



March 19, 2019

Chair Ben Allen  
Senate Environmental Quality Committee  
State Capitol Room 2205  
Sacramento, CA 95814

Chair Laura Friedman  
Assembly Natural Resources Committee  
1020 N Street, Room 164  
Sacramento, CA 95814

Email: [Mimi.Holtkamp@sen.ca.gov](mailto:Mimi.Holtkamp@sen.ca.gov); [Tina.Andolina@sen.ca.gov](mailto:Tina.Andolina@sen.ca.gov)

**RE: SB 54 (Allen, Wiener, Skinner) and AB 1080 (Gonzalez) – Circular Economy & Plastic Pollution Reduction Act**

Dear Senator Allen:

On behalf of the California Product Stewardship Council (CPSC) and its affiliate, the National Stewardship Action Council (NSAC), and the hundreds of local government and private sector partners that the two organizations represent, we thank you for authoring and urge the support of SB 54.

CPSC's mission is to shift California's product waste management system from one focused on government-funded and ratepayer financing to one that relies on producer responsibility in order to reduce public costs and drive improvements in product design. CPSC was so successful they created NSAC, a national organization in 2015, to Advocate for a Circular Economy with the vision of achieving a Circular Economy in the United States.

According to the [Ellen McArthur Foundation, a Circular Economy](#) is "A framework for an economy that is restorative and regenerative by design. Looking beyond the current take-make-waste extractive industrial model, a circular economy aims to redefine growth, focusing on positive society-wide benefits. It entails gradually decoupling economic activity from the consumption of finite resources and designing waste out of the system. Underpinned by a transition to renewable energy sources, the circular model builds economic, natural, and social



capital. It is based on three principles: 1) Design out waste and pollution, 2) Keep products and materials in use, and 3) Regenerate natural systems”

The current bill does have many of the features which we strongly support and we look forward to working with the authors on future amendments to assure that we achieve a Circular Economy and provide funding for CalRecycle to do the work outlined in the bill.

There are many studies and reasons why California must lead on source reduction and much higher recycling rates for packaging, and it’s important that we get it right because the rest of the country will likely follow our lead. We, the undersigned, strongly support SB 54 and will continue to work towards a packaging system that is restorative with waste generation finally being decoupled from economic growth as has already been achieved in Europe.

Respectfully,

A handwritten signature in blue ink, appearing to read "DK", written over a light blue circular stamp.

Doug Kobold, Executive Director  
California Product Stewardship Council

A handwritten signature in purple ink that reads "Heidi Sanborn".

Heidi Sanborn, Executive Director  
National Stewardship Action Council

cc: Honorable Committee Members and Consultants, Senate Committee on Environmental Quality

cc: Honorable Committee Members and Consultants, Assembly Committee on Natural Resources

## ATTACHMENT TO SB 54 SIGN ON LETTER 3-18-19



Kelly D. Moran, President, TDC Environmental, LLC

Beverly Hanstrom, Chief Executive Officer /Owner, Colorado Medical Waste, Inc.

Juliana Gonzalez, Executive Director, The Watershed Project

Rick James, Coastodian

Sarah Lakeman, Sustainable Maine Project Manager, Natural Resources Council of Maine

J. Michael Huls, Sustainable Environmental Management Co.

Thomas E. Novotny, MD MPH DSc (Hon), Chief Executive Officer, Cigarette Butt Pollution Project

David Stitzhal, MRP, President, Full Circle Environmental, Inc.

Sloane Read, Owner/Operator, Refill Madness, LLC

Yogi Hale Hendlin, PhD, Environmental Philosopher, Core Faculty, [Dynamics of Inclusive Prosperity Initiative](#), Erasmus University Rotterdam

Caren McNamara, Founder/ Chief Executive Officer, Conscious Container

Shell Cleave, Founder, Sea Hugger

Garth Schultz, Principal, R3 Consulting Group, Inc.

## **ATTACHMENT TO SB 54 SIGN ON LETTER 3-18-19**

Deborah Raphael, Director, Department of the Environment

Susan Klassen, Interim Executive Director, Zero Waste Sonoma

Tim Flanagan, General Manager, Monterey Regional Waste Management District

Stephen Groner, P.E., President, S. Groner Associates, Inc.

Todd Gasparik, Vice President of Business Development, Smart Planet Technologies

Tim Dewey-Mattia, Recycling & Public Education Manager, Napa Recycling & Waste Services

Toby Gad, Owner, Kite Music Productions and Flying Kite Motion Pictures

Cindy Chi, Owner, Owl Post Calligraphy

Frederick S. Mayer, R.Ph. MPH, FACA, Chief Executive Officer, Pharmacists Planning Services, Inc.

Aleta Halter, Owner, Kasperorganics

David Callicott, Managing Partner, GoodLight Natural Candles

Eric Nitzberg, Principal, Sierra Leadership

Susan Harris, Owner/Principal Consultant, Leadership & Strategy for Sustainable Systems

Sarah Guerra, Client Services Manager, Communitas Financial Planning

Sandy Skees, President, Communications4Good

Ryan Zinn, Regenerative Projects Manager, Dr. Bronner's

Rose Penelope Yee, Chief Executive Officer, Green Retirement, Inc.

Oscar Chamberlain, Business Development, MD Global

Louanne Klein, Owner, Distance Learning Consulting

Kathleen Hutton, Webmaster, American Sustainable Business Council

Wedni Shafir, Sustainability Consultant, Shafir Environmental

Lisa Smith, Therapist, Psychology Practice

Jonathon Caplan, Zero Waste Representative, LA Hauler