



## Product Stewardship for Governments

- A two-part free webinar series

Offered by EPA Region 10 and the [Product Policy Institute](#)

### What is Product Stewardship and What is government's role in Framework Legislation?

[Product Stewardship for Governments](#): Tuesday, May 12, 2009 at 10 a.m. (PST)

[Framework EPR Legislation: Government's Role](#): Tuesday, May 26, 2009 at 10 a.m. (PST)

## I. Product Stewardship for Governments

May 12, 2009 [*Tuesday 10 am Pacific*]

An international movement to improve product design by changing how recycling and waste disposal are financed is gaining momentum in North America. And it is being largely led by local governments currently burdened with managing products designed for disposal. Product Stewardship, also known as Extended Producer Responsibility (EPR), is a government strategy to place the responsibility for end of life product management on the producer and consumers of a product and not the general taxpayer or local government. Join Bill Sheehan and Heidi Sanborn from Product Policy Institute, and Sego Jackson from the Northwest Product Stewardship Council, for a discussion on what product stewardship means for governments, actions they can take, and how local governments are getting organized through state Product Stewardship Councils.

### Speakers

**Heidi Sanborn**, Outreach Director, [Product Policy Institute](#), and Executive Director, [California Product Stewardship Council](#) (CPSC), will give an introduction to product stewardship and describe how local and state government officials in California are working to transition product and packaging waste management from taxpayer and ratepayer financed to producer financed; and how CPSC is the hub that brings all stakeholders together.

**Sego Jackson**, co-founder and policy chair of the [Northwest Product Stewardship Council](#) and Principal Planner with Snohomish County Solid Waste will speak about the first Product Stewardship Council, its role in setting the stage for Washington's landmark producer responsibility e-waste legislation, the savings now being realized, and the importance of government engagement in national product and packaging dialogues.

**Bill Sheehan**, Executive Director of the [Product Policy Institute](#), will describe the movement of local governments getting organized through product stewardship councils and how PPI

helps start Councils to promote EPR framework policies. PPI was the catalyst for product stewardship councils in California, New York, Texas and Vermont, and is now working with local governments in several other states.

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## II. Framework EPR Legislation: Government's Role

May 26, 2009 [*Tuesday 10 am Pacific*]

Extended Producer Responsibility (EPR), also known as Product Stewardship, is a government strategy to place the responsibility for end of life product management on the producer and consumers of a product and not the general taxpayer or local government. The [EPR "framework"](#) approach allows one law to establish EPR as policy and gives state government the authority to address multiple products over time. Several provinces in Canada, including British Columbia, already have Framework EPR regulations in place. Join Sego Jackson of the Northwest Product Stewardship Council, Heidi Sanborn from Product Policy Institute, and Garth Hickle from the Minnesota Pollution Control Agency for a discussion on state-by-state Framework EPR legislation and local government's pivotal role.

### Speakers

**Sego Jackson**, co-founder and policy chair of the [Northwest Product Stewardship Council](#) and Principal Planner with Snohomish County Solid Waste Division will speak about the origin of the U.S. framework policy approach within West Coast Product Stewardship Councils; the development of joint framework principles now endorsed by five Product Stewardship Councils; framework legislation introduced in both Washington and Oregon in 2009; and potential benefits for local government.

**Heidi Sanborn**, Outreach Director, [Product Policy Institute](#), and Executive Director, [California Product Stewardship Council](#), will describe the evolution and status of framework EPR legislation introduced in California in 2009 and the pivotal role of local government. She will also describe several documents and tools available from Product Policy Institute.

**Garth Hickle**, Policy Analyst, Minnesota Pollution Control Agency, will describe the process and status of [framework EPR legislation in Minnesota](#) as well as the new Canada-wide Action Plan for EPR.

Contact information for this course: Vicky Salazar by telephone at 206-553-1060 (Fax: 206-553-8509) or via e-mail at [salazar.vicky@epa.gov](mailto:salazar.vicky@epa.gov)

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- Live On-line Class, Internet Based  
May 12, 2009 - May 12, 2009
- Live On-line Class, Internet Based  
May 26, 2009 - May 26, 2009

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