



## **CALIFORNIA PRODUCT STEWARDSHIP COUNCIL CELEBRATES FIRST NATIONAL POLICY SUPPORTING FRAMEWORK FOR SUSTAINABLE PRODUCTION**

**Sacramento, California (July 15, 2008)** – The California Product Stewardship Council (CPSC) applauds the National Association of Counties (NACo) today for adopting the first national policy supporting a “framework” approach to Extended Producer Responsibility (EPR). The groundbreaking national resolution exemplifies growing support and momentum toward sustainable production.

“We are energized by NACo’s support and delighted that county elected officials from California and across the country are united in supporting the need for product producers to become part of the waste management solution,” says Heidi Sanborn, Executive Director, California Product Stewardship Council.

Extended Producer Responsibility is a concept whereby product manufacturers are primarily responsible for the life cycle of their products. The “framework” policy goes beyond the product-by-product approach and establishes consistent principles and procedures to achieve producer-lead responsibility for sustainable product design and management.

The CPSC, an organization of local governments and other partners, formed to support development of EPR policy and its implementation.

In January 2008, the California Integrated Waste Management Board took a bold step and adopted a framework for an Extended Producer Responsibility system. With EPR implementation legislation expected to be considered soon in California and other states, and now with the first national association of elected officials supporting the EPR Framework policy approach, the effort toward achieving sustainable production gains significant momentum.

“NACo’s adoption of the Extended Producer Responsibility framework is a great step forward for our environment,” says Commissioner Victoria Reinhardt, Ramsey County, Minnesota. “Smart design protects the environment and saves money by preventing costly waste.”

Reinhardt was the author of the framework resolution for NACo, in addition to three other product-specific producer responsibility resolutions for paint, electronics, and mercury-containing lamps. The National Association of Counties adopted the resolutions at their annual meeting in Kansas City, Missouri.

“NACo’s resolution signals the beginning of the end to local governments providing “free” disposal services to producers of toxic and throw-away products,” says Bill Sheehan, Executive Director, Product Policy Institute.

Both CPSC and the Product Policy Institute are dedicated to reversing the trend of manufacturers producing more disposable and toxic products every year.

For more information about CPSC, call Heidi Sanborn at 916-485-7753, or go to [www.caproductstewardship.org](http://www.caproductstewardship.org). More information about the Product Policy Institute is available at [www.productpolicy.org](http://www.productpolicy.org), or Bill Sheehan, 706-613-0710. Commissioner Victoria Reinhardt is available at 651-247-9958.

**About the California Product Stewardship Council:**

The California Product Stewardship Council is a not-for-profit, non government agency dedicated to shifting California's product waste management system from one focused on government funded and ratepayer financed waste diversion to one that relies on producer responsibility. CPSC has 53 participating local governments in California including San Bernardino County, Sacramento County, Mariposa County and Cities of San Francisco, Fresno and Chula Vista and the association of the Regional Council of Rural Counties. CPSC is working for product stewardship to reduce public costs and drive improvements in product design that promote environmental sustainability.

For more information, go to [www.caproductstewardship.org](http://www.caproductstewardship.org).

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