

Responses to Workshop Survey

for the

Extended Producer Responsibility Roundtable:

Exploring Sustainable Solutions for Electronics

UC Berkeley School of Business – Center for Responsible Business

held on November 16, 2010

Four completed surveys were submitted and two additional emails with comments. The average numerical scores for question #1 are shown below. Typical representative comments are shown for each essay question (#'s 2 – 5).

- The following speakers presented information and their perspectives about Extended Producer Responsibility and on challenges and opportunities for next steps. Please rank the presentations on how informative and useful they were:

Speaker/Topic	Most Useful			Less Useful	
	1	2	3	4	5
Bob Boggio, Pike Research Electronics EPR: Issues and Opportunities			3		
Sego Jackson, Snohomish County, WA Managing Electronics – A Better Way: Product Stewardship		2			
Renee St. Denis, SIMS The Role of Recyclers in Creating a Sustainable Electronics Industry			1.8		
Tim Dunn, Best Buy Best Buy & Extended Producer Responsibility			1.5		
Dr. Mike Biddle, MBA Polymers, Inc. Is “Waste” a Problem or an Opportunity			1.5		
Bill Shireman, The Future 500 A Model for Driving Change in a World of Polarized Politics			1.7		

- Provide comments on what you found most informative and/or valuable about the EPR Roundtable:

“I really gained much new information and context of EPR in California and the in the US. This was well thought out, the presenters were excellent. I thought the panel with Sego Jackson, Renee St. Denis, and Tim Dunn from Best Buy was one of the best panel discussions I have listened to in a long time. They clearly had a lot of experience to add to the discussion and which prompted a good dialog.”

“Discussion of why the same companies complying with EPR in other parts of the world are so staunchly opposed to it here.”

“Good to see a collection of EPR boosters and companies interested in partnering on future programs. Bill Shireman’s presentation was very informative – figuring out how to pass legislation with all the competing interests is certainly tricky, and he gave great insight.”

“I think all of the speakers and information was helpful.”

“Tim Dunn was excellent to bring the national retailer perspective.”

3. Provide any comments on what you thought could be improved or topics added at the EPR Roundtable:

“Wish there were some electronics companies there to participate in the discussion.”

“More in-depth discussion of what can be done to "level the playing field" for responsible recyclers like MBA Polymers (i.e. how to require and enforce environmental and labor minimum standards). These types of actions may "set the stage" for EPR in the U.S.”

“The absence of any of the manufacturers hurt the value of the discussion.”

“While the dialog was lively and the feeling casual, I think there is room for improvement in facilitation of conversation.”

“Having an actual legislator provide their outlook on how EPR is or is not a “tax” from a political perspective might be very helpful at some point.”

“The “make it as easy to recycle as purchase” slogan was an excellent way to frame the ultimate goal and point of EPR. Maybe that could be a topic in itself – How can EPR work to get us there?”

“The question of exports and environmental controls just has to be addressed better if government is going to be confident in handing over to the private sector via EPR for end-of-life management”

“The other topic that must be addressed in California is the Proposition 26 impact on EPR legislation.”

4. The workshop was about moving forward on e-waste EPR in California. Please provide any thoughts you have on what California (groups, state government, local government, partnerships, others) can or should do to enhance collection and proper recycling of all electronics banned from disposal using an EPR approach. This can include pilot projects designed and implemented by various stakeholders.

“1. Improve data collection on disposition of "non-covered" electronics in CA.

2. Require State government to require verified "chain of custody" handling of all state electronic scrap, and promote model specs/requirements for all county and local governments to adopt.

3. Conduct pilot on effective, efficient (hopefully) screening for reuse and refurbishment within CA.

4. Convince the trade associations that we won't go away and they might as well work with us.”

“We need to find a way to include “anything with a current” in the California program, while figuring out how to update/change the current ARF program for monitors/TVs. Updating the current law to additional items is the most straightforward, but of course it is not EPR. If we are going to have EPR for e-waste in California, it realistically needs to be for everything, not different laws (EPR and ARF) for different items. We'll probably need an updating of the current SB 20 with additional items, with a schedule for transitioning from one funding mechanism to another.

“One idea would be to pilot a comprehensive e-waste EPR program in one California County using another state programs as a model. Perhaps the state could allow investment costs to implement the pilot as a state tax credit.”

“I do think advocates of EPR for electronics in California vs. the current ARF model definitely need to hear about the successes of the program. While EPR is better from a theoretical point of view, the high recovery rates achieved in California for electronics is something that needs to be acknowledged and discussed thoroughly so we don't lose what is best about the current system.”

5. Anything else you would like to tell us:

“The EPR roundtable on was well done and I enjoyed meeting everyone there. Thank you and your team for your work and effort.”

“Great venue for the conference.”

“Excellent effort getting this together.”

“I think the green chemistry angle and advantage of EPR vs. ARFs is something that got a little lost in the conversation. Do we have tangible examples of how this could or has changed product design in other countries? This would seem to be particularly important for electronics or other California-landfill banned universal waste products.”

“How do we do a better job showing that EPR is a domestic jobs creator and wedded in market-based conservative principles? This is the only way we can get to a bipartisan consensus and make real progress.”

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