

# **TALKING POINTS**

## **California Product Stewardship Council**

### **Retailers/Businesses:**

- Extended Producer Responsibility (EPR) is good business. It is more economical in the long run because it drives demand for reuse and for recycled products, rather than continually paying for raw materials.
- Consumers want to make more environmentally-friendly choices. Incorporating Extended Producer Responsibility (EPR) in your business shows your customers you care about the environment.
- Recycling is only part of the solution. If we only concern ourselves with the disposal of the product, we miss significant opportunities to reduce the overall environmental impact and costs associated with managing these products by designing them properly in the first place.
- It is actually less expensive to reduce environmental impacts during the design phase to create true source reduction than it is to create expensive recycling and disposal systems.
- Legislated participation in managing a product type “levels the playing field” so that all producers of a product type must participate in a collection program. If they do it voluntary, the cost of their product increases and puts that producer at a competitive disadvantage.
- We want producers to have incentives to take cradle-to-cradle responsibility for their products so the materials are in a constant state of being recycled in the industrial system.
- The California Retailers Association supports Extended Producer Responsibility (EPR) and the concept that manufacturers incorporate recycling costs into product prices.
- The California Product Stewardship Council educates governmental and non-governmental organizations about product stewardship and works with businesses to promote and encourage sustainable practices and promote the companies that are doing that good work.
- The California Product Stewardship Council is driven by local governments and works closely with partners including waste and recycling companies, non-profits, water quality organizations, businesses of all types, and, most importantly, product consumers who are working together to reduce waste and bring good public policy to the materials management industry.
- For more information, go to the website: <http://www.calpsc.org>.