



## PSI Services for Local Governments

Since its inception, the needs and contributions of local governments have been central to PSI's mission and work. The Product Stewardship Institute, Inc. (PSI) was founded in 2000 to provide a unified voice for state and local government, and fiscal relief for government, on waste management issues. Local governments are the primary beneficiaries of the extended producer responsibility (EPR) efforts promoted by PSI. In addition, local governments play a critical role in the passage of state product stewardship legislation, galvanizing grassroots support and offering first-hand perspectives on product stewardship challenges and opportunities. Recognizing the centrality of local governments in product stewardship, PSI's Board of Directors includes four local government officials (along with seven state government officials). There are over 100 local governments that are PSI members, along with 45 states and 50 partners from business, environmental groups, and other organizations.

The role of local governments in product stewardship has never been more critical. As state budgets tighten, resources for local governments are increasingly constrained. Product stewardship is a critical strategy for relieving local governments of a significant portion of the waste management costs they currently shoulder and achieving higher levels of environmental quality. Spring 2009 has seen the introduction of more than 35 EPR bills calling for producer responsibility of individual products or groups of products. These legislative initiatives move forward with informed and targeted local government support. In light of the current opportunity for significant progress on product stewardship, as well as the need to meet local governments' pressing needs, PSI proposes to increase services to local governments as detailed below. For a total annual fee of \$15,000,<sup>1</sup> which covers all locals within a state, PSI will:

### I. **Educational Opportunities for All Local Governments in a State**

PSI will extend the following full member benefits to all local governments wishing to play an active role in product stewardship.

- Free Participation in all PSI National Dialogues
- Priority access to PSI staff and contractors
- Priority selection to participate in broad range of PSI pilot projects
- Free Participation in Networking Conference Calls (12/year)
- Free Bi-weekly Product Stewardship E-mail Updates (26/year)
- Free access to monthly Product Stewardship Update Calls
- Receive quarterly PSI Newsletter
- Participation in government product-specific strategy calls
- Discount at the PSI annual Forum
- Full use of website – including product information
- Full use of PSI's 12 product list serves
- Voting capabilities and the ability to serve on the PSI Board of Directors
- Input into PSI's Strategic Plan, which sets PSI's goals and prioritizes initiatives

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<sup>1</sup> For a total aggregate annual fee of \$15,000, ALL local governments would be Full Members of PSI. Each local government does NOT have to pay \$15,000. These funds can come from the state government on behalf of local governments, local grants, or other sources of funding acceptable to the local governments.

## **II. Facilitate Strategic Conference Calls**

PSI will facilitate regularly scheduled conference calls (monthly or at another frequency preferred) with local governments to assist in identifying state-specific local priorities; connect local governments in the state with key government, industry, and environmental group contacts based on the specific statewide needs; and provide a direct link to national product stewardship initiatives. The calls will link local governments to one another and to PSI and other groups working on product stewardship, and provide a forum for the development of a shared understanding of local product stewardship needs and priorities.

PSI will provide the following:

- Include all local government representatives in the calls.
- Include other representatives on the calls as directed by the local government group (e.g., state officials, recycling associations, environmental groups, companies, etc.).
- Assist in setting call agendas.
- Schedule calls and arrange for free shared conference call lines.
- Facilitate discussion.
- Identify and bring in outside experts as appropriate.
- Prepare call summaries and post them on a password-protected webpage, along with key documents that support discussions.
- Launch and maintain a state-specific product stewardship listserv to encourage the exchange of product stewardship information of relevance to the state.

### **Building Local Product Stewardship Capacity through Consulting Services**

On a fee-for-service basis, PSI will provide additional assistance to help local governments undertake priority projects and achieve product stewardship results. We anticipate that specific, high-priority product-specific projects will emerge through the regularly scheduled calls as local governments identify their needs and priorities, and understand how they can plug into national efforts and establish a coordinated statewide product approach. PSI can contract with local governments/states to conduct the following:

- Develop state-specific policies, programs, and legislative strategies to increase stewardship of products of local concern, such as leftover paint, mercury thermostats, fluorescent lamps, electronics, pharmaceuticals, medical sharps, phone books, packaging, batteries, gas cylinders, tires, and pesticides.
- Develop performance metrics to assess the effectiveness of product stewardship initiatives, as well as the cost and benefits of particular approaches.
- Design, implement, and evaluate pilot take-back programs to test strategies and gain experience with particular retailers and manufacturers, and deepen understanding about how to optimize product stewardship effectiveness for replication in other areas.

**To find out more about this offer, please contact Scott Cassel, PSI Executive Director, at (617) 236-4822, or [scott@productstewardship.us](mailto:scott@productstewardship.us).**