

# 2022-2023 YEAR IN REVIEW



# CPSC

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





## A Message From CPSC

CPSC is thrilled to continue leading the Product Stewardship conversation and see the influence of our work across our nation. This year, we appeared in major publications for our ground-breaking legislation. We want to take a moment to share a few highlights and share success with our network.

In 2023, EPR continued to be central in the ongoing push toward sustainability with three major bills sponsored and lead by CPSC, including: AB-2 (Ward) on solar panel funding and product responsibility, SB-560 (Laird) on compress gas cylinders EPR, and SB-707 (Newman) on textile EPR. Our work on these bills and countless others will continue into next year with stakeholder input relating to industry-leading changes.

The Refuel Your Fun & \$ave! (RFYF) campaign persists in its goal to educate communities across California about reusable 1 lb. propane cylinders. As does the medicine disposal campaign, Don't Rush to Flush. We are equally proud of our multi-year work in marine flares, which has become a full campaign: Make the Electronic Marine Flare Switch. Our work with coastal communities, local governments, and organizations like Sirius Signal have led to resounding success, and we cannot wait to see where it goes from here.

As always, we have much to be thankful for, and 2023 was certainly no exception. Thank you to our funders, affiliates, past and present board members, staff, and supporters. Without your continued support, the accomplishments of this year and those before would not be possible: extended producer responsibility, advocacy, education, and growing conversation across our state and nation. Thanks to your support, we get to be a part of a monumental shift toward EPR, sustainability, circularity, and equity. We are grateful for you and are excited to continue working with you in 2024!

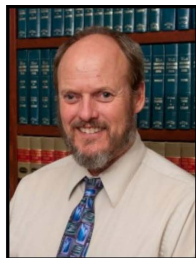
Respectfully,

Doug Kobold, Executive Director

& CPSC Team:

Joanne Brasch, Nate Pelczar, Yalin Li, Virginia McCormick, May Myo Myint, and Livia Keene

## Staff



**Doug Kobold**  
Executive Director



**Joanne Brasch, PhD**  
Special Projects  
Manager



**Nate Pelczar**  
Special Projects  
Manager



**Yalin Li**  
Senior Associate



**Virginia McCormick**  
Associate



**May Myo Myint**  
Intern



**Livia Keene**  
Intern

## Board Members



**Kristina Miller, Chair**  
City of Rio Vista, CA



**Tedd Ward, Vice Chair**  
Del Norte, WMA



**Colleen Foster, Treasurer**  
HFH Consultants



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



**Julia Au**  
RethinkWaste



**Derek Crutchfield**  
City of Vallejo, CA



**Garen Kazanjian**  
Recology



**Alexa Kietly**  
SF Dept. of  
Environment



**Justin Lehrer**  
Alameda County  
StopWaste



**Susanne Passantino**  
Republic Services



**Wes Nelson**  
Greenwaste  
Carpet Recycling



**Chris Sheppard**  
LA County  
Public Works



**Steve Rodowick**  
Paradise Recreation &  
Parks District



# Funding Sources

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Cities, Counties, Districts, & JPAs

## Sponsors

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Textile Exchange  
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Potential Industries  
Visions Paint

### Green Sponsors

California Association of Recycling Market  
Development Zones  
TDC Environmental  
Business Waste Management Consulting  
Green Cities of California

### Reciprocal Benefits Sponsor





## Education & Outreach

### CPSC in the Press

CPSC was featured in several national, state, and local publications during 2022/23, including: Sourcing Journal, Wastedive, Textile World, Fashion Dive, Politico, Resource Recycling, Bloomberg, Time, Vogue Business, Sac Business Journal, LA Times, SF Chronicle, Orange County Register, Mission Local, Fortune, Fibershed, SWAP, E-Scrap News, Future World, and more.



### Presentations & Webinars

In addition to CPSC-provided webinars, CPSC participated in many presentations, webinars, and meetings for other groups and organizations, including:



Check out our free webinars!



<https://bit.ly/3QgXTXM>



## 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.



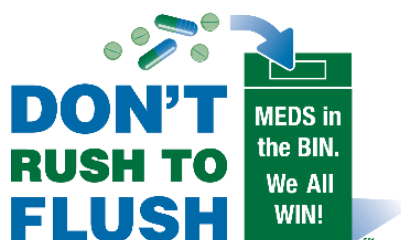
Since 2019 CPSC has been working on marine flare pilot projects, and been at the forefront of marine flare recovery projects and policy development in California. These projects expand circular systems with reduced-cost burden on local government and ratepayers through producer engagement and green design. The Make the Electronic Marine Flare Switch Campaign, in collaboration with California State Parks and Coastal Commission's California Boating Clean & Green Program, and CalRecycle, focuses on safe marine flare collection and education.

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 (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.



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 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 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.



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



## Social Media

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





# 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 (Secretary), CRRRA (Vice President & Board Member, Policy Committee Co-Chair, HHW TC Chair), SB 54 Advisory Board Member appointee, 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), NAHMMA Gold Rush Chapter (Treasurer), and Women in Solid Waste and Recycling (Member).

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

In 2023, CPSC again co-sponsored a special research tour, this time to Vancouver, British Columbia and Calgary, Canada. We examined best practices in material management and recycling with the California Foundation on the Environment and the Economy (CFEE). This year was the fifth annual research tour and was attended by California legislators and staff. The attendees visited cutting-edge facilities in Vancouver and Calgary 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 continue strengthening the reach of California's environmental stewardship while promoting new economic opportunities,” said CFEE trip attendee and Democratic State Senator 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.



CPSC and CFEE visit a wallboard recycling facility in Vancouver



CPSC Staff and Board with California legislators and other CFEE attendees at a beverage container redemption facility in Calgary

## 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 and conferences, and through website updates.

The first year of the 2023-2024 legislative session 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 that address issues related to plastic waste, toxics, and recycling.

### Bills sponsored by CPSC:

- **AB-2** (Ward) - Recycling: Solar Photovoltaic Modules. A 2-year bill.
- **SB-707** (Newman) - Responsible Textile Recovery Act of 2023. A 2-year bill.

### CPSC provided lead testimony / negotiations:

- **AB-1659** (Gabriel) - Sale of small electronic devices: charging devices. A 2-year bill.
- **AB-1238** (Ward) - Hazardous Waste: solar panels. A 2-year bill.
- **SB-560** (Laird) - Solid Waste: Gas Cylinders: Stewardship Program. A 2-year bill.

### Additional bills of interest that were signed:

- **AB-496** (Friedman) - Cosmetic Safety. Signed 10/8/23.
- **AB-592** (Wilson) - Vehicles: Commercial Nonfranchise Solid Waste Haulers: Pilot Program. Signed 9/22/23.
- **AB-1059** (Friedman) - Product safety: consumer products: textile fiberglass and covered flame retardant chemicals. Signed 10/8/23.
- **AB-1526** (Committee on Natural Resources) - Public resources. Signed 10/13/23.
- **SB-244** (Eggman) - Right to Repair Act. Signed 10/10/23.
- **SB-353** (Dodd) - Beverage containers: recycling. Signed 10/13/23.
- **SB-568** (Newman) - Electronic waste: export. Signed 10/4/23.

### Additional bills of interest that were vetoed:

- **AB-246** (Papan) - Menstrual products: perfluoroalkyl and polyfluoroalkyl substances (PFAS). Vetoed 10/8/23.
- **AB-727** (Weber) - Product Safety: Cleaning Products and Floor Sealers or Floor Finishes: Perfluoroalkyl and Polyfluoroalkyl Substances. Vetoed 10/8/23.
- **AB-1423** (Schiavo) - Product safety: PFAS: artificial turf or synthetic surfaces. Vetoed 10/8/23.
- **AB-1489** (Wood) - Solid waste: compostable covered materials. Vetoed 10/8/23.
- **AB-1628** (McKinnor) - Microfiber filtration. Vetoed 10/8/23.
- **SB-271** (Dodd) - Powered wheelchairs: repair. Vetoed 10/7/23.
- **SB-303** (Allen) - Solid waste: Plastic Pollution Prevention and Packaging Producer Responsibility Act. Vetoed 10/8/23.
- **SB-665** (Allen) - Plastic waste: single use plastic alternatives: working group. Vetoed 10/8/23.
- **SB-728** (Limón) - Plastic gift cards: prohibition. Vetoed 10/8/23.
- **SB-777** (Allen) - Solid waste: reusable grocery bags and recycled paper bags. Vetoed 10/8/23.



## 2023 Arrow Award Winners

CPSC is proud to have announced the 2023 Arrow Award winners at the State's largest waste conference, [California Resource Recovery Association's 47<sup>th</sup> Annual Conference and Tradeshow](#), held in Burlingame, CA.

"The Arrow Award winners are leaders in their respective communities in managing resources responsibly, protecting the earth, and creating jobs," said Doug Kobold, Executive Director of CPSC.



**Refiberd (refiberd.com) is the winner of the 2023 Green Arrow Award for system and design innovations.** The Green Arrow Award is given to an organization that demonstrates an innovative systems approach that removes or reduces toxic or other problematic attributes present in products. Refiberd demonstrates these principles with a novel sorting technology that directs otherwise landfill-bound textiles back into the recycling processes to create a large-scale circular economy for textiles.

**Goodwill of San Francisco Bay (sfgoodwill.org) is the winner of the 2023 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. The Goodwill of San Francisco Bay makes incredible efforts in diverting secondhand items from the landfill while providing job training and other career services to those in need.

**Byrd's Filling Station (byrdsfillingstation.com) is the winner of the 2023 Infinity Arrow Award for service and take-back.** The Infinity Award is given to an organization making efforts to initiate an outstanding Take Back program for one or more products as an additional convenience and service to their customers. Byrd's Filling Station accomplishes these ideals by providing a convenient packaging-free alternative shopping experience for their community and collaborating with other like-minded local businesses.

**The Crayon Initiative (thecrayoninitiative.org) is the recipient of the 2023 Golden Arrow Award for overall excellence in product stewardship.** The Golden Arrow Award is given to an organization that exemplifies all the characteristics of the Green, Bow & Arrow, and Infinity Awards. The Crayon Initiative focuses on providing a circular economy for problematic products like paraffin wax and paper wrappings by collecting and repurposing unwanted crayons. The remanufactured crayons are easy to grip and don't fall off hospital trays, and are donated to children in 250+ hospitals across the U.S.

CPSC recognized **Ria Varghese from the City of San Jose** as our **2023 Associate of the Year**. Ria has been active on the California Product Stewardship Council's Policy and Education Advisory Committee and continues to nurture and sustain the Extended Producer Responsibility movement within the San Jose community.

CPSC also recognized **WM** as the **2023 Sponsor of the year**. WM, formerly known as Waste Management, is North America's leading provider of environmental solution with a focus on managing and reducing waste while recovering valuable resources and creating clean, renewable energy. WM works closely with CPSC on important issues, like textile waste diversion and statewide legislation for solid waste and recycling.



A reception dinner was hosted by CPSC for all the Arrow Award winners. Special thanks to Supercircle for sponsoring the dinner!

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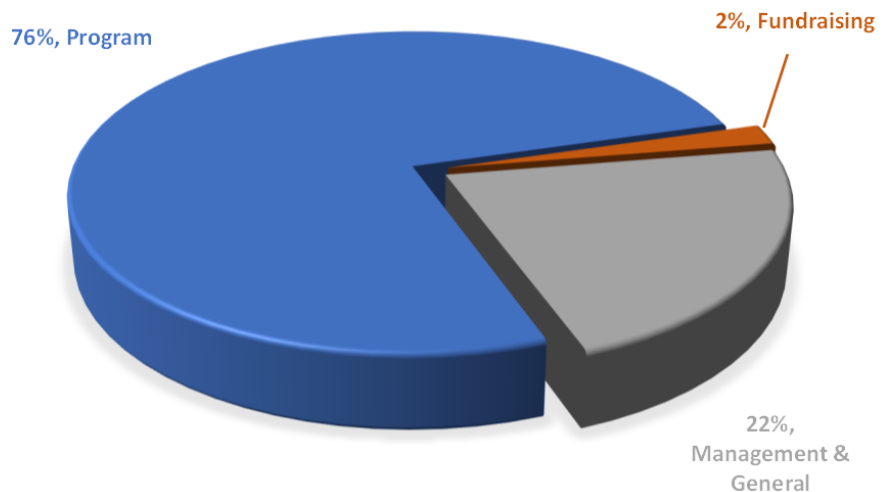
## Financial Information

Fiscal Year 2022-2023 (FY 22/23) turned out to be another good year for California Product Stewardship Council as we as a nation came out of the challenges the pandemic presented, including the economic hardships that have impacted all our lives. Our financial outlook continues to improve, finishing FY 22/23 by again adding a small amount of funds to our reserves. The two graphs below reflect our Programmatic Efficiency and Sources of Revenue for FY 22/23.

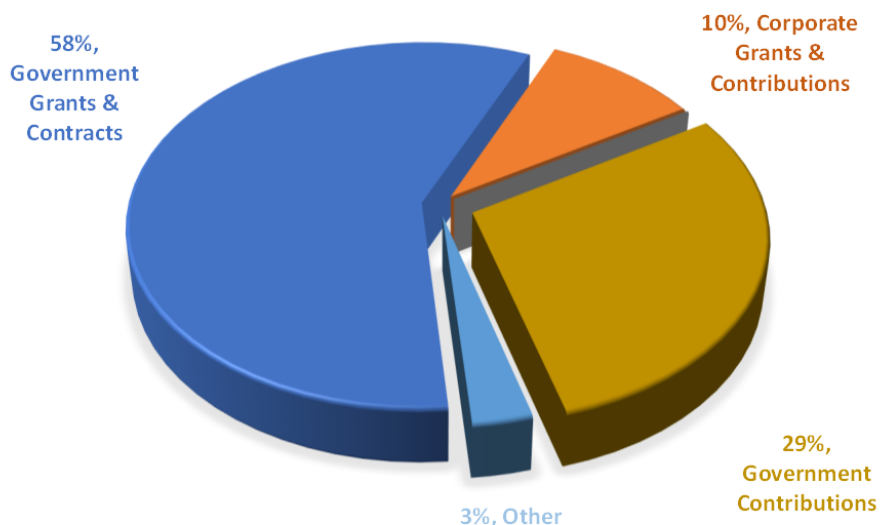
Our revenue budgeted for the upcoming fiscal year (FY 23/24) is estimated at over \$1,900,000 with a little less than that amount expected in expenses. We will continue to work on existing grants and the new ones to be added in early 2024. We anticipate having more than 20 grant projects running concurrently during FY 23/24, potentially topping again the most we have had at one time, which occurred during FY 22/23. Further, while we don't anticipate any reductions in contributions during this upcoming fiscal year due to the impacts of the pandemic and economy, however, we have continued to error on the side of caution when budgeting revenues in our FY 23/24 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. During FY 22/23 we added a significant number of Textiles related grant projects to our portfolio and expect them to continue into FY 23/24. 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



Livia Keene studied at the University of California Davis from June 2018 to December 2020, and graduated with a Bachelor's in English and Professional Writing, with honors. While attending UC Davis, Livia studied under Sasha Abramsky, whose passion for politics and justice inspired her desire to pursue environmental policy. She completed a writing and social media internship with Tellus, which helped hone her writing and social media fluency. In her previous position, Livia worked as a farmer, farm educator, and events coordinator with Sierra Harvest, an educational, food based non-profit. During her time there, she coordinated multiple fundraisers and educational events for farmers and students, helping create the next agricultural generation and building a stronger community. Livia joins CPSC excited to learn more about EPR and environmental policy. She hopes to support the team in any way she can and find her place in the policy field. She plans to pursue a Master's in Public Policy.

May Myo Myint is a dedicated environmental specialist from Myanmar, currently pursuing an M.S. in Environmental Policy and Management at the University of California, Davis as a Fulbrighter. With a bachelor's degree in Naval Architecture and four years of professional experience, May's interests include waste management, sustainability, and climate change mitigation. During her time at Myanmar Koei International Ltd., May conducted environmental impact assessments (EIA) – including solid waste management and hazardous materials assessment – for infrastructure and manufacturing projects. She also conducted solid waste management surveys in industrial zones in Yangon, Myanmar. In parallel to her full-time job, May was actively involved in advocacy work and promoted waste reduction, recycling and environmental sustainability through participation in the Climate Innovation Lab by Seedstars and Climate Technology Center and Network (CTCN), Yangon Photo Festival (2019, 2020), and Young City Shaper Program by Save the Children Myanmar. May joins CPSC to support projects that promote Extended Producer Responsibility (EPR) and Product Stewardship in the textile industry. She aims to contribute to CPSC's mission while gaining practical knowledge and further developing her expertise in the field.





## Community Engagement and Testimonials



### Rural Counties Environmental Services Joint Powers Authority

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At yesterday's meeting, the ESJPA Board of Directors voted to support Senate Bill 1013 (Atkins), which adds wine and distilled spirits to California's beverage container recycling law.

The Board also voted to support Senate Bill 1256 (Wieckowski), which bans the sale of small, portable propane cylinders beginning 1/1/2028 to encourage the use of refillable small propane containers. Special thanks to [California Product Stewardship Council](#) for their hard work on SB 1256!

“This is definitely a team effort. You and your organization are doing a tremendous and outstanding job coordinating the events.”  
Staff Member at California Coastal Commission



“Thank you for sharing this solar industry recycling opportunities and considerations. I've heard more and more about this issue in California. Excited to see movement in this space!”  
Staff member  
at NOAA



## What's Next?

And just like that, 2023 is nearly done! The California Product Stewardship Council (CPSC) team has continued to grow, innovate, and expand our impact. As Californians seek sustainable and equitable solutions through Extended Producer Responsibility (EPR), our problematic product pilot projects have surged, and our public education campaigns continue to thrive. From textiles to electronic marine flares and beyond, we continue to push the envelope on important issues. CPSC remains our state's thought leader – and committed to the residents of California.



One of the most rapidly developing issues is textile waste management. Responsible textile management has seen a rise in popularity in our state and across the nation. Innovative groups like Sortile and BASF are inventing new techniques to sort textiles, providing us with the tools to revolutionize textile recycling. We're adding value by stepping in with a legislative solution: our textile legislation, SB-707 (Newman), is unlike anything else being presented around the globe.

Our solar panel pilot program continues to grow, and bills like AB-2 (Ward) prove there is a need for legislation that reflects our Product Stewardship mission and goals. We are actively collaborating with Assemblymember Ward, and we are excited to see our proposed solution and its impact on solar panel recovery, reuse, and recycling.

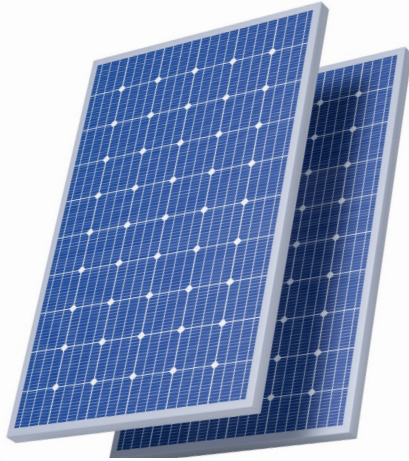
The Refuel Your Fun & \$ave! (RFYF) campaign continues to educate residents across California about making the switch to reusable products, specifically, 1 lb. propane cylinders. With SB-560 (Laird), we are thrilled to bring our passion from the RFYF campaign to the legislature with a solution that creates an EPR solution for compressed gas cylinders, including 1lb. propane cylinders and more.



Our new Make the Electronic Marine Flare Switch Campaign is firing off to exciting new heights! After years of challenging pilot project work, research developing our network, we are thrilled to see the start of this campaign and are grateful for the local communities and governments that have made this campaign possible.

One of our goals is to cover multiple angles, inspire positive change, and bring legislation to our state that furthers sustainability, circularity, and equity movements. Our communities are simply demanding it, more so now than ever before.

In 2024, we promise 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 our nation as the work we do impacts communities everywhere. We are thrilled to count you as a collaborator in all that we do, we are optimistic about what the new year brings, and we continue pushing to do more – for you, our communities, and our beautiful state.



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

Doug Kobold, Executive Director

1822 21st Street, Suite 100  
 Sacramento, CA 95811

info@CalPSC.org  
[www.CalPSC.org](http://www.CalPSC.org)



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