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Leaders in Sustainability Share Waste Reduction Innovations
California Product Stewardship Council - Beyond Recycling
California Resource Recovery Association Conference
August 2-5, 2009
Rancho Las Palmas Resort, 41000 Bob Hope Drive, Rancho Mirage

Rancho Mirage, Calif. (July 27, 2009) – The Coachella Valley will host an intense four-day “meeting of the minds” to discuss ways to reduce waste, cut dangerous greenhouse gases and create more green jobs in California. A leader in sustainability practices, the **California Product Stewardship Council (CPSC)** will participate in the California Resource Recovery Association conference August 2-5, 2009 at the Rancho Las Palmas Resort. CPSC will educate government officials and waste management professionals on proven ways to save money and resources through Extended Producer Responsibility (EPR).

Sometimes referred to as Product Stewardship, EPR shifts the primary responsibility for managing waste products from local governments, taxpayers and ratepayers to producers to design products that can be reused or recycled.

“CPSC and its partners believe that when producers of products become responsible to ‘take it back,’ they have a strong economic incentive to use less packaging and to redesign their products to be more sustainable,” said Heidi Sanborn, CPSC executive director. “Approximately 70-percent of our waste stream is products, which are very expensive to manage, therefore, it’s critical we reduce that number to conserve our natural resources and decrease the demand for new landfills and the cost to operate and monitor them.”

Conference Highlights

Exclusive environmental tours in the Coachella Valley and Inland Empire, engaging speakers, training seminars and networking opportunities are all part of the conference, which encourages governments and industry to embrace “Zero Waste” goals. Conference Sessions are listed at <http://www.crra.com/2009conf/sessions.shtml> and speaker times are available at http://www.crra.com/2009conf/featured_speakers.shtml.

(Additional Schedule of Interest Attached)

CPSC will demonstrate how California businesses are successfully implementing EPR on Sunday, August 2 from 1 p.m.-4:30 p.m. During the session representatives from Sony, Bentley Prince Street (a carpet recycler), Honeywell Corp. (thermostat manufacturer), and Peninsula Packaging (a plastics manufacturer) will explain how their companies “take back” their products and thrive in California.

California Product Stewardship Act

Currently, the State Assembly is considering a landmark bill that would incentivize producers to design products and packaging that are less toxic, more durable, reusable, recyclable and/or biodegradable. “The California Product Stewardship Act,” (AB 283) introduced by Assemblymember Wesley Chesbro (D-First District) would get California closer to Zero Waste goals.

All speakers, workshops and presentations will be at the Rancho Las Palmas Resort at 41000 Bob Hope Dr., Rancho Mirage.

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The California Product Stewardship Council (CPSC) is an organization of more than 90 local governments and associations and hundreds of other partners, formed to support development of Extended Producer Responsibility (EPR) framework and its implementation. EPR is policy whereby product manufacturers are responsible for the life cycle of their products. CPSC’s mission is 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.