



**CPSC**  
California Product  
Stewardship Council SM

Stakeholder Newsletter August 3, 2010

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### EPR In California

The carpet product stewardship bill, [AB2398](#) (Perez) was put on the suspense file on Monday, August 2nd and will be heard next Thursday, August 12th by the Senate Appropriations Committee. The bill will either be pulled off suspense at that time, or will die in committee. The speaker's office is working on amendments with the carpet industry and there has been great movement and they are very close to agreement.

The battery bill, [SB1100](#) (Corbett) remains in suspense in the Assembly Appropriations Committee but the author's office is working hard on amendments. We expect to hear on Thursday, August 12th if it will move out of suspense.

For more information on these and other bills, please see [CPSC's 2010 State Legislation webpage](#).

### EPR Elsewhere

**New York** - the lawsuit by the electronics industry challenging New York City's e-waste laws was formally dismissed by a federal court judge. According to a press release from the [Electronics TakeBack Coalition](#), the case was rendered moot when the state of New York passed a statewide e-waste bill that pre-empted the City's law which had been under fire from electronics industry representatives. New York state's e-waste law is considered one of the strongest in the nation. Thanks to all who wrote letters and participated because your combined input put pressure on the industry to settle this case.



**Associates & Partners in Action**

We would like to thank the following Associates and Partners for your generous support through pledges or contributions!

**City of Glendale**

**Contra Costa County**

**Mariposa County**

**Mendocino Solid Waste Management Authority**

**Sacramento County Stormwater Program**

**Burbank Green Alliance**

**City of Davis Farmer's Market**

**Leadership Institute for Ecology and the Economy**

**New Resolutions**

**City of Covina**

**City of Roseville**

**County of Placer**

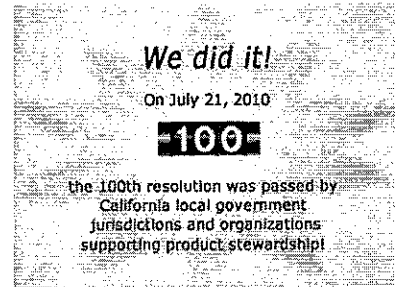
**Please Support CPSC**



CPSC needs your support! We welcome individual and

**California Adopts 100 EPR Resolutions!**

On July 21st, the Roseville City Council became the 100th California local government to adopt a resolution in support of EPR! This is an important achievement - no other state has seen the momentum for product stewardship at the local level that California has achieved. "California local governments are leading the charge for product stewardship," said Heidi Sanborn, CPSC executive director. "With the momentum we're building, it's not a matter of 'if,' it's simply a matter of 'when.'" Sanborn pointed out that the resolutions are a way for local governments to show their official endorsement of product stewardship and send a very strong message to the legislature. To make the case for EPR even stronger, CPSC engages manufacturers, waste haulers and business groups such as Chambers of Commerce to get local business leaders and decision makers behind the concept. Since July 21st, there have already been additional resolutions adopted, bringing the total to 104. Congratulations everyone!



**You Won't Want to Miss the Stewardship Arrow Award Show**

CPSC is excited to present the first ever California Stewardship Arrow Awards program in conjunction with CRRA's annual awards ceremony on August 10th.



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

The awards ceremony begins at 4:30 pm sharp and we're working to get media coverage on the evening news. The event will be held at the Sacramento Convention Center and the attire is business casual. Please join us in thanking our California businesses that are leading the way to stewardship. Award winners and honorable mention recipients are posted on CPSC's Arrow Award winner webpage.

**See You at CRRA!**

The theme for the 2010 CRRA conference is "Cooling the Material World with Zero Waste," but EPR is one of the hottest topics on the agenda! Beginning August 8th with the all-day EPR Certification class taught by Heidi Sanborn and Susan Collins and ending with the EPR Roundtable Workshop on August 11th, there are seven different opportunities to learn about and discuss EPR during this conference. One of the highlights is the CPSC annual meeting on Tuesday, August 10th from 1-2:15 pm where CPSC will present the Partner of the Year awards and the Associate in Action awards. Check out the CRRA website for the most up-to-date conference information including schedules, agendas, and meeting room locations.

**CPSC Featured on "Going Green with EnviroBro"**

corporate donations. It's easy to make a tax-deductible [online donation](#) or for more information, [Contact Us](#).

Contact Us

Have a question or comment? We value your feedback! Please contact us or call Heidi Sanborn, Executive Director, at (916) 480-9010.

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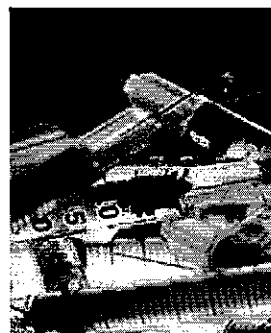
Find out More About  
[CPSC's Partners](#)

## Radio Show August 5th

Heidi Sanborn is the featured speaker on Leonard Robinson's "Going Green with EnviroBro" radio show on Thursday, August 5th from 10:00 - 11:00 am (pacific.) Listeners in the Sacramento area can tune in to KDEE97.7FM. Internet listeners can [access the show via live stream](#). Listeners are invited to call in to ask questions using the toll free number (877) 631-8599 or can email questions to [info@kdeefm.org](mailto:info@kdeefm.org). The show will be re-broadcast on Saturday, August 7th from 8:00-9:00am (pacific), in case you miss the original broadcast. "Going Green with EnviroBro" is the only weekly "green" show in the nation on an urban radio station.

## City of Sacramento Adopts Sharps Take-Back Ordinance

The City of Sacramento adopted a [retail Sharps take-back ordinance](#) on July 13th, requiring Sharps retailers to take-back needles, syringes, lancets and other "sharps" devices from household generators. Because of the lobbying that killed the Chesbro framework bill that would have included EPR for sharps, the City opted not to wait for statewide product stewardship legislation for home-generated sharps. City staff met with stakeholders to determine what type of program would work best in Sacramento, settling on retail take-back or a mail-back option. As a result of the stakeholder dialog, the City found that home sharps users have been stockpiling sharps simply because they did not know how to safely dispose of them. The ordinance will provide a convenient option for future sharps disposal needs as it requires retailers or providers of sharps for home use to take back the sharps they actually sold at no cost to the consumer; however, residents can get rid of stockpiled sharps by taking them to the City's Household Hazardous Waste facility for a fee. CPSC expects to see more local actions as local governments continue to struggle with the burden of end-of-life product waste. The ordinance is posted on [CPSC's Sharps product page](#).



## GE Reduces Hazardous Waste in Products

According to a recent corporate responsibility report on General Electric's website, the global manufacturer of electronic products that range from microwaves to high-tech medical equipment has reduced the amount of hazardous materials used in many of its products and manufacturing processes. The company has also reduced non-hazardous waste by nearly ten thousand metric tons since 2006. GE deserves a "green thumbs-up" for waste reduction and green design!



## Stanford Professors Respond to Forbes.com Opinion Piece Blasting Green Chemistry Regs

**CPSC Thanks These  
Foundations for  
their Support**

**As You Sow**

**Clarence E. Heller  
Foundation**

**Rose Foundation**

**San Francisco  
Foundation**

An opinion piece in Forbes.com magazine by Henry Miller, criticizing California's Green Chemistry Regulations, "California's Bad Chemistry," has received a swift and strongly-worded rebuttal from a coalition of professors from some of California's top science institutions. Professors from Stanford University, UC Berkeley, and UC Davis wasted no time responding to the editorial and pointing out both the necessity and strength of the green chemistry initiative. The response piece defends the Green Chemistry initiative as a "proactive effort that has the potential to establish a scientifically robust process for identifying unsafe chemicals in consumer products and stimulating the development of safer alternatives." [Read the rebuttal](#)

**Green Business Forecast Shows Strong Growth**

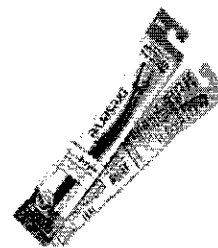
Good news for green business: a recent survey shows that budgets and hiring in corporate environmental departments are on the rise. GreenBiz.com's annual "Green and the Economy" survey shows that green businesses are on track for steady growth, despite a gloomy overall economic forecast. GreenBiz surveys 3,150 business panelists twice each year. Forty-three percent of the respondents represent large companies with annual revenues exceeding \$1 billion. These companies reported that the economic downturn is no longer what's driving their environmental strategy - growing customer demand for green products is the principal driver of corporate environmental decision-making. As we've said all along, product stewardship makes good business sense and companies are proving they can do well by doing good. Consumers are clearly in the driver's seat and companies are listening!

**Canada Struggles with Eco-Fee Issue**

The implementation of "eco fees" in Ontario, Canada that began July 1st has created a media frenzy and confusion for consumers. The new program covers household hazardous and "special" wastes such as batteries, paint, household cleaners, pharmaceuticals and aerosol containers. In EPR systems, the cost of managing products at the end-of-life is typically included in the purchase price of the product, but some Ontario retailers are adding a separate "eco fee" line item to their receipts, leading to widespread confusion among consumers and the appearance that a separate "recycling tax" is being applied. In some cases, there appears to be no correlation between the cost of managing the product and the eco fee. Ontario representatives are working hard to flesh out a solution and have made some solid recommendations for the provincial government to consider. Those recommendations can be found in the report, *Getting it Right: Paying for the Management of Household Hazardous Wastes.*

**Toothbrush Take-Back**

Preserve, a company known for making household products from recycled materials, now has a mail-back program for recycling toothbrushes. Preserve's toothbrushes are packaged in a lightweight, reusable pouch that can be used to send the worn out toothbrush back to the company to be recycled. Toothbrushes are made into plastic building



materials. Preserve products are available at major retail chains and grocery stores such as Target and Whole Foods. Preserve has an extensive product line of personal care, tableware and kitchen products. Preserve deserves a green thumbs-up, too!

### **Call2Recycle Gets Hip with Social Media Recycling Campaign**

Call2Recycle has started a new recycling program to help Americans learn more about recycling rechargeable batteries and cell phones. The new program is called MyCall2Recycle and involves social media and random prize giveaways for people "caught in the act" of recycling their cell phones and batteries. Call2Recycle's president and CEO, Carl Smith, said the company's goal is to collect one million pounds of batteries between now and October 1st by making everyone in the U.S. and Canada aware of the free battery recycling locations in their area. You can follow this campaign through twitter at [twitter.com/call2recycle](http://twitter.com/call2recycle) or Facebook at [facebook.com/call2recycle](http://facebook.com/call2recycle).

### **EPR Certification Course Offered August 8th**

The next EPR certification course coincides with the annual CRRA conference. The all-day course is offered on Sunday, August 8th in Sacramento and will be taught by CPSC's Heidi Sanborn and Susan Collins from the Container Recycling Institute. The course covers a description of EPR systems worldwide, how EPR policy is evolving in California, key elements of end-of-life systems, financing systems, tools for local government and much more. Register for the course at [www.crra.com](http://www.crra.com)

### **Associate in Action - Mark Gagliardi**



Mark Gagliardi leads the City of Oakland's Zero Waste Sustainability Initiative. Mark has more than 20 years operations and administrative management experience in waste reduction and sustainability, working with cities and consultants on the east and west coasts. Mark's history with CPSC is extensive. Oakland was one of the cities that helped form CPSC and Mark participated in the initial meeting. At that meeting, two working groups came together to identify EPR as a priority initiative: Bay Area Zero Waste Communities (BAZWC) which was formed with an initial focus on Zero Waste "upstream" solutions, and a Bay Area Universal Waste working group that had been meeting in response to California's "ban without a plan." EPR is a key element of Oakland's Zero Waste Strategic Plan, and in 2007, Oakland became one of the first cities to adopt an EPR resolution. Mark says he is encouraged by the rapid development and acceptance of EPR as the most economical and efficient solution for wasteful and toxic products and packaging. Mark participates in the monthly CPSC Associates calls, which helps Oakland stay on top of EPR legislative developments and to have a voice in shaping CPSC's tactics and priorities. Mark says, "CPSC provides a valuable partnership to a wide range of stakeholders in the emerging consensus and widespread adoption of EPR, and we all have an active part to play in making the goal of EPR into a reality."

## DTSC to Host Workshop on Mercury Thermostat Regulation

DTSC is hosting a public workshop to develop a methodology for calculating the number of out-of-service mercury thermostats becoming waste annually. The workshop is being held in compliance with the Mercury Thermostat Collection Act of 2008, which required DTSC to adopt regulations to establish the methodology. The workshop is also available via audio and video webcast. For more information about the workshop, contact Matthew Mullinax at (916) 324-0064.

## CPSC in the Media

The San Jose Mercury News featured an [article](#) on fluorescent lamps on July 13th that focused on the paradox of compact fluorescent lamps (CFLs): CFLs use about one-fourth the electricity of incandescent bulbs, making them the hands-down winner over incandescent bulbs in terms of energy savings; however, consumers are realizing that CFLs pose a risk of exposure to mercury vapors if the bulbs break. As consumers switch to CFLs to the tune of about 400 million sold each year, the concern over mercury vapor has grown. Rob D'Arcy, Hazardous Materials Manager for Santa Clara County and CPSC Board Chair says, "It's a public health issue and an environmental mess if they are not disposed of properly." CPSC executive director Heidi Sanborn agreed, and added that we're still better off using CFLs for now, although funding local government-run household hazardous waste programs through garbage rates and taxes is not sustainable.

## What You Can Do to Help

**Talk to Us About Green Purchasing:** CPSC has grant funding through the Del Norte outreach grant from CalRecycle to assist local governments with integrating EPR into procurement policies. We want to help, so [contact us](#) if you need help updating your green purchasing policy.

**Help us Schedule Bay Area Presentations:** We're coming to the end of our bay area outreach grant and still need to schedule more presentations to local governments, community groups, green building groups, business organizations and other stakeholders, so [please contact us](#) if you're interested in an EPR presentation or know someone else who might be.

## Who is CPSC?

CPSC is a coalition of local government, associations and organizations related to solid waste, recycling, resource conservation, environmental protection, water quality, and other cross-media issues (Associates.) Together with non-government organizations (NGOs), individuals, and businesses (Partners) across California they form a network supporting product stewardship and extended producer responsibility (EPR.) CPSC is a federally recognized 501(c)(3) non-profit public benefit California corporation that exists by means of your monetary and in-kind contributions in



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## EPR In California

There are several bills moving through the legislature and we are seeing more and more industry support for having a "level playing field" so they can be good stewards and be competitive in a tough economy. We want to start by thanking the industry leaders who are working with the legislators and local governments to collaborate on bill language and focusing on collaborative solutions. Special thanks to Interface Carpet and LA Fibers for supporting the carpet legislation, AB 2398 (Perez), the American Coatings Association and many paint manufacturers for working very hard on the paint bill AB 1343 (Huffman), and to the Rechargeable Battery Recycling Corporation/Call2Recycle for finding solutions on the battery bill, SB 1100 (Corbett). It's hard to find language that works for all stakeholders, but if we work together we can do it.

The four stewardship bills still moving are: Carpet, Paint, Batteries and Brake Pads. All need letters and the carpet bill and battery bill amendments will be available very soon - the carpet bill will be heard in Senate Appropriations committee at 11am on August 2nd and the battery bill will be heard in Assembly Appropriations on August 4th at 9am so please get your letters in quickly! Model letters and other information are posted on CPSC's 2010 State Legislation webpage.

Additionally, on July 13th, because the State has failed to take action on Sharps legislation and there has been no voluntary effort by the Sharps or pharmaceutical companies to help share in the responsibility to manage Sharps, the City of Sacramento adopted an ordinance requiring retailer and hospital/distributor take-back. The ordinance will be posted on CPSC's Sharps webpage.

## EPR Elsewhere

**Maine-** the Maine Council of State Governments is hosting a product stewardship legislative forum, "*How Business and*



**Associates & Partners in Action**

We would like to thank the following Associates and Partners for your generous support through pledges or contributions!

**City of Huntington Park**

**City of Vallejo**

**Napa County**

**Humboldt Waste Management Authority**

**Western Placer Waste Management Authority**

**Abbey Flooring**

**Burbank Green Alliance**

**Business Waste Manager**

**Ecology Center**

**Pacific Ag Commodities**

**Remediation Earth, Inc.**

**New Resolutions**

**City of Covina**

**City of Davis**

**City of Healdsburg**

**City of Vallejo**

**Please Support CPSC**



*States are Turning Today's Trash into Tomorrow's Products"* on Tuesday, August 17th. The workshop is being held in conjunction with the Council of State Governments' Annual Eastern Regional Conference in Portland and Heidi Sanborn, CPSC Executive Director, is a presenter. This is a free seminar, open to the public. For more information or to register, visit [www.nrcm.org/product\\_stewardship\\_forum.asp](http://www.nrcm.org/product_stewardship_forum.asp)

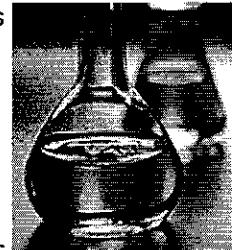
**Oregon** - Oregon has launched the nation's first paint product stewardship program! The pilot project is expected to collect as much as 600,000 gallons of leftover paint each year. The American Coatings Association, a paint manufacturer trade association, has developed PaintCare, a non-profit organization to administer the program. Consumers will pay a small fee at the time of purchase and PaintCare will run collection depots statewide where residents can drop off leftover paint.

**Rhode Island** - Rhode Island passed the Mercury Thermostat Pollution Prevention Act on June 24th, requiring thermostat manufacturers to manage the collection and recycling of mercury-containing thermostats. Kudos for Honeywell for supporting the bill, along with the National Electrical Manufacturers Association, Clean Water Action and the Audubon Society of Rhode Island.

**Ontario, Canada** - has announced it is postponing action on legislation to revise the Province's Waste Diversion Act. Read more in the Solid Waste & Recycling magazine editorial from June 21st.

**Comments on Green Chemistry Regs Due July 15th**

The draft regulation for Safer Consumer Products is posted on DTSC's website. Comments on the draft regulations are due by July 15th, 2010 and should be sent to [GCRegs@dtsc.ca.gov](mailto:GCRegs@dtsc.ca.gov). CPSC's Policy and Education Advisory Committee (PEAC) reviewed and provided direction on the draft regulations and Heidi Sanborn provided input during the July 8th public workshop. In general, CPSC is in agreement with the end-of-life options which begin on page 44 of the draft, but offered the following comments: There still seems to be no "fast track" in moving products already banned from disposal into the regulatory response category; the public needs more information about hazardous substances in consumer products because our statistically valid phone survey results show that 56% of residents do not know that batteries and lamps cannot go in the trash; manufacturers should be given no more than 18 months to establish a take-back program; and manufacturers should be required to report collection rates as that is standard in any stewardship program in the world.



**CPSC First Annual Product Stewardship "Arrow Award" Winners**

CPSC has launched





CPSC needs your support! We welcome individual and corporate donations. It's easy to make a tax-deductible [online donation](#) or for more information, [Contact Us](#).

[Contact Us](#)

Have a question or comment? We value your feedback! Please contact us or call Heidi Sanborn, Executive Director, at (916) 480-9010.

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Visit our booth at

California's first ever Product Stewardship awards, called the "Arrow" Awards. Applicants competed for the Green Arrow award for System and Design Innovations, the Bow and Arrow Award for Coalition Building, the Infinity Arrow Award for Service and Take-Back and the grand prize, the Golden Arrow Award for Overall Excellence in Product Stewardship. Winners will be announced at the [California Resource Recovery Association's annual conference](#) and awards ceremony on August 10th at 4:30 pm at the Sacramento Convention Center. We have a distinguished awards panel that will be there to give away the awards. Come celebrate California businesses doing well by doing good!

### **EPR at CRRA - Be There!**

The theme for the 2010 [CRRA](#) conference is "Cooling the Material World with Zero Waste," but there are many EPR topics on the agenda:

**Sunday, August 8th:**  
EPR Certification Class, all day

**Monday, August 9th:**  
Panel: Retail Take Back, a Bridge to Product Stewardship  
Panel: How to Promote Your Position in the Capitol  
Panel: Reduce, Reuse, Recycle and Shifting Responsibility - the Paint Model

**Tuesday, August 10th:**  
Booth: CPSC Booth in Exhibit Hall (10:00 am - 2:30 pm)  
Meeting: CPSC Annual Meeting (1:00 - 2:30 pm)  
Panel: Businesses Leading the Way to Green (2:30 - 4:00 pm)  
Awards: Product Stewardship Arrow Awards (4:30 pm)

**Wednesday, August 11th:**  
Workshop: EPR Roundtable Discussion (1:00 - 4:00 pm)

If you are not planning to attend the CRRA conference but would like to attend the CPSC Annual meeting on August 9th from 1-2:30 pm, please [contact Bonnie Low](#) before July 21st. We will make arrangements to provide you with a pass for the CPSC Annual meeting. We encourage all Associates and Partners to attend the Annual meeting so you can see how much we've accomplished in the last year and be there for the presentation of the annual Associate in Action and Partner of the Year awards.

### **CalRecycle Adds New Resources on Economic Impacts of EPR**

CalRecycle has added new content and resources on the economic impacts of EPR on their [EPR webpage](#). The webpage includes case studies on product stewardship programs, comparisons of government run programs vs. product stewardship, and jobs information. CalRecycle also added new tools, including suggested metrics for program measurement and a jobs analysis tool. To sign up for CalRecycle's EPR listserve, go to <http://www.calrecycle.ca.gov/listservs/>

## White Paper Makes the Case for EPR

Rob D'Arcy, Santa Clara County Hazardous Materials Program Manager and CPSC Board Chair, developed a white paper that explores the cost, both in terms of the fiscal and environmental impacts, of our current end-of-life management systems for toxic and problematic products and explains why product stewardship is a better alternative. The white paper, "*The Road to Product Stewardship: Local Government as Catalysts*," is posted under "Product Stewardship Resources" on CPSC's [What is Product Stewardship webpage](#).

## Green Purchasing: Help Available!

If your City, County or Agency needs technical assistance incorporating EPR language into an existing procurement policy, let us know. Green procurement specialist [Mindclick SGM](#) can assist with your procurement policy by providing technical assistance via the Del Norte outreach grant. Contact [Heidi@calpsc.org](mailto:Heidi@calpsc.org) if you are interested in assistance.

## Alameda County Focuses Media Attention on Batteries

Bay area television station [KTVU Channel 2](#) featured a [segment](#) on batteries and the battery bill, [SB1100](#) (Corbett). The news clip features interviews with residents bringing batteries and other hazardous waste to the Alameda facility and expressing concern over environmental impacts and the cost to taxpayers for disposal. Alameda County Home Hazmat Program Director Bill Pollock addressed opposition to the battery EPR bill. "It's about privatizing the profits and socializing the costs," Pollock explained.

## See How Paint is Recycled

CPSC Board member and video whiz, Mary Bell Austin, posted a new video to CPSC's [YouTube Channel](#). The video, provided by [Amazon Environmental](#), takes you through the paint recycling process at their facility in Riverside. Many thanks to Amazon Environmental for this video link and for creating green jobs in California!



## Appliance Maker Raising Awareness About Ocean Debris

In a campaign to raise awareness about ocean debris, [Electrolux](#) has announced plans to make a limited number of vacuum cleaners from plastic recovered from the ocean. The company will gather plastic debris from marine habitats and produce a limited number of vacuums, according to Electrolux President and CEO Hans Straberg. Kudos to Electrolux for recognizing the problem, designing a creative product and raising public awareness! [Read more](#) in Waste & Recycling News.

## Product Stewardship Institute (PSI) Forum

On July 20-21 in Boston, PSI will hold the Forum on Product Stewardship and will kick off with an overview/lessons learned of product stewardship laws and programs on a broad range of products. For those that can't travel or have conflicts, you can also participate by [webinar](#) for a portion of or the entire Forum. Additional Forum information is found at

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## Artesia Councilmember Larry Nelson Will be Missed

We are sad to report that Artesia City Councilman Larry Nelson passed away after a battle with cancer. Larry was a strong advocate of product stewardship and was bringing forward an EPR resolution in his City. His presence and leadership will be missed.



## Business Resources for Greening the Supply Chain

Looking for ideas for greening your business? The [Sustainability Institute](#) provides business and government managers, employees, subcontractors and supply chain partners with best practices and specialized training in the development and implementation of sustainability initiatives. The institute offers training courses in sustainability and a content-rich online resource center. For more information on greening the supply chain, visit [CPSC's Business pages](#).

## What You Can Do to Help

**Looking for Audiences:** CPSC can use your help in identifying audiences for EPR presentations. WE have grant funding to give presentations in the Bay Area and we could also use help scheduling presentations to Chambers of Commerce and other business groups, green building associations and others. If you can help, please [contact Heidi Sanborn](#).

## Who is CPSC?

CPSC is a coalition of local government, associations and organizations related to solid waste, recycling, resource conservation, environmental protection, water quality, and other cross-media issues (Associates.) Together with non-government organizations (NGOs), individuals, and businesses (Partners) across California they form a network supporting product stewardship and extended producer responsibility (EPR.) CPSC is a federally recognized 501(c)(3) non-profit public benefit California corporation that exists by means of your monetary and in-kind contributions in addition to private and public grant funding. CPSC is proudly affiliated with the [Product Policy Institute](#) and the [California Resource Recovery Association](#).

### Newsail Service

CPSC's Newsail system is a permission-based mailing list. You can change your subscription address or unsubscribe at any time by clicking the "Manage your subscription" link at the bottom of this message. Note: If you unsubscribe, you will not be able to subscribe again using the same email address.





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## EPR In California

SB 1100 (Corbett), the Battery Bill, will go to the Assembly Environmental Safety and Toxic Substances Committee June 29th. Support letters are needed by close of business on June 22nd to make it in the committee analysis. You can send it later as long as it's before the hearing. CPSC posted model letters for you to send to the Committee and the Governor who needs to hear now that this bill is important!

AB 2398 (Perez), the EPR bill for carpet, passed the full Assembly on a 49-27 vote and will be heard Monday, June 29th in the Senate Environmental Quality Committee - same drill: model letter is on the CPSC legislation page and we need them in by Monday the 21st to get into the committee analysis.

SB 346 (Kehoe), Brake Pad Partnership, a two-year bill, was heard in the Assembly Environmental Safety and Toxic Materials Committee on June 15th and passed! Next stop is the Assembly Appropriations Committee.

AB 1343 (Huffman), Architectural Paint Recycling, is another two-year bill that is currently sitting in the Senate Appropriations Committee awaiting action. We expect this bill to be heard in August, after the budget is passed.

We are sorry to report that AB2139 (Chesbro), the framework bill, did not pass the Assembly and has died. We want to thank Assemblyman Chesbro and his staff for working so hard on the framework concept and will look forward to continuing the discussions for next year. Please send your thanks to Assemblyman Chesbro, if you can, for taking on this issue.

AB2176 (Blumenfield), the Lamp Bill, was held in suspense in the Assembly Appropriations Committee and if it doesn't move out, it will die. We will let you know if there is anything more to do.

For more information, please visit CPSC's 2010 State Legislation webpage.

## EPR Elsewhere

**New York** - the state of New York has passed a new electronics law requiring manufacturers to accept used electronics from consumers. This bill supersedes the New York City e-waste program that has been under challenge from electronics manufacturers and trade associations.

**Oregon** - PaintCare, Oregon's paint product stewardship organization, has posted its plan for Oregon's paint product

**Associates & Partners  
in Action**

We would like to thank the following Associates and Partners for your generous support through pledges or contributions!

**Business Waste  
Management**

**Ecology Center**

**Pacific Ag  
Commodities  
Corporation**

**Rent a Green Box**

**Sierra Club, Canada**

**New Resolutions**

**City of Huntington  
Park**

**City of La Puente**

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CPSC needs your support! We welcome individual and corporate donations. It's easy to make a tax-deductible online donation or for more information, Contact Us.

Contact Us 

Have a question or comment? We value your

stewardship pilot program for public review. [View the plan](#)

**British Columbia, Canada** - British Columbia's [fluorescent lamp recycling program](#) begins July 1st. Residents will be able to take home-generated fluorescent lamps and tubes to retail and municipal collection sites. The program is developed, managed and funded by the Electrical Equipment Manufacturers Association of Canada.

**Ontario, Canada** -is transitioning to full EPR for packaging! John Gerretsen, Ontario's Minister of the Environment recently explained at the Waste Diversion Ontario Annual Meeting that the province's blue box curbside program has been a failure and that transitioning to full, individual producer responsibility is needed. Gerretsen said, "we see a renewed waste framework for Ontario that centers on three things: it's about extended producer responsibility, it's about increasing diversion to better protect our environment, and it's about efficiency...creating cost savings and opportunities in a new, sustainable economy." [Read the full text of Gerretsen's speech.](#)

**Recology and CPSC Join Forces**



George McGrath, Recology, and Heidi Sanborn

Recology and CPSC have [announced their new partnership](#) in support of Extended Producer Responsibility. Mike Sangiacomo, Recology President, said "we are very proud to join a growing list of local governments, associations, and industry leaders that support CPSC and its efforts to develop relationships with the producers of products to reduce waste at the source. This fits in nicely with our company's mission of being so good at 'materials management' that we ultimately have no material that is deemed a 'waste' which is landfilled." Recology operates several materials recovery facilities in California, which serve as national models. The company is the largest employee-owned company in the solid waste industry, serving more than 50 communities, 570,000 residential and 55,000 commercial customers.

**US Council of Mayors Adopts EPR Resolution**

CPSC, working closely with Partner the [Product Policy Institute](#), inquired with West Sacramento Mayor Christopher Cabaldon about bringing forward an [EPR resolution](#) to the US Conference of Mayors. We were also able to obtain co-sponsorships from Sacramento Mayor Kevin Johnson, as well as mayors from

feedback! Please contact us or call Heidi Sanborn, Executive Director, at (916) 480-9010.

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Oklahoma City, Seattle and beyond. See the [joint press release](#) from CPSC and West Sacramento. The National League of Cities and the National Association of Counties already adopted EPR resolutions. The US Conference of Mayors is the last of the major local government associations at the national level to support product stewardship.

### California Approaches 100 EPR Resolutions!

Get ready to celebrate as we approach a tremendous milestone - the adoption of California's 100th resolution in support of Extended Producer Responsibility! No other state has had the momentum we've seen in California with so many local governments leading the way towards product stewardship. As of this publication date, ninety-six California cities, Counties and local government Associations have adopted EPR resolutions with more to come. We plan to reach 100 before August 1st. There's never been a better time to have CPSC deliver a presentation on EPR to your City Council or Board of Supervisors so please contact [bonnie@calpsc.org](mailto:bonnie@calpsc.org) if you'd like to schedule a presentation.

### Samsung Compares Mail Back Programs for Mobile Devices

Samsung announced that it is undertaking a mail-back trial with the launch of the new Seek® mobile phone. The new phones, ordered in pink or blue, will come shipped in a newly designed postage-paid box that customers can use to send back old mobile devices, data cards, batteries and accessories. The phone is also available in red, which will be shipped in a traditional box and will include the standard postage-paid envelope for customers to use when recycling old devices. The company's goal is to compare the performance of the new box with the traditional mail-back program. Kudos to Samsung for constantly trying to improve performance of its take-back programs!

### Associate in Action - Mary Lindemuth



Sunnyvale's Commercial Recycling Coordinator, Mary Lindemuth, is CPSC's Associate in Action this month. Mary is very active in CPSC, regularly participating in the Associate calls and helping to promote product stewardship in the Bay Area. Mary has worked for the City for the last two years, having started

as a contractor doing research on the plastic bag carryout law and then working into the full time Commercial Recycling Coordinator position. Mary is very in touch with Sunnyvale's many diverse green businesses. She gets to know local businesses by providing commercial waste audits as part of the City's green business certification program. She developed the City's "Going Green Brown Bag Series," an annual luncheon for

business and community leaders focusing on sustainability issues and recently invited CPSC contractor Ken Wells to speak to this group about EPR. Mary says it makes sense to promote EPR through the business context as stewardship should be an important part of best management practices and going green means saving green. Mary also oversees the City's employee recycling program where she has the opportunity to educate fellow employees about product stewardship. We thank Mary for her excellent work and especially for helping to promote CPSC's 2010 Product Stewardship Arrow Awards to Sunnyvale's green businesses. Mary explains why she's such a strong believer in product stewardship. "Sunnyvale is located at the bottom end of the San Francisco Bay and we see all of the plastics and trash that wash into our watershed. I believe in product stewardship because I think it's the only sustainable option for the future." Contact Mary at [MLindemuth@ci.sunnyvale.ca.us](mailto:MLindemuth@ci.sunnyvale.ca.us)

### **Sonoma County Recruits for Waste Management Agency Director**

Sonoma County is looking for a full time Executive Director for the Sonoma Waste Management Agency, which is a big supporter of EPR. Interested individuals should [review the job announcement](#) on the County's website.

### **CalRecycle's Greenhouse Gas Emissions Project Starting Soon**

The former California Integrated Waste Management Board funded a large project to study Greenhouse Gas (GHG) emissions from products. That study is expected to begin soon, though it has been delayed due to contract negotiations. CalRecycle's Cynthia Dunn reports that the project team will meet soon to develop a work plan and associated timeline. CPSC will report on the project progress as information is made available.

### **CPSC Endorses Federal Safe Drug Disposal Act**

CPSC recently sent a letter of support to the federal Energy and Commerce Committee in support of [HR 1191](#), the Safe Drug Disposal Act of 2009, urging the Committee to expedite the statutory change to the Controlled Substances Act so that the Drug Enforcement Administration can create new regulations governing safe, convenient, cost-effective drug take-back programs. This amendment would remove the requirement that law enforcement officers be involved in normal operations of residential drug take-back programs, would allow a broad range of appropriate parties to dispose of controlled substances through drug take-back programs, and would ensure federal requirements allow convenient and cost-effective take-back programs without overly burdensome requirements that do not enhance security or effectiveness. [Read the letter.](#)

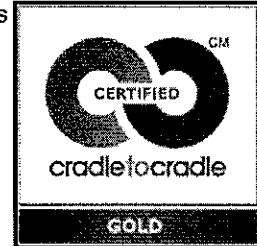
### **CalRecycle Offers Workshop on Model Programs for Pharma Waste**

SB966 required CalRecycle to work with agencies to develop criteria and procedures for model pharmaceutical waste collection programs. This workshop presents an opportunity to comment on the survey results and initial findings. The workshop will be held at CalEPA Headquarters, 1001 I Street, Sacramento, on July 20th from 9:00 am to 12:30 pm. The workshop will also be webcast. RSVP by July 6th to [pharmasharps@calrecycle.ca.gov](mailto:pharmasharps@calrecycle.ca.gov) or call Sangeeta Hegde at (916) 341-6486.



## Aveda Cosmetics Achieves Prestigious Cradle-to-Cradle Certification

Aveda Cosmetics, part of the Estee Lauder Companies, has become the first beauty company in the world to achieve the prestigious cradle to cradle certification from world-renowned sustainability consultants, McDonough Braungart. In a radio interview on Greenbizradio.com, Aveda President Dominique Conseil explained that Aveda is committed to cradle to cradle design, both through the use of biological nutrients as opposed to chemicals and through the use of packaging that is very high in recycled content. Conseil says the company's packaging is up to 100 percent PET and/or HDPE and they use no virgin materials. Aveda also uses 100 percent wind energy for their manufacturing facilities, head office and school. Aveda started by developing a refillable lipstick case in 2002, which was an overwhelming success with consumers. [Read more](#)



## Introduce CPSC to Your Friends and Family

We know you support CPSC, but you can help us grow by introducing us to your friends, family and colleagues. We've developed a compelling email that you can send to anyone to garner their support for CPSC. This email will not only help us gain new followers, but will gently help us fundraise and spread the word to the broader public. The email is posted on CPSC's Consumer webpage under Action Items, "Write a letter." Let's hope that each of CPSC's Associates, Partners and Stakeholders is able to send it to two friends...and then they tell two friends..., and so on, and so on, and so on. That's how a movement is built!

## CPSC in the Media

The Reusable Packaging Association (RPA), a CPSC Partner, has adopted an official policy supporting product stewardship and is helping to educate others in their industry about product stewardship. A recent article by RPA Board Chairman Jon Kalin appeared in Material Handling Management magazine and underscores the reasons RPA is in support of product stewardship. An excerpt from the article reads, **'as an industry, we stake our economic viability on the belief that products should have multiple uses, should be recoverable, and when their usefulness comes to an end, they should be recycled to create a new product. As an association, we also believe reusable packaging is consistent with the framework principles for product stewardship.'** [Read more](#)

## What You Can Do to Help

**Help us Schedule Presentations:** As always, we need your help to get new audiences for EPR presentations. If you have contacts with local Chambers of Commerce, Green Business Groups, Green Building Associations, or other organizations and can help us get on their agendas, please [contact us](#).

**Adopt-Your-Hauler:** Getting haulers to understand and support EPR is critical to the success of EPR policy. Two of the industry's biggest waste haulers: Recology and Republic Services are now CPSC Partners but there are many more that we hope to reach out to, particularly local and regional haulers. If you can help schedule a meeting with your local waste hauler, please [contact us](#).

**Submit Newsletter Articles to Local Publications:** You can help us spread the word about product stewardship by tapping into local networks through

newsletters, blogs and other news articles. We make it easy with pre-written articles that you can customize for your location and publication. [Sample newsletters articles](#) are available on CPSC's [Tools for Local Government webpage](#).

## Who is CPSC?

CPSC is a coalition of local government, associations and organizations related to solid waste, recycling, resource conservation, environmental protection, water quality, and other cross-media issues (Associates.) Together with non-government organizations (NGOs), individuals, and businesses (Partners) across California they form a network supporting product stewardship and extended producer responsibility (EPR.) CPSC is a federally recognized 501(c)(3) non-profit public benefit California corporation that exists by means of your monetary and in-kind contributions in addition to private and public grant funding. CPSC is proudly affiliated with the [Product Policy Institute](#) and the [California Resource Recovery Association](#).

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