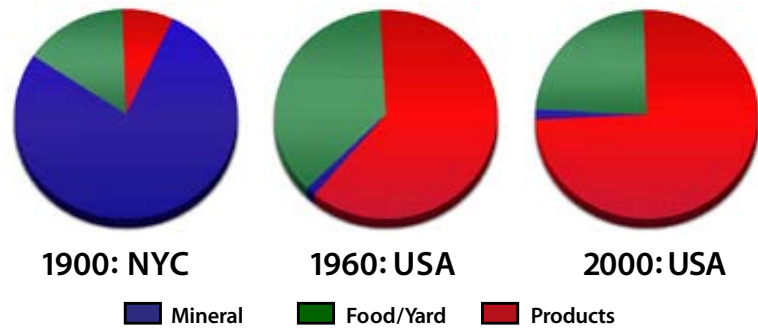


Waste Generation & Recovery Are Changing

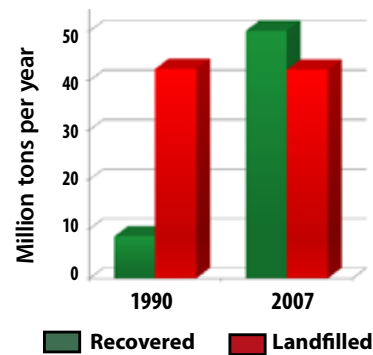
A century ago, when local governments assumed responsibility for solid waste, it consisted mostly of coal ash left over from heating and cooking. The rest was mainly food, with a small amount of simple manufactured products like paper and glass.

Today, manufactured products and associated packaging make up 75% of what we discard*.



Since the 1980s, California's reuse, recycling and composting industries have grown explosively. Thousands of California businesses are recycling valuable resources back into productive commerce, so that today, *about half of the materials discarded in California get recovered*. Though this is a huge achievement, due to population growth and the expanding quantity of packaging and product waste, the amount of waste going to landfills isn't reducing — in fact...

The volume of waste disposed in landfills is about the same as in 1990: approximately 40 million tons.**



To further reduce product and packaging waste and toxicity, *we must further motivate designers, manufacturers and brand owners to design for increasing recycling and recovery*. Product stewardship programs have already been implemented in Europe and Canada with many of the same companies now selling products in California, so we know it can be done here as well.

* Source: *Unintended Consequences*, Product Policy Institute, 2005. See Page 7, Figure 3. The data are published by USEPA as noted in this report.
 ** Source: CIWMB, <http://ciwmb.ca.gov/Profiles/>

Join Us! Help Make Producer Responsibility a Reality in California

- 1 Pass resolutions, ordinances, plans and policies**
Use model producer responsibility plans and policies from our website.
- 2 Advocate for statewide legislation**
Add producer responsibility to whatever advocacy efforts your jurisdiction is pursuing in Sacramento.
- 3 Join CPSC**
Participate in CPSC and help us speak with a unified voice in California. There IS power in numbers.



P.O. Box 216381
Sacramento, CA 95821
www.CalPSC.org

Heidi Sanborn, Executive Director
Phone: 916-480-9010
Email: info@CalPSC.org

Developed with support from The Product Policy Institute.

This brochure was funded in part by a grant from the California Department of Resources Recycling and Recovery (CalRecycle).



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Why Local Governments Want Product Stewardship

A Better Way



Most of the companies that make this stuff aren't paying a nickel to recycle it. In fact, *they designed it for disposal*—and you're picking up the tab!

We think it's time to change that.



CPSC
California Product Stewardship CouncilSM

The Problem: \$500,000,000



The cost of collecting, recycling and disposing of hazardous products easily exceeds \$500 million* a year in California.

*source: CIWMB

The List of Products Banned from Landfilling is Long

Batteries, sharps, electric switches, cell phones, electronic equipment, computer monitors, aerosol cans, fluorescent light tubes, compact fluorescent lights, thermometers, treated lumber... and pharmaceuticals are expected to be banned soon.

Disposal bans without plans do not work:

- Bans DO NOT reduce volume, toxicity or illegal disposal of the wastes.
- Bans DO NOT create safe and convenient collection and recycling options.
- Bans DO put the burden of enforcement on local governments.
- Bans DO put the burden of cost on ratepayers and taxpayers.



Disposal Bans Are an Unfunded Mandate

Local governments try to enforce the state mandated bans, but they don't have the money to do it.

It's the classic unfunded mandate—a government directive without the resources to implement it. The intentions of the bans are good, but the responsibility is misplaced on local governments.

The Solution: Producer Responsibility

Two Systems. No Communication.

We currently operate under two separate systems. The front-end system designs, manufactures and sells products to us and then effectively rides off into the sunset. The back-end system is engaged once the consumer is done with those products.

Local governments become financially responsible for managing the disposal of these private goods, many of which are toxic and disposable *by design*.

These two systems don't communicate with each other. Manufacturers don't have to design products to be nontoxic or recyclable, or design systems to safely dispose of them at the end of their usefulness. And local governments don't have any input into how toxic or durable the products are; but they still get stuck with the disposal bill.

Today's Linear Product Flow — Production to Disposal



A Better Way: Producer Responsibility

Extended Producer Responsibility (EPR), or Product Stewardship, means whoever designs, produces, sells or uses a product takes responsibility for minimizing its environmental impact through all stages of the product's life cycle. *And the producer, having the greatest ability to minimize impacts, has the most responsibility.*

When government makes stewardship programs mandatory, it levels the playing field for businesses so they can compete in a fair marketplace.

Today, products are regulated one category at a time (e-waste, pesticides, etc.). A better approach, an "EPR framework," provides one law that adopts EPR principles for all products and gives regulators the authority to implement rules that make sense for each product.

Implement Producer Responsibility

Manufactured product discards should be managed by producers or their agents. Local governments and private recyclers could then focus more on fostering opportunities to expand reuse, composting and recovery of recyclable materials and other beneficial uses.

Tomorrow's "Cradle to Cradle" System



Tomorrow's system will engage producers to drive green design through every stage in a product's life cycle: from "cradle to cradle." Everyone will share in the responsibility for the products they create, sell, use and discard.

The Producer Responsibility movement is growing:

- Local governments throughout the U.S. are beginning to implement EPR programs and policies.
- Some manufacturers and retailers in the U.S. have started to implement EPR. In fact, many manufacturers are already practicing EPR in other countries... *the same manufacturers that aren't doing it here!*
- California Retailers Association, Clean Seas Coalition, California Stormwater Quality Association, California Council of Directors of Environmental Health, California Resource Recovery Association and many more support EPR.

EPR Addresses Multiple Issues

- | | | |
|----------------------|------------------|-----------------|
| • Solid waste | • Stormwater | • Wastewater |
| • Hazardous waste | • Ocean litter | • Public health |
| • Resource depletion | • Climate change | • Energy usage |