

**EXTENDED PRODUCER RESPONSIBILITY ROUNDTABLE:
EXPLORING SOLUTIONS FOR THE FUTURE**

**TUESDAY, NOVEMBER 16, 2010 12:00-8:30 PM PST
BANCROFT HOTEL, 2680 BANCROFT WAY, BERKELEY, CA 94704**

Welcome, Roundtable Goals and Introductions

Tony Kingsbury, Executive-in-Residence of UC Berkeley's Center for Responsible Business and Heidi Sanborn, Executive Director of the California Product Stewardship Council (CPSC), welcomed the audience in attendance and listeners on the conference line. Ms. Sanborn described the goals of the Roundtable as being an open and frank conversation among all the stakeholders involved with electronic waste (e-waste) to explore the full range of solutions and shared opportunities for handling e-waste.

Opening Keynote Presentation

Electronics EPR: Issues and Opportunities

Presented by: Bob Boggio, Industry Analyst for Pike Research

Mr. Boggio discussed how current business models are based on continuous, short-term sales growth, which provides the economic incentives pushing a consumptive and throwaway culture with increasing e-waste volumes. EPR presents an opportunity to change this trend by creating sustainable economic systems. Refer to [Electronics EPR: Issues and Opportunities](#) for more details.

Questions & Answers:

Q. Is there any data on the percentage of e-waste that's reuseable?

A. Mr. Boggio is not aware of any data and this is an area that is not being addressed.

Q. What is the recycling rate in the U.S.?

A. Similar to the OECD countries.

Q. What is industry's role? How can the trade associations be brought on board for support of EPR?

A. Trade associations have been successful in lobbying in their members' self-interest. Members of the trade associations should give input to their associations to support EPR.

Panel Discussion on Electronics EPR

The panel discussion was moderated by Heidi Sanborn, CPSC.

Managing Electronics – A Better Way: Product Stewardship

by Sego Jackson, Principal Planner with Snohomish County, WA

Mr. Jackson is the Chair of the Policy Committee of the Northwest Product Stewardship Council (NWPSC), a coalition of governments in Washington and Oregon that has been working on product

stewardship policies since 1998. His presentation included some history of the efforts of the National Electronics Product Stewardship Initiative to establish national e-waste EPR. With the acknowledgment by the NWPSC that a national solution was not going to happen in the foreseeable future, and seeing an e-waste tsunami approaching, e-waste stewardship legislation was promoted and achieved in 2009 at the state level in Washington and Oregon. After describing policy approaches, operational details and statistics of the Washington e-waste program, Mr. Sego expanded his presentation to the types and metrics of electronic waste laws in the other 22 states with e-waste legislation. He noted that it is difficult to compare the effectiveness of different programs due to a variety of funding sources, different covered products and definitions, and who can use the recycling systems. His presentation concluded with a note of the frustration of addressing EPR on a product by product basis.

Refer to [Managing Electronics – A Better Way: Product Stewardship](#) for details.

The Role of Recyclers in Creating a Sustainable Electronics Industry

by Renee St. Denis, Vice President at SIMS Recycling Solutions

Ms. St. Denis is the Vice President of Policy and Strategy Development for Sims Recycling Solutions, part of Sims Metal Management, the world's largest ferrous metal recycler. Ms. St. Denis provided some company operational statistics and then noted that with their international e-waste recycling programs, it has legislative experiences in nearly every e-waste "take back" system in the world. From this Sims has learned that e-waste EPR systems generally lack flexibility to adapt and change as they mature, that application of a successful system from one part of the world does not guarantee success in other parts of the world, and that programs do not work without meaningful targets and consequences. Ms. St. Denis then discussed challenging issues in dealing with California's e-waste law (SB50) and provided some suggestions for improvements which included ensuring all e-waste is covered, not just monitors, which has resulted in the shipping of non-covered e-waste overseas to countries who cannot safely handle it. Her presentation concluded with key elements of ideal e-waste legislation.

Refer to [The Role of Recyclers in Creating a Sustainable Electronics Industry](#) for details.

Best Buy & Extended Producer Responsibility

by Tim Dunn, Environmental Sustainability Compliance and Policy Manager for Best Buy

Mr. Dunn, Environmental Sustainability Compliance and Policy Manager for Best Buy, after providing some company details, including its position as the #1 global consumer electronics retailer, described Best Buys' comprehensive consumer electronics recycling programs. Their program is evolving to meet the requirements of various state e-waste laws and meeting customer needs. He described the key criteria for a successful e-waste recycling system that includes (1) meeting the customer need, (2) aggressive but achievable targets, and (3) shared responsibility between producers, retailers, recyclers, government and consumers. Mr. Dunn noted that Best Buy is using the Minnesota e-waste law as a model for a national in-store take back program initiated in 2009.

Refer to [Best Buy & Extended Producer Responsibility](#) for details.

Closing the Loop: Why Not in California?

Is "Waste" a Problem or an Opportunity?

Presented by Mike Biddle, Ph.D., Founder and President of MBA Polymers, Inc.

Dr. Biddle, President of MBA Polymers, with numerous awards for innovation and technological leadership, described how the huge problem of e-waste is also an enormous opportunity. And how remarkable it is that most e-waste in the US is either discarded or exported, while most e-waste in Asia and Europe is recovered. He pointed out the energy and resource security benefits of recovering e-waste for its raw materials, and how this is an established practice around the globe. MBA Polymers recognized an opportunity available as most post-consumer plastics are discarded, although it has high intrinsic value. Other materials such as steel, aluminum, glass and paper have relatively high recycling rates and established recovery programs. He provided an overview of the options for managing metal, and then described how MBA Polymers has set up operations where durable goods are recycled in large quantities so they can procure plastic-rich shredder residue for processing into high value plastics. This plastic is sold as a 1:1 replacement for virgin plastics to a variety of industries. This has allowed MBA Polymers to not only be the technology leader – but the first global e-waste plastics recycling company. He concluded by noting that Europe and Asia are embracing this new business and its associated high-tech jobs and he is growing the company and building facilities in China and Europe now for the energy savings and raw material conservation and asking, “Why isn’t the US?” He hopes that the US passes real EPR laws that will drive enough e-waste back into recycling to allow him to build plants in the US.

Refer to [Is “Waste” a Problem or an Opportunity?](#) for details.

Questions & Answers:

Q. How does MBA get materials in Europe?

A. Large quantities of material are consistently available due to take-back laws with enforcement and audits.

Q. What keeps MBA from setting up in California?

A. Several reasons; there are not consistent and significant volumes of plastic as in Europe and Asia, prices paid for recyclables are higher in other countries without environmental controls, and PCB contamination regulations prevents auto shredder residue recycling in the U.S.

Q. What is your (Dr. Biddle’s) position on the Basel Convention?

A. He supports it, but doesn’t promote it.

Moving Forward on Electronics: Finding the Common Ground

Facilitated Discussion & Wrap Up / Next Steps
Heidi Sanborn, CPSC

Ms. Sanborn led an open discussion with questions from the audience, and responses from the various panelists.

Q. Why doesn’t the U.S. get it?

A. The U.S. is anti-regulation, is lowest cost fixated, and the environmental impacts of production and disposal are externalized in other countries.

Q. (comment) Cheap oil is a problem.

A. Yes.

Q. What do we need to be doing?

A. Congressional action on RCRA to prevent exportation of toxic waste. Legislation at the state level is where the action is.

Q. What incentives are there for industry to get involved for harmonized legislation?

A. The fact that there are 23 states with different e-waste laws that are not harmonized.

Q. Are recycled content requirements an incentive that can for encourage recycling?

A. Need more teeth in Federal procurement requirements for recycled content. This is like priming the pump - a market driver to pull the market.

Q. What about a law to ban exports?

A. Has to be a Federal legislation due to conflicts with the Commerce Clause, although counterfeit electronics sold to the military may push the issue.

Q. (comment) Need to get to products at the design stage, i.e., no toxics, easy to remove toxic items, incentives for recycled content.

Q. (comment) The consumer is a powerful market force - an independent scorecard is needed for greener products.

Q. (comment) Eliminate virgin subsidies.

Q. (comments) Manufacturers should step up and support EPR seeing the inevitability of EPR legislation. As more states have different requirements, industry will want a national standard. We should promote good actors like Best Buy. Utilize the power of the consumer through consumer education.

Q. (comment) Phrase the issue as "full cost accounting" not "taxes". It is better received by business framing it that way.

A Model for Driving Change in a World of Polarized Politics

EPR: The Politics of Internalizing the Environmental Costs of Products and Packages

Presented by: Bill Shireman, President and CEO of Future 500

Using the example of the strategy used to establish the California Bottle Bill, Mr. Shireman described how a coalition could be created to establish packaging EPR in the U.S. He noted that the strategy to enact California's Bottle Bill included two key elements; 1) allies in unknown places, and 2) coalitions that have political power. Mr. Shireman detailed key parts of the process to establish the California Bottle Bill and the content of the legislation that enabled its approval. This also created problems due to government involvement with the fees. He sees packaging EPR in the future. There are major foundations that see this as an effort worth pursuing. It is a popular among climate advocates looking for state action. EPR experts and bottle bill advocates are keeping up the pressure in the states. It can be a source of funding (or a way to reduce expenses) for local and state governments. Retailers are pressuring suppliers to reduce their environmental footprint but they need public policy to bring prices and low eco-footprint into alignment. A critical mass for action on EPR for packaging is possible if key stakeholders (NRDC, funder alliances, grassroots/EPR advocates, Coke & Nestle, and any one or two of the big retail companies and consumer product groups) can agree. The unifying principles for EPR are 1) Internalize Costs, 2) Producer Financing, and 3) Producer Management. Mr. Shireman identified Vermont, Minnesota, Wisconsin, Rhode Island, Delaware, Ohio, Pennsylvania and Tennessee as likely prospects for action. He suggested

specific steps to follow for a successful effort; 1) Engage the EPR advocates, 2) Engage the Funders, 3) Keep costs low and fair, 4) Focus on reduction first, 5) Recruit Top Environmental and Grassroots Advocates, 6) Make calculated, reasonable compromises if needed. He concluded his presentation with four points: 1) EPR is coming to the U.S., 2) The only force capable of stopping it is – US, 3) DEMONIZE = defeat, and 4) COLLABORATE with serious commitment to effectiveness and fairness = success.

Refer to [EPR: The Politics of Internalizing the Environmental Costs of Products and Packages](#) for details.

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