

2024-2025 YEAR IN REVIEW



CPSC

California Product
Stewardship Councilsm



A MESSAGE From



CPSC
California Product
Stewardship Council™

As Chair of the Board for the California Product Stewardship Council (CPSC), I am honored to lead this outstanding group of experts during this pivotal time for sustainability and product stewardship in California. Since joining the CPSC Board on February 26, 2018, I have witnessed the evolution of the organization and have seen firsthand how the drives progress by transforming collaboration, education, and policy into lasting environmental solutions that strengthen communities statewide.

We have a tremendous track record over this period, and we couldn't have done it without you. This year, CPSC made significant progress in advancing Extended Producer Responsibility (EPR) and built practical solutions for a circular economy. Our leadership on SB 707 (Newman), the Responsible Textile Recovery Act of 2024, continues as we support CalRecycle in the early stages of its regulatory process. CPSC's leadership in solar panel recovery strengthened even further this year. Through our ongoing partnership with local governments, recyclers, and state agencies, we laid the foundation for responsible management of solar panels from reuse to recycling by launching two new, exciting pilot projects.

We've continued shepherding our two landmark battery laws, AB 2440 (Irwin) and SB 1215 (Newman) through the regulation development process with great success and continue to assist CalRecycle with the collection of stakeholder input and guidance through this process. Also, we expanded our educational campaigns in notable ways, including the Refuel Your Fun and \$ave! and Make the Electronic Marine Flare Switch campaigns, helping residents understand how small changes can create big environmental benefits. These campaigns demonstrate the importance of awareness in achieving California's waste reduction and safety goals – and their success shows that CPSC continues to make meaningful impacts on the wellbeing of our communities.



As Chair, my focus is to strengthen CPSC's leadership in both advocacy and public engagement. The newly developed Chemical Processing Handout reflects our mission to clarify how circular material systems can work safely and effectively. CPSC will continue to serve as a trusted source for policy education and a bridge between industry, government, and the public. Looking ahead, I am inspired by the momentum we have built and confidence in our path forward.

Together, we will carry this progress into 2026, expand our partnerships, grow our programs, and deepen our impact as we continue advancing innovation, sustainability, and responsible product stewardship in California and beyond.

Respectfully,
Tedd Ward, CPSC Board Chair & CPSC Team

CPSC Board Members



Tedd Ward, Chair
Del Norte, WMA



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HFH Consultants



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Environment



Amy Hammes, Secretary
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Julia Au
RethinkWaste



Derek Crutchfield
City of Vallejo, CA



Naomi Lue
Castro Valley
Sanitary District



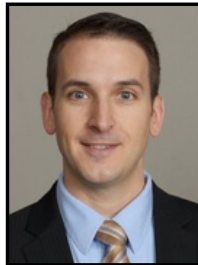
Jennifer West
StopWaste



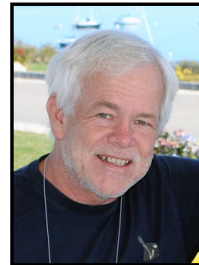
Susanne Passantino
Republic Services



Wes Nelson
Greenwaste
Carpet Recycling



Chris Sheppard
LA County
Public Works



Steve Rodowick
Paradise Recreation &
Parks District



Kristina Miller
City of Rio Vista, CA

CPSC Staff Members



Doug Kobold
Executive
Director



Joanne Brasch
Director of
Outreach



Nate Pelczar
Director of
Administration



Virginia McCormick
Senior Associate



Ryan Klein
Associate I



Bani Dhaliwal
Associate I



Israel Okeyinka
Intern



Lev Birman
Intern

Funding Sources: Associates

Cities, Counties, Districts, & JPAs



Funding Sources: Sponsors

Circular Sponsors (\$20,000 or more)



Platinum Sponsors (\$10,000 or more)



Gold Sponsors (\$5,000 to \$9,999)



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Bronze Sponsors

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CA Association of RMDZs

TDC Environmental

Reciprocal Benefits Sponsors



Education & Outreach

CPSC in the Press

CPSC was featured in several national, state, and local publications during 2024/25, including: San Diego Union Tribune, The Guardian, Capitol Weekly, Sourcing Journal, Financial Times, Resource Recycling, Waste Dive, Packaging Dive, It's Your Voice, San Francisco Chronicle, and more.



Presentations & Webinars

In addition to CPSC-provided webinars, CPSC participated in **30** presentations, webinars, and meetings for other groups and organizations, with nearly **1000** viewers, including:



Campaigns

CPSC's campaigns cover key areas related to our mission of shifting California's material economy from a linear model that subsidizes resource extraction, including ratepayer financed collection and disposal, towards a circular economy that relies upon producer-financed and managed recovery programs overseen by state agencies with all participants compensated for their contributions, while improving the health and well-being of all Californians.



CPSC is leading several marine flare recovery projects and policy development in California that expand circular systems with reduced cost-burden on local governments and rate payers through producer engagement and green design. CPSC has partnered with CalRecycle, California State Parks, California Coastal Commission, and California Environmental Voters with their **Make the Electronic Marine Flare Switch Campaign**, created in 2023, to ensure safe marine flare collection and education.

Created in 2021, CPSC's campaign follows the lead of the European Union's Sustainable Products Initiative. Products need to be made more Durable Reusable, Repairable, and Recyclable (DR3 or "D" "R" "Cubed"), and the **DR³ Campaign** aims to make products placed on the market more sustainable by highlighting these key concepts.



Since 2020, CPSC has hosted regular **Statewide Textile Recovery Advisory Taskforce** (STRAT) calls among hundreds of participants and dozens of sponsors, with intent to publish a report on recommended textile-specific legislation in California. We acknowledge unwanted textiles end up in landfills all over the world as a result of overconsuming and under-utilizing materials in the circular economy.

The **ReFuel Your Fun & Save! Campaign** developed and administered by CPSC in 2015 continues to promote the use of reusable 1 lb. propane gas cylinders in lieu of single-use 1 lb. propane cylinders. Reusable cylinders reduce waste, save local governments and consumers money, and eliminate the hassle of disposal. A California-based manufacturer was one of the first to redesign the 1 lb. cylinder to offer a reusable option to consumers.



The **California Drug Take-Back Program Campaign** developed and administered by the California Product Stewardship Council in 2018, has the goal of increasing the disposal of unwanted medicines across the state of California.

CPSC designed and administers the safe medicine collection campaign **Don't Rush to Flush** (www.DontRushtoFlush.org), created in 2016, which remains active and provides a searchable map (same map as www.TakeBackDrugs.org) to find the nearest medicine collection location.



Refuel Your Fun

The ReFuel Your Fun & Save! (RFYF) campaign, created and administered by CPSC in 2015, continues to encourage the use of reusable 1 lb. propane cylinders instead of single-use versions. In 2024/25, CPSC staff traveled across California to further promote this important initiative. Along with numerous giveaway and collection events held with our team, this year CPSC hosted a special event in Marina, CA to honor State Senator John Laird - an unwavering champion of environmental sustainability - for his key role in authoring SB 1280, which sets a definitive date when all Californians will make the shift from single-use to reusable 1 lb. propane cylinders. We are excited to continue this campaign into 2025/26 and beyond.



Marine Flares

Since 2019, CPSC has been working on marine flare projects, focused on proper disposal of unwanted or expired pyrotechnic marine flares and the promotion of reusable, battery-operated alternatives. Following increasing success over the years, CPSC has helped conduct more marine flare collection events and has handed out more reusable electronic marine flares than any other entity within the State.



Through our 7 active projects - 4 of which are funded by HD grants - we're eager to continue this necessary campaign, the first in the nation, so California can continue to lead in marine flare stewardship. Thanks to our combined endeavors with the California State Parks and Coastal Commission's California Boating Clean & Green Program, collection of expired marine flares and education on safe marine flare management, including the advantages of reusable electronic visual distress signal devices, have never been higher.

Solar Panel Pilots

CPSC is leading several solar panel recovery projects in California that expand circular solar energy systems with reduced cost-burden on local governments and rate payers through producer engagement. Within California, there is an absence of recycling and reuse management standards for solar panels, leading owners, and installers, with little guidance on safe management. CPSC is working with local and state governments to employ proper standards and guide management to prioritize reuse.

In 2024, CPSC created the solar reuse resource map by interviewing local solar reuse champions (including repair, resellers, and installers) in California and beyond. In 2025, CPSC launched our solar panel recovery curriculum webpage which provides an education toolkit and resources aimed at stakeholders who are teaching about solar panel system design and installation within their networks.



Textile Pilots

CPSC has continued our LASAN Textile Pilot Project through Phase 3. From our STRAT LA Working Group meetings to textile panels at events such as ASU FIDM and CRRA, we have networked with several brands and organizations; all with the goal to shine a light on artists and textile businesses in LA.



In 2024, CPSC completed a textile audit from each Athens Services' recycLA zone in Los Angeles. At this year's CRRA Conference in Monterey, CA, the Textile Panel presented the report of the audit's results for the first time. This panel included CPSC, Looptworks, Athens Services, LASAN, and Homeboy Threads.

We're excited to continue playing a role in SB 707 education and lead textile pilot projects in the next year through the Counties of San Joaquin and Merced.

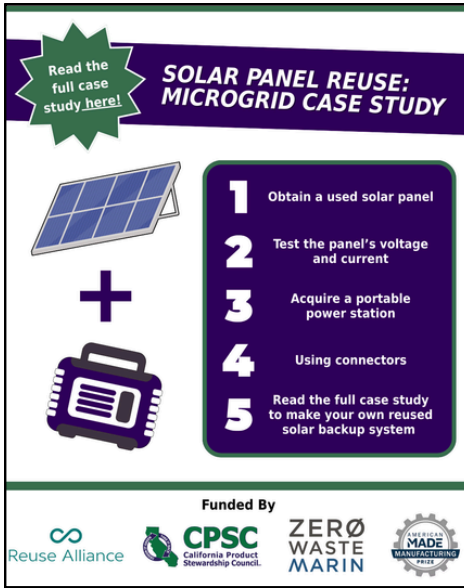
Social Media

CPSC continues to expand their presence on social media by engaging with audiences on all platforms.



Meet our team!

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SOLAR PANEL REUSE: MICROGRID CASE STUDY

Read the full case study [here!](#)

- 1 Obtain a used solar panel
- 2 Test the panel's voltage and current
- 3 Acquire a portable power station
- 4 Using connectors
- 5 Read the full case study to make your own reused solar backup system

Funded By

Reuse Alliance CPSC California Product Stewardship Council ZERO WASTE MARIN AMERICAN MADE MANUFACTURING PRIDE



European Society of Medicine

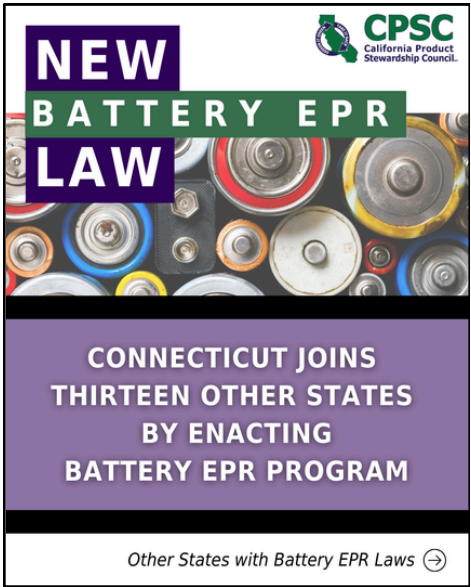
Research Article

Waste Regulations Incentivizing Reuse and Recycling of Medical Textiles in California

Authors: Joanne Brasch, Doug Kobold, and Ryan Klein

Read more: <https://doi.org/10.18103/mra.v13i6.6624>

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NEW BATTERY EPR LAW

CONNECTICUT JOINS THIRTEEN OTHER STATES BY ENACTING BATTERY EPR PROGRAM

Other States with Battery EPR Laws →

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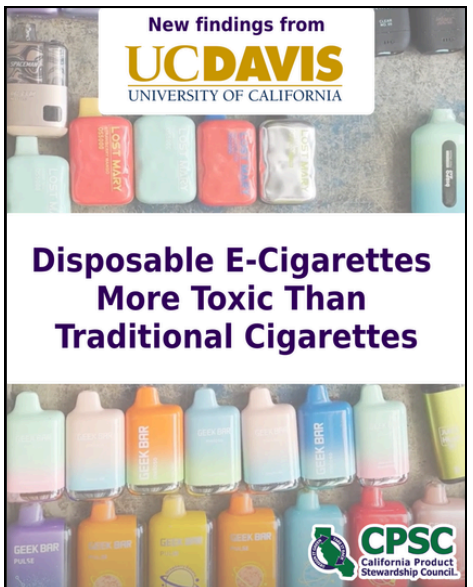


WASTE ADVANTAGE
WASTE RECYCLING SUSTAINABILITY

Recycling Leaders from California Acknowledged for Pushing the Envelope with Plastic and Textile Recycling

Read more: <https://bit.ly/sjBOEQq>

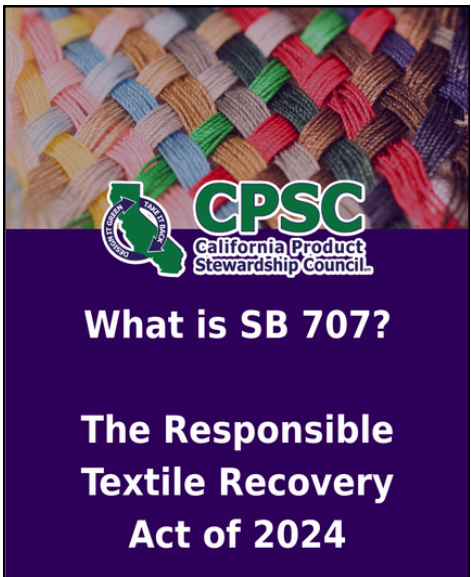
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New findings from UC DAVIS UNIVERSITY OF CALIFORNIA

Disposable E-Cigarettes More Toxic Than Traditional Cigarettes

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What is SB 707?

The Responsible Textile Recovery Act of 2024



RECORDING NOW AVAILABLE!

TEXTILE REGULATION: HEALTHCARE AND HOSPITALITY

WATCH NOW https://youtu.be/wPBsIFR_JHA

Featuring **CPSC** **keh** **LOOPTWORKS**

SPONSORED BY: Landbell H2 Compliance

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HAPPY FRIENDS FRIDAY!

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THANK YOU TO USAGAIN FOR SPONSORING!

usagain
use it again

Leading the State in Extended Producer Responsibility

Boards, Committees, and State Appointments

CPSC has representation on the following boards, committees, and task forces:

SWANA California Chapters Legislative Task Force (Past Chair), SWANA Gold Rush Chapter (President), CRRA (Treasurer & Central District Board Member, Policy Committee Co-Chair, HHW TC Chair), SB 54 Advisory Board Member Appointee (Vice Chair), CalRecycle Illegal Dumping Technical Advisory Committee (Past Vice Chair, Member), CFEE (Board Member), Mattress Advisory Committee (Chair), Carpet Advisory Committee (Vice Chair), Alameda County Illegal Dumping Task Force (Member), Sacramento Opioid Coalition (Member, Safe Disposal Committee Chair), Sacramento Tobacco Coalition (Member, Policy Committee Member), American Association of Textile Chemists and Colorists (Acting Chair of the CA Chapter), Ocean Protection Council's Ocean Litter Prevention Strategy (Lead Organization for 6 Action Items and 2 Working Groups), NAHMMMA Gold Rush Chapter (Treasurer) & National Board of Directors Member, and Women in Solid Waste and Recycling (Member).

California Foundation on the Environment and the Economy (CFEE)

In 2025, CPSC again co-sponsored a special research tour, this time to Vancouver & Victoria, British Columbia. This seventh annual research trip was attended by 34 delegates, including 7 elected officials, the CARB Board Chair & the CalRecycle Director. We examined best practices in material management and recycling. The attendees visited cutting-edge facilities in British Columbia to study underlying policies and programs about EV battery repurposing, bottle return systems, used oil and oil container recycling, in-vessel composting, and unique landfill gas capture for renewable natural gas.



Legislative Advocacy and Recognition

CPSC works with coalitions and networks to educate and advocate for legislation impacting our state's waste management systems, providing updates via regular calls with local governments, through public presentations at meetings/conferences, website updates, and comment letters.

Bills sponsored by CPSC:

- **AB-80** (Aguiar-Curry) - Carpet Recycling. Died in Committee on 08/29/25.
- **AB-762** (Irwin & Wilson) - Disposable Vape Ban. Two-Year Bill.
 - Co-sponsored with CAW, RethinkWaste & CalPIRG
- **AB-864** (Ward) - Solar Photovoltaic Modules. Held on 09/10/25.

Bills of Interest that were signed:

- **AB-70** (Aguiar-Curry) - Solid waste: organic waste: diversion: biomethane. Signed on 10/13/25.
- **AB-633** (McKinnor) - Hydrofluorocarbon gases: sale and distribution prohibition. Signed on 10/01/25.
- **AB-1478** (Hoover) - Used Mattress Recovery and Recycling Act. Signed on 7/28/2025.

CPSC submitted comments for:

- **SB-54** - Plastic Pollution Prevention & Packaging Producer Responsibility Act
- **SB-707** - Responsible Textile Recovery Act

CPSC submitted comments to the agencies:



NCRA Advocacy Day



CSULB Advocacy Day

2025 Arrow Award Winners

CPSC announced the prestigious 2025 Arrow Awards with pride at the state's largest and most influential gathering for waste and recycling professionals: the California Resource Recovery Association's 49th Annual Conference and Tradeshow. CPSC has been recognizing business leaders in California since 2020, and this year, several winners are from the San Francisco greater Bay Area.



Crazy Puppy Company is the winner of the 2025 Green Arrow Award for system and design innovations. Green Arrow Award recipients demonstrate an innovative systems approach that removes or reduces toxic or other problematic attributes present in products. Crazy Puppy Company turns recycled ocean plastic into stylish, high-quality, handcrafted dog collars and leashes. With their vegetable-based inks and water-activated packaging tape, they are keeping toxics out of our oceans and waste streams.

Reuse Alliance is the winner of the 2025 Bow & Arrow Award for coalition building and creative partnerships. Bow & Arrow Award recipients demonstrate synergistic relationships between producers, distributors, retailers, public agencies, and other stakeholders. Through their education and advocacy work, Reuse Alliance draws attention to the benefits of reuse in preventing waste and recirculating resources. CPSC partnered with Reuse Alliance for a solar panel reuse case study in Marin County.

SCRAP is the winner of the 2025 Infinity Arrow Award for service and take-back. The Infinity Award is given to an organization to recognize efforts to initiate an outstanding Take Back program for one or more products as an additional convenience and service to their customers. SCRAP accomplishes this by collecting donated old arts and crafts supplies such as textiles, buttons, paper, and even wood and plastic, to reuse for educational art programs within the community.

Last Chance Mercantile is the recipient of the 2025 Golden Arrow Award for overall excellence in product stewardship. The Golden Arrow Award recipients exemplify all the characteristics of the Green, Bow & Arrow, and Infinity Awards. Last Chance Mercantile has established themselves as a resource to their community by both educating on waste and reuse as well as providing jobs to veterans.

In addition to our Arrow Awards, CPSC has recognized **Joe LaMariana and Julia Au from RethinkWaste as our 2025 Associate of the Year**; an award given for actively nurturing and sustaining the EPR movement within their jurisdiction. Through education and advocacy, RethinkWaste is working towards a sustainable, waste-free future that fosters collaboration, transparency, and resiliency.

CPSC also wants to express gratitude to **Looptworks as the 2025 Sponsor of the Year**; an award given for supporting and growing CPSC's mission of product stewardship. Looptworks offers both fiber-to-fiber textile recycling to promote circularity, which extends the life of lower-quality materials to help companies avoid landfills and prevent further waste. For our Los Angeles Textile Pilot Project, CPSC has collaborated with Looptworks to create recycled cotton fabrics for the LA28 Olympics.

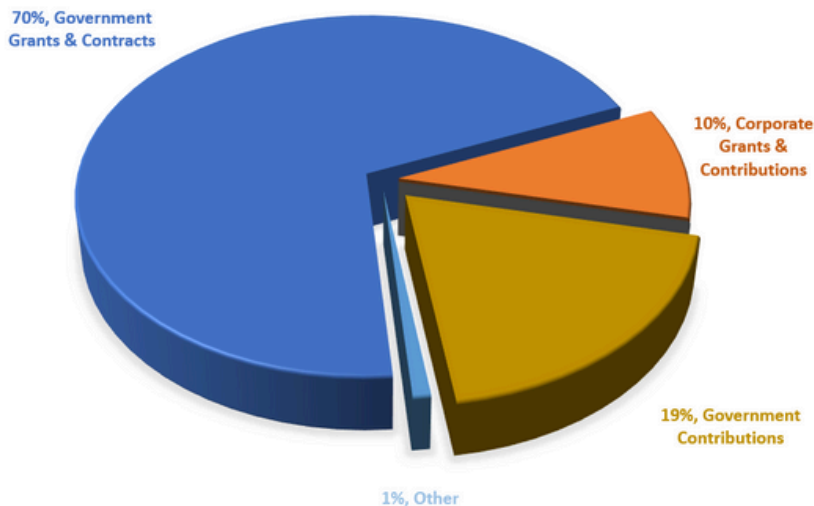
Financial Information

Fiscal Year 2024–2025 (FY 24/25) has been another productive year for the California Product Stewardship Council, although funding options continue to be more competitive, especially with the current economic condition in the country as a whole. Increased economic pressures at the state and local agencies level continue to foster a more competitive landscape for grant funding. With that in mind, CPSC continues to work strategically to sustain and diversify our revenue sources. With these challenges, we ended FY 24/25 with a small loss and had to dip into our reserves, putting a dent in our long-term financial resilience. The graphs below reflect our Programmatic Efficiency and Sources of Revenue for FY 24/25.

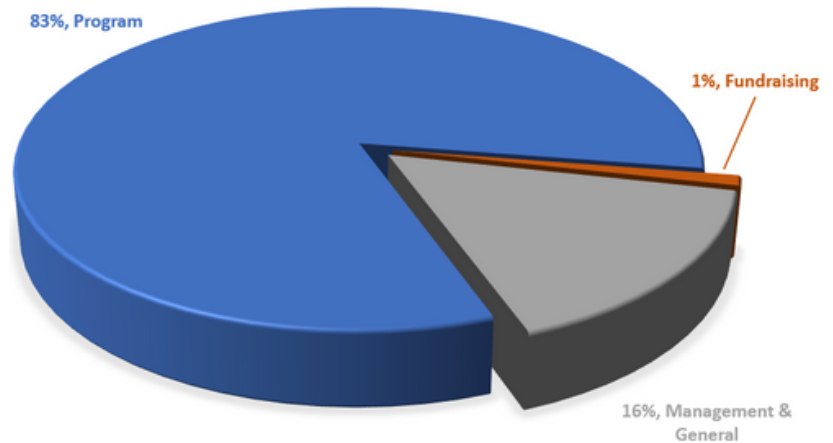
Our projected revenue for the upcoming Fiscal Year 2025–2026 (FY 25/26) is expected to again exceed \$1.5 million, with comparable expenses. As always, we will continue managing our existing portfolio of grants and anticipate adding new projects throughout the fiscal year, though at a slower pace due to increased competition for state and local funding opportunities. Even so, we expect to maintain a high volume of work, with approximately 15-20 concurrent projects, similar to FY 24/25. To remain financially responsible in an unpredictable funding environment, we have budgeted revenues conservatively, while at the same time being liberal on our expense projections.

CPSC remains a strong model of organizational efficiency, with modest fundraising and management expenses, enabling the majority of our annual budget to continue supporting product stewardship initiatives in communities across California.

SOURCES OF REVENUE



PROGRAMMATIC EFFICIENCY



Throughout FY 24/25, CPSC supported local jurisdictions with grant planning, application preparation, and administration for multiple Household Hazardous Waste (HHW) grant programs. We celebrate our success in getting SB 707 (Newman, 2024) to the Governor's desk and signed into law. This First In The Nation, Second In The World true EPR law for Textiles shows the growing effectiveness of CPSC. Since 2018, starting with SB 212 (Jackson, 2018) for Pharmaceuticals & Sharps EPR, CPSC's successes continue to grow with the passage and signing into law of AB 2440 (Irwin, 2022) for Loose Battery EPR & SB 1215 (Newman, 2022) for Embedded-Battery Products (both co-sponsored with CAW & RethinkWaste), SB 1280 (Laird, 2024) addressing the 1-pound Single-Use Propane Cylinder problem plaguing our HHW and solid waste operations, and most recently, SB 707.

We continue to maintain and expand our work on key hard-to-manage material streams, including vaping devices, solar equipment, and recalled products, while strengthening outreach, education, and program implementation efforts across the state on a number of fronts. Our ever-expanding array of campaigns and projects contributes to a stable and diversified funding base for CPSC. Combined with support from our Associates and Sponsors, these efforts help ensure CPSC's continued role as a trusted partner helping jurisdictions and communities reduce environmental, public-safety, and economic impacts from products at end of life.

New CPSC Staff



Bani Dhaliwal studied at the University of California, Irvine from October 2020 to June 2024, and graduated with a Bachelor's Degree in Environmental Science and Policy and a minor in Civic and Community Engagement. Since graduating, Bani has been volunteering with Sierra Club's StopClearCuttingCA campaign. She creates and uploads biweekly social media posts furthering the campaign's message and highlighting recent environmental news. In 2025, Bani joined the CPSC as an intern, and now an Associate I working on textile/solar programs and policy advocacy for extended producer responsibility.

Israel Okeyinka is a zero-waste advocate and innovator with experience in solid waste management, circular economy, and community-based projects. He earned a BS in Environmental Science and Resources Management at the National Open University of Nigeria in 2020 and a leadership certificate in Sustainable Waste Management at the Lagos Business School, Nigeria, in 2024. He is pursuing a master's in environmental policy and management at the University of California, Davis. In 2025, Israel joined the CPSC as an intern working on solar panels, textiles programs, and policy advocacy for extended producer responsibility.



Lev Birman is a graduate student in the Environmental Policy and Management (EPM) program at the University of California, Davis, specializing in circular economy and environmental justice. He holds a B.S. in Physics from the University of Wisconsin–Madison and an M.S. in Physics from Virginia Tech. In 2025, Lev joined CPSC as an intern supporting research, policy analysis, education and outreach, and communications development, with a focus on reuse and extended producer responsibility initiatives.

Community Testimonials



“Watching our students engage directly with legislators and learn from Joanne Brasch and the CPSC team was truly inspiring. CPSC created a powerful, hands-on experience that brought the legislative process to life and showed our students what effective environmental advocacy looks like. It was exactly the kind of real-world learning we strive to provide. I’m deeply grateful for their partnership and leadership in shaping the next generation of environmental professionals.”

- Monica Argandona, Director of Sustainability Management, CSU Long Beach

Collaborations



“I wanted to send a big THANK YOU to you [CPSC] for answering so many of our questions over the past year, connecting us with so many amazing people in the textiles world, and generally just being so incredibly helpful. I am very optimistic about this program and can’t wait to get it up and running. I hope that we’ll be able to collaborate again soon, and I look forward to seeing CPSC’s accomplishments this year.”

- Sarah Stark, Franchise Contract Liaison,
MarBorg Industries



CPSC has been supporting the San Francisco Estuary Institute for many years through extended producer responsibility (EPR) updates!



CPSC helped complete a Health Impact Review for Washington’s textile EPR bill: SHB 1420.



CPSC’s Board Treasurer, Alexa Kielty, was a panelist at Rethink Runway’s Thread of Change panel highlighting SB 707: The Responsible Textile Recovery Act. Topics focused on zero waste strategies and what SB 707 could do in improving textile waste.

What's Next?

And with that, 2025 is nearly over. This year, our California Product Stewardship Council (CPSC) team thrived, growing our numbers and furthering our impact. As Californians seek sustainable and equitable solutions through Extended Producer Responsibility (EPR), our pilot projects have surged and our public education campaigns continue to expand. From textiles to electronic marine flares and beyond, we continue to push the envelope on important issues. CPSC remains our state's thought leader on Product Stewardship and continues to be committed to the residents of California.

Recalled Products



Nitrous Oxide Tanks



EPR Program



Oversight

Solar Panels



Hazardous Waste



In 2026, CPSC promises to continue our work as an agent of positive change, not only for California, but that could be used as a model for the rest of the nation as the work we do impacts communities everywhere. We aim to focus on the areas listed above and overall emphasize Extended Producer Responsibility (EPR) program oversight. We are thrilled to count you as a collaborator in all that we do and we are looking forward to what the new year brings!



WE'VE MOVED!

For the first time in our long history,
the CPSC team has moved to a NEW location!



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