

Product Stewardship/Extended Producer Responsibility

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Overview

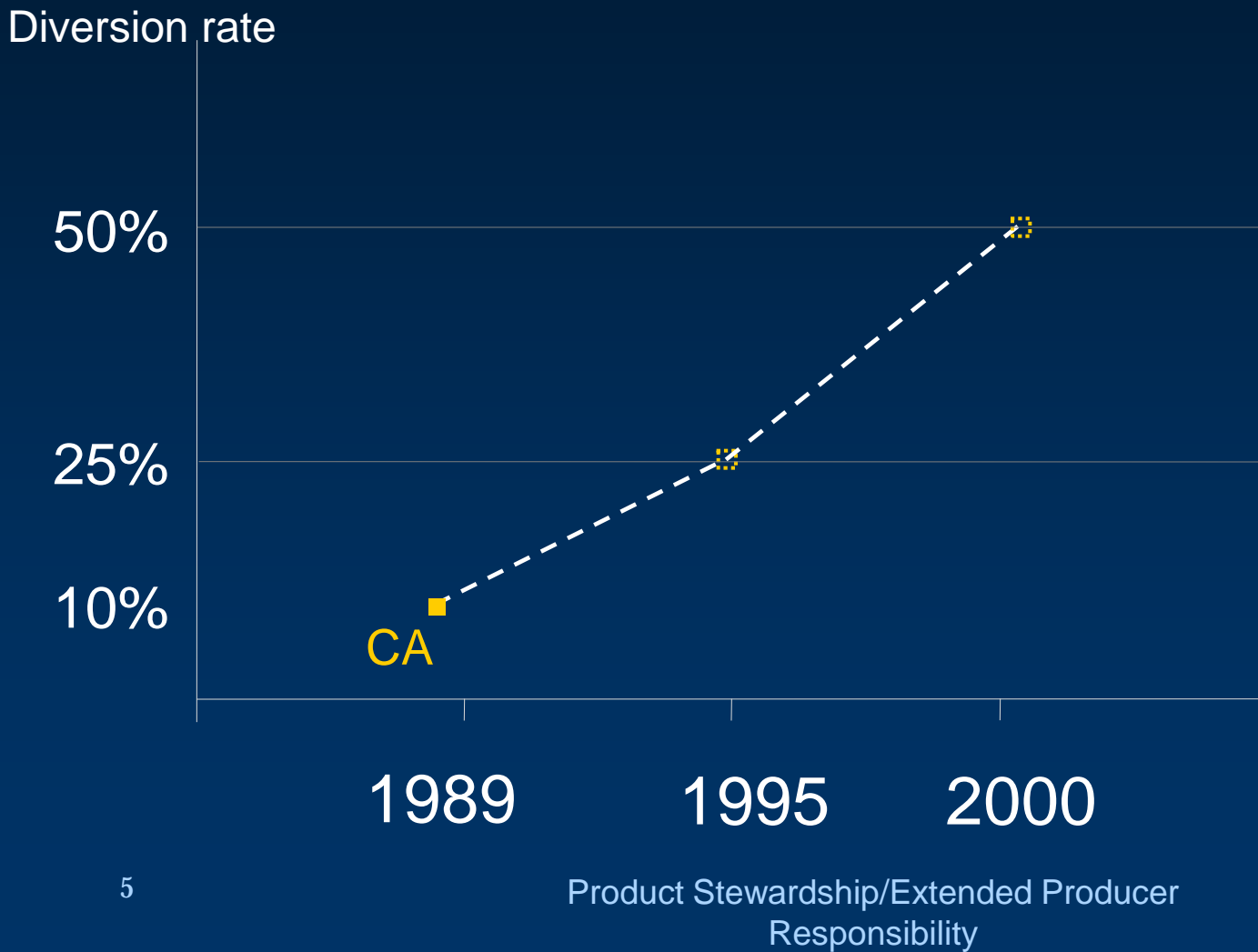
- **California's goals**
- **EPR directive**
- **Carpet and Paint**

California's Goals

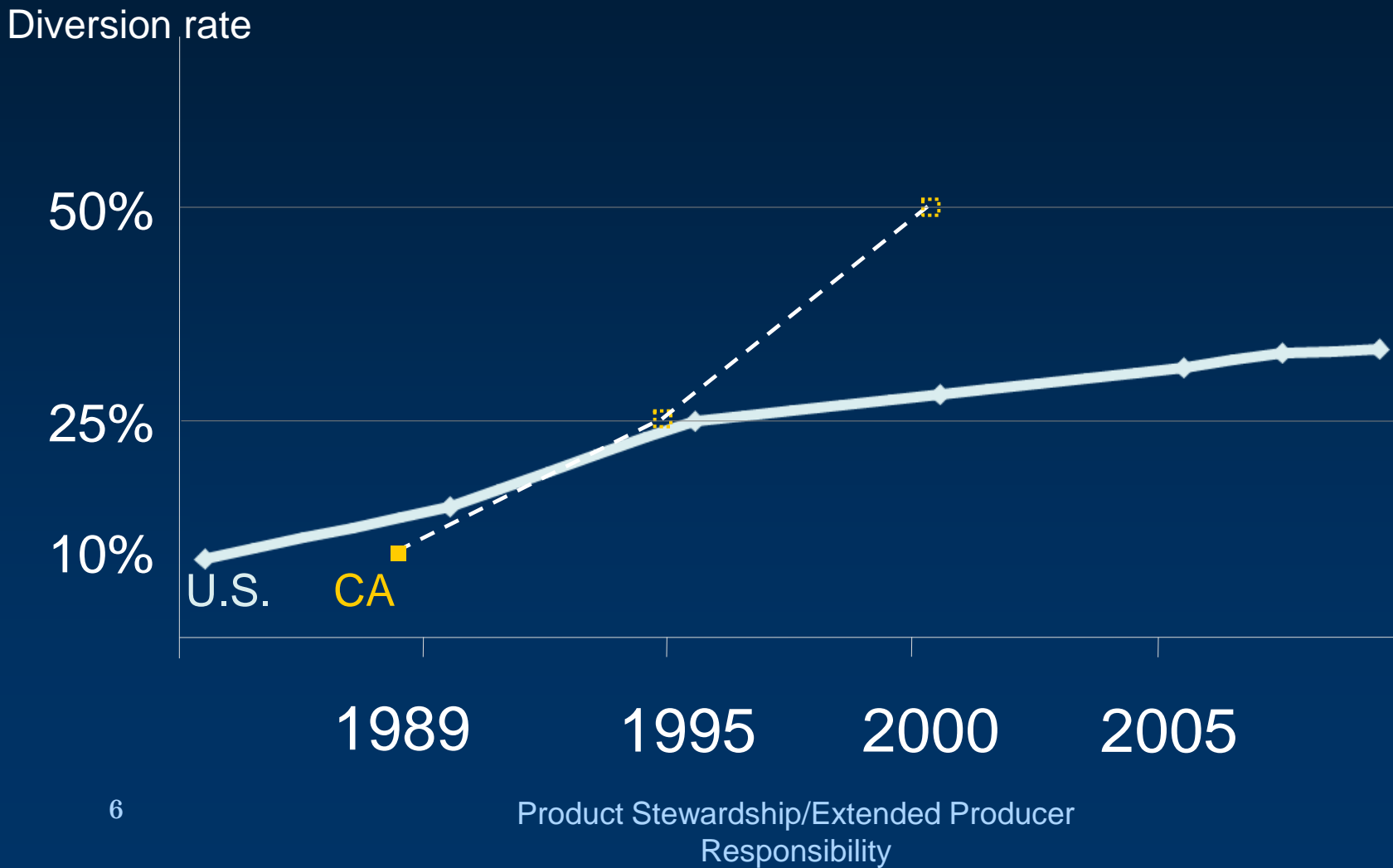
California's Goals



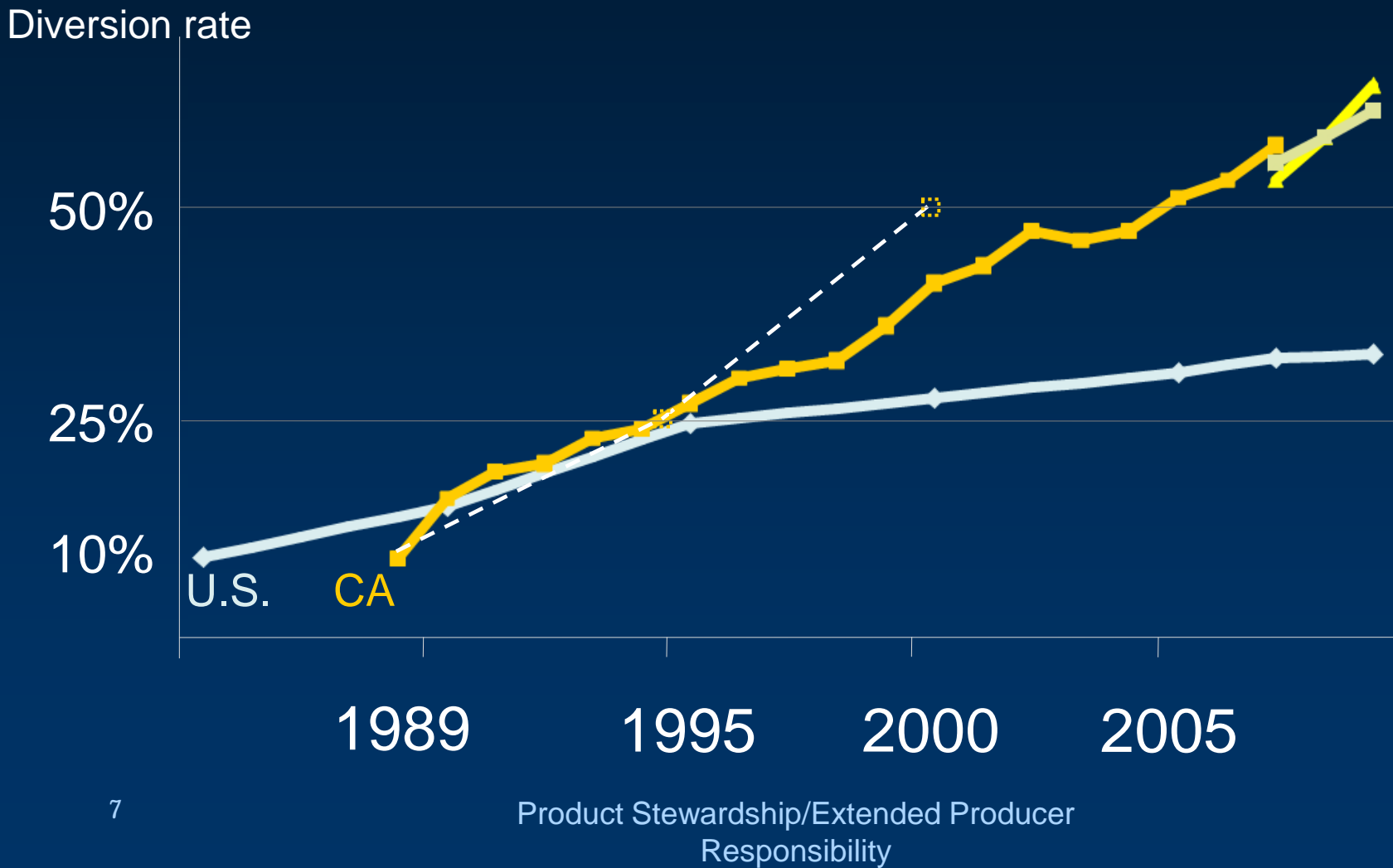
California's Goals



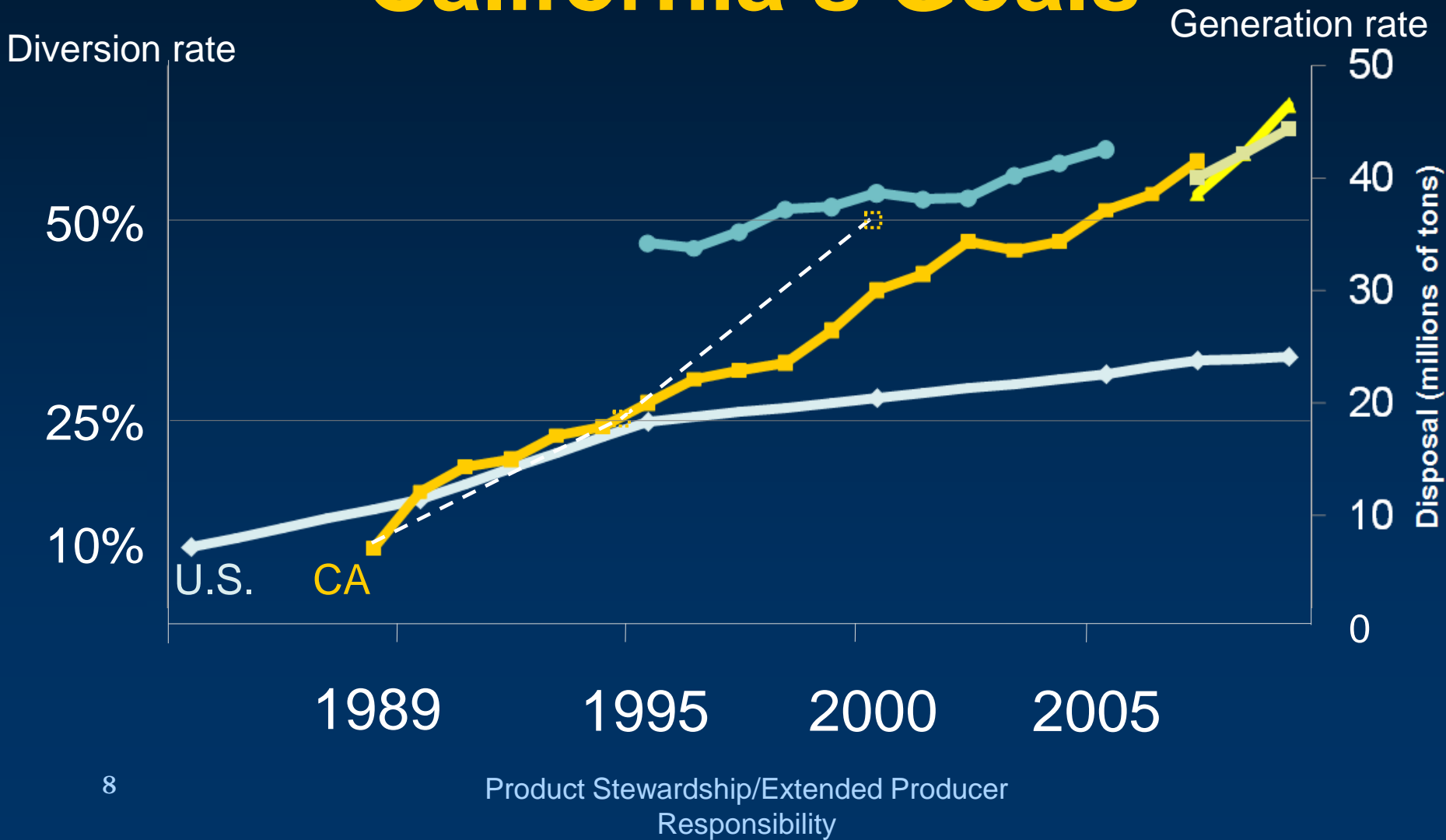
California's Goals



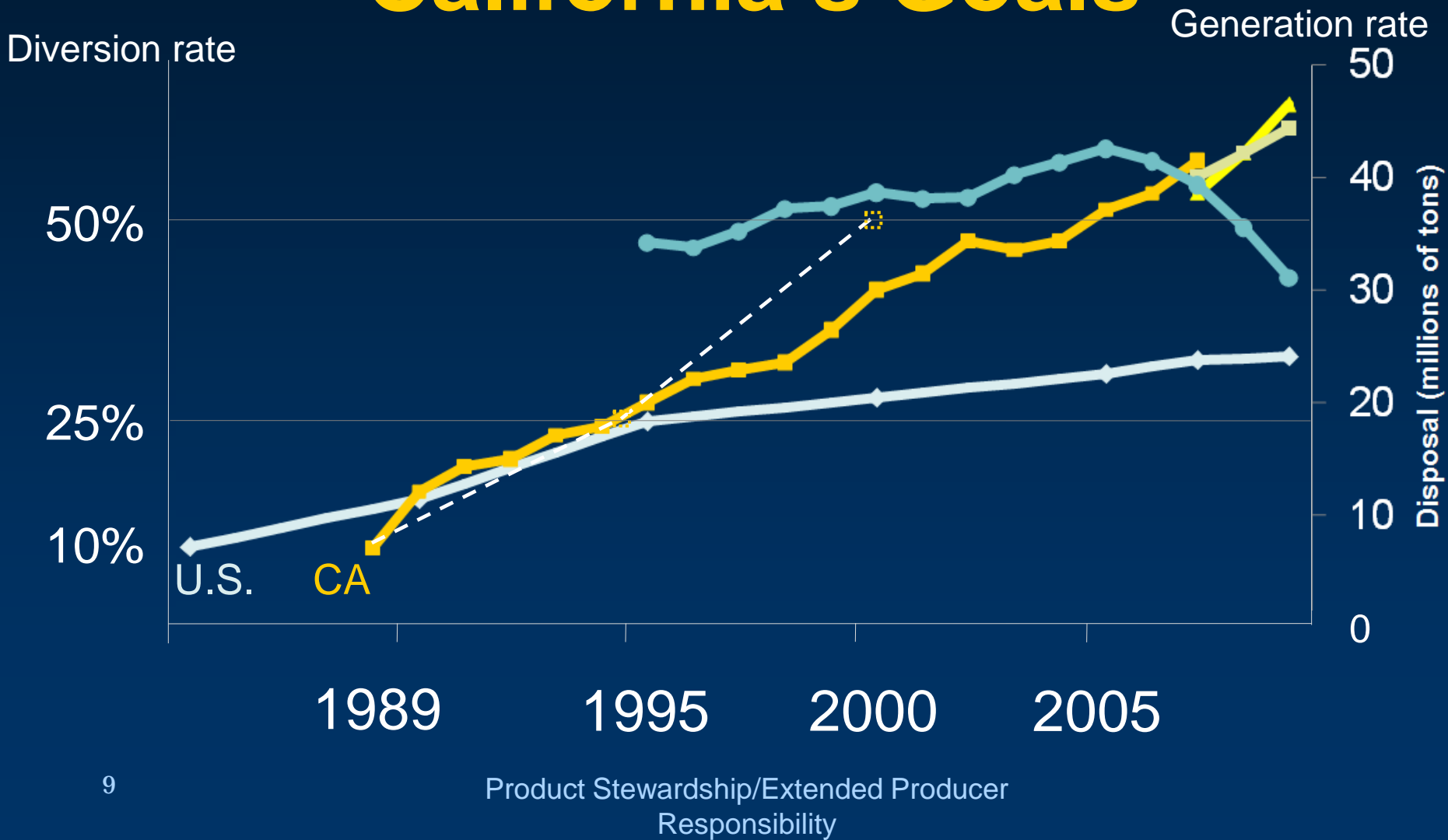
California's Goals



California's Goals



California's Goals



California's Goals



EPR Directive



EPR Directive

- 2007 ➡ **Producer Responsibility**

EPR Directive

- 2007 ➡ **Producer Responsibility**
- 2008 ➡ **EPR Framework**

Today

Producers

State Gov't

Local Gov't



Slide Courtesy of California Product Stewardship Council (with modification)
Product Stewardship/Extended Producer Responsibility

Product Stewardship

Producers



Slide Courtesy of California Product Stewardship Council (with modification)
Product Stewardship/Extended Producer
Responsibility

EPR Directive

- **Accountability**

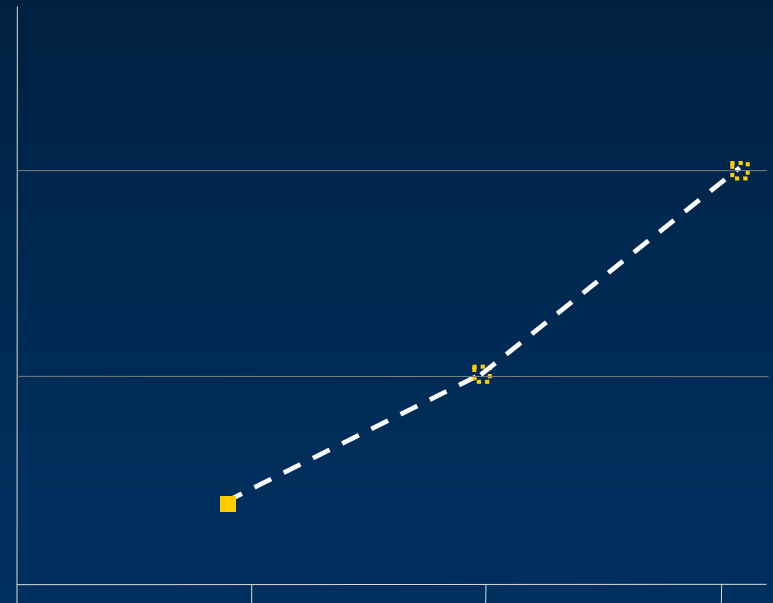
EPR Directive

- **Accountability**
 - **Transparency**



EPR Directive

- **Accountability**
 - **Transparency**
 - **Goals & metrics**



EPR Directive

- **Accountability**
 - **Transparency**
 - **Goals & metrics**
 - **Enforcement**



EPR Directive

- **Level playing field**

EPR Directive

- Level playing field
 - Deny right to sell



EPR Directive

- Level playing field
 - Deny right to sell
 - Fines



EPR Directive

- **Level playing field**
 - **Deny right to sell**
 - **Fines**
 - **Adequate government oversight**



EPR Framework Checklist

CalRecycle Product Stewardship (PS) Legislation Checklist¹

Proposed legislation with a product stewardship approach should consider the following attributes:

Scope

- Defines “Producer” (sometimes called “manufacturer”)
- Defines what is a “covered product” and what is exempt (consider incentives for zero waste).
- Covers new, historic, and orphan products.
- Covers Internet sales.
- Requires statewide coverage, both urban and rural.
- Establishes a process for including additional products over time (for Framework legislation²).
- Requires state legislation (alternatives include changes in regulation or legislative correspondence)
- Harmonizes with PS legislation in other states or countries for similar covered product(s).

Measurement & Effectiveness

- Requires targets or goals. Who sets them – Producers or Government? Are they enforceable?

Key Features: Carpet and Paint Laws

	Carpet AB 2398, signed Sept. 2010	Paint AB 1343, signed Sept. 2010
Accountability		
Goals and Metrics	✓	
Transparency	✓	✓

Key Features: Carpet and Paint Laws

	Carpet AB 2398, signed Sept. 2010	Paint AB 1343, signed Sept. 2010
Accountability		
Goals and Metrics	✓	
Transparency	✓	✓
Level Playing Field		
All producers are covered	✓	✓
State approves EPR plans	✓	✓
State enforces EPR plans	✓	✓
State recovers enforcement/oversight costs	✓	✓
Public gets statewide convenient recycling		





EPR: www.calrecycle.ca.gov/EPR/



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