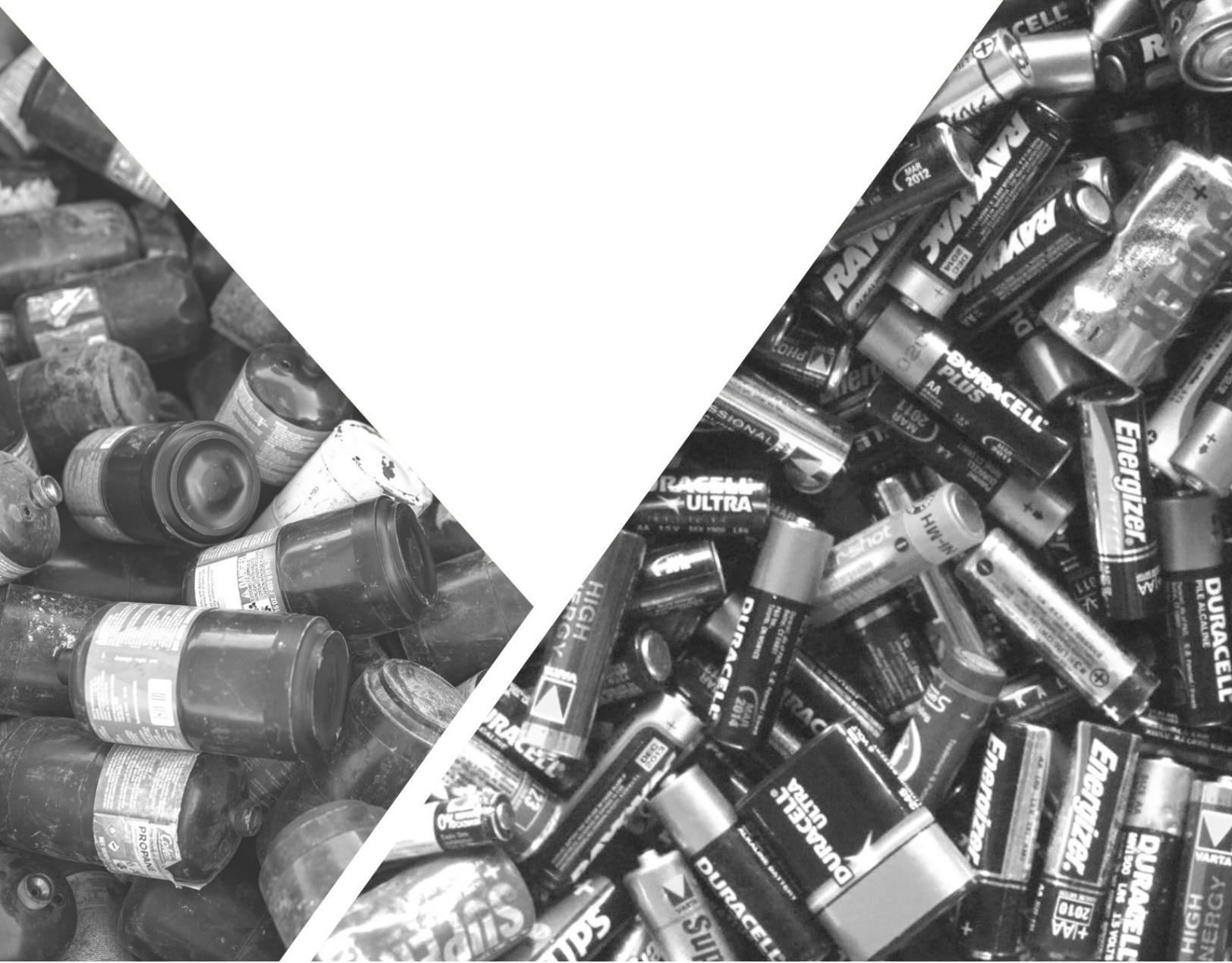


# 2021-2022 YEAR IN REVIEW



# CPSC

California Product  
Stewardship Council<sup>sm</sup>





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

## A Message From CPSC

What an exciting year! Despite the continuing challenges presented by the pandemic and resulting economic hardships, we continue to work with local government associates, private sponsors, and our extensive network of stakeholders to fulfill our mission of engaging producers to find solutions for hard-to-manage products in the waste stream.

In 2022, the Extended Producer Responsibility (EPR) movement gained momentum as a popular topic in mainstream media with more national press coverage than in previous years. Much of the media's attention went to issues related to battery management and single-use plastics. The California Product Stewardship Council (CPSC) has been pushing for better management of batteries for years, and this last year was no exception. We, along with our fellow co-sponsors RethinkWaste and Californians Against Waste, pushed hard for reforms related to safe battery management in an effort to reduce fire risks while saving local governments and taxpayers money by co-sponsoring two battery disposal bills – both of which were signed into law this year. This step forward is remarkable in many regards: cost savings, reduced fire risk, and in requiring manufacturers to take responsibility for their products at the end of life.

In addition to those two pieces of legislation, we are incredibly proud of our work on a variety of other product types, especially our pilot projects related to textiles, solar panels, and marine flares. We continue expanding our campaign work on 1 lb. propane cylinders and safe medicine/needle disposal and are thankful for those that continue to support these two important campaigns.

We have much to be grateful for, including CPSC funders, affiliates, past and present board members, staff, and supporters. Through your continued support, we continue to encourage positive change in California: advancing product stewardship, extended producer responsibility, and knowledge sharing across our state and nation. We accomplish all of this and more through legislative advocacy, technical support for local and state governments, extensive grant work, presentations, and educational initiatives. It is due to these strategic actions that we as a state continue to lead the nation with innovative waste policies and programs. We thank you and are excited to continue working with you in the coming year.

Respectfully,

Doug Kobold, Executive Director

& CPSC Team:

Joanne Brasch, Nate Pelczar, Kamryn Kubose, Yalin Li, and Virginia McCormick

# CPSC Network

## CPSC Staff



**Doug Kobold**  
Executive Director



**Joanne Brasch, PhD**  
Special Projects  
Manager



**Nate Pelczar**  
Special Projects  
Manager



**Kamryn Kubose**  
Associate



**Yalin Li**  
Associate



**Virginia McCormick**  
Associate

## CPSC Board Members



**Kristina Miller, Chair**  
City of Corning, CA



**Colleen Foster, Vice Chair**  
City of Oceanside, CA



**Tedd Ward, Treasurer**  
Del Norte WMA



**Amy Hammes, Secretary**  
City of Burbank, CA



**Julia Au**  
RethinkWaste



**Derek Crutchfield**  
City of Vallejo, CA



**Garen Kazanjian**  
Recology



**Alexa Kielty**  
SF Dept. of  
Environment



**Justin Lehrer**  
Alameda County  
StopWaste



**Susanne Passantino**  
Republic Services



**Wes Nelson**  
Greenwaste  
Carpet Recycling



**Manuel Medrano**  
City of Chula Vista, CA



**Chris Sheppard**  
LA County  
Public Works



**Steve Rodowick**  
Paradise Recreation &  
Parks District



# Education & Outreach

## CPSC in the Press

CPSC was featured in several national, state, and local publications during 2021/22, including: Vogue Business, Waste360, VICE, Los Angeles Times, CalMatters, California Globe, KALW, Sacramento Business Journal, San Francisco Chronicle, VC Star, EcoCult, Waste Advantage, Waste Today Magazine, Fibershed, Ukiah Daily Journal, Fashion Revolution Panel, Ecotextile, Sourcing Journal, Recycling Product News, Orange County Breeze, E-Scrap News, and more.



## Presentations & Webinars

In addition to CPSC-provided webinars, CPSC participated in over 30 presentations, webinars, and meetings, including:

- CRRA Annual Conference
- Statewide Illegal Dumping Conference
- SWANA Western Regional Symposium
- Northern California HHW Informational Exchange
- Southern California Waste Management Forum

**SAVE THE DATE!**

**2nd Annual Virtual Statewide Conference on Illegal Dumping**

**April 19-21, 2022**

**Early Registration @**  
<http://tinyurl.com/SIDC2022>

**Presenter:** **Sponsored by:**

## 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 designed and administers the safe medicine collection campaign [Don’t Rush to Flush](https://dontrushtoflush.org) ([dontrushtoflush.org](https://dontrushtoflush.org)) which remains active and provides a searchable map (same map as [takebackdrugs.org](https://takebackdrugs.org)) to find the nearest medicine collection location.

The [ReFuel Your Fun & Save!](https://refuelyourfunandsave.com)™ (RFYF) 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 so as to offer a reusable option to consumers.



Since 2020, CPSC has hosted regular Statewide Textile Recovery Advisory Committee (STRAC) calls among industry experts, 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 STRAC advocates for changes to develop a textile circular economy that expands material recovery systems with industry-funded solutions to complex problems.

CPSC’s newest campaign follows the lead of the European Union’s Sustainable Products Initiative. Products need to be made more Durable Reusable, Repairable, and Recyclable (DR<sup>3</sup> or “D” “R” “Cubed”), and the DR<sup>3</sup> campaign aims to make products placed on the market more sustainable by highlighting these key concepts.



# Social Media

CPSC expanded their presence on social media by engaging with audiences on all platforms.

**Did you know that California has 13 Extended Producer Responsibility (EPR)/ Product Stewardship Programs?**

CPSC  
California Product Stewardship Council

zero\_waste\_usa Durable goods like sofas 31w 2 likes Reply

auerstyle Any textile based industry Fashion, Home Decor, etc! 32w 1 like Reply

calpsc @auerstyle yaaaas! Working on it! 32w 1 like Reply

zerowastesd @auerstyle yes! Bring back the rag man 31w Reply

California Product Stewardship Council  
Published by Joanne Brasch • June 22

**AB 2440 (IRWIN) BATTERY EPR PASSES SENATE ENVIRONMENTAL QUALITY COMMITTEE**

Create a safe collection and recycling program for used batteries

Gets batteries out of the waste stream to avoid catastrophic fires at recycling facilities

Require free and easily accessible collection bins at retail locations statewide

Require producers to finance and implement this program with CalRecycle

Californians Against Waste  
June 22

Great news! The Senate Committee on Environmental Quality passed #ab2440 by Assemblymember Jacqui Irwin to get batteries out of our waste stream that cause cat... See more

Scott Seery  
EPR for batteries. It's weird that I thought it was already in place, but apparently not.

Author  
California Product Stewardship Council  
Scott Seery there is a program for loose Rechargeables already, but nothing for single-use batteries or embedded batteries. Time for an update!

California Product Stewardship Council  
1,069 followers  
8mo • Edited

Happy #EarthMonth! CPSC would like to start off the month by celebrating our 2021 Arrow Award winners and all their innovative environmental efforts. Swipe to learn more about last year's Arrow Award winners and nominate a comp. ...see more

**CELEBRATING GREEN CHAMPIONS**

CPSC  
SUSTAINABLE MANUFACTURING  
REPSCO

**GOLDEN ARROW AWARD 2021**

2021 INFINITY ARROW AWARD  
Little Kamper

2021 Green Arrow Award  
Visions Quality Crafters

CPSC @CalPSC - Aug 30

#SB1215: Electronic Waste Recycling Act of 2003: covered battery-embedded products passed the Senate concurrence! The bill is now on the Governor's desk awaiting signature, only one step away from establishing an effective embedded-battery product recycling program in California

**LEGISLATION ALERT:**

**SB 1215 (NEWMAN): ELECTRONIC WASTE RECYCLING ACT OF 2003: COVERED BATTERY-EMBEDDED PRODUCTS.**

**PASSED SENATE FLOOR!**

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## 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 (Chair), SWANA Gold Rush Chapter (Secretary), CRRA (Vice President & Board Member, Policy Committee Co-Chair, HHW TC Chair, LATC Co-Chair), CalRecycle Illegal Dumping Technical Advisory Committee (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), NAHMMA Gold Rush Chapter (Treasurer), Women in Solid Waste and Recycling (Member).

### California Foundation on the Environment and the Economy (CFEE)

In 2022, CPSC again co-sponsored a special research tour, this time to Portland, Maine and Montreal, Quebec, Canada. We examined best practices in material management and recycling with the California Foundation on the Environment and the Economy (CFEE) and the National Stewardship Action Council. This year was the fourth annual research tour, and was attended by many California legislators and staff. The attendees visited cutting-edge facilities in Portland and Montreal to study the underlying policies and programs enabling the US's and Canada's rise as pioneers in the circular economy.

“By sharing ideas with our peers, we can strengthen the reach of California’s environmental stewardship while promoting new economic opportunities,” said CFEE trip attendee and Democratic state Sen. Ben Allen of Santa Monica, “These exchanges will inform the implementation of innovative policies and programs we are pursuing in our state.” The attendees met with government, industry, and NGO leaders combined with site visits to learn more about incentives related to a variety of products. CPSC is proud to cohost these annual trips. We attribute much of our legislative success to the relationships built during these trips.



*Pictured: 2022 CFEE trip attendees and sponsors in Portland, Maine.*

## 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, public presentations, conferences, and website updates.

The 2021-22 legislative year ended in September and was one of the most impactful sessions since CPSC's founding. A record number of waste-related, EPR, and producer responsibility bills were addressed during this session, and many of the bills signed into law by Governor Newsom address issues related to batteries, plastic waste, toxics, and recycling.

### Bills co-sponsored by CPSC:

- **AB 2240** (Irwin) - Responsible Battery Recycling Act of 2022. Signed 9/16/22
- **SB 1215** (Newman) - Electronic Waste Recycling Act of 2003: Covered Battery-Embedded Products. Signed 9/16/22

### Bills sponsored by CPSC:

- **SB 1256** (Wieckowski) - Waste management: Disposable Propane Cylinders. Vetoed 9/29/22

### CPSC provided lead testimony / negotiations:

- **AB 707** (Quirk) - Mercury Thermostat Collection Act of 2021. Signed 10/8/21
- **SB 1187** (Kamlager) - Fabric recycling: Pilot Project. Signed 9/27/22

### Additional bills of interest signed:

- **AB 649** (Bennett) - Signed 9/23/22
- **AB 661** (Bennett) - Signed 9/25/22
- **AB 732** (Quirk) - Signed 9/29/22
- **AB 1817** (Ting) - Signed 9/29/22
- **AB 2208** (Kalra) - Signed 9/18/22
- **AB 2771** (Friedman) - Signed 9/29/22
- **SB 54** (Allen) - Signed 6/30/22
- **SB 1013** (Atkins) - Signed 9/27/22
- **SB 1046** (Eggman) - Signed 9/30/22

### Additional bills of interest vetoed:

- **AB 2247** (Bloom) - Vetoed 9/29/22
- **SB 1255** (Portantino) - Vetoed 9/28/22



*Pictured: 2022 BERCS Business of the Year Award, received by CPSC.*

In 2022, CPSC was honored to be one of seven environmentally proactive businesses in the Sacramento region to receive a Sacramento Business Environmental Resource Center (BERC) Sustainable Business of the Year award. Recognized for their strong record of legislative wins related to recycling and solid waste, CPSC staff are proud and grateful for the recognition of a job well done.

CPSC was also awarded a StopWaste Grant to research the potential opportunities and infrastructure needed for the reuse of solar panels in California. In 2021, CPSC completed 3 solar projects, one in Alameda County, one in Butte County, and one in the City of Santa Monica. These new projects built upon the work completed in past solar projects to better understand the ever-growing solar market in California.

## 2022 Arrow Award Winners



CPSC honored California-based companies for their innovative environmental efforts during the organization's 13th Annual Arrow Awards ceremony at the California Resource Recovery Association (CRRA) conference on waste reduction held in Oceanside in early September.

In addition to the Arrow Awards, CPSC recognized **Spencer Silverstein** from the City of Thousand Oaks as the Associate of the Year. Spencer has been active on CPSC's Policy and Education Advisory Committee (PEAC) and continues to be a leader on statewide stewardship program performance in his community. Spencer continues to be a vital asset, ensuring residents have access to safe medication disposal and working to pass a local foodware ordinance, including a ban on polystyrene containers.



*Pictured: CPSC board & staff with 2022 Arrow Award winners.*

The Sponsor of the Year award went to **CRRA** in recognition of the longstanding mutually beneficial relationship between the two organizations. CRRA is one of the largest and oldest non-profit recycling organizations in the United States, and is dedicated to achieving environmental sustainability in and beyond California through Zero Waste strategies like product stewardship. CRRA provides members with resources to advance local, regional, and statewide waste reduction efforts which result in the achievement of critical environmental and climate protection goals.

**California Cloth Foundry (CCF)** won the Golden Arrow Award for overall excellence in product stewardship. The CCF focuses on green-designed garments that are made to be toxin and fossil-fuel free within a circular supply chain. CCF's textiles and apparel are made from natural fibers and dyes to avoid all petrol-based products. CCF's cradle-to-cradle principles highlight the potential of a circular economy of textiles through soil-to-soil design with end-of-life options, such as upcycling, recycling, or composting.

**Threadhaus Co.** won the Green Arrow Award for system and design innovations. Threadhaus exemplifies these principals with their Recycle Repurpose Reprogram campaign that diverts textiles into a circular economy and supports community sustainability initiatives. Threadhaus' expansion into mobile collection events for textile recovery, with on-site sorting, provides an innovative solution to the textile waste issue that is burdening communities.

The **Ocean Protection Council (OPC)** won the Bow & Arrow Award for coalition building and creative partnerships. OPC continues to make efforts in reducing microplastics pollution while supporting healthy, resilient, and productive ocean and coastal ecosystems. OPC oversees activities of ocean and coastal-related state agencies to support state initiatives to protect ocean resources, and establish policies to coordinate the collection and sharing of data amongst stakeholders. Their programs and projects help to ensure the involvement of the public in all aspects.

**Cal Micro Recycling (CMR)** won the Infinity Arrow Award for service and take-back. CMR accomplishes these goals by providing cost-effective recycling and destruction solutions for several hard-to-manage products. CMR was essential in the Santa Monica Solar Pilot Project. CMR, in addition to being an e-waste recycler, has been an mattress recycler in California's Mattress Stewardship Program and has expanded their services to other textile processing.

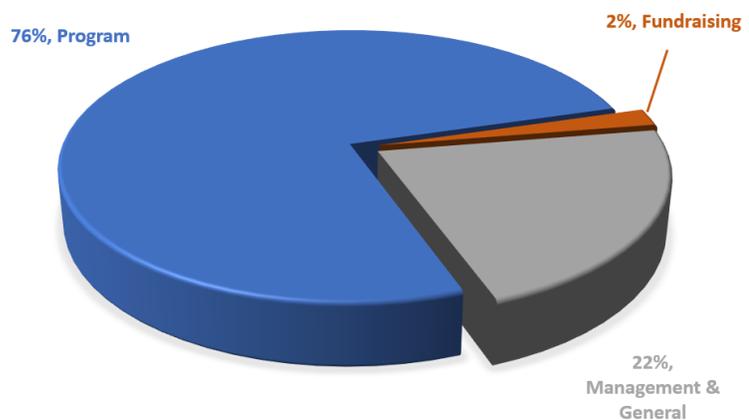
## Financial Information

Fiscal Year 2021-2022 (FY 21/22) turned out to be a good year for California Product Stewardship Council, even with the continued challenges of the pandemic and the economic hardships that have impacted all of our lives. Our financial outlook continues to look good, finishing FY 21/22 by adding a small amount of funds to our reserves. The two graphs below reflect our Programmatic Efficiency and Sources of Revenue for FY 21/22.

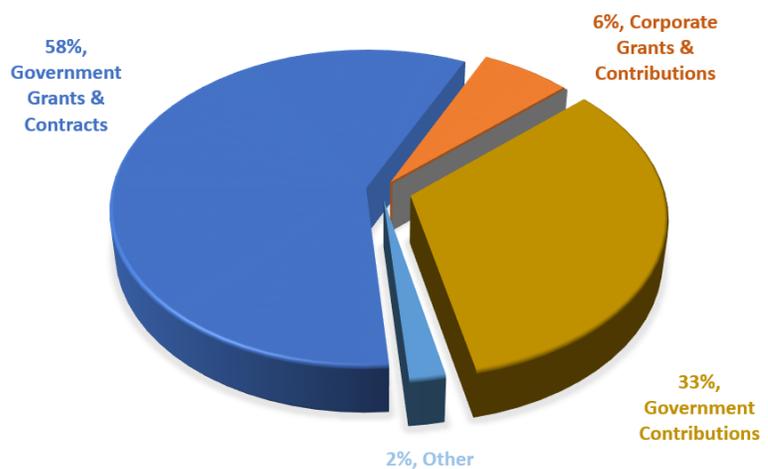
Our revenue budgeted for the upcoming fiscal year is a little over \$1,000,000 with a little less than that amount expected in expenses. We will continue to work on existing grants and the new ones to be added in early 2023. We anticipate having 22 grant projects running concurrently during FY 22/23, the most we have had at one time. Further, while we don't anticipate any reductions in contributions during this upcoming fiscal year due to the impacts of the pandemic and economy, we have erred on the side of caution when budgeting revenues in our FY 22/23 budget. CPSC remains a model for our collective actions, made possible through modest fundraising and management expenses, with the greatest percentage of our annual budget going to moving product stewardship programs forward in communities across California.

CPSC continues to assist jurisdictions with applying for and managing CalRecycle HHW grants each year, expanding our ReFuel Your Fun & Save! program across the state, while growing our work in marine flares, solar panels, and batteries. This all adds to the stability of funding for CPSC, which when added to the funding from our Associates and Sponsors, helps to ensure that CPSC will be around to continue to push to hold producers responsible for their products at end of life.

### PROGRAMMATIC EFFICIENCY



### SOURCES OF REVENUE



## New CPSC Staff



"Being part of CPSC has given me the opportunity to create actionable change every single day. I am delighted to be part of such a distinguished organization and I cannot wait to see what is to come."  
- Yalin Li

Yalin Li graduated from the University of Oregon (UO) in June of 2021 with a B.S. in Environmental Science and is currently a master's student at the University of California Davis in the Environmental Policy and Management program. At UO, Yalin worked as a Research Assistant in Dr. Kelly Sutherland's lab on marine biology and environmental exposures.

Yalin has held leadership roles serving as the Events Coordinator for the Affiliated Students of Undergraduate Research and Engagement, Logistics Coordinator for a campus community organization, and participated in the Environmental Leadership Program partnering with Whitewater Ranch to maintain and monitor a riparian restoration project to increase habitat for native pollinators. A previous internship with the Oregon Sea Grant sparked an interest in water pollution prevention to protect sea life.

Yalin joined CPSC in December of 2021 as an intern, and was quickly promoted to Associate. Yalin has been working on a variety of projects, such as CalRecycle-funded projects related to marine flare collection and education, and policy advocacy for EPR and product stewardship.

Virginia McCormick attended California State University Sacramento (CSU Sacramento) from June 2011 to August 2016 and pursued a Bachelor of Arts in Journalism with a Digital Media Communications minor.

At CSU Sacramento, Virginia worked as an Assistant to Emeritus Professor Sigrid Bathen, was a member of the Society for Professional Journalists, and held a leadership role serving as Co-Chair for Millennials in Media. Virginia completed internships through National Public Radio's NextGenRadio program via Capital Public Radio, and UC Center Sacramento's program via Capitol Weekly.

From 2018 to 2022, Virginia worked as an Environmental Health & Safety Training & Consulting Admin at NES, Inc. in Folsom, California, which sparked her interest in both state and federal environmental protection procedures.

Virginia joined CPSC in August of 2022 as an Associate working on a variety of projects including the ReFuel Your Fun & Save!™ educational campaign, policy advocacy for EPR, product stewardship, and green design.



"At CPSC, I've come to better understand the important roles that both education and advocacy play in establishing impactful sustainability efforts. I'm so honored to be a part of this accomplished team."  
- Virginia McCormick

## Community Testimonials

“I look forward to working with you and your partners to implement these recommendations in the state's strategy.”  
 - Scott Coffin, Ph.D., Research Scientist III, Microplastics Monitoring Subcommittee Co-Chair, Division of Drinking Water, CA Water Resources Control Board, in response to CPSC’s comment letter on the Ocean Protection Council’s draft statewide microplastic strategy.

“We so appreciate CPSC for your role in [textile circularity projects] coverage. Can't wait to see the final report!”  
 - Ryan Jackson, LA City, in response to CPSC’s work on textile stewardship policies.

“Finally! This is so needed! Hopefully the retailers will be able to promote this program to their customers, too.” - Burbank Recycle Center on Facebook in response to CPSC’s marine flare collection and reusable device promotion events.

 calpsc @sfstate\_ News features CPSC in new article about the collaborative textile diversion pilot in San Francisco with @sfbaygoodwill, SFSU students, and local garment vendors, funded by @sfenvironment. Read more: <https://bit.ly/3es51BX> #textiles #sustainablefashion #circularreconomy  
4w

 dnathreds This is amazing. Would love to join you all next time. 🙌❤️  
1w 1 like Reply

 menditaussie Great to find universities around the world getting involved in repair initiatives @wiselady03 @makingandmending @\_julia.english\_ @dr\_costume1  
3w 3 likes Reply ...

 tailorsunion @goodwillcolorado :: may I work with y'all to start something like this in the Broadway location for a pilot project ?❤️  
3w 1 like Reply

 **Makeda Guillory**  
Customer Service Representative at Rubicon Global

Hi Joanne,  
 I loved hearing your talk on Textile Identification, Management and Policy at this year's Waste Expo. The fabric swatches were definitely a nice touch!  
 Happy to connect on LinkedIn!  
 Makeda [See less](#)

Anne-Marie Bonne...  
 August 30, 2022 8:27 am

You reacted to their story: 🍌

You replied to their story

It will be fully rolled out statewide by the end of the year. CA is the only state with a program, but some companies like Kaiser and Walgreens have collection bins voluntarily out of their own pocket. There are medicine APR programs in Canada Mexico and several European countries though.❤️

August 30, 2022 10:31 am

Oh thank you! I was really happy to stumble upon this. Other people were also. This story got WAY more engagement than usual.❤️

 **FRIENDS FRIDAY!**

**Thank You SWANA & Yosemite Conservancy for a great conference and tour**

with The Solid Waste Association of North America

8 - 1 comment

Like Comment

Comment as California Product Stewardship Council...

Most relevant

 Yosemite Conservancy 3,274 followers 7mo ...  
 Love this, thanks for sharing! So glad we could support this great work.

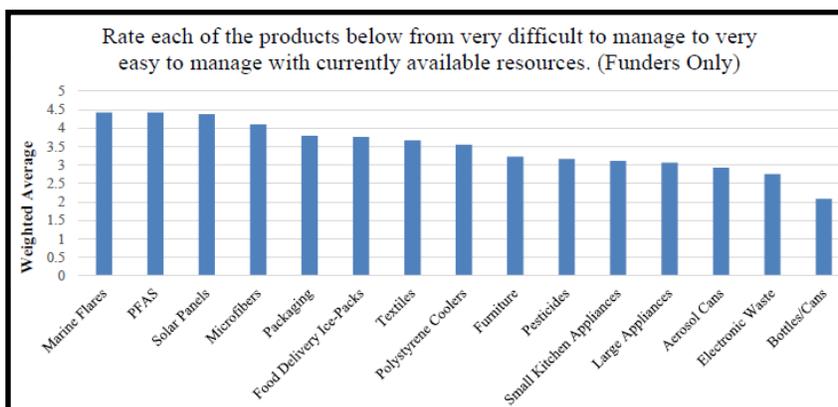
## What's Next?

CPSC educates both the public and private sectors about Product Stewardship, Extended Producer Responsibility (EPR), green design, and general end-of-life management best practices. CPSC closely collaborates with local government, businesses, waste and recycling companies, manufacturers, and others to promote and encourage sustainable practices and to recognize companies that take a leadership role in waste reduction. We will continue to champion the leaders and advocate for legislation and regulations that are fair, equitable, and engage producers in complex end-of-life solutions for the products they put on the market.

Every two years, CPSC releases a survey to our network of supporters to ask what products we should prioritize for policy and program improvements. Survey results reflect at that point in time which products are most difficult to manage and pose human health risks.



*Pictured: CPSC survey results from **all respondents** rating products on difficulty to manage.*



*Pictured: CPSC survey results from **Funders Only** rating products on difficulty to manage.*

Based on our 2022 survey results, emerging product streams that now pose significant challenges include PV panels, textiles, and products treated with harmful chemicals, such as Per- and polyfluoroalkyl substances (PFAS). Concerns communicated by the survey respondents revealed the lack of safe and effective protocols for unique products, such as marine flares and ammunition.

This valuable information will inform CPSC's future strategies for product management, focusing on durability, reuse, repairability, and repurpose at end-of-life for each product category.



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

**Doug Kobold, Executive Director**

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