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**NEVADA COUNTY SUPPORTS EFFORTS TO REDUCE WASTE
TO PROTECT TAXPAYERS AND RATEPAYERS**

Adopts Resolution Supporting Product Stewardship

Nevada City, California (March 5, 2010) – On Tuesday February 26th, the Nevada County Board of Supervisor’s announced the adoption of a resolution supporting Product Stewardship, otherwise known as “Extended Producer Responsibility” (EPR). Product Stewardship is a policy approach which shifts the cost for product waste management from the taxpayers and garbage ratepayers to the producers of products, who ultimately internalize the cost in the product price.

Nevada County has seen a 1,600 percent increase in costs to manage Household Hazardous Wastes in the last nine years, from \$14,131 in FY 1999 to \$235,000 in FY 2008.

The Nevada County Board of Supervisors expressed support for increased producer responsibility, while emphasizing the importance of minimizing the impacts on local businesses, who generally incur costs on disposing of products like those incurred by consumers.

Product Stewardship calls for producers to share in the responsibility for managing their products and packaging by incentivizing them to design more durable, less toxic and repairable products. When producers develop, fund and manage “take-back” programs, the free-market is utilized to reduce recycling costs while ensuring the product is managed “cradle to cradle” versus “cradle to grave” with no additional cost to recycle the product at end-of-life.

Although the State of California has mandated hazardous products be banned from landfill disposal, there is no sustainably funded collection system for products like household batteries, fluorescent lamps and paint, and costs are externalized onto the taxpayers and ratepayers. Product Stewardship provides an economic feedback loop to producers to share in those costs.

“If we only concern ourselves with the disposal of a product, we miss significant opportunities to reduce the overall cost to manage these products by designing them more efficiently in the first place,” said Mark Miller, Director of the Department of Sanitation. “All stakeholders in the product chain need to share in the responsibility, whether it’s public education, acting as a collection venue, or the consumers returning the product for recycling at convenient collection locations.”

The California Product Stewardship Council is working with companies like Staples to better understand how they are managing environmental initiatives such as recycling programs and product design.

“Now is the time to encourage and reward green design and Staples is always looking to implement positive change,” said Al Tyler, Director of Environmental Initiatives with Staples Advantage. “Our relationship with organizations like the California Product Stewardship Council exemplifies Staples’ ongoing commitment to sustainability.”

Nevada County joins 80 other California cities and counties who support “Producer Responsibility”, including the cities of San Jose and Fresno and the counties of Los Angeles, San Bernardino, San Francisco, and Butte. For a full list of supporting jurisdictions, go to [.CalPSC.org](http://CalPSC.org).

“We’re dedicated to reversing the trend of California producing more waste with just hazardous waste costs exceeding over \$100 million a year to taxpayers and ratepayers,” says Heidi Sanborn, Executive Director of the California Product Stewardship Council. “With the support of local governments such as Nevada County and working with businesses like Staples, we move one step closer to achieving to reducing public costs of waste management by making it more of a private sector activity.”

For more information, or to schedule an interview, call Heidi Sanborn, CPSC Executive Director at (916) 480-9010.

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 is working toward this goal to reduce public costs and drive improvements in product design.

CPSC strives to: (1) Build capacity and knowledge among local governments, and build relationships with stakeholders, to bring about producer financed and managed systems for product discards, including, but not restricted to, products covered by the Universal Waste Ban; (2) Provide a forum for the exchange of information regarding existing and proposed Extended Producer Responsibility (EPR) programs; (3) Develop and recommend practical local and statewide EPR policy and educational tools such as model ordinances and legislation, newsletters, articles, policy briefings, etc.; (4) Provide effective leadership on EPR initiatives in California and develop a prioritized list, with timelines, of future EPR programs; and, (5) Educate elected and appointed officials and other decision makers on the benefits to local government of EPR. For more information, go to [.calpsc.org](http://calpsc.org)