

# 2020-2021 YEAR IN REVIEW



# CPSC

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





## MESSAGE FROM CPSC

The COVID-19 pandemic continues to impact the nation and highlight the challenges in California's material recovery systems. CPSC worked together with our local government associates, private sponsors, and extensive network of stakeholders to fulfill our mission of engaging producers to find solutions for hard-to-manage products in the waste stream. The extended producer responsibility (EPR) movement gained momentum as a popular topic in mainstream media with more national press coverage than in previous years. CPSC continued our work reforming safe battery management to reduce fire risks and save local governments and taxpayers money. Additionally, we piloted recovery projects for textiles, solar panels, and marine flares, while at the same time expanding our campaign work on 1 lb. propane cylinders and medicine/needle disposal.

We are grateful for all the CPSC funders, affiliates, past and present board members, staff, and supporters. It's through your continued support, CPSC continues making a difference by advancing product stewardship and extended producer responsibility in California and sharing lessons learned globally. We accomplish all of this and more through legislative advocacy, technical support for local government, extensive grant work, presentations, and educational efforts. It is due to these strategic efforts that California is leading the nation with innovative waste policies and programs!

With great pride,

Doug Kobold, Executive Director

As well as CPSC Staff Members

Joanne Brasch

Nate Pelczar

Kamryn Kubose

Ruby Meza



## CPSC Network

### CPSC Staff



**Doug Kobold**  
Executive Director



**Joanne Brasch, PhD**  
Special Projects Manager



**Nate Pelczar**  
Special Projects Manager



**Kamryn Kubose**  
Associate



**Ruby Meza**  
Intern

### CPSC Board Members



**Kristina Miller, Chair**  
City of Corning



**Manuel Medrano, Vice Chair**  
City of Chula Vista



**Tedd Ward, Treasurer**  
Del Norte WMA



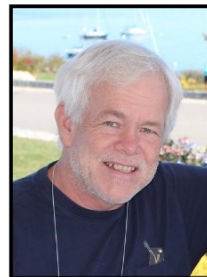
**Colleen Foster, Secretary**  
City of Oceanside



**Justin Lehrer**  
Alameda County StopWaste



**Derek Crutchfield**  
City of Vallejo



**Steve Rodowick**  
Butte County



**Alexa Kielty**  
City & County of San Francisco



**Wes Nelson**  
Greenwaste Carpet Recycling



**Amy Hammes**  
City of Burbank



**Chris Sheppard**  
LA County Public Works

# FUNDING SOURCES

Associates

Cities, Counties, Districts, and JPAs

Sponsors



## Platinum Sponsors (\$10,000 or more)



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



## Silver Sponsors (\$2,500 to \$4,999)



## Bronze Sponsors

Product Care Association of Canada

Zanker Road Resource Mgt., Ltd.

R3 Consulting

Resource Recovery Coalition of California

Regent Apparel

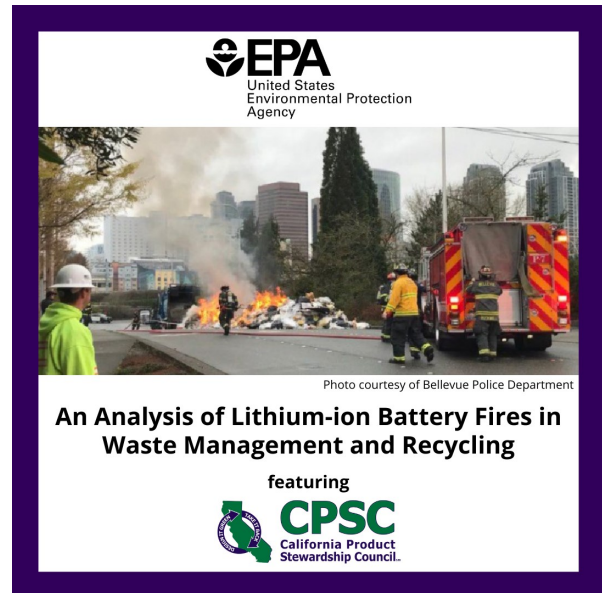
## Reciprocal Benefits Sponsor



## Education & Outreach

### CPSC in the Press

CPSC had several feature publications during 2020/21, including: US EPA, Waste360, Vogue Business, EcoCult, AATCC, Fibershed, Orange County Breeze, Cision PRWeb, Waste Dive, VC Reporter, Huntington Beach News, Waste Advantage, and more.

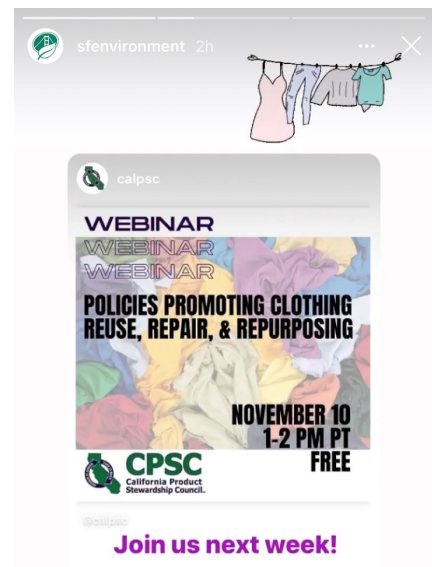


Pictured (top right): The Federal EPA referenced CPSC's battery fire report in a report on safe battery management. (top left): Vogue Business interviewed CPSC's Joanne Brasch in Feb, 2021 on the future of EPR.

### Presentations & Webinars

CPSC participated in 50 total presentations, webinars, and meetings with over 4,700 total attendees, including audiences such as:

1. CRRA Annual Conference
2. Statewide Illegal Dumping Conference
3. SWANA Textiles Recovery Webinar
4. NIST Facilitating a Circular Economy for Textiles Workshop
5. CPSC-hosted webinars: EPR & the Stewardship Spectrum and Textile Recovery Policies





## Campaigns

CPSC's campaigns cover key areas related to our mission of shifting California's product waste management system from one focused on government funded and ratepayer financed waste diversion to one that relies on producer responsibility in order to reduce public costs and drive improvements in product design that promote environmental sustainability.



CPSC designed and administers a safe medicine collection campaign, "Don't Rush to Flush" which remains active and provides the same searchable map as [takeback-drugs.org](https://www.takeback-drugs.org) to find the nearest medicine collection location.

The [ReFuel Your Fun & Save!](#) (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 gas cylinders. Reusable cylinders reduce waste, save local governments and consumers money, and eliminate the hassle of disposal. A California-based manufacturer redesigned the 1 lb. cylinder 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 over-consuming and under-utilizing materials in our economy.

The STRAC advocates for changes to develop a textile circular economy that expands material recovery systems with industry-funded solutions to complex problems.

## Social Media

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



California Product Stewardship Council  
Published by Callie Pesca • October 20 •

Attention #santamonica and nearby residents: We are collecting unwanted residential solar panels FOR FREE until funds run out. In partnership with the California Conservation Corps and funded by @CalRecycle, we will pick up and safely recycle your unwanted solar panels. Fill out an easy appointment request here: <https://www.surveymonkey.com/r/SMsolar> #solarpanels #losangeles #recycle #renewableenergy

### Attention Santa Monica Residents:

## Free Residential Solar Panel Recycling

Have unwanted solar panels?  
Upgrading to a new system?

Fill out this short form to schedule a free pick-up while funds are available.




<https://www.surveymonkey.com/r/SMsolar>



**CPSC** California Product Stewardship Council  
**CCC** CALIFORNIA CONSERVATION CORPS  
**City of Santa Monica**  
**Funded By CalRecycle**

2,839 People reached    284 Engagements    - Distribution score    [Boost Again](#)

AT&T 5:35 PM 66%



YOUTUBE.COM  
**Refuel Your Fun at Cal State Parks with Reusable 1 lb. Propane Cylinders featuring Ranger Achziger**

**California Product Stewardship Council**  
Posted by Callie Pesca  
30m •

#FRIENDSFRIDAY and a big thanks to our [Refuel Your Fun](#) video premiere participants, including Ranger Achziger from [Redwoods](#)... See More

**Refuel Your Fun**  
33m •

[California State Parks North Coast Redwoods](#) Ranger Achziger explains why making the switch to reusable 1... See More

[Show Attachment](#)

HOME SCHEDULE REGISTER SPONSORSHIP OPPORTUNITIES ACCESS SUMMIT SESSIONS LOG

### Session Details

**Name**  
On-Demand Tour: Aquafil Carpet Recycling Facility

**Description**  
Take a look inside the Aquafil Carpet Recycling Facility in Woodland, California where old carpet is turned into new products. Then hear an interview with Aquafil USA President Franco Rossi hosted by representatives from the California Product Stewardship Council. This on-demand session can be watched at any time.

SWANA CEUs: .25

[Close](#)

# 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), CRRA (Board Member, Policy Committee Vice Chair), CalRecycle Illegal Dumping Technical Advisory Committee (Vice Chair), CFEE (Board Member), Mattress Advisory Committee (Chair), Alameda County Illegal Dumping Task Force (Member), Sacramento Opioid Coalition (Member, Safe Disposal Committee Chair), Sacramento Tobacco Coalition (Member, Policy Committee Member), Carpet Advisory Committee (Chair), American Association of Textile Chemists and Colorists (Board Member, Secretary of the CA Chapter), Ocean Protection Council's Ocean Litter Prevention Strategy (Lead Organization for 6 Action Items and 2 Working Groups), Women in Solid Waste and Recycling (Member), Central Valley Young Environmental Advocates (Board



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

In October 2021, CPSC co-sponsored A Special Research Tour to Vancouver, British Columbia and Toronto, Ontario to Examine Best Practices in Materials Management and Recycling with the California Foundation on the Environment and the Economy (CFEE). This year was the third annual research tour to examine best practices in materials management and recycling with 8 California legislators and staff. The attendees traveled to Vancouver, BC and Toronto, ON to visit cutting edge waste management and recycling facilities to study the underlying policies and programs enabling Canada's rise as a pioneer in the circular economy.

The trip brought back lessons learned from Canada to California. The attendees met with government, industry, and NGO leaders combined with site visits to learn more about extended producer responsibility and product stewardship as they relate to plastics, paper, and bottle reuse and recycling, pharmaceutical takeback and sharps disposal, organics, food waste, & more.

**Pictured:**  
**CFEE Study Trip**  
**in Vancouver,**  
**British Columbia**





## Legislative Advocacy and Recognition

CPSC works with coalitions and networks to educate and advocate for legislation impacting the state's waste management systems, providing regular updates via monthly calls with local governments, public presentations, phone conferences, website updates, and reporting.

The 2021 legislative year ended in October 2021 and over 50 waste-related or producer responsibility type bills were introduced. More than 20 bills have been signed by Governor Newsom to address plastic waste, toxics, and truth in labeling. Below is a list of some of the 2021 Legislative Plastics & Waste Bills active this year:

- AB 707 (Quirk) - Mercury Thermostat Collection Act of 2021– SIGNED BY GOVERNOR ON 10/8/21
- AB 818 (Bloom) - Solid waste: premoistened nonwoven disposable wipes – SIGNED BY GOVERNOR ON 10/6/21
- AB 881 (Gonzalez) – Recycling Export Reform – SIGNED BY GOVERNOR ON 10/5/21
- AB 962 (Kamlager) – Returnable Beverage Bottles – SIGNED BY GOVERNOR ON 10/5/21
- AB 1201 (Ting) – Compost – SIGNED BY GOVERNOR ON 10/5/21
- AB 1276 (Carrillo) – Reduce Unnecessary Food Serviceware – SIGNED BY GOVERNOR ON 10/5/21
- SB 289 (Newman) – Recycling: Household batteries and battery-embedded products – DIED IN SENATE APPROPRIATIONS – CO-SPONSORED BY CPSC, CAW, AND RE-THINK WASTE
- SB 343 (Allen) – Truth in Labeling for Recyclable Material – SIGNED BY GOVERNOR ON 10/5/21
- Other states passed important waste legislation, including EPR for packaging in Maine and Oregon



The Statewide Commission on Recycling Markets and Curbside Recycling's report published in July 2021 offers policy recommendations meant to help California get back on track with achieving recycling and diversion goals while addressing market development and infrastructure issues. The report highlighted some of the challenges the state faces with updating and improving the recycling system, including several contributions from CPSC including policy proposals for 1 lb. propane cylinders, batteries, and textiles.

The California Product Stewardship (CPSC) works with local government to develop local waste reduction policies, including ordinances and resolutions for batteries, textiles, etc.

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## 2020 Arrow Award Winners

CPSC honored California-based companies for their innovative environmental efforts during the organization's 11th Annual Arrow Awards ceremony at the California Resource Recovery Association (CRRA) conference on waste reduction.

In addition to the Arrow Awards, CPSC recognized Tehama County Solid Waste Management Agency as the 2020 Associate of the Year for actively nurturing and sustaining the EPR movement in their jurisdiction. Gideon Kracov Law won the 2020 Sponsor of the Year, for Mr. Kracov's time and energy toward the success and growth of the product stewardship movement.

**Sierra Nevada Brewing Co.** won the 2020 Golden Arrow Award for overall excellence in product stewardship. Sierra Nevada exemplifies producer responsibility by implementing voluntary programs, such as onsite composting, comprehensive recycling, and source reduction measures across their supply chain.

**Sirius Signal** won the 2020 Green Arrow Award for system and design innovations. The Green Arrow Award is given to an organization demonstrating an innovative system approach that removes or reduces toxic or other problematic attributes present in other similar products. Sirius Signal accomplished this feat by redesigning the marine distress signal to be safe, reusable, and free of hazardous chemical exposure during use. Traditional marine flares expire 42 months from manufacturer, and California has no statewide collection or recycling program.

**Rethink Disposable** won the 2020 Bow & Arrow Award for coalition building for creative partnerships and demonstrating the inter-dependence amongst stakeholders. Through Rethink Disposal's advocacy, we've seen important collaboration firsthand and are proud to recognize the organization for incredible efforts building coalitions to reduce single-use plastic waste generation and promote reusables.

**Refill Madness** won the 2020 Infinity Arrow Award for service and take-back. They have initiated and outstanding take-back program and provide community services with a wonderful store in Sacramento, CA. Refill Madness offers packaging free consumer goods, recycling



Pictured (right): Sierra Nevada employee with their 2020 Golden Arrow Award at their Chico Brewery



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## 2021 Arrow Award Winners

CPSC honored California-based companies for their innovative environmental efforts during the organization's 12th Annual Arrow Awards ceremony at the California Resource Recovery Association (CRRA) conference on waste reduction.

In addition to the Arrow Awards, CPSC recognized Courtney Scott as the 2021 Associate of the Year for her outstanding work with Zero Waste Sonoma, as well as her collaboration with CPSC on a ReFuel Your Fun Campaign. California Waste Haulers Council is the 2021 Sponsor of the Year. CWHC is a group representing waste haulers, recyclers, and facility owners and operators that work to help their communities become more sustainable.

**REPSO, Inc.** won the 2021 Golden Arrow Award for exemplifying all the characteristics of the Green, Bow & Arrow, and Infinity Awards. REPSO manufactures 100% recycled custom-designed extruded plastic slipsheets that are a viable alternative for wood pallets. REPSO implemented a voluntary take-back program, called Green to Gold, for its slipsheets when the products is no longer usable. They collect and recycle them back into new slipsheets, resulting in a circular economy.

**Visions Quality Coatings** won the 2021 Green Arrow Award for system and design innovations. Visions recycles paint into new products, such as new paint and even stepping stones by using non-recycled paint material. Their remanufacturing process for left over paint consumes only 1 gallon of water to make 1 gallon of paint compared to 13 gallons for virgin paint.

**Conscious Container** won the 2021 Bow & Arrow Award for coalition building for creative partnerships and demonstrating the inter-dependence amongst stakeholders. Working in collaboration with Anheuser-Busch, Conscious Container completed a successful refillable beer bottle pilot this past Spring in the San Francisco north bay area. They are driving landmark California returnable beverage container legislation (AB-962) to enable returnable bottles to flow through the current Bottle Bill.

**Little Kamper** won the 2021 Infinity Arrow Award for service and take-back. Little Kamper is a retail propane exchange program for reusable 1 lb. propane cylinders. This innovative program creates an opportunity for California retailers to offer a sustainable alternative to single-use propane cylinders and ultimately diverts them from the landfill and saving local governments fairly significant money when the cylinders are actually properly recycled.



**2021 WINNER**



Pictured: CPSC Staff taking a tour of the REPSO facility in Modesto lead by George Isaac, Sales Director



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## Financial Information

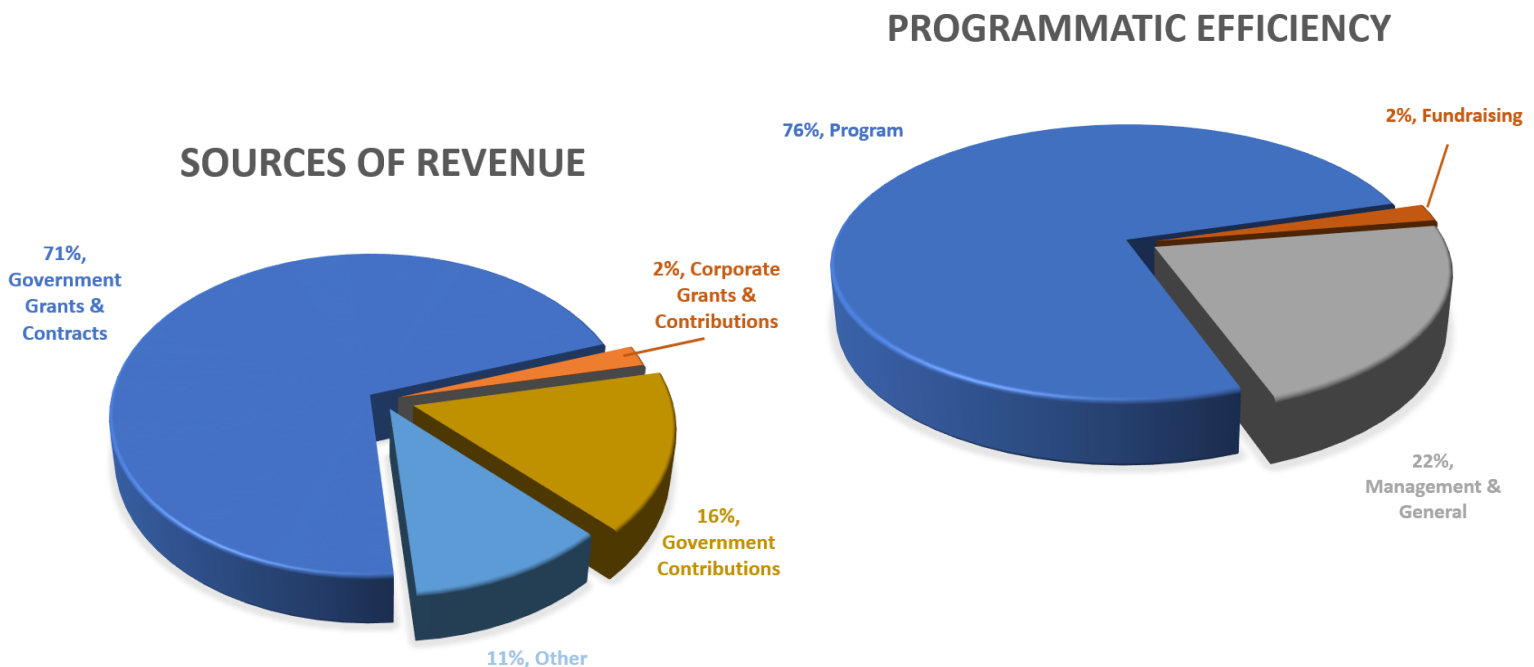
Fiscal Year 2020-2021 (FY 20/21) turned out to be another good year for California Product Stewardship Council, even with the continued challenges of the pandemic and the ever more prevalent fires that have impacted all of our lives. Our financial outlook continues to look good, finishing FY 20/21 adding a small amount of funds to our reserves. The ending financial position for FY 20/21 included finalizing the 2-year \$3,000,000 DHCS grant. The two graphs below reflect our Program Efficiency and Sources of Revenue for FY 20/21.

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 2022. We anticipate having 19 grant projects running concurrently during FY 21/22, the most we have had at one time. Further, while we don't anticipate any additional reductions in government and corporate contributions during this upcoming fiscal year due to the impacts of the pandemic and fires, we have erred on the side of caution when budgeting revenues in our FY 21/22 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 apply to the CalRecycle HHW grants every round, expanding our ReFuel Your Fun 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.

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## Funding Sources & Efficiency

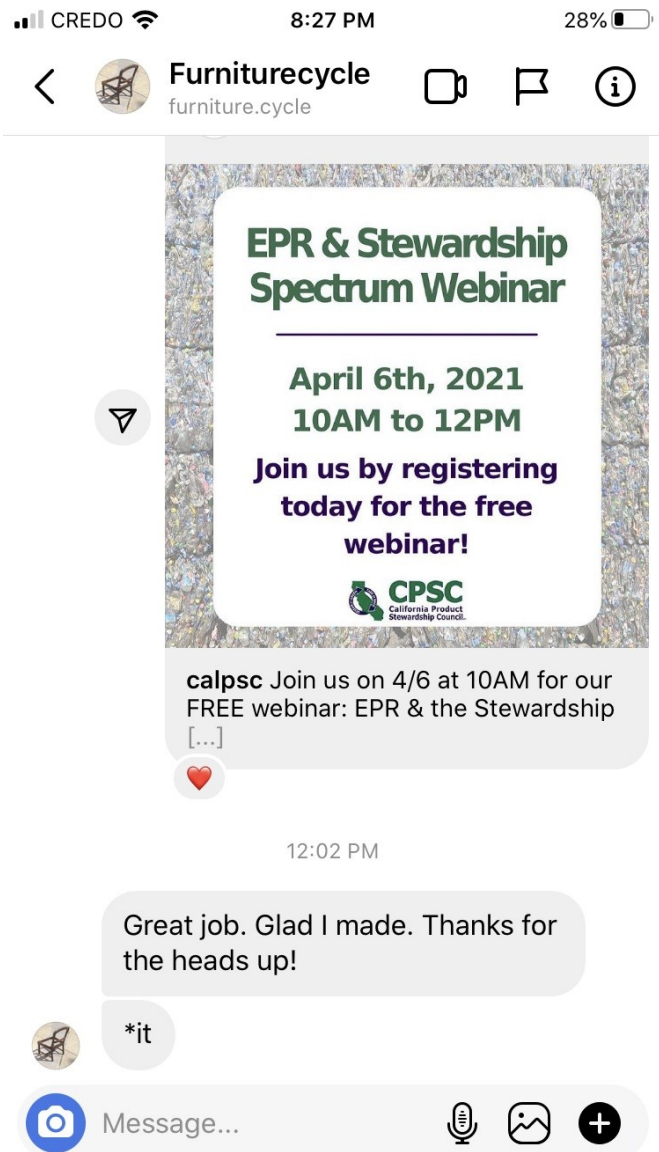


## Community Testimonials

"I [reached] out to Dr. Brasch in order to get more information about CPSC. I am grateful for the work that CPSC does in order to educate those who might have the desire to explore more about product stewardship and responsibility." - Brandon Earl , Masters of Business Management, Harvard University

"Thanks so much! We are so excited to use [the reusable 1 lb. propane cylinder] this summer. Very much appreciate the work you all are doing." - Woodland resident who participated in the HD 31 Yolo Direct Mail Propane Event

"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



**Makeda Guillory**

Customer Service Representative at Rubicon Global

Ignore

Accept

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](#)  
Reply to Makeda

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## What's Next?

The California Product Stewardship Council (CPSC) educates both the public and private sectors about Product Stewardship and Extended Producer Responsibility (EPR), or end-of-life management. CPSC closely partners with local government, businesses, waste and recycling companies, manufacturers, and others to promote and encourage sustainable practices and to recognize those companies who are taking 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, which is especially important in a time when COVID-19 impacts the programs and policies for material management in California.

Emerging product streams with imposing challenges include PV panels, cannabis waste, and products treated with harmful chemicals, such as Per- and polyfluoroalkyl substances (PFAS). Communicated concerns by the survey respondents revealed the lack of protocol for unique products, such as marine flares and ammunition. This valuable input will inform CPSC's forthcoming strategies on product management, focusing on durability, reuse, reparability, and repurpose at end-of-life.





**CPSC**  
**California Product**  
**Stewardship Council** SM

**Doug Kobold, Executive Director**

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