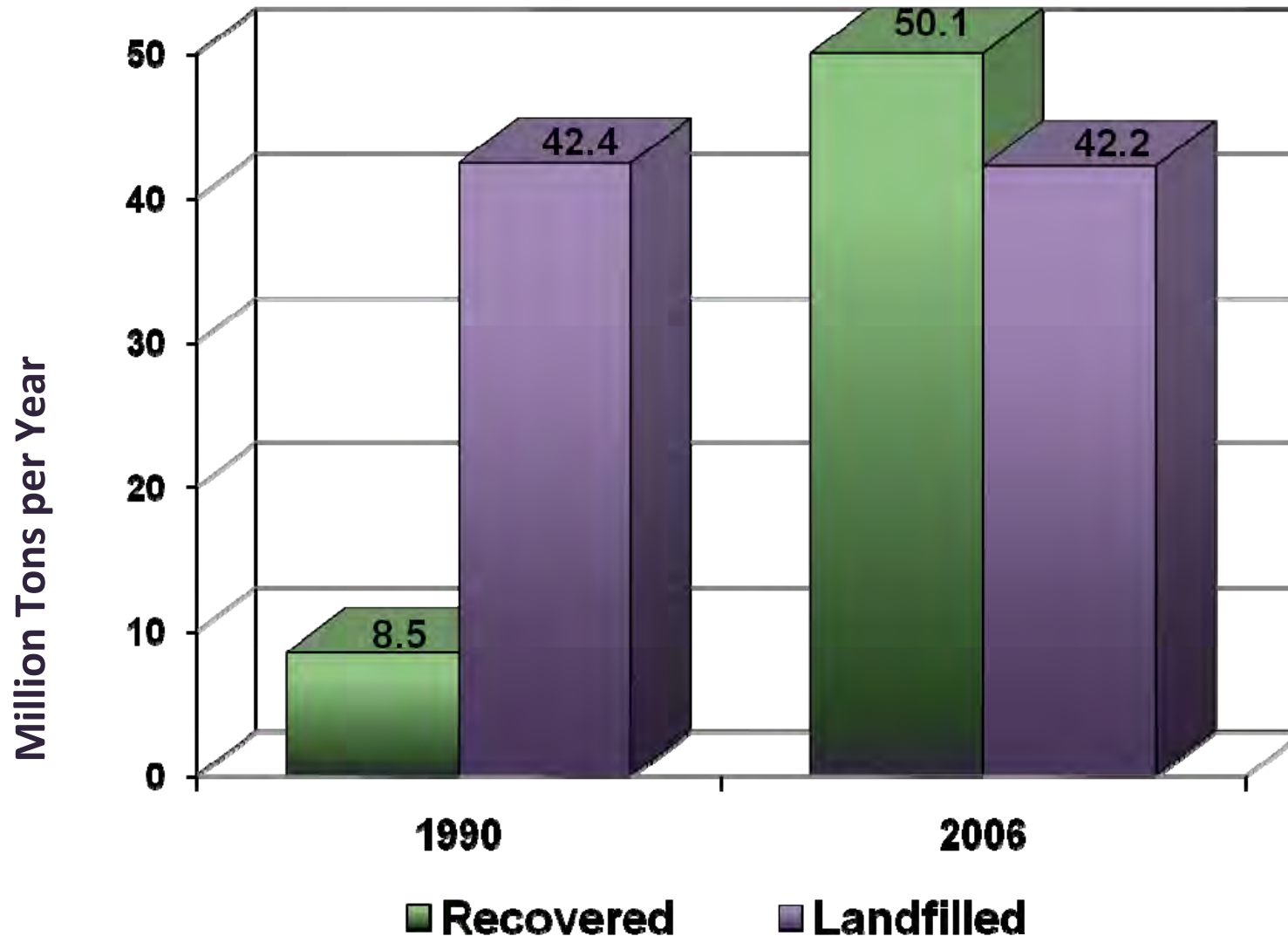
Pharmaceuticals: The Next Ban Without a Plan?





THE VIAGRA IN THE WATER MAKES ME WANT TO SWIM UPSTREAM, BUT THE PROZAC IS MAKING ME TOO TIRED..

Landfilling Has Not Decreased



Source: CalRecycle Statewide Goal Measurement
at <http://www.calrecycle.ca.gov/lgcentral/rates/Graphs/RateTable.htm> includes
organics.

Today's Linear Waste Management System



Tomorrow's “Cradle to Cradle” System



Strategic Directive 5

February 2007



CalRecycle will ...

- “Seek statutory authority to foster cradle-to-cradle producer responsibility.”
- “Develop relationships with stakeholders that result in producer-financed and producer-managed systems”

* Formerly the California Integrated Waste Management Board

Who is a Producer?

1. A person who manufactures a product and sells or distributes the product in CA
2. If 1 does not apply, a person who is not the manufacturer but is the owner or licensee of a trademark by which the product is sold in CA
3. If 1&2 don't apply, a person who imports a product into CA for sale or distribution.

Countries with EPR Programs

29 Countries of the European Union

10 Provinces Canada

Japan

Korea

Taiwan

China

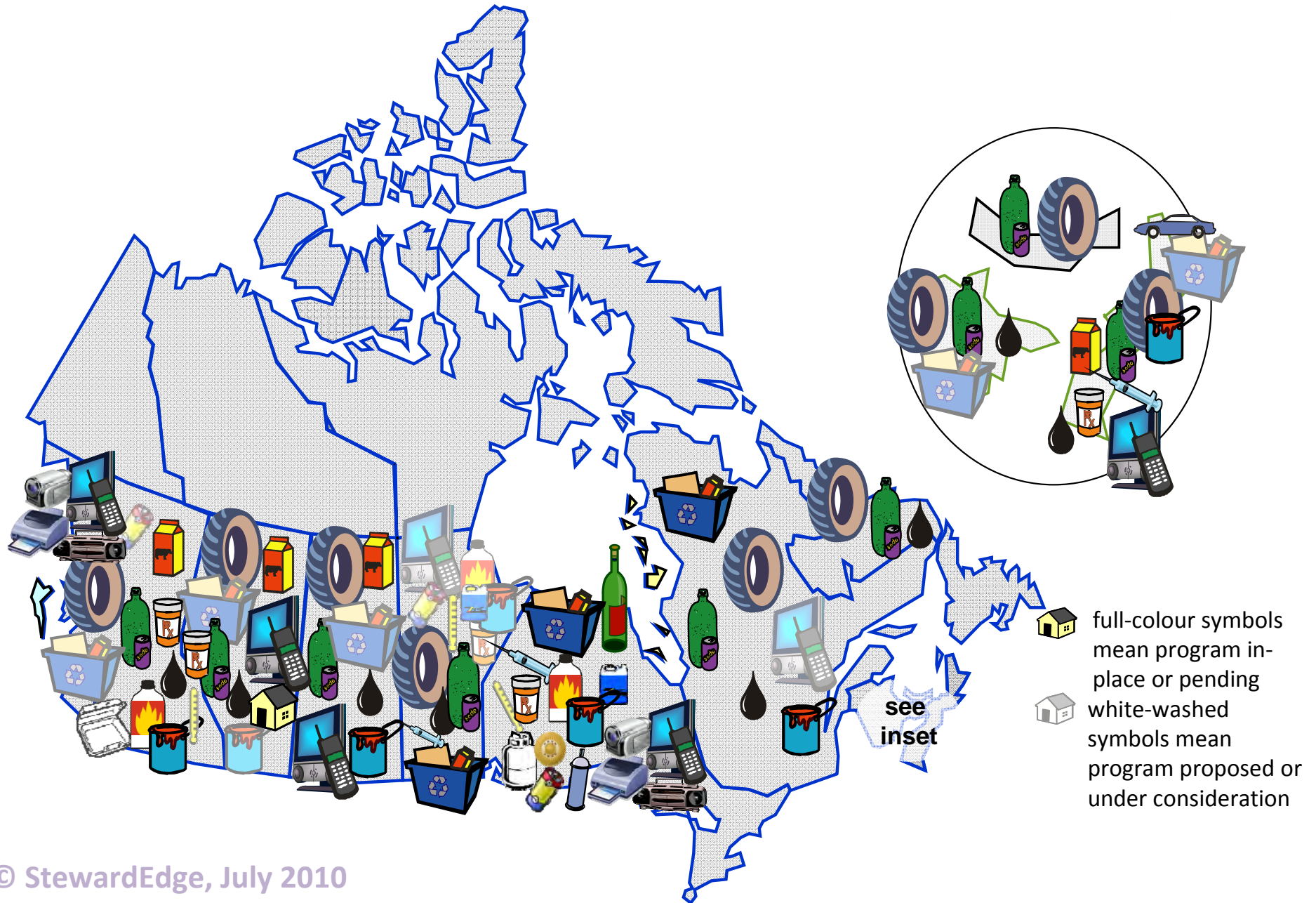
Australia

New Zealand

And the list is growing



Canada's EPR System



© StewardEdge, July 2010



The Market Works

Keep government out of board rooms and bank accounts

Government sets collection targets and leaves program design to businesses

British Columbia Pharma



B.C. Pharmaceuticals

- Mandatory, invisible fee
- Producer management of funds, program, and operations, government oversight
- Convenient to consumers – 945 pharmacies
- Cost-effective: \$315,000/year in 2008
- One full-time employee
- One half-time equivalent in government



Belgium Packaging EPR: 2008 Results

- 5 783 members (Packaging producers)
- 86 % recycling
- 13 % valorization (WTE)
- 1% disposed
- 92% of the population participates actively
- 2 ,500 jobs
- Source reduction achieved:

“While the GDP kept on growing, the packaging market slowed down and even shrank to some extent.”

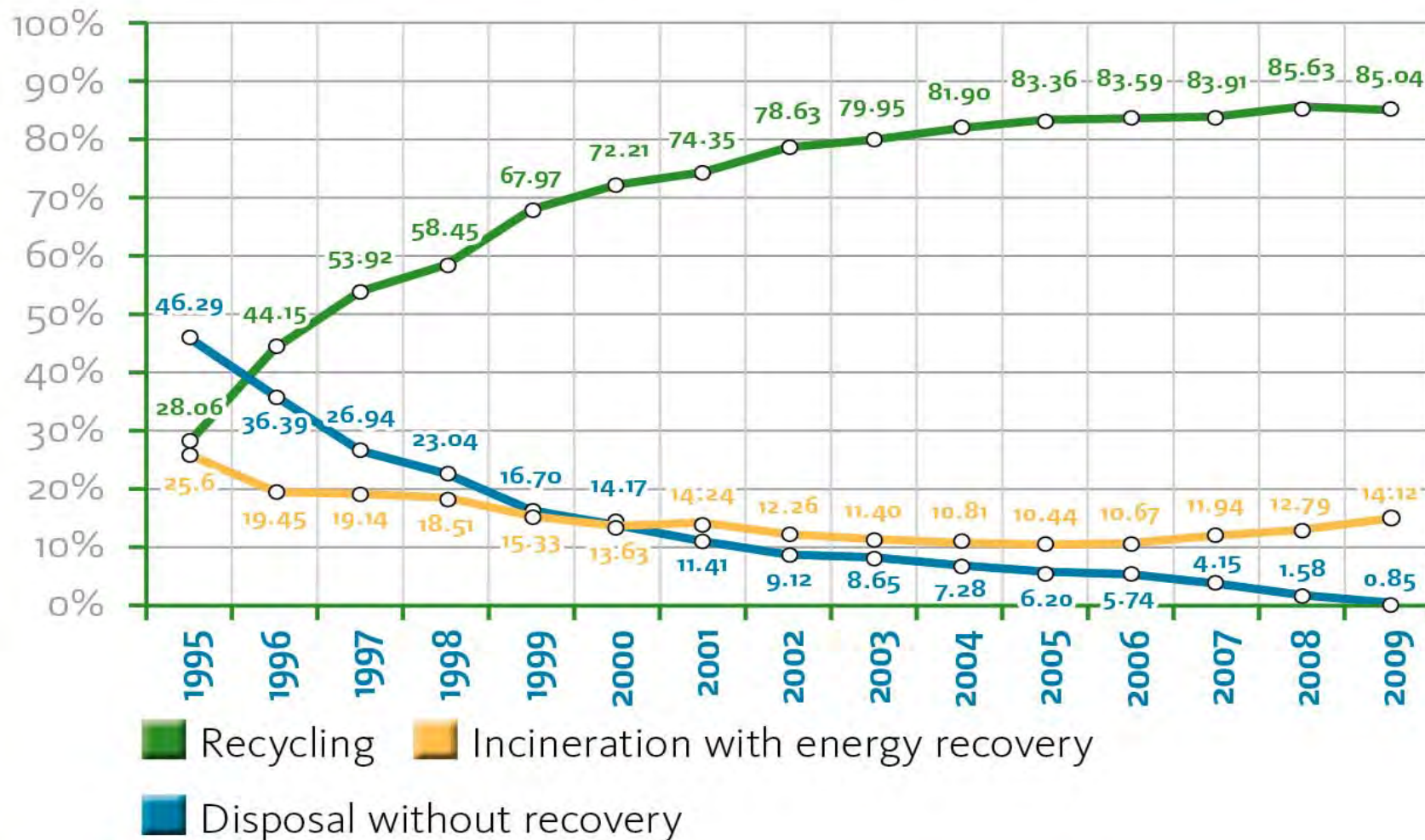


EUROPE: Creation of new jobs (Thanks to ProEurope)

- **FRANCE: 10,000 jobs** in selective collection, sorting and recycling and it is assumed an equivalent number of people employed indirect.
(source: Eco Emballages)
- **GERMANY: 17,000 jobs** created by building the Dual System.
(source: PROGNOSES AG)
- **AUSTRIA: 1,500 jobs** created by building the ARA system.
(source: ARA AG)
- **PORTUGAL: 1,330 jobs** created since start in 1998
(source: Sociedade Ponto Verde)
- **SPAIN: 2,500 jobs** created since start in 1998
(source: Eco Emballajes)

Belgium: Packaging 85% Recycled

The recycling rate seems to have reached a ceiling



EPR Recycling Station – Luzurn, Switzerland – Grocery Store



Thermostat EPR Bill 2008



Why Paint?



- Paint is the #1 waste stream for most HHW programs
- Local governments spend \$27 million¹ annually to manage leftover paint
- More than 2 million² gallons of leftover paint must be managed each year
- We spend more than \$90 million³ per year buying excess paint



Leftover paint is a serious problem!

Photo taken at a home near Oroville, California in 2009.

Objective 3: Retail Collection

- 17 stores in 3 Counties
 - 10 in San Joaquin
 - 3 in Tehama
 - 4 in San Francisco
- Visions collects paint in SJC and Tehama; SF collects their own
- Collected more than *8,000 gallons* since March 2010
- ***Saved Counties \$65,000+***



Visions picks up paint at Red Bluff Paint Mart (Tehama)

Statewide Paint Stewardship

- AB 1343 signed 2010
- Statewide program starts July 1, 2012
- Working with Paint Care on plans
- Govt, retailer collection



Why Carpet Stewardship?

- 3.2% of all disposed waste in California
- MOU with carpet industry not meeting recycling goals of 25% by 2012
- LA Fiber laid-off 200 workers in L.A. in 2009
- GHG impacts from products in California - #4 after lumber, mixed paper, and cardboard



California EPR Legislation

APPROVED

1. Ag Pesticide Containers
2. Recalled Products Take-Back
3. Mercury Thermostat
4. Green Chemistry
5. Paint
6. Carpet
7. Brake Pads



The Governor calls AB 1879 “*the most comprehensive Green Chemistry program ever established*” and added that it “*puts an end to the less effective chemical-by-chemical ban of the past.*”

Product-by-Product - CA

- **Disposal Bans:**
 - U-waste (Feb 2006)
 - Treated Lumber (July 2008 – special treatment)
 - Sharps (Sept 2008)
 - Pharmaceuticals: Are they next? Or Solar panels?
- **Product Legislation**
 - E-waste (2004 - ARF)
 - Rechargeable Batteries (2006 – retailer take-back)
 - Cell Phones (2006 – retailer take-back)
 - Mercury Lamps (2007 & 2009)
 - Agricultural Pesticide Containers (2008 - EPR)
 - Mercury Thermostats (2008 – EPR)
 - Sharps 2009 (weak EPR)
 - Carpet EPR 2010
 - Paint EPR 2010

Framework EPR



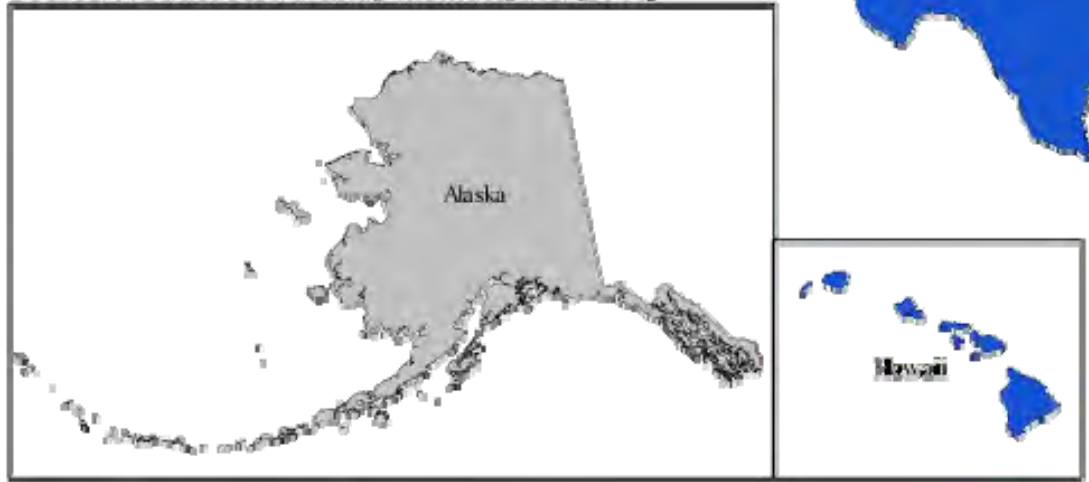
Welcome to the Product Stewardship Institute!

Product Categories

- Auto Switches
- Batteries
- Carpet
- Cell Phones
- Electronics
- Fluorescent Lighting
- Mercury Thermostats
- Paint
- Pesticide Containers



Source: Product Stewardship Institute, Inc. (2011)



Number of Product Categories Covered by EPR Law

- Zero
- One
- Two
- Three
- Four
- Five
- Six

* Other laws authorizing agencies to require EPR, including Framework laws.

EPR Legislation Introduced 2011



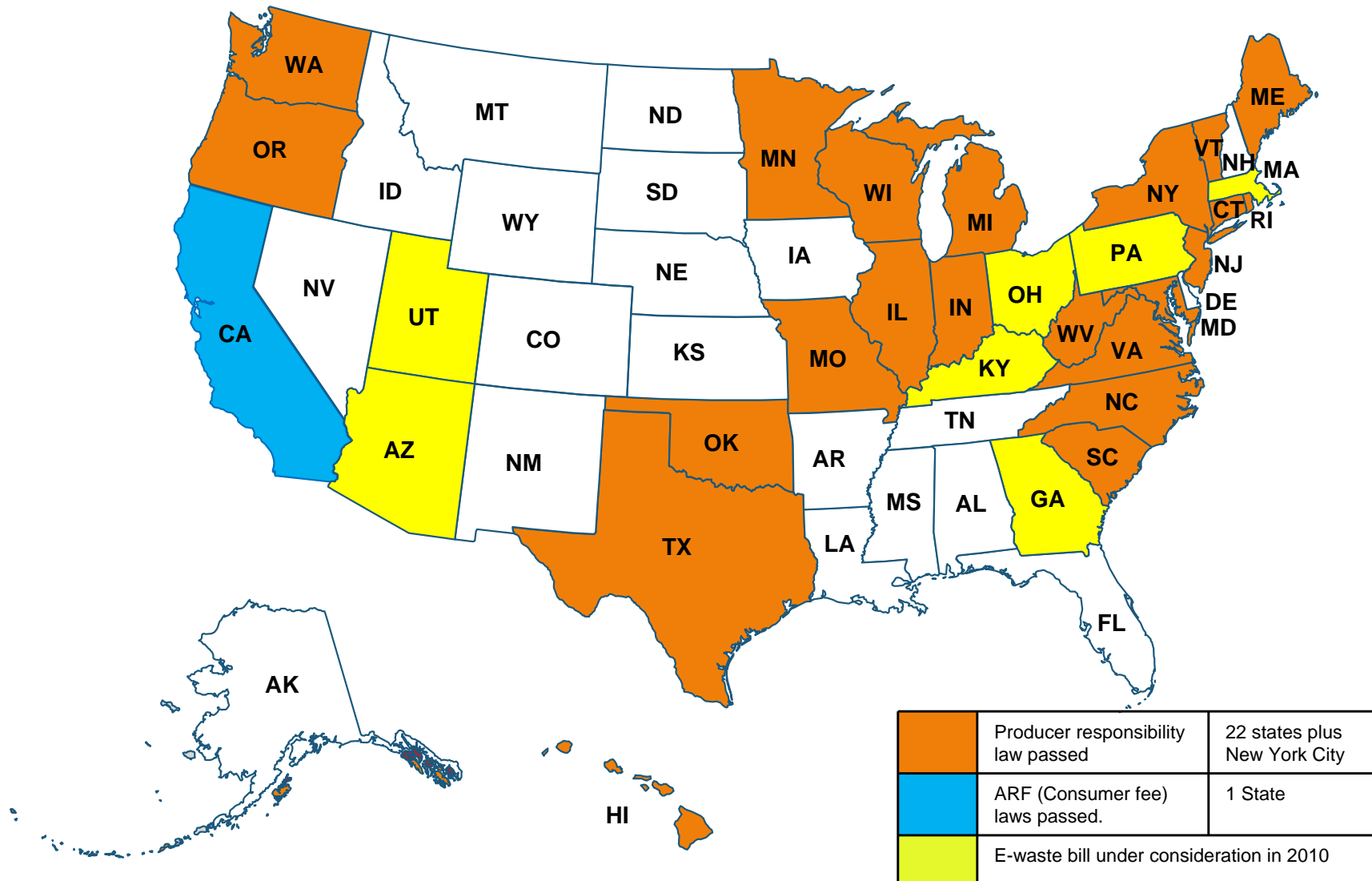
Source: Product Stewardship Institute, Inc. (2011)



- Legislation Introduced in 2011
- No Legislation Introduced
- ✱ EPR Frameworks and Other Related Bills

States with E-Waste Recycling Laws Plus Bills Under Consideration in 2010

Slide From Electronics Take-Back Coalition



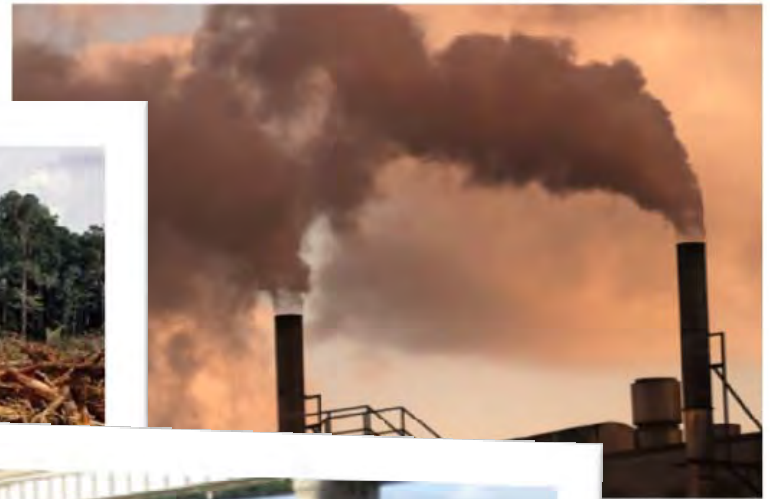
Battery/Lamp Workshops (4/08)



Education and Outreach



EPR Addresses Multiple Issues



Get Connected

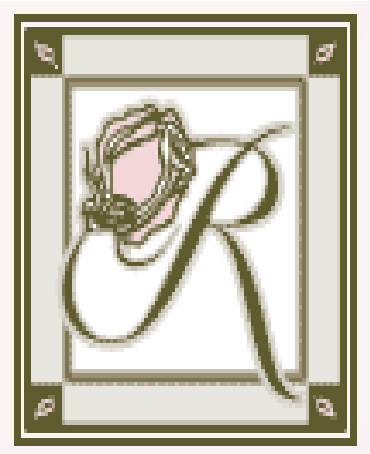
- Join listserv
- Sign the Pledge
- Come to dialogues and workshops
- Invite us to speak
- Provide funding
- Partner on Projects

Contact CPSC



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