



# CPSC

**California Product  
Stewardship Council** SM

Product Stewardship:  
A Better Way

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

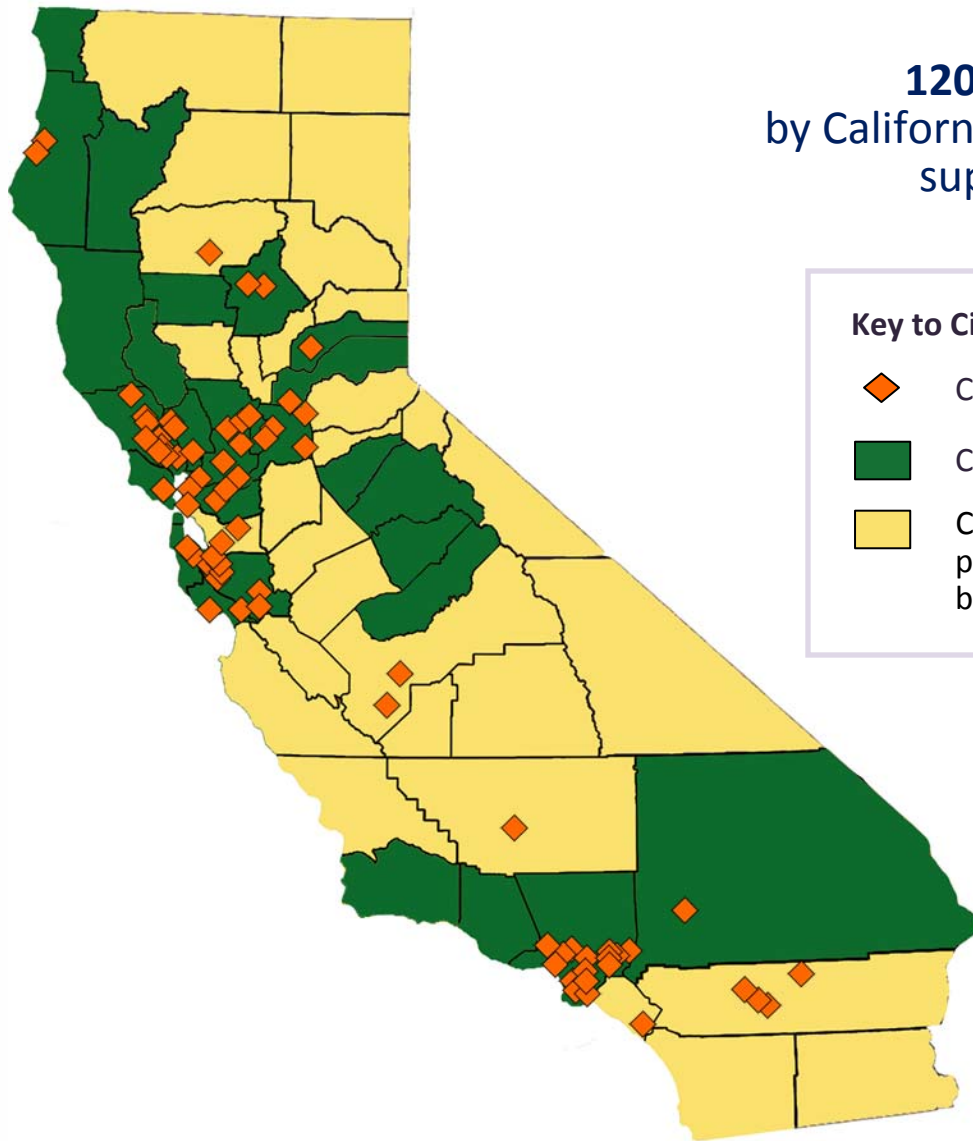
“the extension of the responsibility of producers, and all entities involved in the product chain, to reduce cradle-to-cradle impacts of a product and its packaging;

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 (6/11/11)

**As of June 15, 2011**  
**120 resolutions have been passed**  
by California local jurisdictions and organizations  
supporting product stewardship!



## Key to City & County Resolutions:

-  City has passed an EPR resolution
-  County has individually passed an EPR resolution
-  County is a member of an association<sup>1</sup> that has passed an EPR resolution or policy statement, but has not individually passed an EPR resolution

## 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

# CPSC Pledge Signers — 36 Local Government Associations (6/11/11)

1. Association of Bay Area Governments (ABAG) Bay Area Hazardous Waste Management Facility Allocation Committee
2. Association of Bay Area Governments (ABAG) San Francisco Estuary Project
3. Bay Area Clean Water Agencies
4. Bay Area Stormwater Management Agencies Association
5. Calif. Council of Directors of Environmental Health (CCDEH)
6. California State Association of Counties
7. California Stormwater Quality Association
8. Central Contra Costa Sanitation District
9. Central Contra Costa Co. Solid Waste Authority
10. Coachella Valley Association of Governments
11. Contra Costa Clean Water Program
12. Delta Diablo Sanitation District
13. East Bay Municipal Utility District
14. Fresno Council of Governments
15. League of California Cities
16. Los Angeles County Integrated Waste Management Task Force
17. Mojave Desert and Mountain Recycling Authority
18. Napa County Upper Valley Waste Management Agency
19. Rural Counties' Environmental Services Joint Powers Authority (ESJPA)
20. Sacramento Business Environmental Resource Center
21. Sacramento County Department of Waste Management & Recycling
22. Sacramento County Department of Water Resources
23. Sacramento County Stormwater Quality Program
24. Sacramento Regional County Sanitation District
25. San Gabriel Valley Council of Governments
26. Santa Clara County Recycling and Waste Reduction Commission
27. Santa Clara Valley, CLEAN South Bay
28. Santa Clara Valley Urban Runoff Pollution Prevention Program
29. Santa Clara Valley Water District
30. Solid Waste Association of North America (SWANA)
31. South Bayside Waste Management Authority
32. Southern California Association of Governments
33. Tamalpais Community Services District
34. West Contra Costa Integrated Waste Management Authority
35. Western Placer Waste Management Authority
36. West Valley Clean Water (Campbell, Los Gatos, Monte Sereno, Saratoga)

# 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



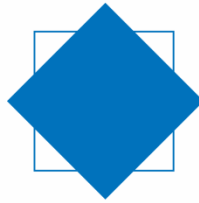


# CALIFORNIA RETAILERS ASSOCIATION



“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.”





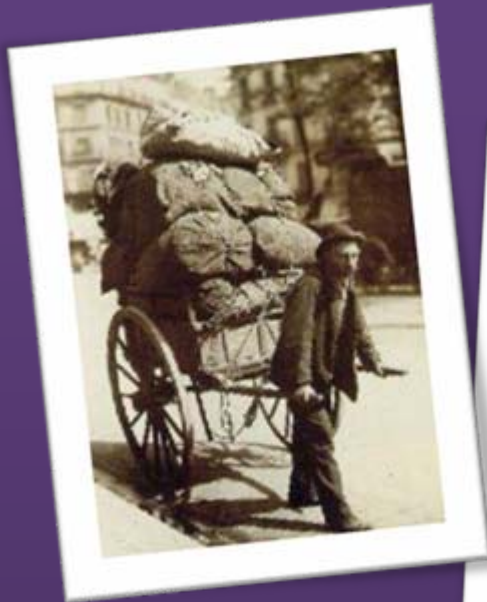
PENINSULA  
PACKAGING COMPANY

***“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.”***

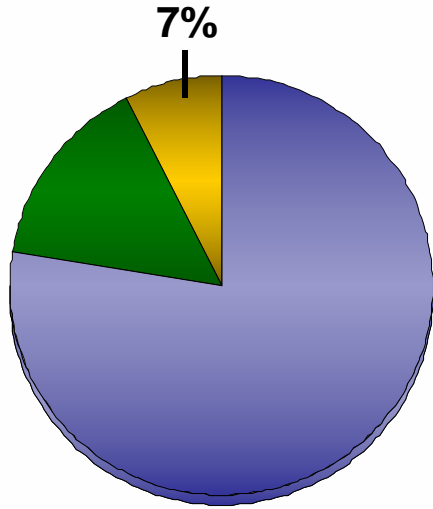
**—Ed Byrne, Owner and General Manager  
Peninsula Packaging Company, Exeter, CA**



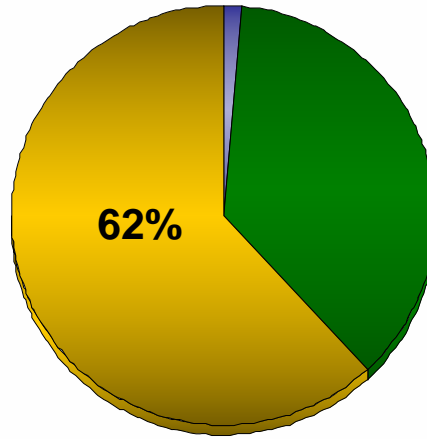
# A Simpler Time



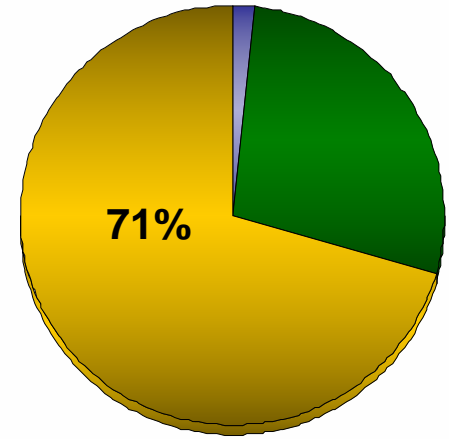
# Waste Generation is Changing



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

# Disposable



# By Design

# 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



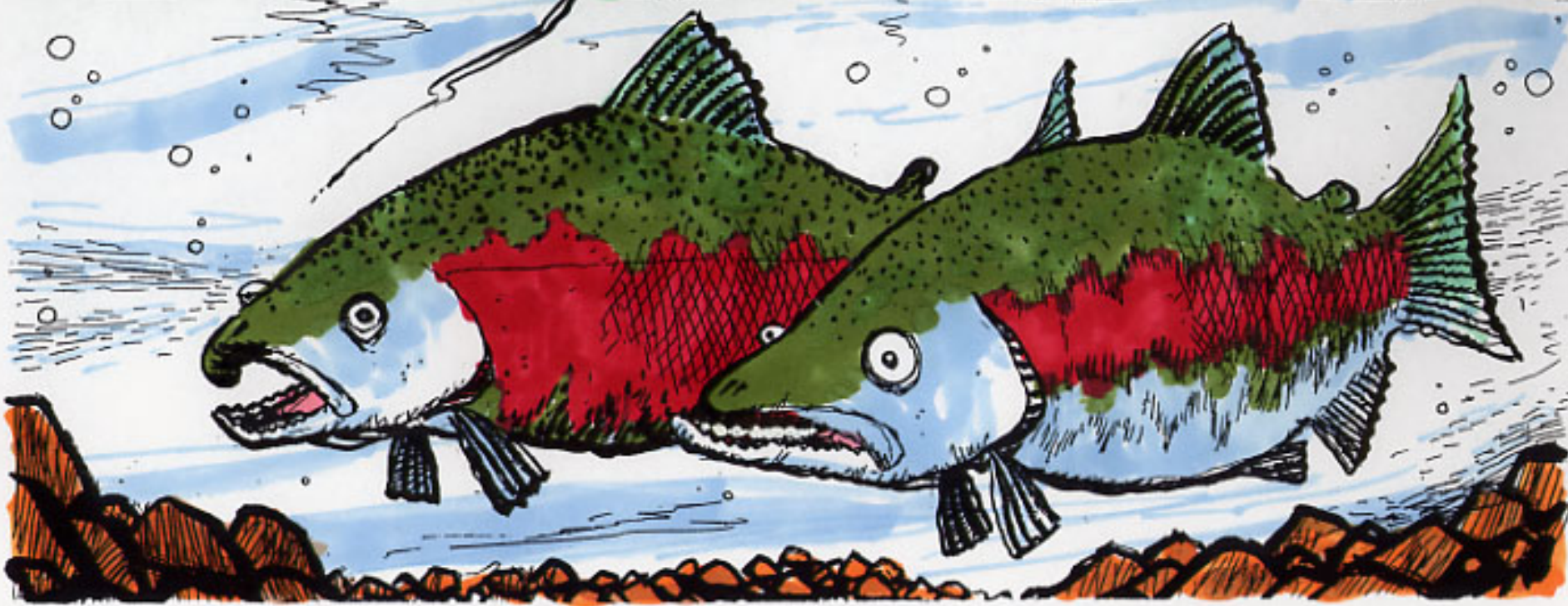
Photo taken in California sometime after the U-Waste Ban.

# 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..



# 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

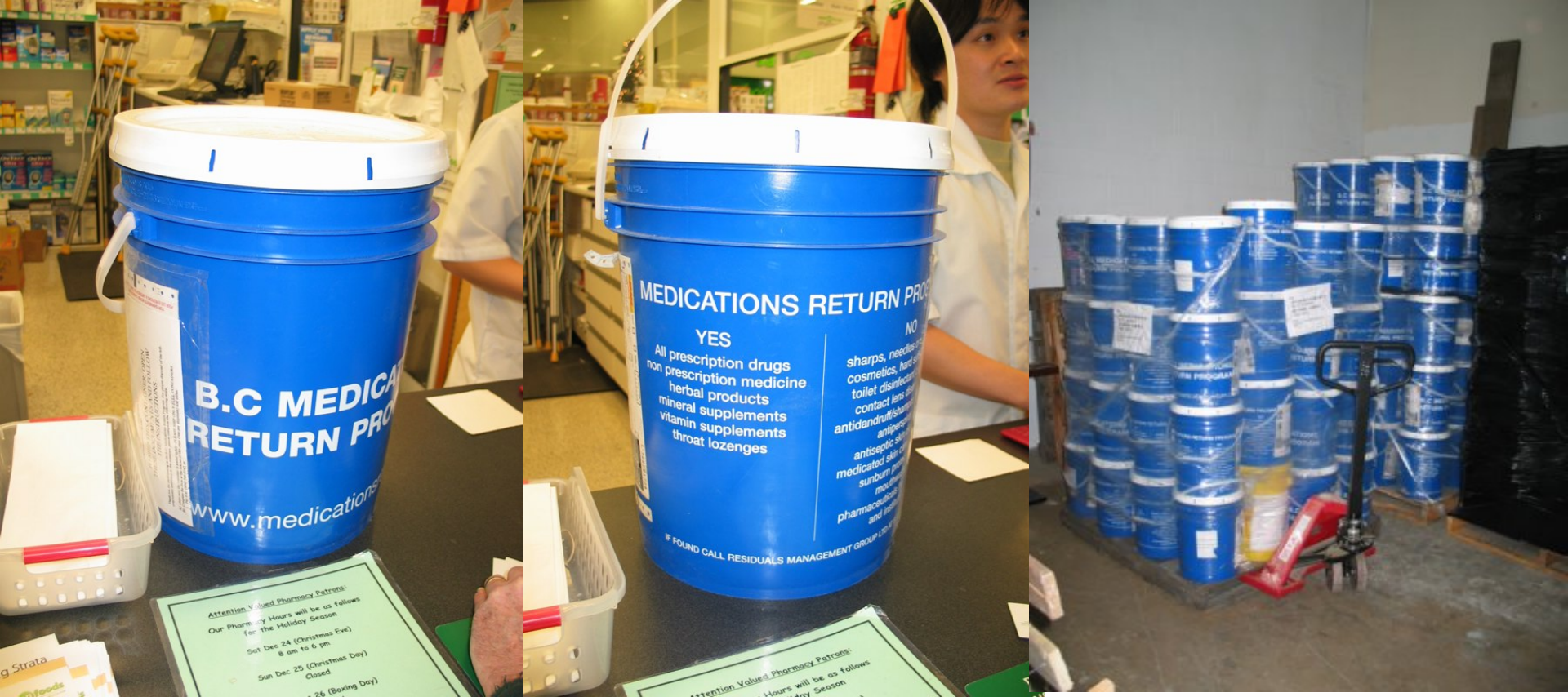
And the list is growing ....



# 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



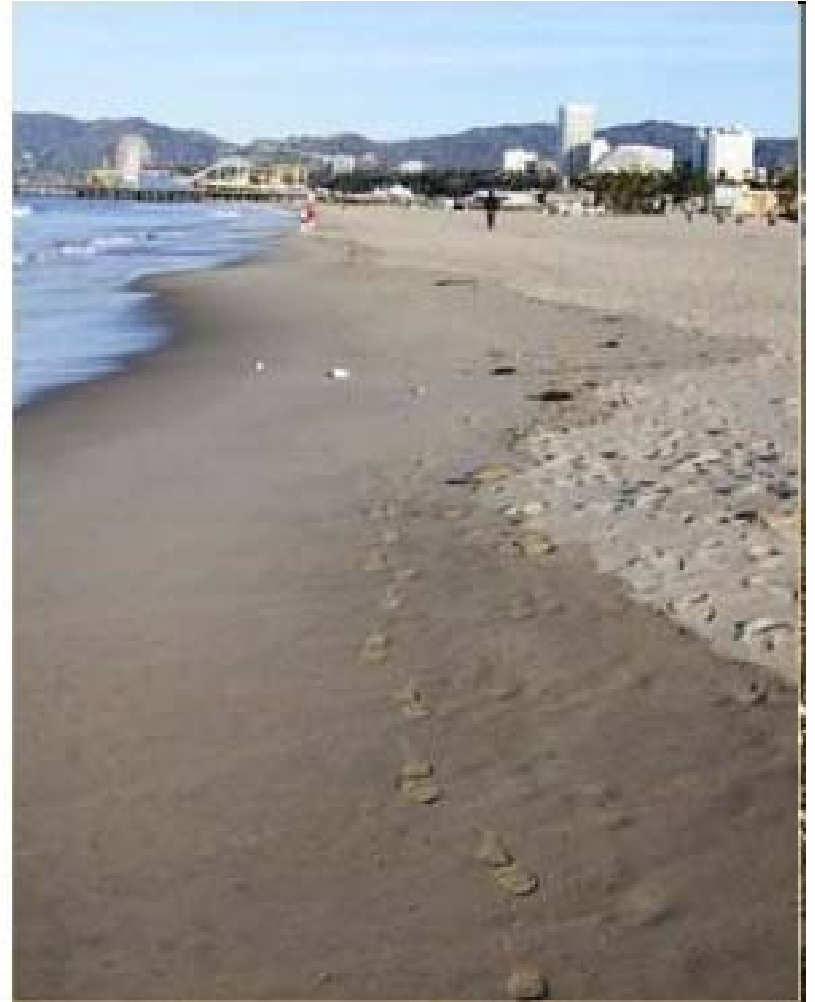


## **B.C. Pharmaceuticals**

- Internalized Cost in Product Price
- 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



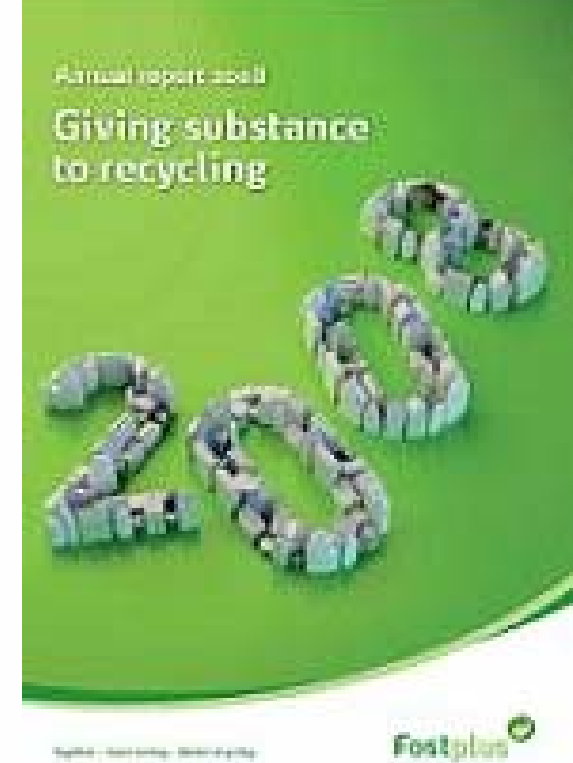
# Drivers for Packaging EPR



# Belgium Packaging EPR: 2008 Results

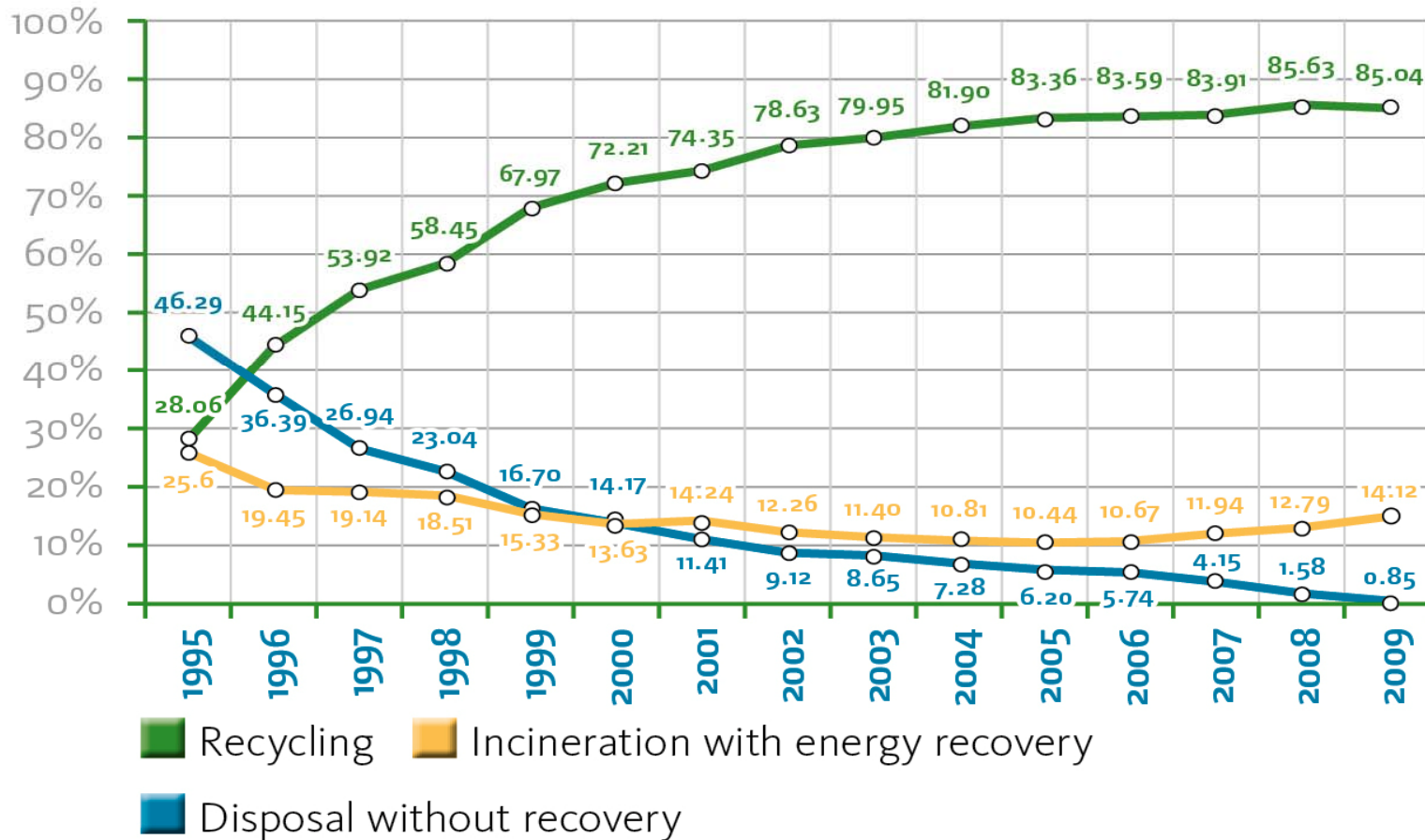
- 5 783 members (Packaging producers)
- 86 % recycling
- 13 % valorization (WTE)
- 1% disposed
- 92% of the population participates actively
- 2 ,500 jobs
- Source reduction achieved:

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



# Belgium: Packaging 85% Recycled

The recycling rate seems to have reached a ceiling



# EPR Recycling Station – Luzern, Switzerland – Grocery Store



## 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: PROGNOSE 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)

# 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.*”

# Thermostat EPR Bill 2008







Thanks to Kelly Moran of TDC Environmental for permission to use this picture.

# Brake Pad Law: SB 346



Producers responsible to phase out copper

Brake pads:

<5% copper - 2021

<0.5% copper - 2025

<0.1% lead & asbestos - 2014

Extensions/exemptions to ensure safety

Label pads & certify compliance

Screen alternatives to copper

DTSC Enforcement



**Leftover paint is a serious problem!**

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

# Statewide Paint Stewardship

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



# Who Should Pay?

## Question asked of retailers /consumers

- Don't make general taxpayers and ratepayers pay
- Consumers and retailers say producers should be responsible
- Add cost to purchase price
- Want producers to make less toxic products

*“If they're going to be manufacturing these things, they need to be responsible.” – Retail Focus Group Participant*



# Contact CPSC



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**[www.CalPSC.org](http://www.CalPSC.org)**



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