



CPSC

**California Product
Stewardship Council** SM

Sustainability Through Producer Responsibility

November 16, 2012

Association of Bay Area Governments

What is Sustainability?

The capacity to maintain a certain process or state indefinitely.



Today's Linear Waste Management System



Tomorrow's “Cradle to Cradle” System



Extended Producer Responsibility (EPR) and Product Stewardship Defined*



Product Stewardship is the act of minimizing health, safety, environmental and social impacts and maximizing economic benefits of a product and packaging throughout all lifecycles and can be voluntary or legislated.

EPR is a legislated approach that at a minimum requires end of life take-back of products by the producers

*Defined by coalition of NGO's and Businesses in US 4/2012

CPSC Mission

To shift 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.

Resolution Counter

We Did It !

As of October 23, 2012

131

***resolutions have been passed by
California local jurisdictions
and organizations
supporting product stewardship!***

37 Resolutions adopted in Fiscal Year 2009/10!

EPR Resolutions & Policies —

16 Local Government Associations (10/25/12)

1. Alameda StopWaste
2. California Council of Directors of Environmental Health (CCDEH)
3. California State Association of Counties
4. Central Contra Costa County Solid Waste Authority
5. Coachella Valley Association of Governments
6. Delta Diablo Sanitation District
7. Fresno Council of Governments
8. League of California Cities
9. Mojave Desert and Mountain Integrated Waste Joint Powers Assoc.
10. Regional Council of Rural Counties ESJPA
11. San Gabriel Valley Council of Governments
12. Southern California Association of Governments
13. Solid Waste Association of North America (SWANA)
14. West Contra Costa Integrated Waste Management Authority
15. Western Placer Waste Management Authority
16. Monterey Waste Management Authority

CPSC Pledge Signers —

37 Local Government Associations (10/25/12)

- Association of Bay Area Governments (ABAG)
 - Bay Area Hazardous Waste Management Facility Allocation Committee
 - San Francisco Estuary Project
- Bay Area Clean Water Agencies
- Bay Area Stormwater Management Agencies Association
- Calif. Council of Directors of Environmental Health (CCDEH)
- California State Association of Counties
- California Stormwater Quality Association
- Central Contra Costa Sanitation District
- Central Contra Costa Co. Solid Waste Authority
- Coachella Valley Association of Governments
- Contra Costa Clean Water Program
- Delta Diablo Sanitation District
- East Bay Municipal Utility District
- Fresno Council of Governments
- League of California Cities
- Los Angeles County Integrated Waste Management Task Force
- Monterey Waste Management Authority
- Mojave Desert and Mountain Recycling Authority
- Rural Counties' Environmental Services Joint Powers Authority (ESJPA)
- Sacramento Business Environmental Resource Center
- Sacramento County Department of Waste Management & Recycling
- Sacramento County Department of Water Resources
- Sacramento County Stormwater Quality Program
- Sacramento Regional County Sanitation District
- Salinas Valley Solid Waste Authority
- San Gabriel Valley Council of Governments
- Santa Clara County Recycling and Waste Reduction Commission
- Santa Clara Valley, CLEAN South Bay
- Santa Clara Valley Urban Runoff Pollution Prevention Program
- Santa Clara Valley Water District
- Solid Waste Association of North America (SWANA)
- South Bayside Waste Management Authority
- Southern California Association of Governments
- Tamalpais Community Services District
- West Contra Costa Integrated Waste Management Authority
- Western Placer Waste Management Authority
- West Valley Clean Water (Campbell, Los Gatos, Monte Sereno, Saratoga)

CPSC Partners (3/24/10)

Platinum Partner



“We are very proud to join a growing list of local governments, associations, and companies that support CPSC and its efforts. This fits in nicely with our mission of being an industry-leader in managing waste materials. We are not just “waste haulers” anymore; we are waste stream materials managers, protecting today’s environment for a better tomorrow.”

—Johnnie Perkins, Western Regional
Director of Republic Services

CPSC Partners (1/9/12)



Platinum Partners

- Republic Services



REPUBLIC
SERVICES



Gold Partners

- California Resource Recovery Association
- Waste Management, Inc.
- Recology

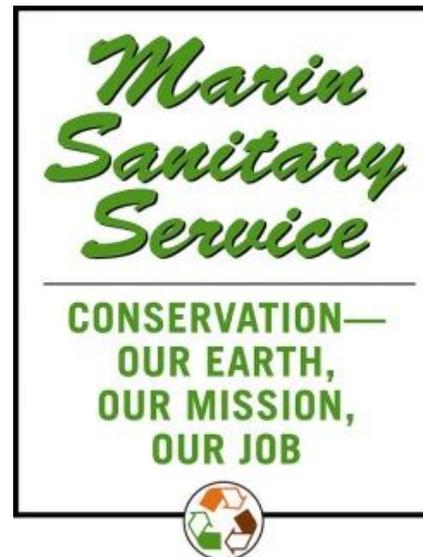


CPSC Partners (9/3/12)



4 Silver Partners

- Amazon Environmental, Inc.
- CalRecycle*
- F&H Office Systems
- Marin Sanitary Service



* CalRecycle has not signed the CPSC Pledge, since this would be inappropriate for a State agency, but is a partner and financial supporter of CPSC.

CPSC Partners (1/9/12)



14 Bronze Partners

- Acrylatex Coatings & Paint
- Armstrong World Industries
- California Paint Recycling, Inc.
- California Waste Solutions
- Clean Harbors Environmental Services, Inc.
- Ecology Action
- Johnson's Environmental Products
- Peninsula Packaging Company
- PerfPower Corporation
- PSC Environmental Services
- Rinauro Consulting
- SEI Solid Waste
- Visions Paint Recycling, Inc.
- Zanker Disposal and Recycling



Strategic Directive 5

February 2007



CalRecycle will ...

- “Seek statutory authority to foster cradle-to-cradle producer responsibility.”
- “Develop relationships with stakeholders that result in producer-financed and producer-managed systems”

* Formerly the California Integrated Waste Management Board



CALIFORNIA RETAILERS ASSOCIATION



“The California Retailers Association supports EPR as a more workable and cost-effective alternative to mandatory in-store take back, or point of sale fees.”

CAT®



**REMANUFACTURED
PRODUCTS**

Cat Reman Products for Engines

“EPR drives us ...
to design for
remanufacturing
and upgradability”

Permission for use granted by CAT.





Dell Leadership in Sustainability



- Free end-of-life management for residential consumers in 78 countries for any Dell product, regardless of new purchase;
- First to ban exports of nonworking electronics to developing nations; on track to collect 1 billion pounds of e-waste by 2014.
- Products designed with environmental concerns, ease of disassembly for recycling in mind.

Armstrong Flooring Recycling Program

- Accepts Armstrong and other manufactures' Vinyl Composition Tile (VCT) flooring
- Is free in the continental USA; Armstrong provides boxes and freight
- Is available for jobs $\geq 8,000$ ft², but will consider smaller jobs
- Projects must be pre-approved and adhere to requirements
- To learn more: www.armstrong.com/vctrecycling

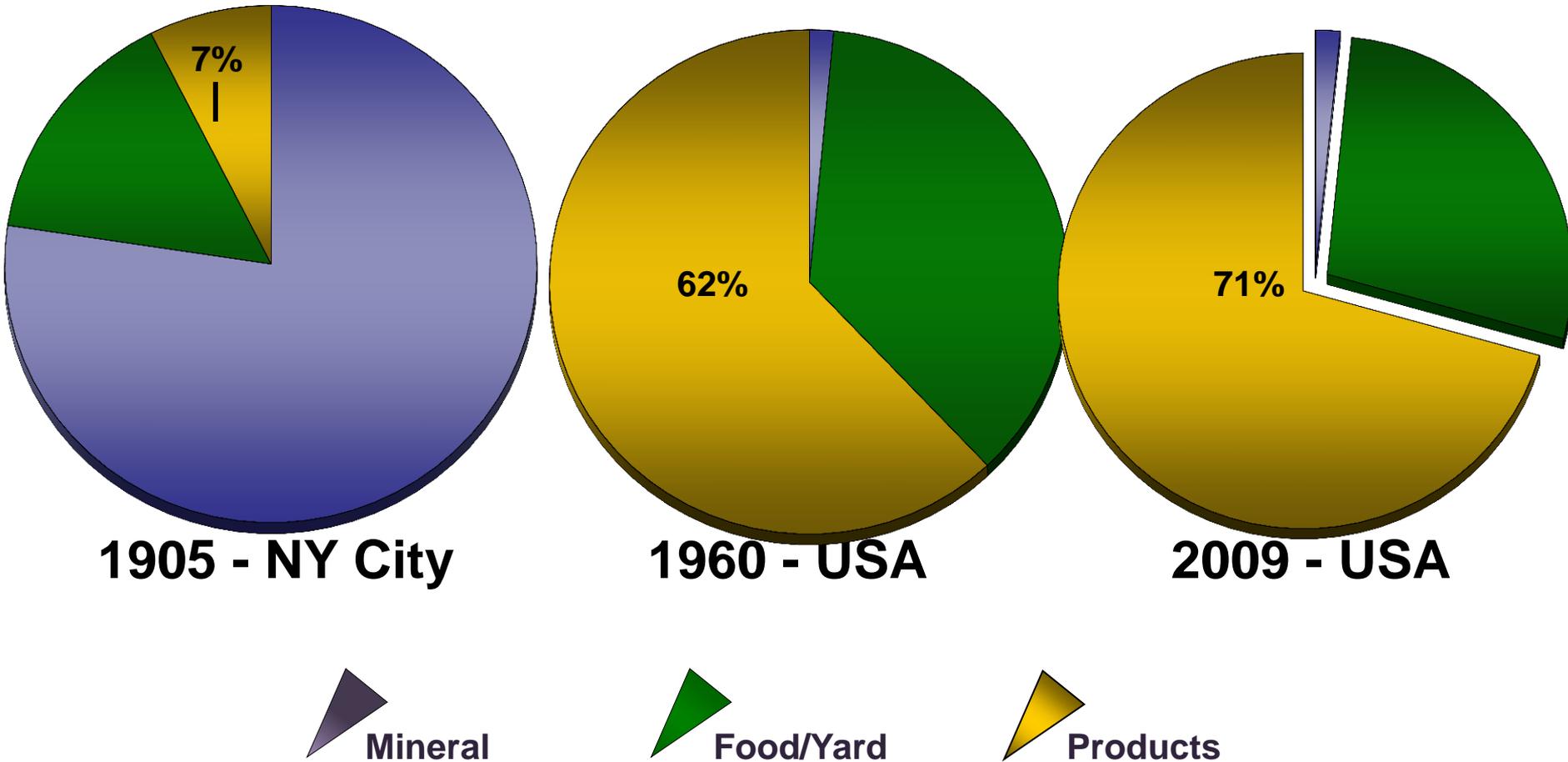


Call 877-276-7876, option 2, then 7 to discuss recycling your flooring



Closed loop VCT recycling is part of Armstrong's greater sustainability commitment!

Waste Generation is Changing



From Product Policy Institute (PPI), 2005, *Unintended Consequences: Municipal Solid Waste and the Throwaway Society*; 1960 and 2009 data from US EPA, 2011, *Municipal Solid Waste in the United States: 2009 Facts and Figures*. Permission for use of illustration granted by PPI.

AB 939 (1989) – Integrated Waste Management Act



1. Created Waste Hierarchy

1. Source Reduction
2. Recycling and Composting
3. Transformation and Landfill Disposal

2. Recycling Goals on Local Government

1. 50% by year 2000

2006 – Universal Waste Ban

- Do not reduce volume, toxicity or illegal disposal
- Do not create collection and recycling options
- Place enforcement burden on local government
- Place cost burden on ratepayers and taxpayers



Illegal Disposal



Photo taken in California sometime after the U-Waste Ban.

Sharps: 2008 Disposal Ban



Canada's EPR System



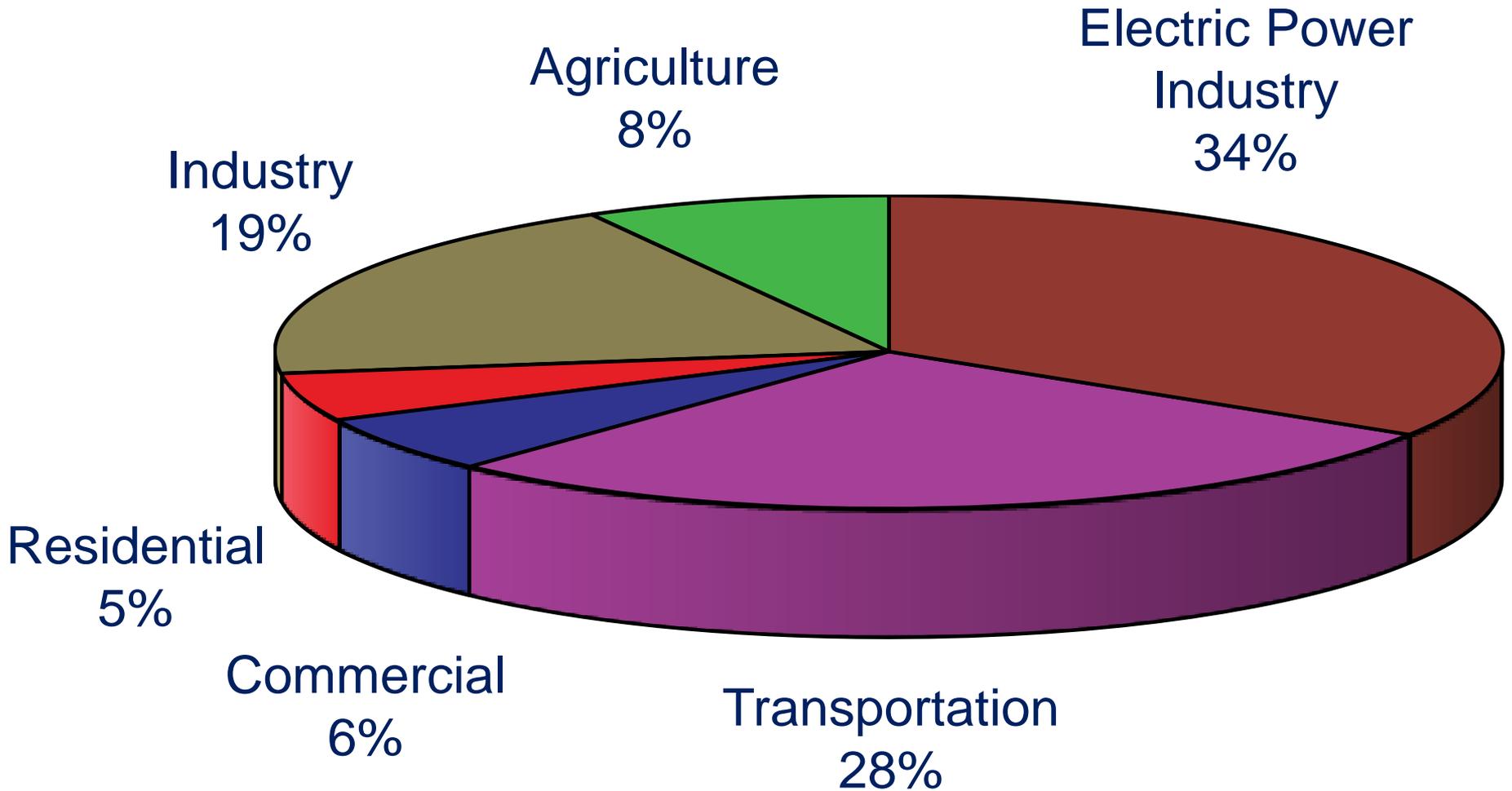
© StewardEdge, July 2010

EPR Recycling Station – Luzern, Switzerland – Grocery Store



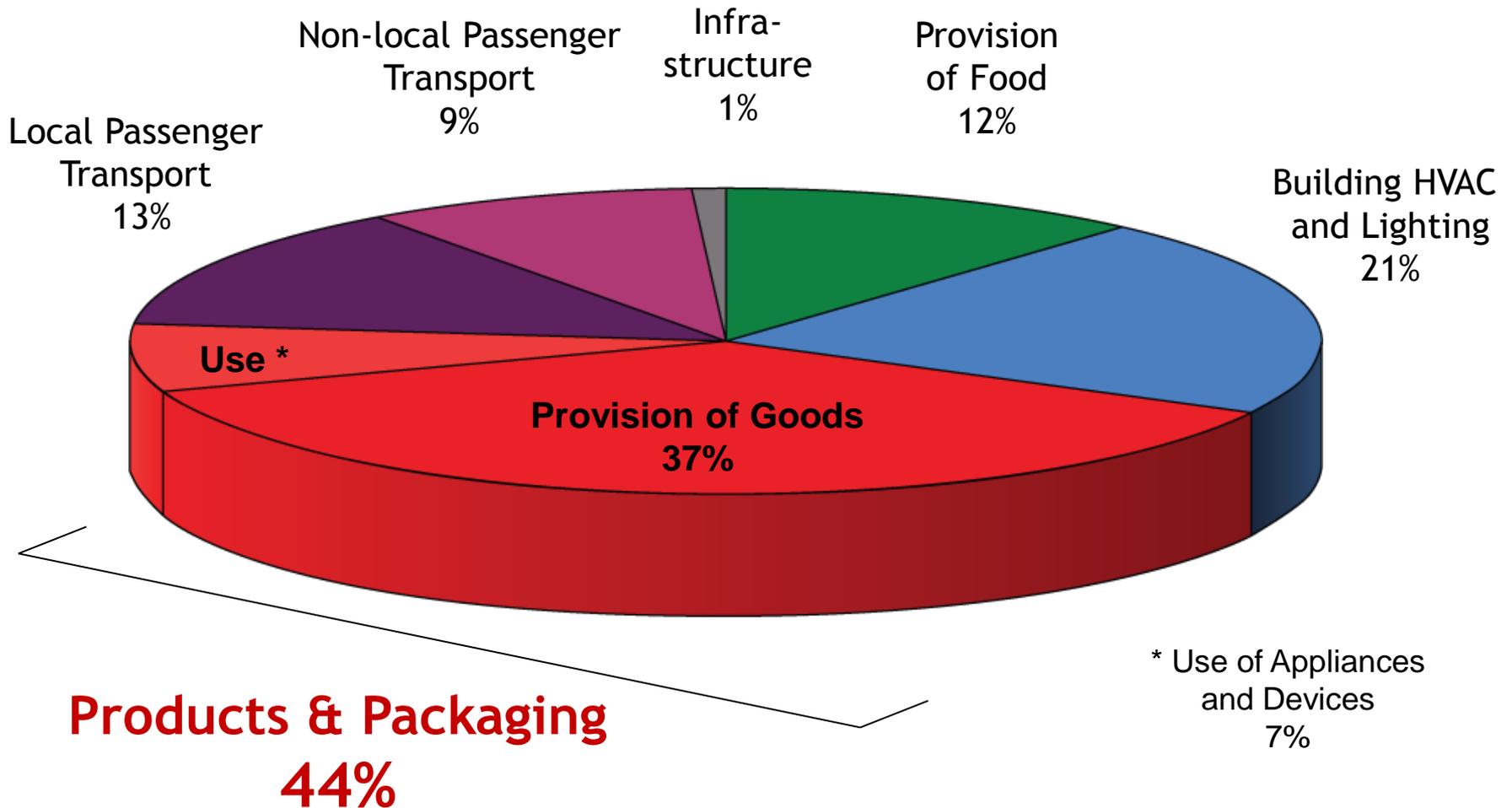
US Greenhouse Gas Emissions

Conventional Sector View



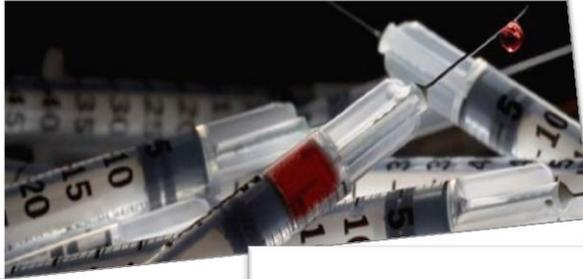
Source: **US EPA**

US Greenhouse Gas Emissions Consumption View - Global



Source: PPI 2009 – Joshua Stolaroff

EPR Addresses Multiple Issues



California EPR Legislation 2008-2010

APPROVED

1. Ag Pesticide Containers
2. Recalled Products Take-Back
3. Mercury Thermostat
4. Green Chemistry
5. Paint
6. Carpet
7. Brake Pads



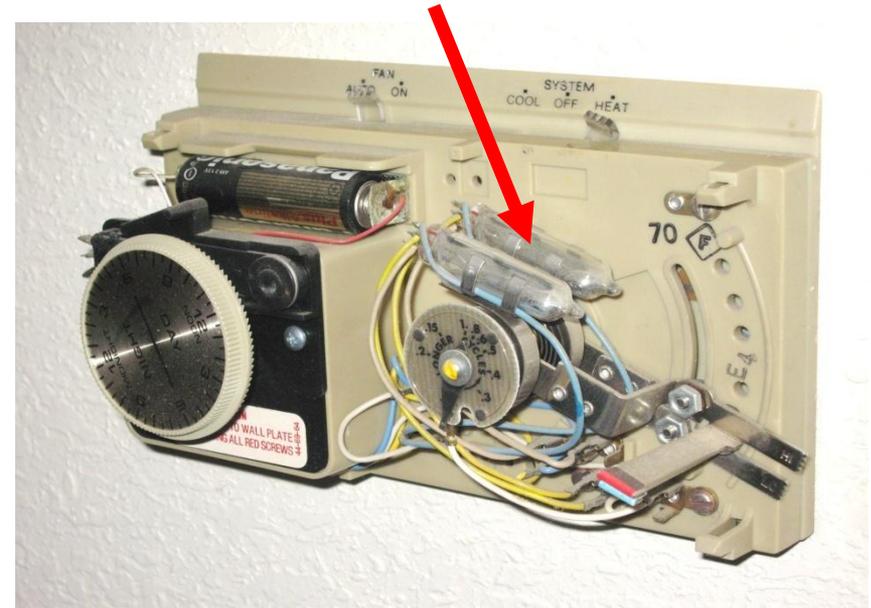
The Governor calls AB 1879 “*the most comprehensive Green Chemistry program ever established*” and added that it “*puts an end to the less effective chemical-by-chemical ban of the past.*”

Thermostat EPR Bill



Examples of Thermostats

Approx 3gm of mercury



1. CITY OF CARPINTERIA HHW
5775 CARPINTERIA AVE.
CARPINTERIA, CA, 93013

2. UNITED REFRIGERATION
134 NOPALITAS WAY
SANTA BARBARA, CA, 93103

3. JOHNSTONE-SANTA BARBARA
220 WEST GUTIERREZ STREET
SANTA BARBARA, CA, 93101



TRC Process Flow



Recycling bin order form



Bins ready to send to Collection Points (HHW, Contractor or Distributor)



Examples of thermostats with Hg



Thermostats collected and ready to be sent to the TRC



Bin received at the TRC



Thermostat received and ready for Hg ampoule removal



Ampoule with Hg removed from T'stat



Barrel of Ampoules ready to be sent to recycler

Why Carpet Stewardship?

- 3.2% of all disposed waste in California
- MOU with carpet industry not meeting recycling goals of 25% by 2012
- LA Fiber laid-off 200 workers in L.A. in 2009
- GHG impacts from products in California - #4 after lumber, mixed paper, and cardboard



Legislative Hearing on Carpet Stewardship Program Creating Jobs



Larry Fink
The Carpet Recyclers

2010 Carpet Stewardship Law



- Created 210 jobs in CA in two years
- Increased state recycling rate from 6-17% first year!
- Large retailers sending carpet to two LA recyclers
- Greenwaste Inc just became a consolidation point for carpet for recycling



Leftover paint is a serious problem!

Photo taken at a home near Oroville, California in 2009.

California Program Launched 10/19



CPSC
California Product
Stewardship Council

350+ retail stores

- *Ace*
- *Dunn-Edwards*
- *Frazee/Comex*
- *Glidden/AkzoNobel*
- *Independents*
- *Kelly Moore*
- *Orchard Hardware Supply (Benjamin-Moore dealer)*
- *Sherwin Williams*
- *True Value*
- *Vista Paint*

The advertisement graphic is enclosed in a green border. At the top left is the PaintCare logo, which consists of a green circle with a white arrow and the text 'paintcare'. The main headline reads 'Recycle your paint here.' in large green font. Below this, a smaller line of text provides contact information: 'To learn what products are accepted by the program either ask your sales associate, call (855) 724-6809 or visit www.paintcare.org.' The central image shows four paint containers: a large green bucket labeled 'LATEX CEILING PAINT', a medium yellow can labeled 'latex PAINT', a medium orange can labeled 'PAINT', and a small red can labeled 'PAINT'. At the bottom, a green arrow points right with the text 'Recycle with PaintCare'. Below the arrow, a small disclaimer reads 'Leaking, unlabeled, and empty containers are not accepted.'

Find a paint drop-off site near you:

Starting October 19 California

[Drop-off Site Downloadable List](#)

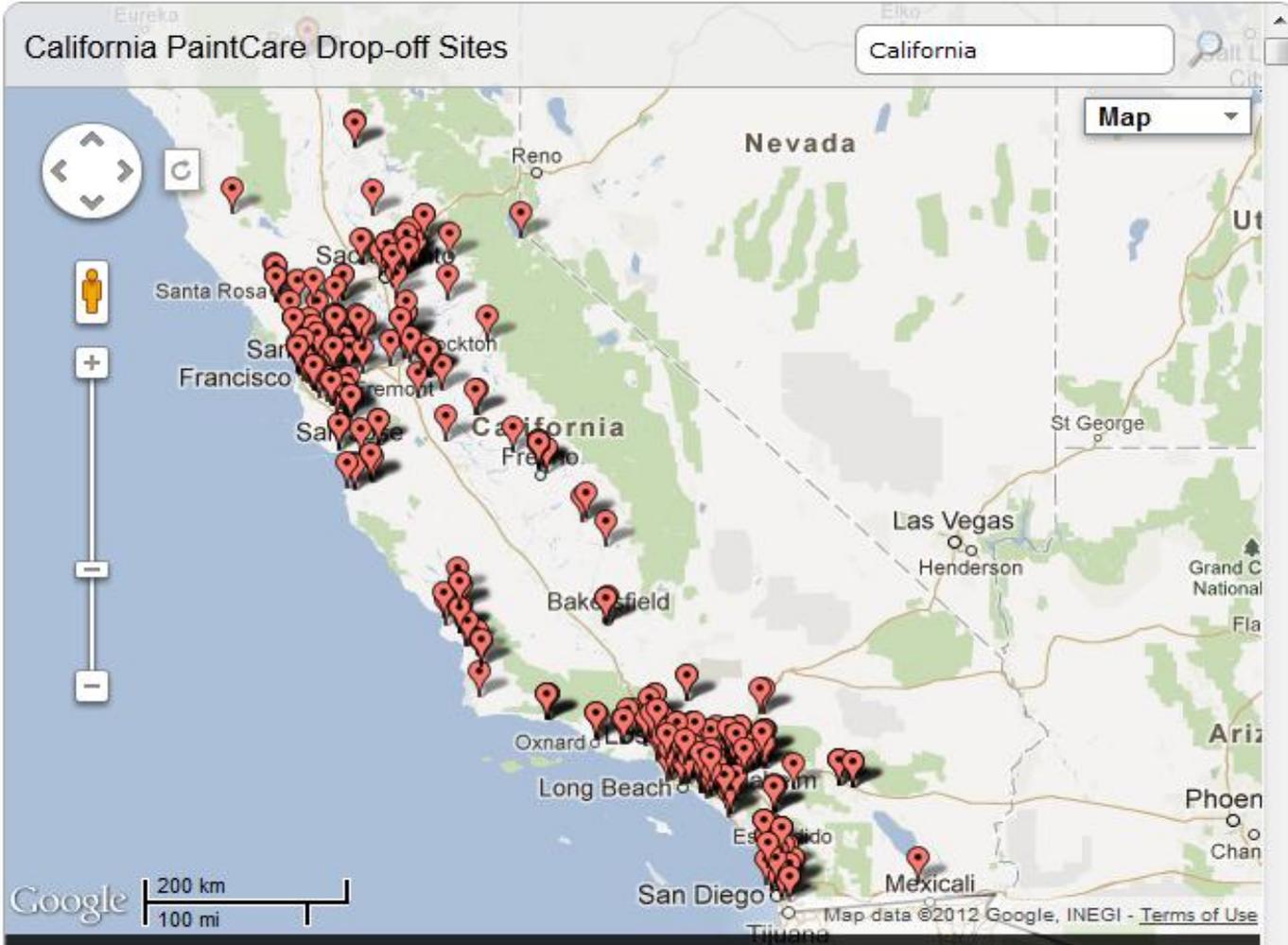
Paint Calculator



Enter your city or zip code in the search box below, or simply zoom into the area you're located in:

California PaintCare Drop-off Sites

California



Google 200 km 100 mi

Map data ©2012 Google, INEGI - Terms of Use

STARTING OCT 19th -Please call ahead for store hours and space limitations. Please limit 5 gallons per visit per customer.

Retail Program Poster



California Paint Stewardship Program

About the PaintCare Program

Effective October 19, 2012 the "PaintCare Recovery Fee" is included in the purchase price of architectural paint sold in California as required by the California Paint Stewardship Law. Fees are based on container size as follows:

Half pint or less	\$ 0.00
More than half pint to less than 1 gallon	\$ 0.35
1 gallon	\$ 0.75
More than 1 gallon to 5 gallons	\$ 1.60

PROGRAM PRODUCTS

These products have fees and will be accepted at PaintCare-partnering drop-off sites:

- Latex paints (acrylic, water-based)
- Oil-based paints (alkyd)
- Stains
- Primers, sealers, undercoaters
- Shellacs, lacquers, varnishes, urethanes (single component)
- Deck coatings, floor paints (including elastomeric)
- Waterproofing concrete/masonry/wood sealers and repellents (not tar or bitumen-based)
- Swimming pool paints (single component)
- Metal coatings, rust preventatives
- Field and lawn paints

PAINTCARE®

PaintCare® is a non-profit 501(c)(3) organization, established by the American Coatings Association to implement state-mandated paint stewardship programs on behalf of paint manufacturers in states that adopt a paint stewardship law.

For more information, please ask for the PaintCare brochure or visit www.paintcare.org.

NEW LAW

California law requires paint manufacturers to develop a financially and environmentally sustainable program to manage post-consumer architectural paint. The new program will make paint recycling more convenient by setting up hundreds of drop-off sites throughout the state where consumers can take their remaining paint.



Paint Stewardship: Retail Collection = Convenience

*Program Will Save
California Local
Governments
\$21,000,000 each
year!*



Visions picks up paint at Red Bluff Paint Mart (Tehama)

Models for Product Stewardship

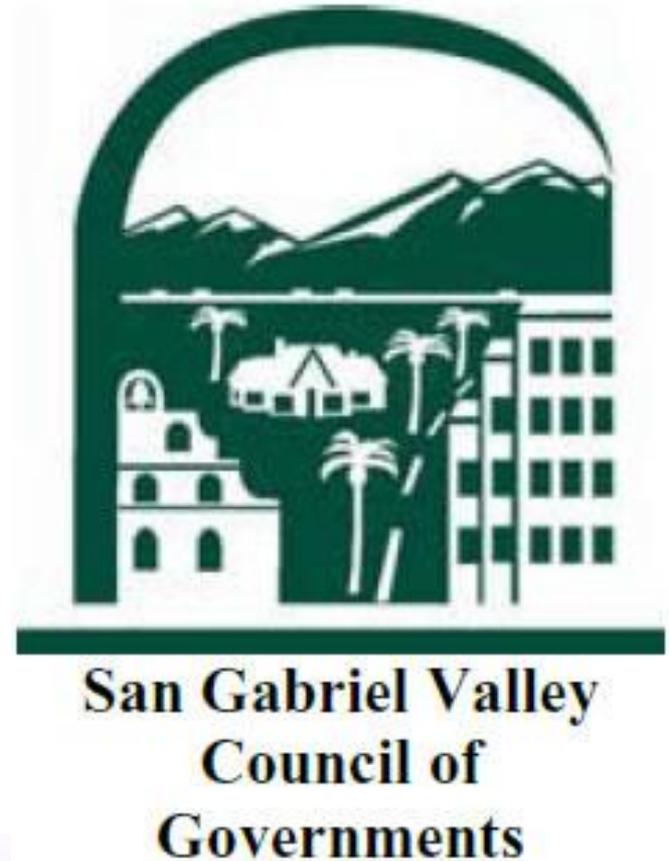


- Mandatory EPR
 - National
 - State (ex: t-stats, paint, carpet)
 - Local (ex: Alameda County Pharma Ordinance)
- Voluntary Product Take-Back
 - - National (ex: rechargable batteries)
- EPR Transitional Partnership Projects

CalRecycle
HHW Grant:

San Gabriel Valley
Council of
Governments
HD-18 Outreach &
Pilot Take-Back Grant

January 2010 – March 2012



Focus Groups Findings

Benefits to Business

- Take-Back Programs
 - Positive image for business
 - Positive impact on sales

“It makes me feel more positive that at least they are attempting to do something for the customer and the environment.”



Who Should Pay?

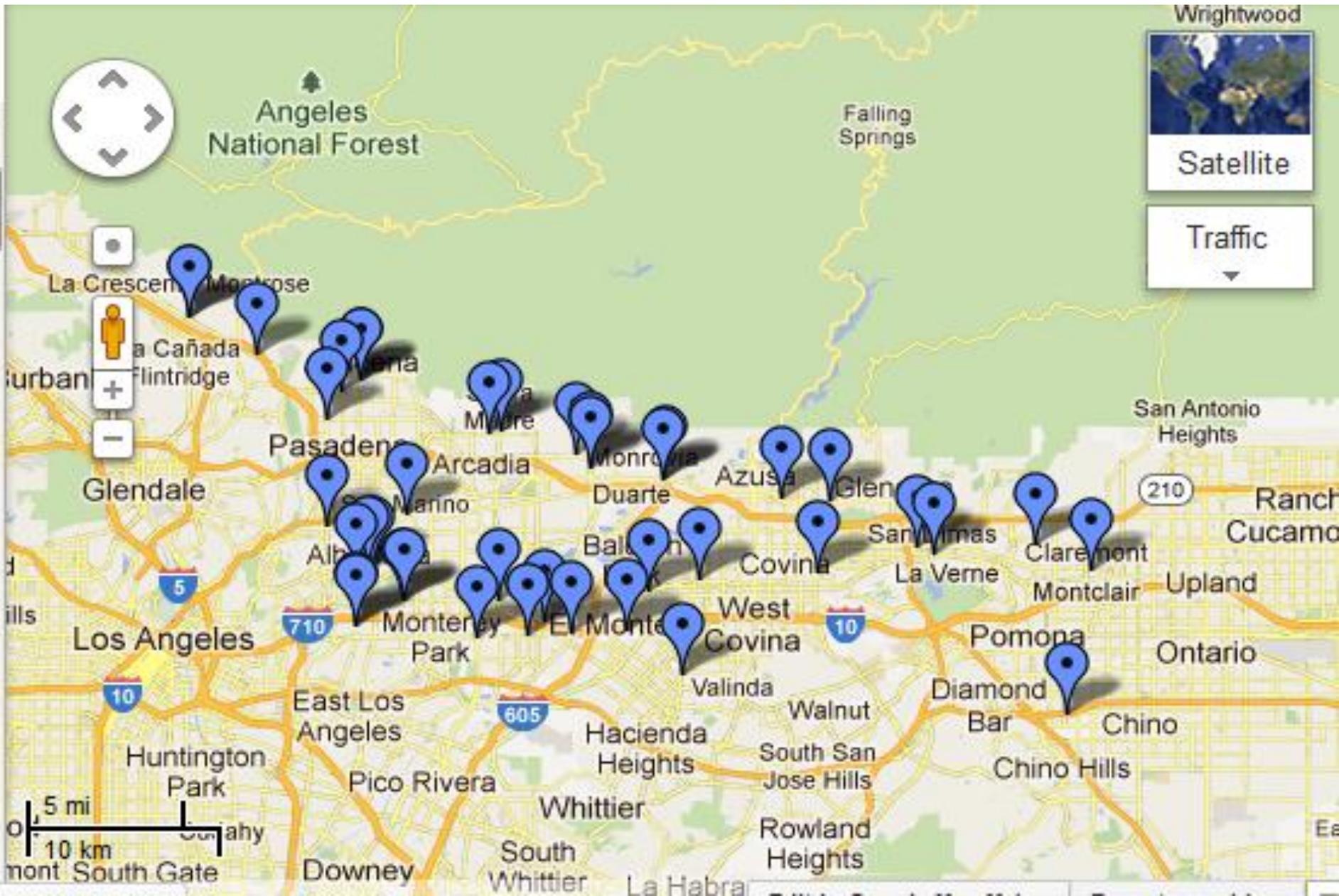
Question asked of retailers /consumers

- Don't make general taxpayers and ratepayers pay
- Consumers and retailers say producers should be responsible
- Add cost to purchase price
- Want producers to make less toxic products

“If they’re going to be manufacturing these things, they need to be responsible.” – Retail Focus Group Participant



Established 40 Battery Collection Sites



Objective 3

Billboard
PSAs
for
Batteries



Objective 3

Radio & Cable Access TV PSAs for Lamps



KFWB CBS Radio News Talk 980 AM, Los Angeles



RECYCLE Fluorescent Lamps & Tubes

Why?
All fluorescent lighting contains small amounts of mercury. Mercury is hazardous to your health, which is

CalRecycle



RECYCLE Fluorescent Lamps & Tubes

FREE!
Quantity Unlimited

September 24 & 25, 8 AM - 1 PM

* Household generated lamps only
Tubes 4' long or less

Kmart
Kmart parking lot
1162 North Citrus Ave.
Covina, CA 91722

CalRecycle

Funded in part by a grant from the Department of Resources Recycling and Recovery (CalRecycle) Program is funded by California utility customers and administered by Southern California Edison under the auspices of the California Public Utilities Commission

Battery Collection Results



Recycle Your Household Batteries!



Household batteries were banned from disposal in the trash in 2006 because they can contain heavy metals and are corrosive.

To ensure that valuable metals from mining are recycled and to ensure protection of public health and safety, it is important to recycle household batteries, both rechargeable and alkaline.




Look for this sign at participating retailers!

Household Battery Recycling Collection Sites in the San Gabriel Valley



Thank You for Recycling Your Household Batteries!

The businesses listed here are committed to helping San Gabriel Valley residents recycle household batteries:

Alhambra 1. Alhambra Camera, 121 E. Main St. 2. Alhambra Car Wash, 202 W. Main St. 3. Dai Chang Jewelry Co., 2211 N. Valley Blvd. 4. Main Pharmacy, 1018 N. Garfield Ave. #2	La Habra / Hacienda 21. Heritage Pharmacy & Medical, 123 Forest Hill Blvd. 22. AutoFit Car Wash, 2855 Forest Hill Blvd. 23. Forest Hill Car Wash, 2855 Forest Hill Blvd. 24. La California Camera, 180 Forest Hill Blvd. 25. PhotoCity, 434 Forest Hill Blvd., Suite B
Alhambra 5. Alhambra Hardware, 8915 Alhambra St. 6. Western Building Supply, 2915 E. Woodbury Rd. 7. Western Liquor, 2425 Lake Ave.	Monterey Park 26. Monterey Car Wash, 521 N. Alhambra Blvd. 28. Super Car Wash, 421 N. Alhambra Blvd.
Arroyo 8. Car Wash Station & Barber, 1041 E. Arroyo Ave. 9. Los Dinos Hair Market, 7443 E. Arroyo Ave.	Pasadena 10. Digital Technology Audio Video, 1413 E. Lucia Ave. 11. Super Savings Pharmacy, 1207 N. Fair Oaks Ave.
Baldwin Park 10. Fresh & Easy Neighborhood Market, 1400 Puente Ave.	South Pasadena 32. The Occasion Farm, 1710 Mission St.
Claremont 12. Hernandez Pharmacy, 13718 Harvard Ave.	Fontana 13. Market Top Store, 2700 S. Riverbank St. 14. Super Car Wash, 2110 E. Huntington Dr. 15. Super Car Wash, 2110 E. Huntington Dr.
El Monte 13. Baldwin Car Wash, 8915 Valley Blvd. 16. El Monte Auto Spa & Repair, 12280 Garvey Ave. 17. Grand's Tire & Auto Services, 10884 E. Garvey Ave. 18. Star Hand Car Wash, 3447 N. Rock Rd.	San Gabriel 29. Western Superhardware, 301 W. Valley Blvd.
Glendora 28. Wilson Auto Hardware, 131 E. Goodwin Ave.	Sierra Madre 30. Arnold's Pro-Tech Hardware, 207 W. Sierra Madre Blvd. 31. Best Buy Drugs, 2916 Baldwin Ave.

Household batteries were banned from disposal in the trash in 2006 because they can contain heavy metals and are corrosive.

To ensure that valuable metals from mining are recycled and to ensure protection of public health and safety, it is important to recycle household batteries, both rechargeable and alkaline.

For store hours and directions, please visit:
<http://www.sgvcog.org/batteryrecycling>

- Battery collection sites established: 40
- Partners: Call2Recycle and local businesses
- Total collected 1/1/11 - 8/30/12: **11,774 lbs.**
- Promotional pieces:
 - Retailer window cling
 - PSA slides
 - Media buys
 - Brochures
 - Map of take-back sites

Retailer Advertising



Procurement: Rechargeable Batteries

- Can be “re-charged” up to 1000 times
- Reduces replacement and disposal costs associated with single-use batteries



CalRecycle
HHW Grant:

**Del Norte Solid
Waste Management
Authority
HD-18 Outreach Grant**

October 26, 2009 through
April 2012



Objective 2:

9 Videos – Napa Talks About Product Stewardship



Napa County Stakeholder Montage



<http://www.youtube.com/playlist?list=PL4415FC0A6D5190AC>

Objective 2: EPP Policy Models

PowerPoint

TIP! BEST PRACTICE



Purchase from manufacturers or local vendors that offer collection or recycling systems that they finance or operate themselves. This creates the **incentive** for manufacturers to **redesign their products** for maximum recyclability and minimum waste*

* Best Practices: Contracting for EPR © 2010

Model EPP Policy



1822 21st Street, Suite #100
Sacramento, CA 95811
916-706-3420
www.CalPSC.org

Model Local Government Environmental Preferred Purchasing (EPP) Policy with Extended Producer Responsibility (EPR) Language (rev. 11/17/11)

HOW TO USE THIS DOCUMENT: This EPP policy has been designed for local governments that either do not have an EPP Policy or for those that have an existing policy and want to integrate EPR language.

If you do not have an EPP Policy you can use this model policy and input your jurisdiction's name where noted. If you have an EPR Resolution you would add the number and date adopted where specified in "purpose" section. You can tailor the "background" and "implementation guide" sections to reflect any progress or specifics to your jurisdiction.

If you have an existing EPP Policy and want to integrate EPR language you can take the language **high-lighted in yellow** and integrate them into your policy where applicable.

Environmentally Preferable Purchasing Policy

Governing Body of *(add name of jurisdiction)*

Dated: *(add date)*

This policy provides for the procurement of environmentally preferable products, including products that are reused, reusable, recyclable, compostable, durable, conserve energy and water, and reduce greenhouse gas emissions. In addition, it looks to reward manufacturers and vendors that reduce environmental impacts of products in their production and distribution systems or services, and provide take-back programs which are as part of the product price.

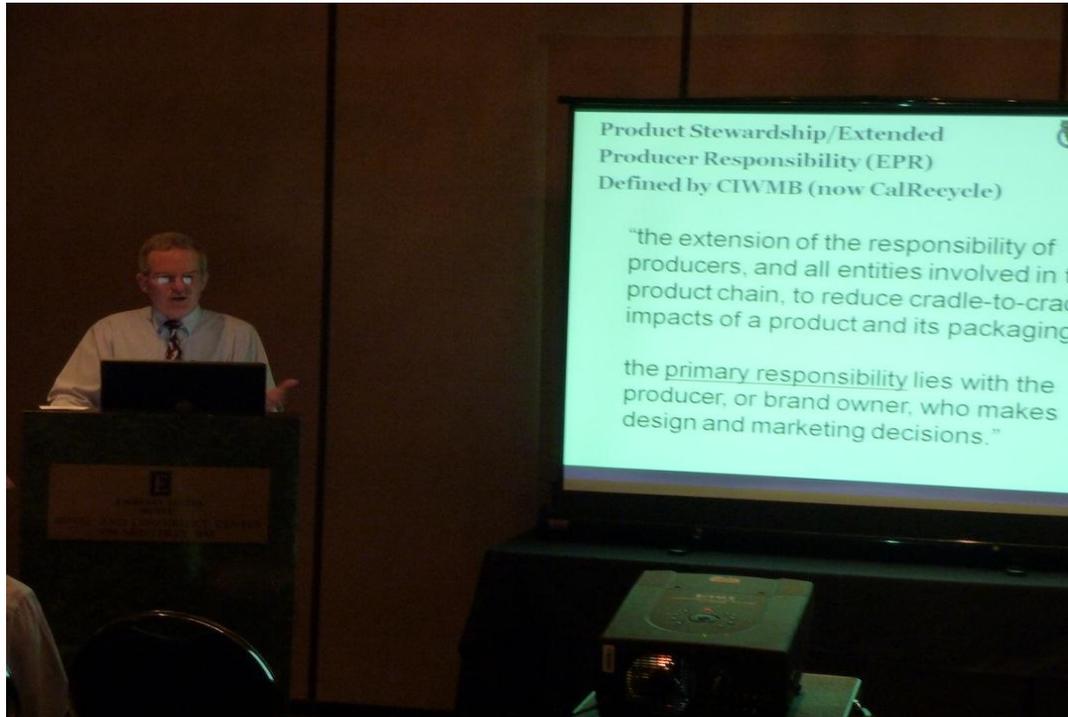
PURPOSE

The primary purposes of this policy are to comply with AB939 requirements, **align the cities procurement policy with the resolution for EPR. Resolution # *(add resolution number here)* adopted *(add date adopted here)*** and minimize negative environmental impacts of the Governing Body's activities.

It is the goal of *(add name of jurisdiction)* to utilize its purchasing power to influence commerce to offer goods and services with better environmental performance, and to procure products and services from manufacturers and suppliers that demonstrate a high level of environmental and social responsibility. It is a priority for the *Governing Body* to encourage manufacturers and vendors to reduce environmental impacts in their production and distribution systems or services. **And reduce the end-of-life cost and expense to the jurisdiction and it's consumers for these products and services.**

Mission: To shift California's product waste management system from one focused on government funded and taxpayer 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.

Objective 1: Presented to Groups



Conducted 62 presentations to stakeholder groups from 10/28/09 to 3/27/12 (Ken Wells presenting)

Objective 3

Business Stewardship Awards

Program to recognize businesses who are good stewards of hazardous products throughout the product lifecycle.

2010 & 2011 Awards Programs,
Press & Media Coverage, Video



Senator Mark Leno
presents Certificate of
Recognition for CPSC's
California Stewardship
Arrow Awards to Rob
D'Arcy, CPSC Board Chair

Objective 5

EPR Workshops

Conduct 4 statewide workshops

- Electronics: UC Berkeley School of Business, Berkeley
- Household Batteries: USEPA Region 9, San Francisco
- Mercury Lamps: USEPA Region 9, Los Angeles
- Sharps: Providence St. Joseph Medical Center, Burbank



Objective 5: Press on Sharps

Start today & get **20% OFF** + **CHEF'S TABLE™ ENTRÉES FREE†** With Auto-Delivery!



[ORDER NOW](#)

The Diabetes Health
Pump Survey



[TAKE THE SURVEY](#)

[Print](#) | [Email](#) | [Share](#) | [Comments \(2\)](#)

Managing In-Home Sharps Disposal

Feb 11, 2012

This press release is an announcement submitted by California Product Stewardship Council, and was not written by Diabetes Health.



- ▶ See What's Inside
- ▶ Read this FREE issue now



Burbank, Calif.-February 2012 - Although it is illegal to throw used needles and [syringes](#) in the trash in California, more than 936 million home-generated sharps end up in the waste stream annually, according to CalRecycle. This is often due to the lack of convenient return options for users of these medical products.

Nationally, 13.5 million people use sharps outside the healthcare setting with up to 7.8 billion needles and syringes improperly disposed of each year, according to data from the U.S. Environmental Protection Agency. To find solutions to this

Objective 6: Sharps Truck Sign

Don't throw needles in the trash!



➔ **Use approved sharps containers**

➔ **Bring containers to a drop-off point**



Questions? Call 465-1100

Objective 6: Sharps Brochure

**Don't Throw Sharps
in the Trash!**



**How to Dispose of
Needles and Lancets
in
Del Norte County**




CPSC
California Product
Stewardship Council



The Problem

936 Million & Counting...

In California, 936,000,000 needles and syringes are used in California outside of healthcare settings. 80% of the needles discarded are generated by the more than 486,000 individuals who self-inject insulin daily.*

Of particular concern is the growing number of Americans using injectable medications to treat diseases such as diabetes, arthritis, migraines, infertility, blood disorders, and for those who medicate pets and livestock. There are relatively few pharmacies, hospitals, physicians and veterinarians offices that will accept sharps as compared to the many distributors of sharps.

*data from CalRecycle presentation 1/18/12



The price tag keeps growing for communities like ours who are trying to keep toxic and hazardous products out of the landfill.



Improperly disposed sharps are a health threat. Needles illegally disposed in trash or recycling bins or flushed down toilets pose health risks to children, sanitation workers, water treatment facility operators and the general public.

It's illegal to throw sharps in trash or recycling bins.



Steps to Dispose of Sharps Safely & Legally

Do not fill any sharps container more than 3/4 full.

3. When full, bring the sharps container to a sharps drop-off point.

There is a drop-off receptacle for FREE disposal of home-generated sharps inside the

Del Norte County Transfer Station at 1700 State Street, Crescent City.

Enter over the scale and tell the gate attendant that you have sharps from home.

** data from California Dept. of Public Health & UC San Francisco report "Diabetes in California Counties", April 2009

The Del Norte Solid Waste Management Authority (DNSWMA) is working to establish other sharps drop-off points to make proper sharps disposal more convenient for you. Call 465-1100 for other drop-off locations.

*Del Norte County has nearly 1,300 diabetics disposing of sharps daily.** Every diabetic should know how to properly contain and dispose of their sharps.*

4. Buy pre-paid mail-back sharps containers.

Mail your mail-back container directly from your home to the address on the shipping label or to the supplier you purchased it from.



Comparison of 3 EPR Bills in CA - 8 Key Elements

Element	Thermostats	Paint	Carpet
Funding mechanism	Fee (invisible)	Fee (visible or invisible)	Fee (visible)
Funding Approach	Mandatory	Mandatory	Mandatory
Fee/Tax Collection Point (POM, POS,POD)	Point of Manufacture	Point of Manufacture (hybrid)	Point of Sale
Fund Consolidation Point	Stewardship Org TRC	Stewardship Org PaintCare	Stewardship Org CARE
Fund Oversight	State Government	State Government	State Government
Fund Management	Producers	Producers	Producers
Program Oversight	State Government	State Government	State Government
Program Operations	Customized by Producers	Customized by Producers	Customized by Producers

Major Differences Between Three Policies

1. T-stats - only “pure” EPR model, internalized costs and strong government oversight on setting recycling rates and dates and heavy fines “death penalty” cannot sell into CA – **biggest problem: doesn't pay government oversight costs**
2. Paint close, but not pure EPR – forces retailers to pass fee forward to consumer, has no recycling rate and date setting by the state
3. Carpet least optimal – has visible fee of 5 cents/yd set in law, allows CARE to have monopoly program for first 2 years, has no recycling goal set by government “continuous and meaningful improvement”

What's Hot in Product Stewardship?



Paint Webinar Series
For Paint Collection Site Operators



New! Principles of EPR

Diagram showing a circular flow: CONSUMER (purple arrow) → RETAILER (blue arrow) → MANUFACTURER (green arrow) → CONSUMER.



Alameda County Safe Medication Disposal Ordinance

 Like us on Facebook!



Priority Products for 2012



YouTube
Napa Talks About Product Stewardship

Ordinance Needed to Mandate Producer Responsibility Solution



- Disposal Bins
 - Located at convenient designated sites, including unincorporated areas
 - Drop off pills only (no containers)
 - Picked up by integrated waste control and shipped to disposal site
- Mailer (non-controlled only)
 - Pre-paid mailer is provided to consumers
 - Send meds directly to disposal sites
 - Works best for elderly, immobile and rural consumers



The County Drafted the Ordinance

- **First Public Hearing Date 2/28/12**
 - County Supervisors Public Meeting
 - Passed First Reading
 - Second Reading Held 3/13/12
 - Due to Pharma complaints about process, Supervisors did not adopt and instead scheduled series of educational hearings to allow further input and deeper discussion

Held Four Stakeholder Meetings



Public Communication

- Community Organizers
 - Alameda County Medication Education Disposal Safety Coalition (MEDS)
- Alameda County Departments
- California Product Stewardship Council (CPSC)
- Letters
- Petitions
- Social Media
 - Facebook:  <https://www.facebook.com/AlamedaSafeMeds>,
 - Twitter: <http://twitter.com/AlCoSafeMeds>
 - Website: <http://www.change.org/petitions/pass-the-safe-medication-disposal-ordinance>
- Press
 - Op-Eds
 - Radio interviews
 - AP and Reuters wire stories
 - CPSC and Clean Water Action Fund
 - Sierra Club –E-Mail Blasts and Newsletters
- Grassroots
- Teleosis and Senior Advocacy, Outreach, Education, and Training



Two Hearings Led to the Adoption of the Ordinance



Safe Medication Disposal Ordinance
Sponsored by The MEDES (Medication Education and Disposal Safety) Coalition and Alameda County Supervisors

Join us in protecting our families and environment

1st Reading of the Proposed Ordinance
Tuesday, July 10, 2012
Alameda County Board of Supervisors
1221 Oak Street, 5th Floor Board Chambers
Oakland, CA 94612

Come show your support for the proposed Safe Medication Disposal Ordinance to our Supervisors

Go to <http://www.change.org/petitions/pass-the-safe-medication-disposal-ordinance> to sign the petition and learn what you can do to help!

Follow us on [Twitter](#) @AlCoSafeMeds or [Facebook](#) Alameda County Safe Meds

If you cannot attend, contact the Clerk of the Board, 1221 Oak Street, Suite 536 Oakland, CA 94612
For questions, contact Kamika Dunlap at Kamika.dunlap@acgov.org or (510) 272-3691




Safe Medication Disposal Ordinance
Sponsored by the MEDES (Medication Education Disposal Safety) Coalition and Alameda County Supervisor Nate Miley

Join us in protecting our families and environment

Alameda County Board of Supervisors
2nd Reading & Final Vote on the Proposed Ordinance
Tuesday, July 24, 2012 11:00 AM
Oak Street, 5th Floor Board Chambers
Oakland, CA 94612



Go to <http://www.change.org/petitions/pass-the-safe-medication-disposal-ordinance> to sign the petition and learn what you can do to help!

Follow us on [Twitter](#) @AlCoSafeMeds or [Facebook](#) Alameda County Safe Meds

District 1 Supervisor, Keith Carson (510) 272-6801
District 2 Supervisor, Richard Valle (510) 272-6602
District 3 Supervisor, Nate Miley (510) 272-6604
District 4 Supervisor, Keith Carson (510) 272-6805

2010 Golden Arrow Award for Overall Excellence in Product Stewardship



Greater Stockton Chamber of Commerce



Pictured: Senator Lois Wolk; Blaine Bibb, San Joaquin Green Team Lead;
Chamber President Rick Goucher; Frank Ferral, Stockton Chamber/Recycling Market Development Zone Lead;
San Joaquin County Supervisor Leroy Ornellas; Doug Wilhoit, Stockton Chamber CEO

Bring Us Your Take-Back Campaign



Crayola, Make Your Mark Campaign

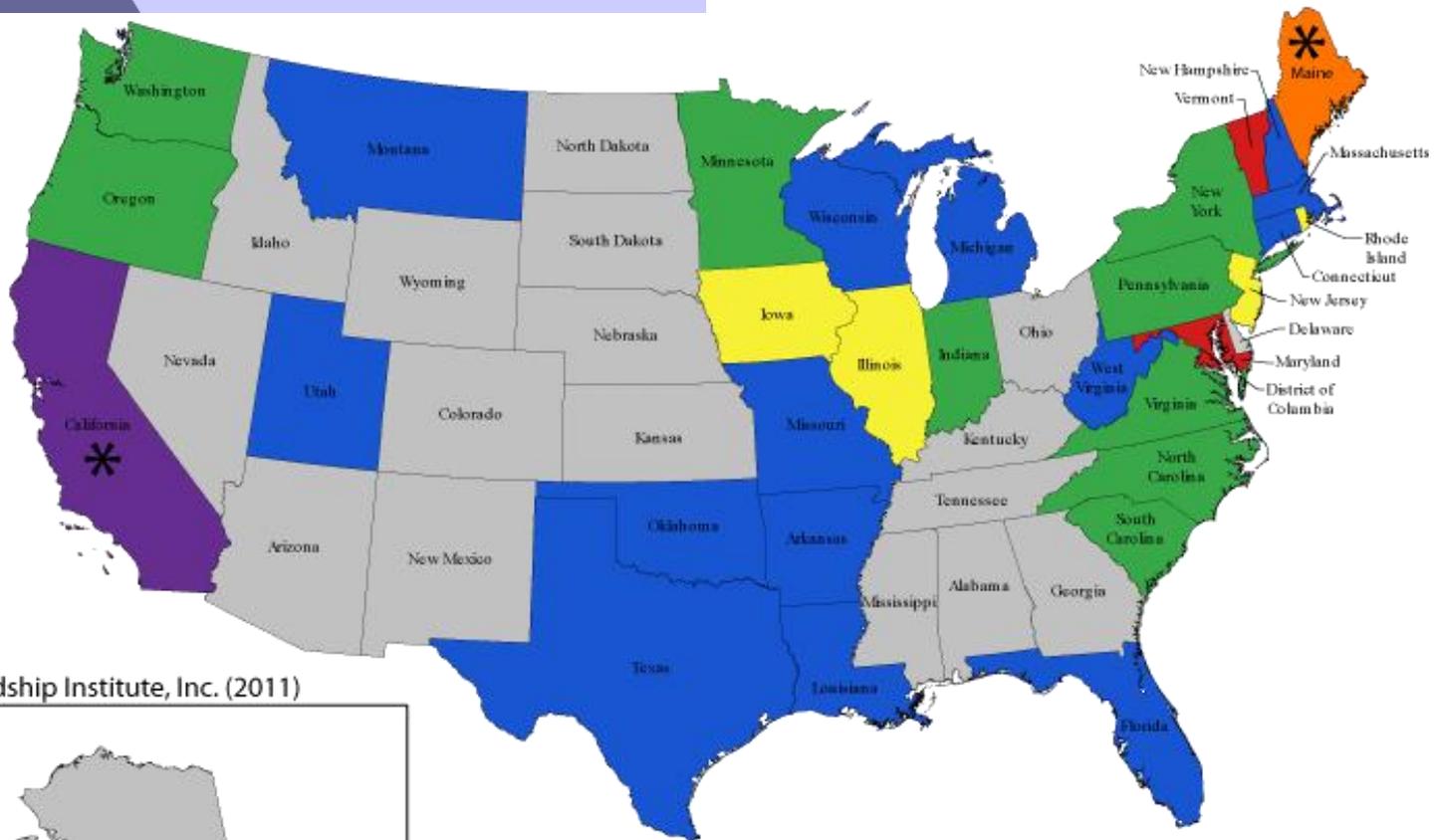
- In April 2012, Sun Valley Elementary Students petitioned Crayola to take-back plastic markers.
- CPSC advised Mr. Land's "Kids Who Care" on EPR and promoted the campaign
- Dixon Ticonderoga stepped up and established take-back



Welcome to the Product Stewardship Institute!

Product Categories

- Auto Switches
- Batteries
- Carpet
- Cell Phones
- Electronics
- Fluorescent Lighting
- Mercury Thermostats
- Paint
- Pesticide Containers



Source: Product Stewardship Institute, Inc. (2011)



Number of Product Categories Covered by EPR Law

- Zero
- One
- Two
- Three
- Four
- Five
- Six

* Other laws authorizing agencies to require EPR, including Framework laws.

Potential US Financial Benefit as of 2010

Product	Total Financial Benefit	Avg. Per Capita
Electronics	\$658 million	\$2.13
Paint	\$609 million	\$1.97
Medical sharps (home)	\$198 million	\$0.64
Batteries (primary)	\$247 million	\$0.80
Batteries (secondary)	\$ 74 million	\$0.24
Fluorescent lamps (household)	\$ 87 million	\$0.28
Thermostats (mercury)	\$ 46 million	\$0.15
Pesticides	\$ 40 million	\$0.13
Phone books	\$ 40 million	\$0.13

Total Potential Financial Benefit for US = \$2 billion/yr

**Based on an estimated US population of 309,101,167*

(U.S. Census Bureau, April 2010)

*** Values in US\$*



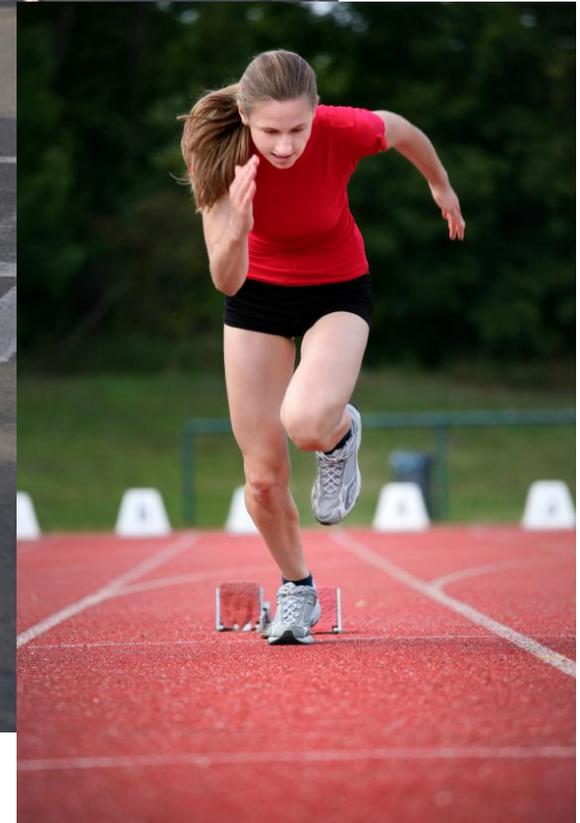
What's Next for EPR?



EPR is only one of the policy tools



EPR is a marathon, not a sprint



Get Connected

- Adopt a resolution
- Endorse principles
- Donate
- Adopt ordinance
- Partner on EPR transitional projects
- Promote existing EPR collections
- Stewardship Awards

Join CPSC



Heidi Sanborn
Executive Director
heidi@calpsc.org
916-706-3420

www.CalPSC.org

Connect!



