



San Gabriel Valley  
Council  
of Governments



**CPSC**  
California Product  
Stewardship Council<sup>SM</sup>

## Product Stewardship – Benefits For Businesses

*The San Gabriel Valley Council of Governments (SGVCOG) received a grant from CalRecycle to establish convenient retail and business take-back locations for household batteries and mercury-containing lamps. As part of this effort, a telephone survey and focus group research was conducted with consumers and retailers in the San Gabriel Valley to collect baseline information on their knowledge and attitudes product stewardship.*

### Background

Product stewardship means being responsible for all phases of a product’s lifecycle – from design to end-of-life (EOL) – and places the primary responsibility for product EOL management with the producer. This is a significant paradigm shift from current practices, which places the primary burden (and cost) on local governments and taxpayers.

### Value of Being a “Green Business”

Businesses that engage in “green” or environmentally friendly business practices, such as participating in a take back program, may benefit from both a generally more positive public perception as well as increased customer traffic into their stores. SGVCOG surveyed San Gabriel Valley residents to determine their perception of business that offer collection services for household batteries and mercury-containing lamps. Eighty-seven percent of the respondents stated that it was important for them to shop at an environmentally-conscious business (Figure 1).

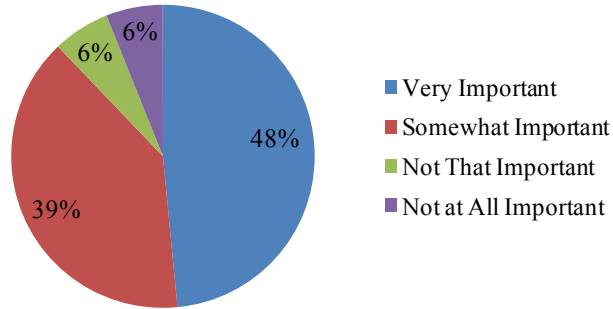


Figure 1. Shopping at an Environmentally-Friendly Business

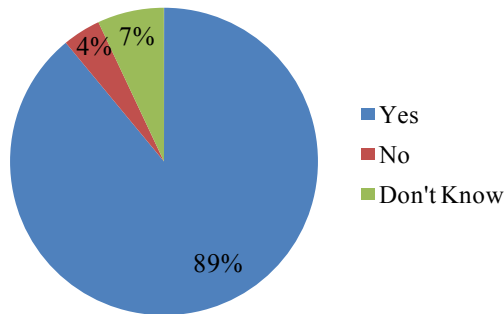


Figure 2. Would Combine Shopping with Recycling

In addition, nearly 70% of the respondents say they would have a more positive impression of stores offering take back services. Furthermore, by becoming a take-back location, stores have an opportunity to expand their customer base. When asked about shopping habits, 89% of the consumers stated that they would typically combine shopping when taking their lamps and batteries for recycling at a retail business (Figure 2). Retailers and consumers also participated in focus group research to determine attitudes and behaviors about product stewardship and recycling. Retailers that currently provide take-back services stated that they believe consumers think better of them for being environmental stewards and this has positively impacted sales.

*“It’s really rare for someone to just drop something off and not buy something while they are there.”*  
—Retailer Focus Group Participant

*“It would definitely give me a more positive image. I may think about actually becoming a customer of theirs if I wasn’t a customer before because of their contribution to saving the environment.”*  
—Consumer Focus Group Participant

