

Mary Pitto

From: California Product Stewardship Council [info@calpsc.org]
Sent: Tuesday, March 22, 2011 9:58 AM
To: Mary Pitto
Subject: CPSC Associates Newsmail - March 22, 2011



Associates Newsmail

March 22, 2011

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EPR in California

SB 515 (Corbett) Battery Stewardship Act: We still need your letters of support! CPSC has posted a [model letter of support](#) and an updated fact sheet with list of current supporters. Right now, the bill is set to be heard April 4th in the Senate Environmental Quality committee.

SB 589 (Lowenthal) Mercury Lamp Stewardship: The current bill language is a "spot" bill relating to tires. This bill will change to be a lamp stewardship bill when there is agreement amongst the parties on the language. We have had two versions provided to us by the lamp producers and still have significant issues to agree on relating to how to measure success. CPSC is consulting with partners and the policy committee on a response to the latest language.

Also, if you want, you can always follow these bills on your own through [leginfo](#).

Save the Date!

May 12 - CPSC is finalizing the agenda for the Battery EPR workshop to be held in San Francisco at the US EPA Region 9 offices. There will be room for 120 people on-site and a conference line for all to listen. The final agenda, notice and registration information will be sent the first week of April.

EPR Elsewhere

Keep tabs on EPR bills at Product Stewardship Institute's [national map](#) tracking bills being introduced at statewide and national levels.

Rhode Island – The State introduced [H5888](#), a framework EPR bill modeled after Maine's framework bill. Architectural paint, mattresses, and sharps are the primary focus of this bill with the intent to revisit and add additional products on a two year review basis.

New York – New York also recently introduced a framework EPR bill, [A6293](#), based on Maine's law. This bill would require the Department of Environmental Conservation (DEC) to issue an annual report, beginning January 15, 2013 on products and product categories that when generated as waste may be managed under a product stewardship program, including recommendations for establishing new programs and potential funding sources for household hazardous waste collections.

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Product Stewardship in the News

CPSC sent out the final press release for the San Joaquin Paint Stewardship Project and it was covered by several entities including the [Sacramento Bee](#).

The Northwest Product Stewardship Council provided a sampling of press coverage on the [Take Back Your Meds](#) project in their March newsletter.

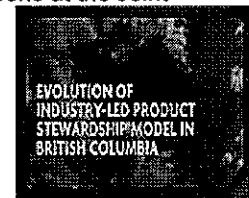
- An [Op Ed](#) ran in the *Seattle Times* authored by Jim Williams of the Washington Poison Center.
- Two radio interviews aired on [KIRO-FM](#) and [KOMO-AM/FM](#) focusing on the need for a pharmaceuticals take-back program.
- A TV story ran on [Q-13 FOX](#) on Friday, February 25, 2011 talking about the sad consequences that can occur when unused medications are not properly disposed.
- KING-5 TV [ran a story](#) on March 2 outlining the issue and summarizing the legislation currently being debated in the Washington legislature.

The Environmental Magazine [ran an article](#) March 1, 2011 on the packaging EPR debate as well.

Triple Pundit [ran an article](#) March 21 about EPR and packaging and Starbucks; efforts and transparency.

New Videos on British Columbia Stewardship Program

Learn about British Columbia (BC)'s industry-led stewardship programs in [this video](#) (14 min) from the Stewardship Programs of the Province. Recently, Encorp's President and CEO, Neil Hastie, (for beverage containers and electronics), spoke at the Joint Legislative Committee Hearing in Sacramento March 8th highlighting the successes of their program, why industry lobbied for the framework approach to get away from product by product approaches that were too prescriptive, and how their lessons could be applied in California.



The City of Vancouver, British Columbia has [a video](#) (3 min) about their Greenest City zero waste plan that includes EPR. In the video, you can see how their plan aims to drive EPR from a local government perspective and how EPR must be a part of any zero waste plan because we cannot achieve zero waste if products and packaging are not easily recyclable in a cost-effective manner.

Opting Out of Phonebooks

Thanks to the hard work of CPSC Associate Jeffrey Smedberg with Santa Cruz County who drafted a letter for supporters to send out to phonebook manufacturers to opt out of receiving telephone books at home. Get the copy of the [model letter](#) at CPSC's new [Phone Books](#) page.

CPSC Presents to CalChamber Environment Committee

On March 10th, CPSC along with Stephen Grealy and the City of San Diego, presented to the CalChamber Environmental Regulation Committee in San Diego. CPSC provided an overview on how EPR programs work and the problems facing local government. It was a



San Francisco Foundation



CPSC Web Stats Up!
So far in 2011, over 2,200 unique visitors!

Thank you to our Associates, Partners and Stakeholders who are getting CPSC's website out, especially Earth911, which has been especially active.

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very positive meeting and we look forward to ongoing communications with CalChamber.

US Companies Form Association to Advocate for Packaging

Waste & Recycling News reports that ten major US companies, including Procter & Gamble, Kellogg and Coca-Cola have formed a new association – Ameripen – to advocate for packaging in improving sustainability profiles, including reducing packaging waste. The new group plans on taking a “science-based decision-making” approach on sustainable packaging initiatives. Read more about the new association in their [press release](#).

Board Member Profile: Kimbra Andrews

Kimbra Andrews manages the Hazardous Waste Program for San Joaquin County. She has been an active member of CPSC since 2006, participating in the Policy and Education Advisory Committee and later becoming a board member. Kimbra is currently finishing a 2-year grant project funded by CalRecycle on paint product stewardship, which includes latex paint collection programs at retail stores in San Joaquin County as well as San Francisco and Tehama County.



Kimbra is a tireless worker, is always pleasant, and is creative in her thinking. For all her hard work, Kimbra was recently honored for “Outstanding Personal Service” at the 2011 CalRecycle HHW/Used Oil Conference. With all she has on her plate, Kimbra states, “The reason I joined CPSC and became a Board Member is because I see no other way to have a sustainable hazardous waste management system in California. Through our paint stewardship project, we have proven that when all the parties work together, we will achieve much more convenient recycling opportunities for the public and help local businesses.”

Keep America Beautiful - EPR Statement and Webinar Series

Keep America Beautiful (KAB) has adopted a statement on Extended Producer Responsibility that was just [posted on their website](#). We are delighted to see that just months after CPSC presented to the KAB board in Colorado that they have engaged officially on the EPR discussion.



To continue the national discussion, Keep America Beautiful is having a two part webinar series on product stewardship with part one on March 23, 11-12:30 pm PST. Part one will provide an overview of the basic concepts of product stewardship and the evolution of EPR. Sign up for the webinar by [clicking here](#). Part two on “Stakeholder Perspectives on Product Stewardship for Packaging” will be April 5, 11-12:30pm PST.

Nestle Waters Webinar Series on Producers, Packaging and Public Policy

Simon Aumonier, from Environmental Resources Management, will speak on Tuesday, March 29th at 12:00PM EDT. His talk, entitled “Designing Trash: Packaging Choices and Waste Management Systems” is organized by the Industrial Environmental Management

(IEM) Program of the Yale School of Forestry and Environmental Studies. The goal of the lecture series is to explore the advantages and disadvantages of the application of EPR to packaging waste and municipal solid waste more generally in the U.S. For more information on the lecture series, visit <http://cie.research.yale.edu/lecture-series/2011-epr-lecture-series.html>

CPSC Needs Webinar Sponsors

Unlike many other organizations that charge for webinars and conference calls, CPSC's is committed to bringing informative and engaging webinars on timely topics to the public, free-of-charge. In order to do this, we need your support. Any individual or organization can help sponsor or co-sponsor a webinar or series of webinars. We are currently looking for sponsors for CPSC's spring webinar series on the subjects of Sharps, Pesticides, and Packaging.

The cost to sponsor a webinar is \$1,000 and your contribution is tax deductible. If your agency, business or organization is interested in sponsoring or co-sponsoring any of these events, please contact us right away. Sponsors receive recognition on all webinar materials including our announcements, which reach thousands of stakeholders, agendas, in our electronic newsletter, and on the [CPSC webinar page](#).

More information on upcoming webinars, including registration, will be made available as sponsors are confirmed.

Earth Day Fundraising Goal

As a non-profit, CPSC is a public benefit corporation and the more individual donors we have, the better, even if they are small. The **Earth Day Campaign goal is to raise \$10,000 by Earth Day** from individuals and businesses that do not make regular annual donations. **All it takes is a small pledge of \$10 from each of our 1,000 supporters.** Your contributions are tax-deductible. It's easy to make an [online donation](#) or contact us if you prefer to be invoiced. If everyone gives a little, it means a lot!

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To: Mary Pitto
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May 4, 2011

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City of Santa Clara

EPR in California

SB 515 (Corbett) – Battery Stewardship Act: We need your support for the bill when it will be heard in the Appropriations Committee May 9th! [Find a sample letter here.](#) Previously, the bill passed the Senate Environmental Quality Committee on April 4.

SB 589 (Lowenthal) Mercury Lamp Stewardship: The current bill language is intended to make retail collection of mercury lamps easier. The parties are still working on language to amend the bill to be a full EPR bill.

SB 419 (Simitian) - Home Generated Sharps: CPSC is currently watching this bill. This bill as written would amend current regulations requiring pharmaceutical manufacturers who sell or distribute medication that is self-injected to annually submit a plan to CalRecycle in an electronic format.

EPR Elsewhere

Keep tabs on EPR bills that have been introduced at statewide and national levels using Product Stewardship Institute's [national map tracking bills.](#)

Maine – Three EPR bills have been introduced. [L.D. 1412](#) requires a manufacturer of medical sharps to participate in a program for the proper collection, handling, transportation, treatment and disposal of unwanted medical sharps. [L.D. 981](#) ensures that the recycling of covered electronic devices is the manufacturer's responsibility. [L.D. 1433](#) establishes a product stewardship program for the proper disposal of architectural paint. All bills are sponsored by Rep. Innes.

Vermont – The state has joint general EPR bills that have been introduced. [H-074](#) & [S-21](#) propose to expand the scope of the bottle bill and would also require manufacturers of products designated by the state's natural resources agency to implement a product stewardship plan for the collection, transport, recycling, and disposal of designated products that are discarded by consumers.

Washington - Washington Representatives Van De Wege and Hudgins recently released a [YouTube video](#) focusing on the need for a statewide take-back program for pharmaceuticals. The video highlights the environmental and health risks of unused medications and the need for a state-wide program funded by manufacturers.

Manitoba - Call2Recycle® has been officially approved by the province of Manitoba to handle all consumer batteries in addition to

City of Ventura

Regional Council of Rural
Counties ESJPA

Tamalpais Community Services
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CalRecycle*

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*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.

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household rechargeable batteries. The expanded program will enable Manitoba residents, businesses and municipalities to now recycle all batteries - such as alkaline AA, AAA, 9-volt. To stay up-to-date on developments in Manitoba, please visit the [website](#).

Australia – The country introduced a [Product Stewardship Bill](#) March 23. The bill aims to reduce and manage product waste nationwide in a consistent manner. The first products covered under the proposed legislation will be televisions and computers.

Summary of San Joaquin Paint Grant

The San Joaquin Paint Grant, labeled as the "Be Paint Wi\$e Partnership," was a partnership between San Joaquin County, Tehama County and the City and County of San Francisco. Now that the grant has come to a close, we want to share what we learned, but also some model information that may be useful to all as we move into a paint product stewardship program in California and elsewhere.

In our first objective, we conducted a focus group studying consumers' reactions to paint outreach materials. The [results of the focus group](#) led to the development of educational materials that were distributed to retailers and the public. This included a popular consumer take home card educating consumers on how to buy the right amount of paint. The cards were produced in [English](#) and [Spanish](#) and disseminated to retailers and to attendees of the 29 presentations completed using slides from the [master powerpoint presentation](#).

Objective two focused on fostering recycled-content paint procurement and getting local governments to purchase paint off the state contract. As part of this objective, we developed a [paint purchasing guide](#) for local governments on using and purchasing recycled-content paint. Another document on [how to incorporate paint procurement into local purchasing goals](#) was also created.

In objective three, the goal was to recruit new paint collection locations in the three counties and look at the barriers and motivators in a retail latex paint collection program. A [barrier study](#) was completed to identify the barriers and motivators to retail participation in a latex paint collection program.

Before recruiting and setting up the paint stores, [recruitment guidelines](#) were created summarizing the steps to take in recruiting stores and information about support for the retailers, data collection and advertising.

Once paint collectors were recruited, a [training binder](#) was developed to explain the pilot program to retail locations and help train staff at participating sites. A [window sticker](#) was developed to easily identify site locations and a [sign](#) for the participating sites on who to call when their bins were full. A total of 17 new sites were set up in the three counties. We also conducted a lot of advertising in the three counties and found that every time an ad ran, the stores saw more paint that same day. Here is an [example of an ad](#) that ran in San Joaquin County promoting their new stores.

Objective four focused on increasing paint reuse. For this, a [fact sheet](#) was developed to explain what a paint reuse/paint swap program is and the benefits of having one. Other model materials for running such a program were created, including a [liability waiver form](#), [quality assurance plan](#) and a [prohibited materials form](#).

Finally, objective five focused on working closely with local governments, retailers, industry, and other stakeholders to provide

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technical assistance on how to roll-out the Paint Product Stewardship Program statewide. The first item was to gather information on the existing infrastructure for paint collection in California conducted by the San Francisco Department of the Environment in December of 2009. Soon after the paint product stewardship law (AB 1343) was signed in California, a workshop was convened to discuss the future of the law and lessons learned from this grant's pilot paint program. We held two press conferences and wrote several articles to educate a broad audience about the grant project and its findings.

From there, three webinars were conducted to discuss Paint Care's next steps in implementing the new paint law in California, lessons learned from Oregon and other information to help smooth the transition of the paint program to industry's hands.

Product Stewardship in the News

CPSC in the Media

4/15/11: California Carpet Stewardship —U.S. Green Building Council, Northern California Chapter

3/25/11: CalChamber Committee Hears from Product Stewardship Executive —CalChamber Alert

Product Stewardship in the Media

4/27/11: Shareholder Resolutions Ask Major Packaged Goods Companies to Adopt Extended Producer Responsibility —As You Sow Press Release

4/19/11: As You Sow Leans on Beverage Giants to Improve Recycling —Greenbiz
Authored by Conrad Mackerron of As You Sow, Partner of CPSC

4/13/11: Organizations Work to Divert Batteries from Landfills —Pasadena Star-News,
Authored by Cynthia Kurtz of the San Gabriel Valley Economic Partnership

4/10/11: Hidden Danger —Star Ledger

4/7/11: PET Recycling Needed to Meet Market Demand —Waste & Recycling Magazine

Board Member Profile: Lois Courchaine

Lois Courchaine is one of the founding members of the CPSC Board of Directors, serving since 2007. Lois is a Program Manager at the Central Contra Costa Solid Waste Authority. Her current responsibilities include management of residential recycling and garbage collection services, universal waste recycling program implementation, legislation, the schools program and general outreach and public education. Lois has been an incredible force in support of the transition to EPR by working with her local hauler, Republic Services, on the effort and becoming the first national hauler to support CPSC, by writing articles in her local newsletter and newspaper in support of EPR for sharps and HHW, and attending fundraising events and presentations. When asked why she volunteers so much of her limited time to CPSC, Lois states, "Because this is the single best way I know to ensure we focus on creating jobs in California while also reducing public costs and reducing waste. There is no other policy approach that is a win-win for all sides."

Associates in Action

Kevin Miller of the City of Napa worked to start four new retail take-back locations for fluorescent lamps in his City, and educated his



Fluorescent Lamp Recycling Partnership in the City of Napa.

City Council that it was a "bridge program" and would not be funded by the city for long, as EPR should be implemented statewide. Kevin's council is very supportive and ready to take local action if EPR for lamps is not implemented at the state level. In Napa County, Amy Garden took it upon herself to get 150 signatures from the public at the Earth Day table from those who want stewardship for batteries. Not only did she collect signatures, she sent them to le. Mark Gagliardi of Oakland took action after hearing that Hewlett Packard, a company that his City has a contract with for electronics, was opposing reporting requirements for the batteries in their products, and he developed a model letter for cities to use who want to tell HP that they should be good stewards of those batteries and be accountable for them. Great work Kevin, Amy and Mark!

Partners in Action

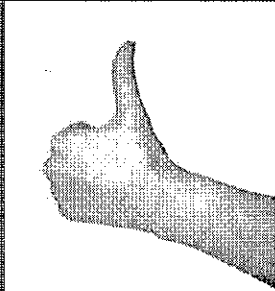
As You Sow is working with CPSC on EPR issues for packaging and just released their shareholder resolutions asking for the companies to recycle their bottles, they are also looking to hire an intern on EPR – for more information go to the job notice. Devi Peri with Marin Sanitary Service collected 200 signatures at earth day telling card companies to start taking back singing cards to make sure the batteries are recycled. See the MSS press release.

Santa Clara Updates HHW Element to Include EPR

Santa Clara County recently updated the language in their HHW Element stating they want EPR for hazardous waste. Santa Clara continues to work to establish and include pledges, policies, resolutions, ordinances and other appropriate mechanisms to demonstrate its support of, and educate the public about, product stewardship and EPR.

Green Thumbs Up to Toshiba:

Toshiba reports 416% increase in e-waste recycling. The business has now collected 90,000 pounds of e-waste through the recycling program, which is part of a collaborative effort with recycling firm Close The Loop Inc. For more information, visit <http://www.copiers.toshiba.com>



Department of Toxic Substances Control Director Appointed

Deborah Raphael, 51, of San Rafael, has been appointed director of the Department of Toxic Substances Control. Raphael has been the program director for toxics reduction, green business, and green building at the San Francisco Department of the Environment since 1999. Previously, she was a senior environmental program manager at the City of Santa Monica from 1993 to 1999. Raphael is a co-chair of the Green Ribbon Science Panel. This position requires Senate confirmation. This is a key position as DTSC is in the process of implementing the Green Chemistry regulations which include the take-back option. Congratulations, Debbie!

Save the Dates! Webinars & Events!

May 10 – WasteExpo 2011 Conference in Dallas, TX. Heidi is doing a presentation on EPR.

May 12 – EPR Workshop: Exploring Solutions for Household Batteries. Attend via webinar or in person (space limited). This will be an interesting and very informative session!

May 17 – SWANA Western Regional Symposium in Monterey. Heidi will be on an EPR Panel with Paint Care.

June 14 – EPR Class in Sacramento taught by Susan Collins and Heidi Sanborn for CRRA. To register for this class and others, click here.

Product Stewardship Institute also announced its Spring/Summer webinar series on a wide range of topics. Sign up for the calls here.

CPSC Mourns the Death of Marin Supervisor Charles McGlashan

On March 27, 2011, Marin County Supervisor Charles McGlashan died of a heart attack. He was a true champion of environmental issues, including EPR, and a courageous leader. His wife, Carol Misseldine, was a founding member and co-director of CPSC, and we send her and Charles' family all our well wishes.

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