

Extended Producer Responsibility Workshop: Exploring Solutions for Household Batteries

THURSDAY, MAY 12, 2011

Hosted by: The California Product Stewardship Council (CPSC) (in Partnership with the Del Norte Solid Waste Management Authority) and the U.S. EPA Region 9

Household Battery Workshop Goal:

Explore sustainable solutions to the challenges of managing household batteries using a product stewardship model. The workshop brings academics, NGOs, governments, retailers, manufacturers, recyclers and waste management companies together to explore the problem, a range of possible solutions, and opportunities in such areas as public policy, technology, partnerships and sustainable design.

Location: US EPA Region 9 Auditorium
75 Hawthorne Street, San Francisco, CA 94105

AGENDA

- 9:00 – 9:15 Welcome
 - Jeff Scott, US EPA Region 9, Director, Waste Management Division
- 9:15 – 9:20 Why We Are Here
 - Kevin Hendrick, Del Norte Solid Waste Management Authority
- 9:20 – 9:35 Update on Battery Pilots and Results
 - Heidi Sanborn, California Product Stewardship Council
- 9:35 – 11:00 Current Situation in California on Household Batteries: Panel and Discussion
 - Heidi Sanborn, CPSC, Facilitator
 - Tedd Ward, Del Norte Solid Waste Management Authority
 - Al Tyler, Staples
 - Bob Besso, Recology
 - Don Lees, AERC
 - Burke Lucy, CalRecycle
- 11:00 – 11:15 Networking Break



Funded in part by a grant from the Department of Resources Recycling and Recovery (CalRecycle)

- 11:15 – 12:15 Closing the Loop: EPR for Batteries in Canada
 – David Lawes, British Columbia Ministry of the Environment
 – Carl Smith, Call2Recycle
- 12:15 – 1:15 Lunch Break
- 1:15 – 1:45 Maximizing Battery Recycling in United States
 – Mark Boolish, Energizer
- 1:45 – 2:15 MIT Lifecycle Study Findings
 – Elsa Olivetti
- 2:15 – 2:30 Break
- 2:30 – 3:40 New Possibilities for Battery Recycling
 – Senator Ellen Corbett: Legislative Update (5-10 min.)
- Panel and Discussion
 – Heidi Sanborn, California Product Stewardship Council, Facilitator
 – Larry Landman, Interagan Technology Group: New Recycling Technology
 – Marc Boolish, Energizer
 – Bill Magavern, Sierra Club
 – Andre Algazi, Department of Toxic Substances Control
 – Rob D’Arcy, Santa Clara County Hazardous Waste Program
- 3:40 – 4:00 How to Support EPR Through Purchasing Policy and Practices
 – Louise Barnes, MindClick
 – Steven Stark, PerfPower
- 4:00 – 4:30 Facilitated Discussion on Removing Barriers, Pilots/Partnerships, and Next Steps
 – Heidi Sanborn, CPSC

For copies of all presentations, go to: www.calpsc.org/events/2011-05-12_batteries.html



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CPSC
California Product
Stewardship Council SM



Years of Work on Batteries 2008-11

- Battery Workshop
- Battery collection pilot in Del Norte
- Battery collection pilot in Tuolumne
- Consumer focus groups in San Gabriel
- Business focus groups in San Gabriel
- Battery collection pilot in San Gabriel
- Participation in national facilitated discussion
- Legislation

EPR Battery Workshop
May 12, 2011

Strategic Directive 5
February 2007



CalRecycle  *

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

**Product Stewardship/Extended
Producer Responsibility (EPR)**
Defined by CIWMB (now CalRecycle)



“the extension of the responsibility of producers, and all entities involved in the product chain, to reduce cradle-to-cradle impacts of a product and its packaging;

the primary responsibility lies with the producer, or brand owner, who makes design and marketing decisions.”

Extended Producer Responsibility



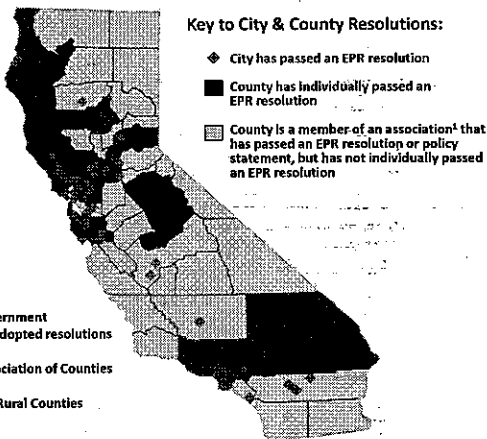
- Also called "product stewardship"
- Shifts the burden of managing product waste from local governments to the producers /consumers of the products
- Encourages green design
- Encourages reuse, and recycling
- "Take it Back, Design it Green"

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.

EPR Resolutions (2/14/11)



CPSC Partners (9/20/10)



★ Platinum Partners

- Recology
- Republic Services



★ Gold Partners

- California Resource Recovery Association
- Marin Sanitary Service
- Product Policy Institute



CPSC Partners (9/20/10)



★ **Silver Partners**

- Nortech Waste LLC
- Peninsula Packaging Company
- Waste Management Inc.



★ **Bronze Partners**

- Amador Disposal
- Amazon Environmental, Inc.
- California Waste Solutions
- Clean Harbors Environmental Services, Inc.
- Ecology Action
- Johnson's Environmental Products
- PSC Environmental Services
- Visions Paint Recycling



San Gabriel Valley Council of Gov't Focus Groups April 2010

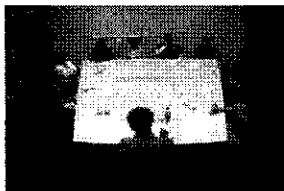
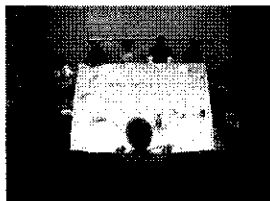


- Two consumer focus groups
- Two business focus groups
 - Businesses with Take-Back Program
 - Businesses with no Take-Back Program
- Collect baseline information
 - knowledge and attitudes
 - tailor the public education/outreach program
 - better understand cost/benefits to participating retailers

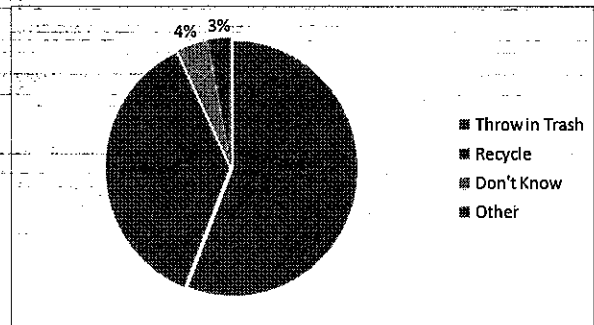
Focus Groups Findings: Baseline Knowledge



- Consumers and retailers unaware of disposal ban
- Most consumers dispose illegally because:
 - Unaware item is hazardous
 - Unaware of where to dispose of properly
 - Convenience of throwing in trash
- Consumers suggested financial incentives for recycling



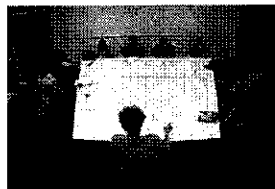
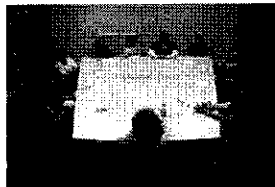
Baseline Battery Management 56% Throw in Trash



Focus Groups Findings: Benefits to Business



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

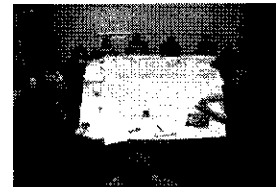
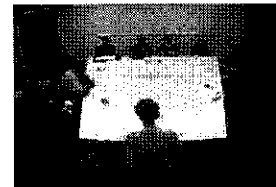


"It makes me feel more positive that at least they are attempting to do something for the customer and the environment."

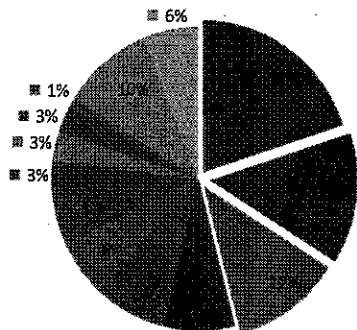
Focus Groups Findings



- Retailers refused to pay for disposal cost of take-back program
- Retailers say producers should be responsible



Where are Batteries/CFLs Purchased



- Wal-Mart
- Costco
- Target
- Home Depot
- Grocery Store
- 99Cent/Dollar Store
- Big Lots
- CVS
- Walgreens
- Sam's Club
- Hardware store

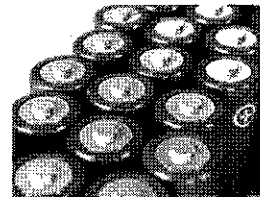
Who Should Pay?



Question asked of retailers /consumers

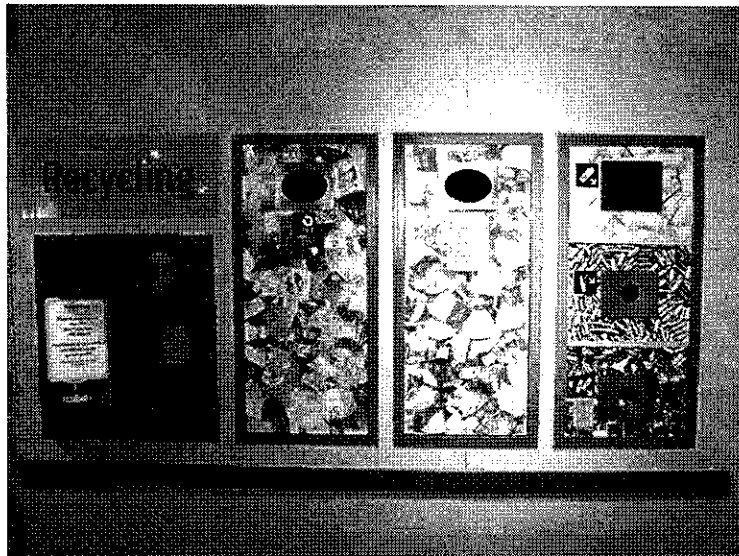
- Don't make general taxpayers and ratepayers pay
- Consumers and retailers say producers should be responsible
- Add cost to purchase price
- Want producers to make less toxic products

"If they're going to be manufacturing these things, they need to be responsible." – Retail Focus Group Participant



Switzerland has EPR for Batteries –  **CPSC**
California Product Stewardship Council

Grocery Store in Luzern



**California EPR Legislation
2008-2010**

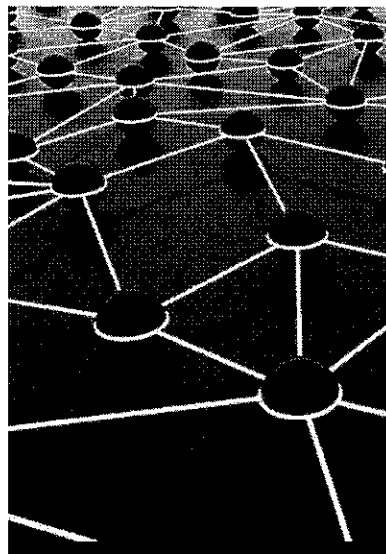


APPROVED

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



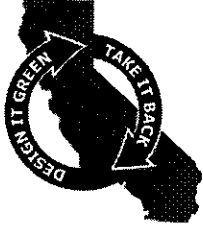
The Governor calls AB 1879 "the most comprehensive Green Chemistry program ever established" and added that it "puts an end to the less effective chemical-by-chemical ban of the past."



Get Connected

- Join CPSC listserv
- Sign the Pledge
- Come to dialogues and workshops
- Invite us to speak
- Become a Partner

Contact CPSC



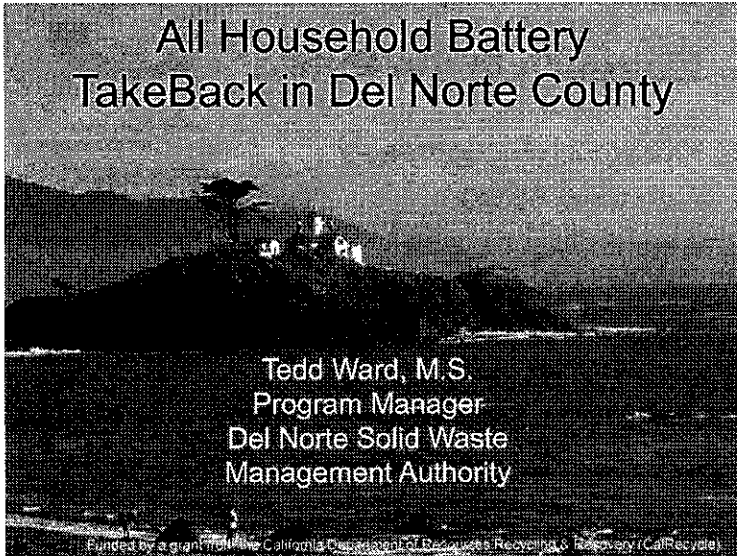
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www.CalPSC.org

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CA Battery TakeBack Milestones

- Cellphone & Rechargeable TakeBack req'd, but enforcement very unclear
- CIWMB (now CalRecycle) HD16F-07-01 Grant, including pilot projects
- RBRC (Call2Recycle) Agrees to Partner
- Requirement to Tape or Bag all Batteries
- Roll-out of All Household Battery TakeBack Program in Del Norte
- 'Alkalines don't need to be taped' determination
- Household Battery Recycling Legislation?

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Outreach to TakeBack Locations

- Introductory Letter
- Follow-up phone calls
- Pledge of Participation
- Initial Training
- Window Stickers
- 2 boxes / location
 - Site-specific labels
 - Bags & tape
 - Fill up & mail in
 - New empty box mailed back
- Outreach Brochures
- Follow-up Survey



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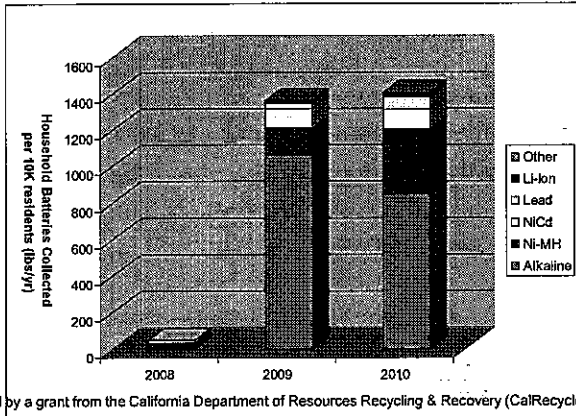
TakeBack & MailBack Locations

	2008	2009	2010
Public Household Battery TakeBack Sites	3	24	23
Internal Battery MailBack Sites	0	5	4
Total Del Norte Household Battery Recycling Sites	3	28	27
Number of Sites holding boxes, none mailed yet	0	15	10
Equivalent number of Battery TakeBack sites per capita in SF	80	745	713
Equivalent number of Battery TakeBack sites per capita in CA	362	33781	32465



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Batteries Collected per 10K residents



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Outreach to the Public

- Outreach Brochures
- Window Stickers
- Radio Ads
- Face-to-face at Earth Day & County Fair



Now you can recycle all household batteries wherever you see this sign in Del Norte County

At these locations in Grass Valley:

- Clark's Hardware
- Clark's Hardware
- Clark's Hardware
- Clark's Hardware
- Clark's Hardware
- Clark's Hardware

At these locations in Eureka:

- Clark's Hardware
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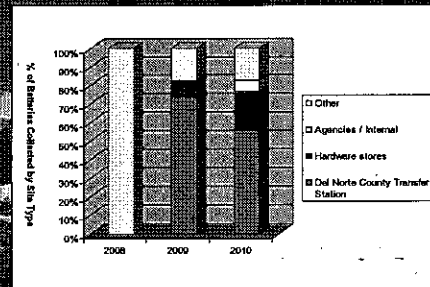
Public Support

- More recycling locations for batteries than any other commodity
- 3000% increase in pounds of batteries recycled over baseline
- Survey at County Fair (Aug08):
 - 95% support bans, TakeBacks, Adv. Recovery Fees, or some combination of these
 - 45% support TakeBack at stores that sell hazardous products
 - 88% support more convenient opportunities for disposal of household hazardous wastes



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Which Sites Collect Most?



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Lessons Learned So Far...

- From DNSWMA's perspective, RBRC is a model EPR organization
- 61% of retailers said battery TakeBack took less time than they had expected
- 65% of retailers reported receiving un-taped batteries
- Key Factors to Entice Retailer TakeBack:
 - Make it free and easy for retailer participation
 - Advertise to retailers benefits of TakeBack
 - Provide clear information
- To increase battery collection, it would help if there was a way to move past the taping and bagging requirements

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Questions?

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