



Product Stewardship for Metropolitan Washington Council of Governments

Recycling Committee

Scott Cassel, Executive Director/Founder

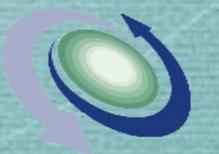
Product Stewardship Institute, Inc.



March 18, 2010

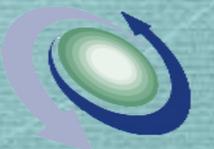
What is product stewardship?

“Product Stewardship” is a principle that directs all those involved in the **life cycle** of a product to take **shared responsibility** for reducing the health and environmental impacts that result from the production, use, and end-of-life management of the product.



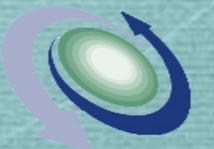
Other Names for Product Stewardship

- Extended Product Responsibility
- Extended Producer Responsibility
- Producer Responsibility



Who is the Product Stewardship Institute?

- Non-Profit, based in Boston, founded in 2000
- Members
 - 45 States
 - 125+ Local governments
- 55+ Corporate, Organizational, Academic Partners
- Board of Directors: 7 states, 4 local agencies
- Multi-stakeholder product stewardship network



Meet the PSI Staff



- Scott Cassel
 - Executive Director and Founder



- Jennifer Nash
 - Director of Policy and Programs



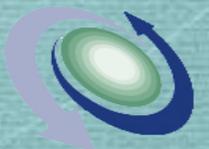
- Sierra Fletcher
 - Senior Associate - Policy and Programs



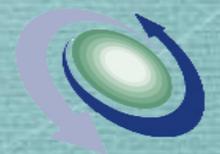
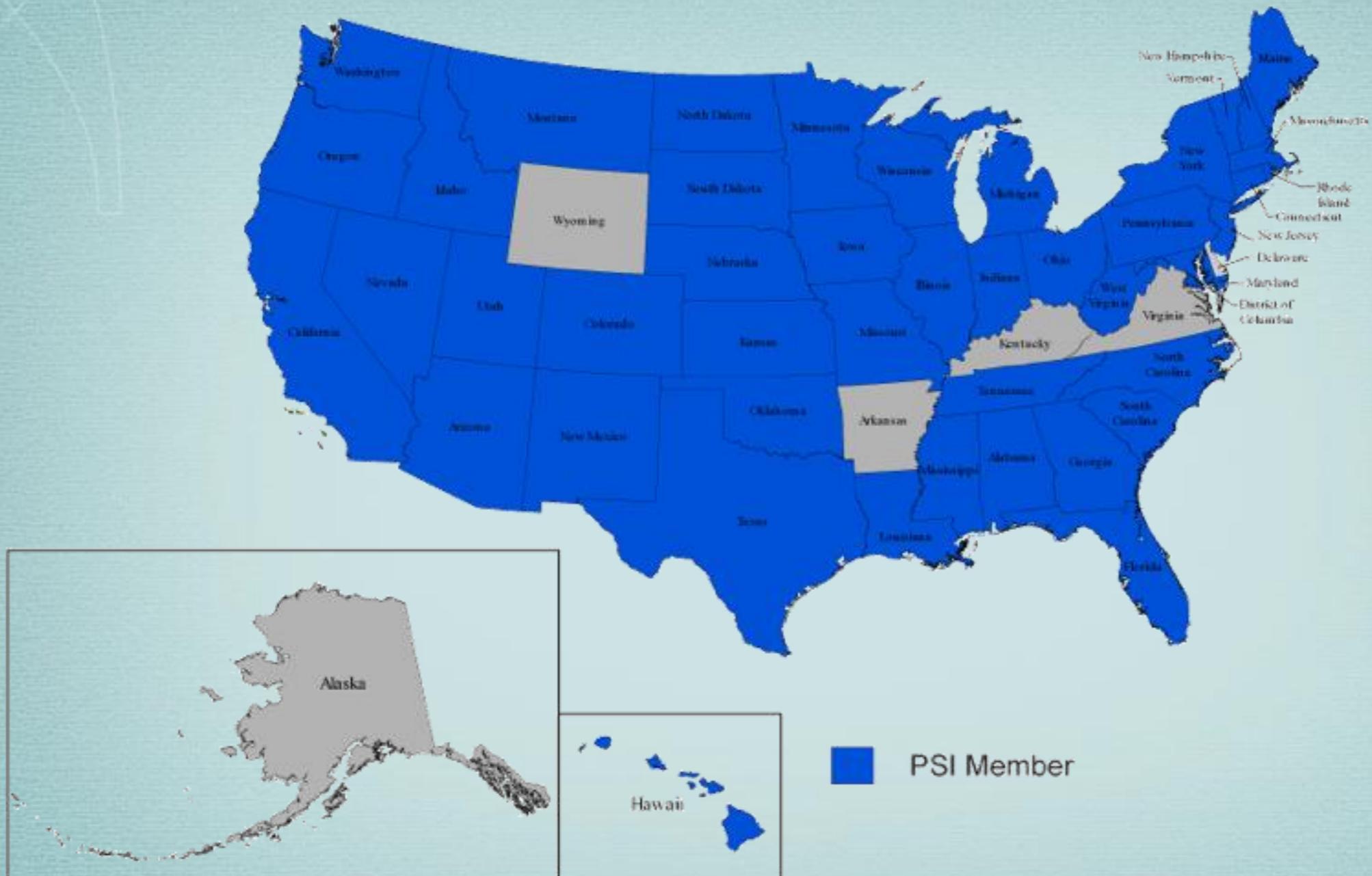
- Lisa Gould
 - Executive Assistant

- Bill Honohan
 - Business Manager

David, Kate, and Mike
Interns



PSI State Members



Virginia Local Government Members of the Product Stewardship Institute

Fairfax County

Prince William County

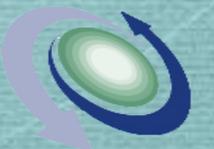
Virginia Beach

Northern Virginia Regional Commission



What does PSI do?

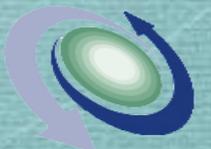
- Facilitate / mediate stakeholder dialogues
- Conduct research & frame issues/solutions
- Conduct pilot projects
- Seek legislative and regulatory changes
- Act as an information clearinghouse on product stewardship issues
- Provide technical and strategic support to agencies, companies, and organizations in the development and implementation of product stewardship solutions



Principles of Product Stewardship



- Cost internalization
 - Shared responsibility
 - manufacturers have greatest role to play
 - Lifecycle costs
 - Performance goals
 - Flexibility for producers
 - Endorsements : NLC, ECOS, SWANA, RPA, NWPSC, NERC, NAHMMA, PSC (Australia), CRRA, CRA, etc.
- *Supports basic building blocks of product stewardship programs*
- *Connects stakeholders around common principles*
- *Provides compass for stakeholder involvement in national dialogues*

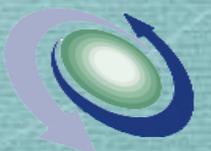


Early Product Stewardship Systems

- Beverage containers (Bottle Bill)
- Tires, Automobile batteries, Motor oil

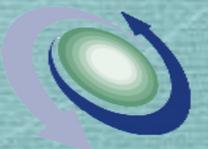
The Old Way:

- Visible fees
- Government managed funds
- Government responsibility



PSI Projects

- Pharmaceuticals
- Medical sharps
- Fluorescent lamps
- Paint
- Mercury thermostats
- Gas cylinders
- Telephone books
- Electronics
- Radioactive devices
- Tires
- Batteries
- Beverage containers
- Pesticides
- Packaging
- Motor oil



Thermostats

PROBLEM: Toxic Mercury

Expansion of Thermostat Recycling Corp. program to:

- chain wholesalers, heating and cooling contractors, HHW facilities, retailers

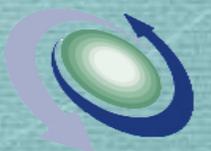
PSI Model State Legislation

- 7 state laws: ME (2006), VT (2007), NH (2007), IA (2007), CA (2008), PA (2008), MT (2009)

Common methodology for measuring performance

EPR legislation 2010 (IL, MA, RI, NY and others)

Model recycling program: Bridgeport, CT

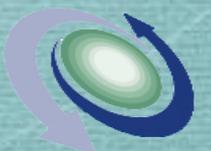


Paint

PROBLEM: Excessive Waste

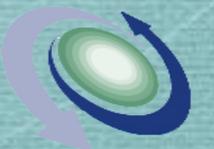
- 10% of paint sales becomes leftover (2006 = 75 million gallons in the U.S.)
- \$640 million dollars/yr mgt cost (avg. cost: \$8/liquid gallon)
- Consensus producer-financed legislation
 - Oregon demonstration state (model)
- Roll out to 8 other states: VT, CT, CA, FL, IA, NC, WA, MN
- Roll out nationally

Potential Benefit: More than \$6 million PER YEAR in direct savings or service benefit for Oregon.



What does this look like?

- Manufacturers
- Retailers
- Customers
- Local government
- State government
- Federal government



Fluorescent Lamps

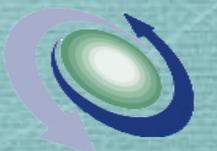
PROBLEM: Toxic Mercury

Commercial Lamps: Consensus on need for more laws that ban disposal of lamps and greater enforcement of existing laws

Household Lamps:

- Ace Hardware pilot in four states showed that retail collection works!
- Home Depot collections
- EPR legislation introduced in eight states – 1 law (ME); awaiting governor's signature in WA

Reduce toxicity of lamps, LEDs



Pharmaceuticals

**PROBLEM: Environmental Impacts,
Accidental Poisonings, Drug Abuse**



Consensus on need to change Controlled Substances Act (Congressional legislation)

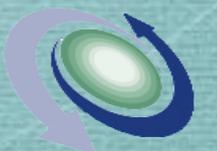
- No Flushing
- Reduce cost of take-back programs

Narrowed/framed issues for debate

- Take-back vs. garbage disposal

Consensus on need for source reduction

EPR legislation introduced (WA, MD, ME, MN, FL, OR)



Medical Sharps

PROBLEM: Injury during disposal

Reached consensus on need for Demonstration Project in Massachusetts to show that sharps can be collected and disposed of safely.

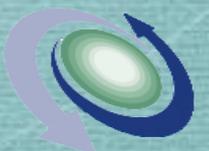
Developed detailed Work Plan for MA model

- Demonstration Project to be financed by sharps manufacturers and pharmaceutical companies.
- Plan outlined roles for all stakeholders.

Resistance from pharmaceutical companies.

2009 law passed (CA) – requires pharmaceutical companies to report on actions to promote safe needle disposal.

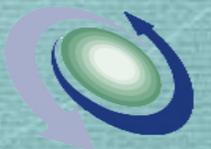
Expect additional state legislation.



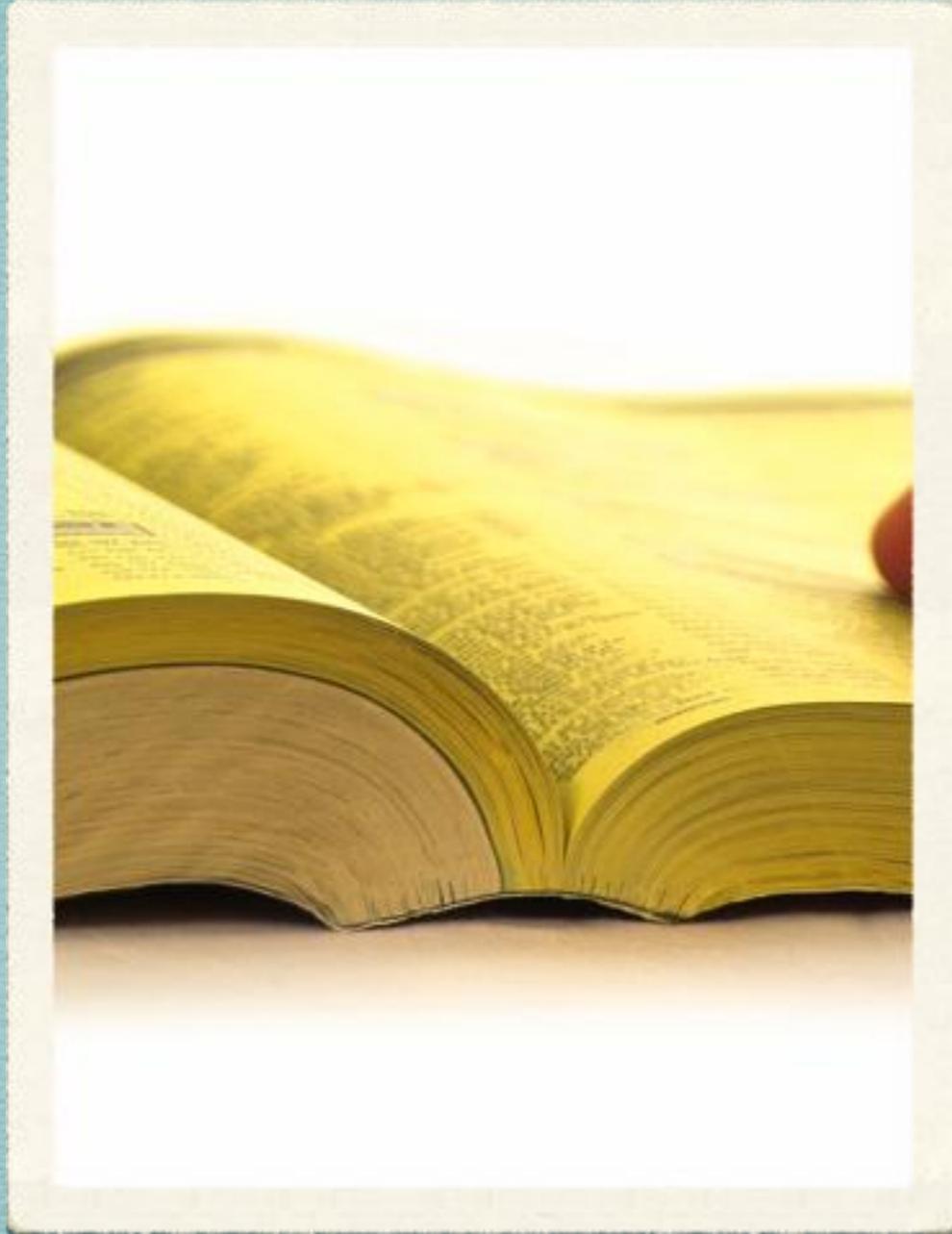
Electronics

PROBLEM: Toxic Materials

- 20 state electronics laws
- Manufacturer and retailer take-back programs in response to dialogue (e.g. **Staples**, Best Buy, HP, Dell, LG, etc.)
- Federal export legislation + Federal e-waste legislation
- Harmonization: performance goals + other elements



Phone Books



PROBLEM: Unnecessary Waste

Voluntary industry guidelines developed

- Opt out
- Recycling
- Sustainable production

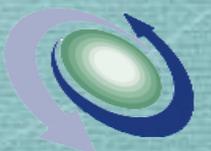
90% of publishers now with opt out program

Industry website established

Discussions to ensure performance

Progress fueled by legislation

Current discussions with Catalogue Choice



Gas Cylinders

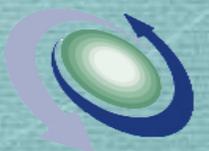
PROBLEM: Risk of Explosion During Disposal

Previous work on gas cylinders
Refillable and Non-Refillable Cylinders (2003)

KEY ISSUE: Increase acceptance of cylinders by scrap metal recyclers by reducing or eliminating obstacles (e.g., safety concerns).

Prototype Propane Bottle Recycler: Yellowstone National Park; now 4 units in parks

Developing pilot project for national roll-out
(Oct. 2009 workshop sponsored by Worthington Cylinder)



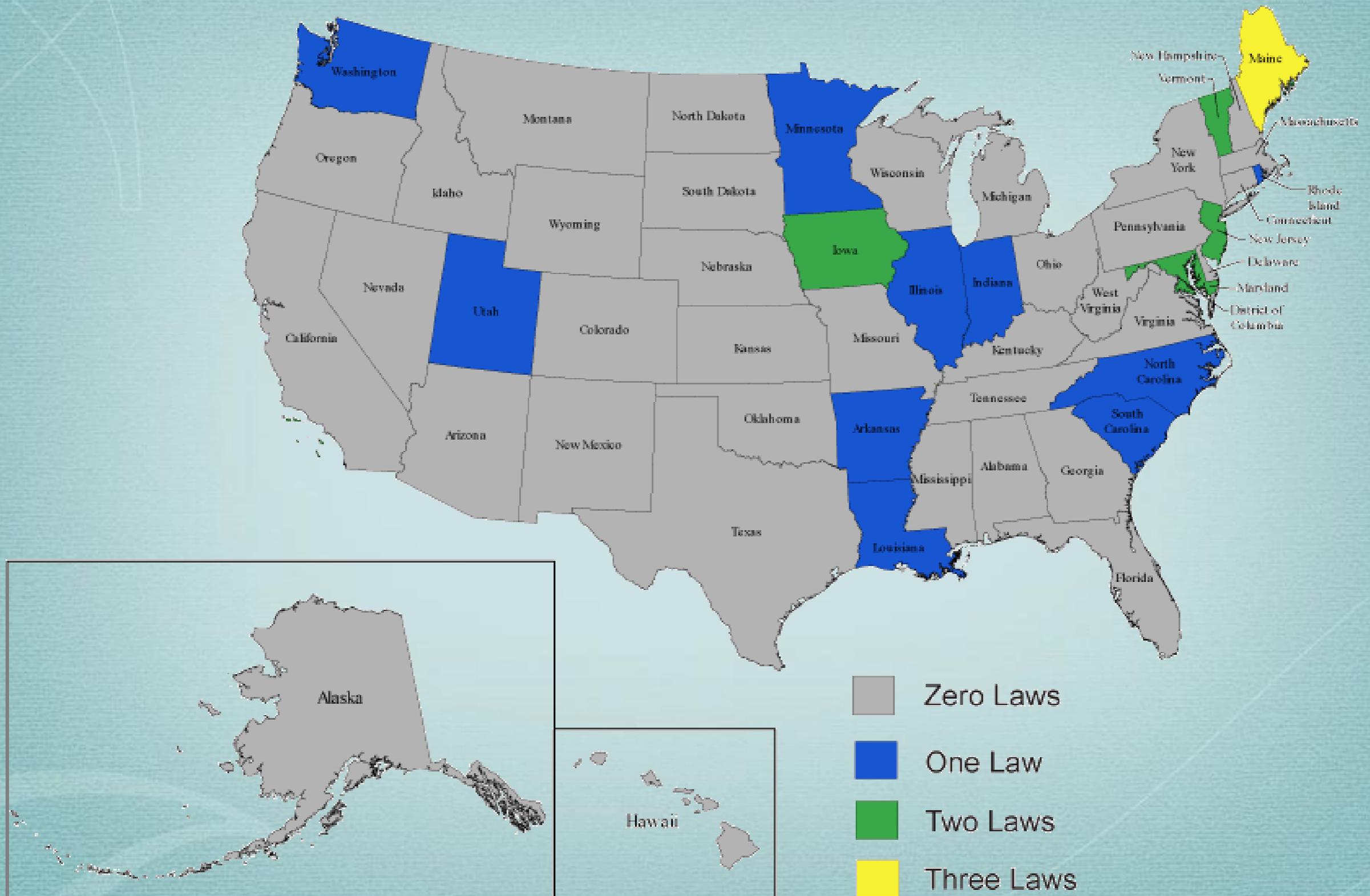
Product Stewardship Framework

- Based on same PSI Principles of Product Stewardship
- More efficient/systematic – Multiple products
- Recognition that product legislation should have common elements:
 - designated products, roles of players, plan submittal to agency, performance goals, enforcement, reporting, etc.
- Also creates model for product by product legislation

Product Stewardship Framework Policies/Legislation

- State law passed: ME (awaiting Gov. signature)
- State *policy* passed: CA
- Framework study bills passed: RI, MN
- Framework legislation introduced: CA, OR, MN, WA
- Need to pass product legislation first

State EPR Laws 2004



Product	No. of Laws	States with Product Stewardship Law
Electronics	18*	CT, HI, IL, IN, ME, MD, MI, MN, MO, NJ, OK, OR, RI, TX, VA, WA, WV, WI
Auto Switches	13	AR, IL, IN, IA, ME, MD, MA, NJ, NC, RI, SC, UT, VT
Batteries	7	FL, IA, ME, MD, MN, NJ, VT
Thermostats (mercury)	7	CA, IA, ME, MT, NH, PA, VT
Fluorescent Lamps	2	ME, WA (awaiting Gov. signature)
Paint	1	OR
Pesticide Containers	1	CA
Framework	1	ME (awaiting Gov. signature)

*** New York City has also passed a product stewardship electronics law. CA was the first state to pass an electronics law, but it is based on an advanced recycling fee.**

Voluntary Initiatives

Manufacturers

- Rechargeable Battery Recycling Corporation
- Electronics manufacturers
- Thermostat Recycling Corporation
- End of Life Vehicle Solutions Corporation (ELVS)
- Pesticide containers



End of Life
Vehicle Solutions

Retailers

- Staples, Office Max, Office Depot – Computers, batteries, cell phones, toner cartridges...
- Home Depot and Lowe's – CFLs, etc.
- Best Buy – Electronics, etc.



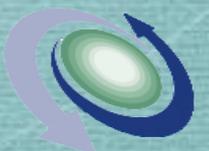
Benefits of EPR

Financial benefits take two forms:

- Direct cost savings as manufacturers take on costs local governments are paying now to collect, transport, and recycle used products
- Expanded service as consumers enjoy convenient recycling for more products

Environmental benefits include removal of toxics from waste streams, conservation of natural resources, and reductions in greenhouse gas emissions

Economic benefits include recycling jobs and increased recyclable materials collected



Companies Working with PSI

Electronics



Paint



Pharmaceuticals



Medical Sharps



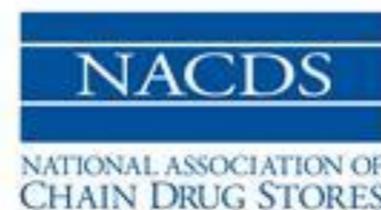
Phone Books



Others

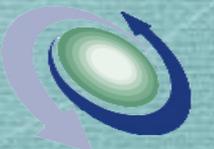


Retailers Working with PSI



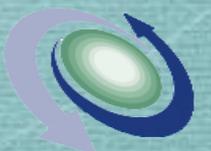
How will product stewardship change local government role?

- No more local costs to manage target products
- Call waste management company hired by manufacturers (vs. hiring yourselves)
- Continue collecting (if you choose)
- Forge partnerships with local retailers
- Communicate with residents



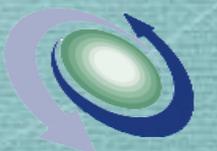
What can local governments do to promote product stewardship?

- Collect data on collection rates and costs
- Conduct pilot programs to test new systems
- Reach out to retailers to build support, participation in existing programs
- Raise awareness of PSI *Principles of Product Stewardship*/ educate your management



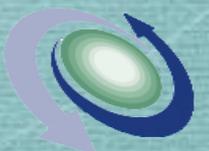
What can local governments do to promote product stewardship?

- Learn about what's happening in other states
- Participate in national dialogues that negotiate with manufacturers
- Provide input to policy makers about how existing systems are working
- Share information to build a case for product stewardship
- Advocate for local ordinances and state laws



PSI Local Gov't Coordination

- PSI working with 7 states: NY, VT, CT, IA, IL, NE, OK
- \$15,000 flat fee: entire state
- Funding provided by state agency, state associations, locals, organizations, business, or other
- Locals get to know PSI \Leftrightarrow PSI to know locals
- “Education and Action”
- Education: all local governments in state (& others) get full educational benefits - unlimited agency staff
- Action: PSI coordinates monthly calls for state

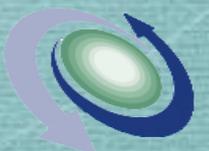


Get Plugged in...PSI Services

- **Receive information about PSI and its Local Government Coordination initiative**
- **Full (paid) and Affiliate (free) Government Memberships**
- **Corporate, Organizational, and Academic Partnerships**

Get Plugged in...PSI Services

- **Product-specific dialogues**
- **Member/Partner Update Calls (monthly briefings)**
- **Networking Conference Calls (12/year)**
- **Product Stewardship Updates (26/year)**
- **Newsletter (quarterly)**
- **Annual Product Stewardship Forum**
- **Website – product information**
- **12 product list serves**
- **Government strategic conference calls – legislation**
- **Consulting (e.g., product take-backs, facilitation)**



For More Information Contact...

Scott Cassel

PSI Executive Director/Founder

617-236-4822

scott@productstewardship.us

www.productstewardship.us