

*Did you know? Recycling one aluminum can saves enough energy to run a TV for three hours.*

## How You Can Help

- ☑ Reduce, reuse, recycle
- ☑ Buy recycled – support recycling markets
- ☑ Take advantage of take-back programs
- ☑ Ask retailers and producers to take back what they sell
- ☑ Write letters – tell your elected officials to support producer responsibility!



**Product Stewardship is a BIG idea that addresses multiple issues:**

- Reducing waste
- Reducing CO<sub>2</sub> emissions
- Creating demand for recycled products
- Creating green jobs
- Improving water quality
- Reducing litter
- Reducing marine debris
- Protecting public health



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## A Planet is a Terrible Thing to Waste

**Let's Do Something About It**



**California Product Stewardship Council**

# The Problem



## \$500 Million & Counting...

That's what Californians spend each year to manage products that have been banned from landfills. And the price tag keeps growing as more toxic and problematic products are banned. Garbage rate payers and taxpayers foot the bill for expensive disposal programs for common items like paint, pesticides, fluorescent lights, and batteries. Pharmaceutical waste will likely be banned soon. But how is this helping? Shouldn't we be looking at the source of the problem?

Despite our best efforts to recycle more, we still throw away as much today as we did in 1990: 40 million tons per year, and approximately seventy-five percent of that is product and packaging waste!



The price tag keeps growing as more toxic and problematic products are banned from landfills.

It's time to think outside the box - literally. It's time for real solutions, not landfill bans. It's time for greener design, products that are easier to reuse, repair and recycle and that have less packaging.

## Landfill Bans are Not the Solution!



Producers hold the key to greener design. Only the producer can design less toxic products that are easy to reuse, repair and recycle, and can use less wasteful packaging.

Extended Producer Responsibility (EPR), or product stewardship, means whoever designs, produces, or sells a product takes responsibility for minimizing its negative environmental impacts. This means everything from designing it better in the first place to taking responsibility for it at the end of the product's useful life.

## Producer Responsibility: A Plan for the Future

Product stewardship is not a new concept. In Canada, Europe, Japan and other countries many of the same producers who sell products in the U.S. are already part of successful product stewardship programs. The same producers who aren't doing it here – because they don't have to.

Consumers want to know the products they buy are safe and want convenient disposal options so they can do the right thing. No one wants to flush unused medicines down the toilet or throw batteries in the trash, but without convenient disposal options, what can consumers do?

Product stewardship means designing it green and taking it back. CPSC believes it is best to let the private sector design and operate recycling systems for their product waste primarily

because the private sector can operate more convenient and cost-effective collection systems than the government can.

It's time for California to take a stand against

product and packaging waste through meaningful public policy that will require producers to take the responsibility for managing their product waste.

Support product stewardship!

*80% of streams sampled had measurable concentrations of prescription and nonprescription drugs, steroids, and reproductive hormones.*

*Product Stewardship: Take it Back — Design it Green*