



CPSC

**California Product
Stewardship Council** SM

EPR Battery Workshop
May 12, 2011

Years of Work on Batteries 2008-11

- Battery Workshop
- Battery collection pilot in Del Norte
- Battery collection pilot in Tuolumne
- Consumer focus groups in San Gabriel
- Business focus groups in San Gabriel
- Battery collection pilot in San Gabriel
- Participation in national facilitated discussion
- Legislation

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

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;

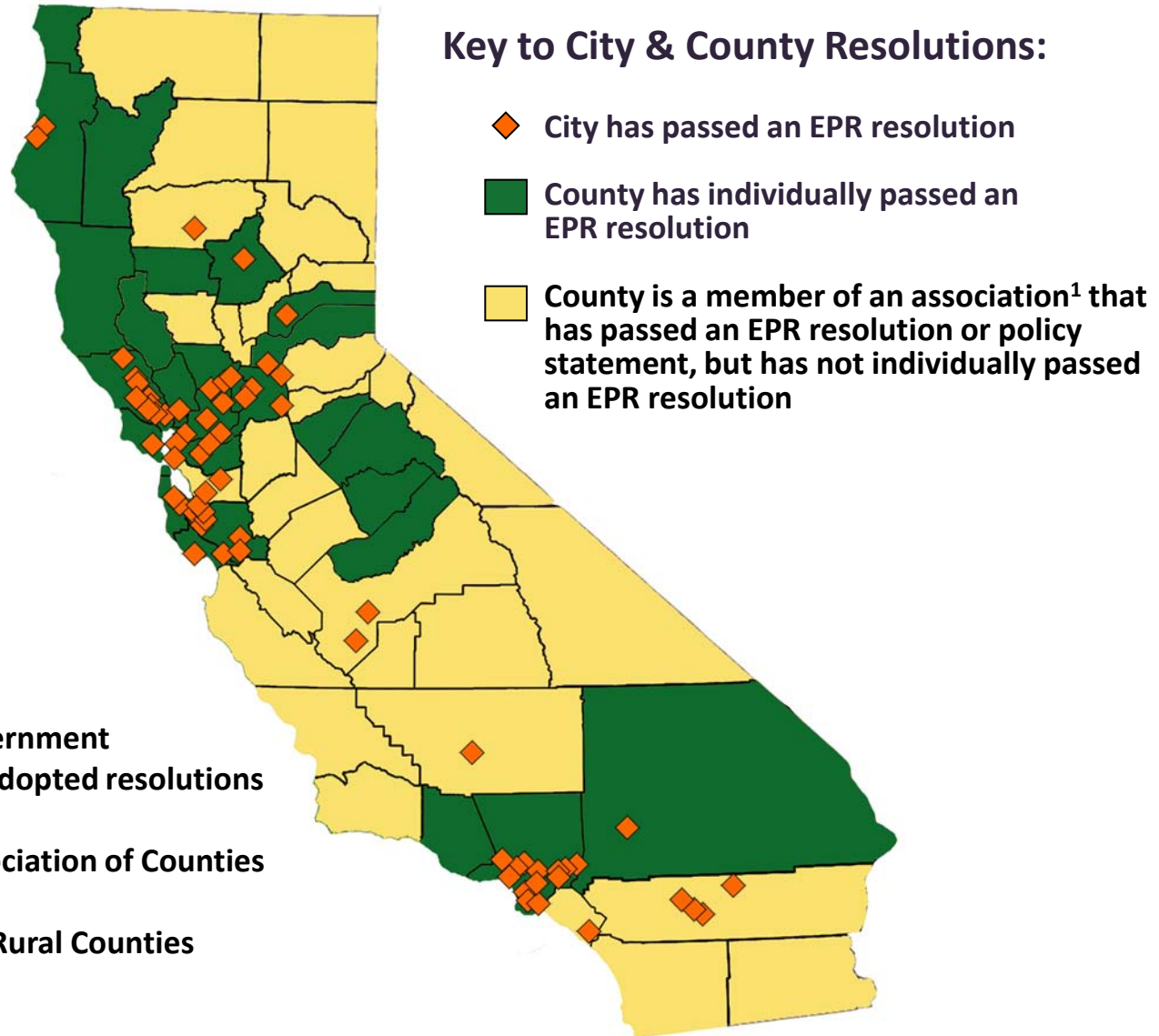
the primary responsibility lies with the producer, or brand owner, who makes design and marketing decisions.”

Extended Producer Responsibility

- Also called “product stewardship”
- Shifts the burden of managing product waste from local governments to the producers /consumers of the products
- Encourages green design
- Encourages reuse, and recycling
- “Take it Back, Design it Green”

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

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



WASTE CONNECTIONS, INC.
Connect with the Future



Paint Recycling, Inc.
"Quality Remade"

San Gabriel Valley Council of Gov't Focus Groups April 2010

- Two consumer focus groups
- Two business focus groups
 - Businesses with Take-Back Program
 - Businesses with no Take-Back Program
- Collect baseline information
 - knowledge and attitudes
 - tailor the public education/outreach program
 - better understand cost/benefits to participating retailers

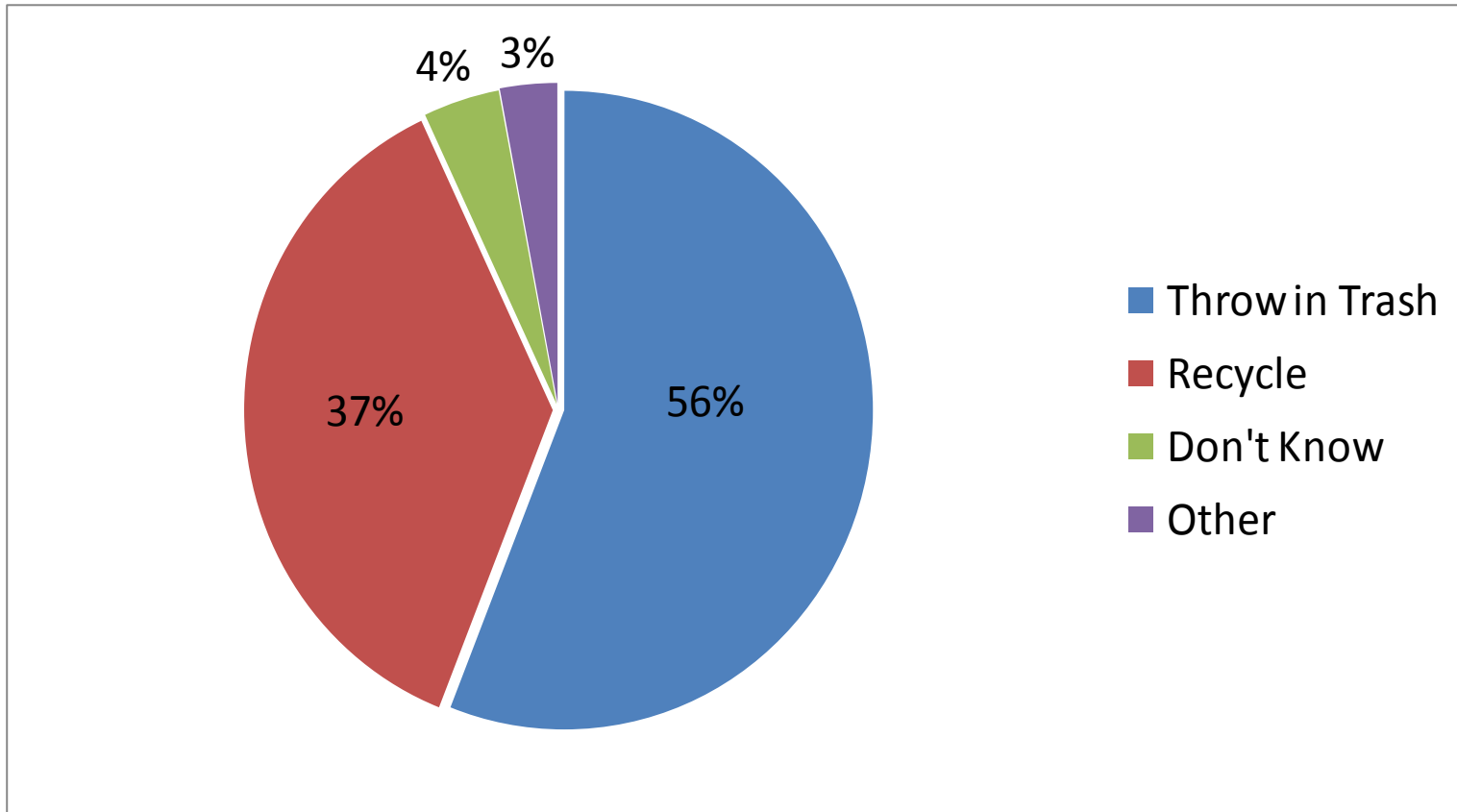
Focus Groups Findings: Baseline Knowledge

- Consumers and retailers unaware of disposal ban
- Most consumers dispose illegally because:
 - Unaware item is hazardous
 - Unaware of where to dispose of properly
 - Convenience of throwing in trash
- Consumers suggested financial incentives for recycling



Baseline Battery Management

56% Throw in Trash



Focus Groups Findings: Benefits to Business

- Take-Back Programs
 - Positive image for business
 - Positive impact on sales

“It makes me feel more positive that at least they are attempting to do something for the customer and the environment.”

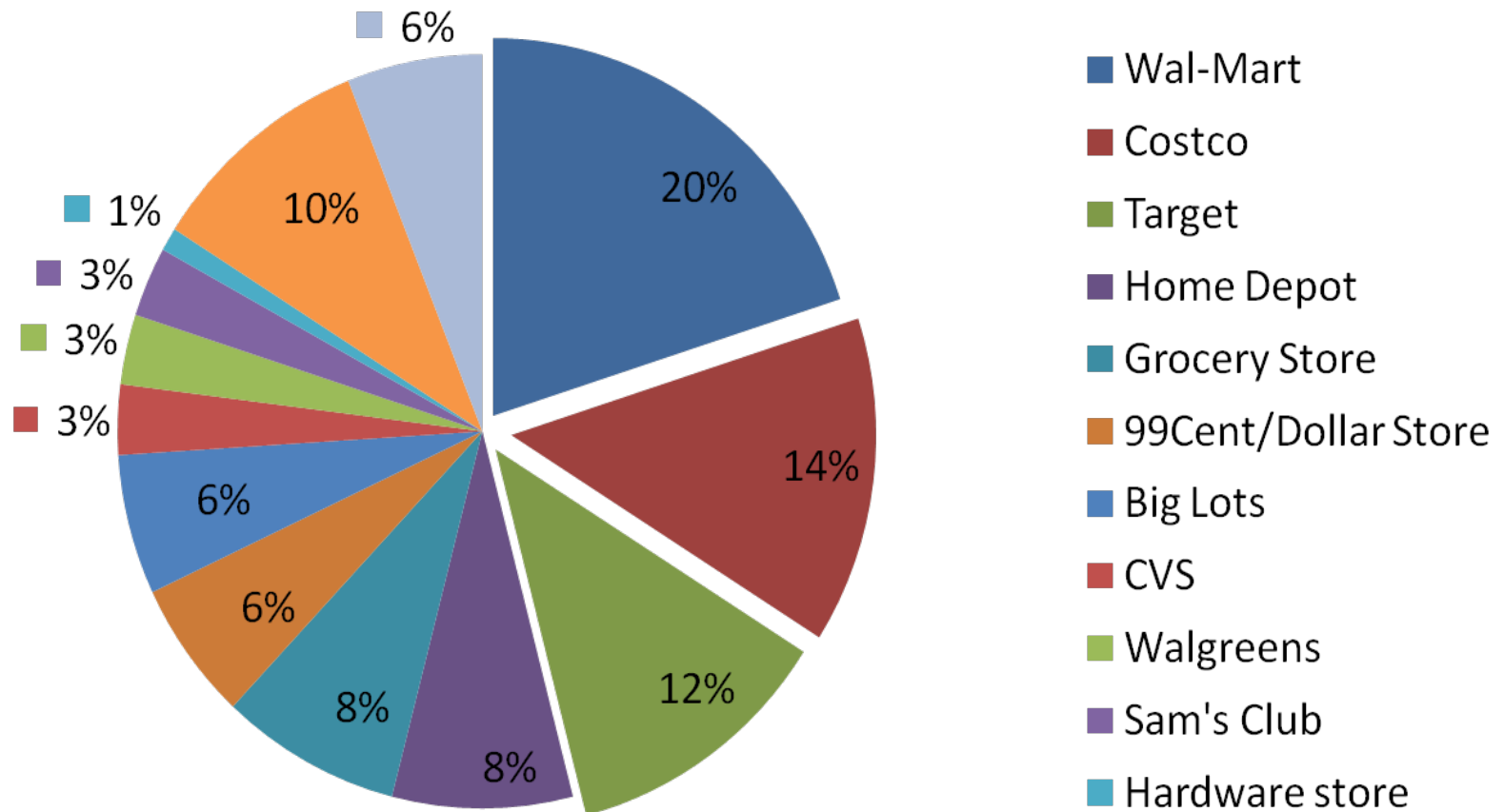


Focus Groups Findings

- Retailers refused to pay for disposal cost of take-back program
- Retailers say producers should be responsible



Where are Batteries/CFLs Purchased



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



Switzerland has EPR for Batteries – Grocery Store in Luzern



Recycling



California EPR Legislation 2008-2010

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.*”

Get Connected

- Join CPSC listserv
- Sign the Pledge
- Come to dialogues and workshops
- Invite us to speak
- Become a Partner

Contact CPSC



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