

Mary Pitto

From: California Product Stewardship Council [info@calpsc.org]  
Sent: Wednesday, August 31, 2011 8:23 PM  
To: Mary Pitto  
Subject: CPSC Associates Newsmail - August 30, 2011



Associates Newsmail

August 30, 2011

CPSC Thanks Our  
Platinum Partners!



#### Resource Links

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#### Associates and Partners in Action

We would like to thank the following Associates and Partners for your generous support through pledges, contributions or in-kind services and support!

- Bay Area Clean Water Agencies
- Central Contra Costa Sanitary District
- City of Monrovia

## 2011 CPSC Arrow Award Winners

On August 2, 2011 four California businesses were honored by the California Product Stewardship Council (CPSC) during the organization's Arrow Awards ceremony held in San Diego at the California Resource Recovery Association's 35th annual conference. [Opportunity Green](#) received the Golden Arrow for excellence in product stewardship, [Savory and Sweet Catering](#) received the Green Arrow for green design, [Ag Container Recycling Council](#) received the Bow and Arrow award for coalition building, and the [US Air Conditioning Distributors](#) received the Infinity Arrow award for product takeback. The [CPSC 2011 Awards webpage](#) contains videos of award winners describing their



The Arrow Awards were created by CPSC with a grant from the Department of Resources Recycling and Recovery (CalRecycle) given to the Del Norte Solid Waste Management Authority.

programs and the benefits of good stewardship.

## Associate & Partner of the Year



CPSC is only as strong as the people, agencies and businesses who work with us to make product stewardship a priority in California.

Kevin Miller with the City of Napa was given the [Associate of the Year](#) award.

Kevin was recognized for his outstanding EPR work and his influence in our industry inspiring work related to Extended Producer Responsibility (EPR).

- City of Mountain View
- County of Santa Barbara
- County of Santa Cruz
- Monterey Regional Waste Management District
- Santa Clara Valley Water District
- Center for the Development of Recycling
- Clean Harbors
- Folsom EcoHousing
- Green Technology Smart Media
- Sustain LA
- TDC Environmental
- Waste Management, Inc.

**Find Out More About CPSC's Partners**

**Gold Partners**



**Silver Partners**

[CalRecycle\\*](#)

[F&H Office Systems](#)

[Marin Sanitary Service](#)

[Nortech Waste LLC](#)

[Waste Management](#)

\*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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Recology was given the Partner of the Year award.

CPSC recognized Recology for its belief in EPR, contributions to EPR educational outreach and participation in local, regional and statewide efforts to expand the implementation of EPR.

**Legislative Leadership Award**



Senator Christine Kehoe of San Diego was presented a Legislative Leadership Award at the CRRA Conference, August 2nd. Senator Kehoe authored SB 346, reducing copper in brake pads. SB 346 was the culmination of a multi-year collaborative approach with representatives of the auto industry, brake manufacturers, storm water management entities, regulators and environmental interests. Senator Kehoe's leadership was key to achieving agreement and the bill becoming law.

**EPR in California**

**SB 515 (Corbett) – Battery Stewardship Act: SUPPORT** -This bill has been put in the Senate Appropriations suspense file. The bill must be removed from suspense and voted off the Senate floor by January 31st of 2012.

**SB 589 (Lowenthal) Mercury Lamp Stewardship:** The bill as amended May 18th 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: WATCH** - 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. The bill passed off the Senate floor and has been referred to the Assembly Environmental Safety & Toxic Materials Committee.

**SB 431 (Emmerson) - Pharmaceuticals:** CPSC worked collaboratively with the City of Roseville and City of San Francisco lobbyists and staff, Speaker Perez's Office, Senator Emmerson's Office and multiple water quality associations to successfully remove Section V language that may have made reverse distribution of controlled substances too difficult to start takeback programs. CPSC thanks Senator Emmerson for removing the language.

**San Francisco –** This Fall, San Francisco residents will be able to dispose of unwanted and unused household medications with the exception of controlled substances for free at 16 independent pharmacies and be able to dispose of controlled substances for free at 5 police stations throughout the city. The pharmaceuticals industry is contributing \$110,000 for the next 12-18 months to fund this pilot program after facing city plans to extend producer responsibility to pharmaceuticals.

**EPR Elsewhere**

Follow EPR bills that have been introduced throughout the United States and Internationally using Product Stewardship Institute's national map.

Our appreciation to Raymond Communications for the excerpt on NY and



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### 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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### 122 EPR Resolutions

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

**SAVE THE DATES!**  
**WEBINARS & EVENTS**  
September 7, 2011 –  
Oregon Paint Stewardship

Northwest Product Stewardship Council for summaries for Oregon and Washington.

**New York** – New York City plans to Implement Packaging Reduction Guidelines which will be applied to contracts for goods purchased by city government. The guidelines established promote the following activities “whenever practicable”: eliminate packaging or use the minimum amount necessary for product protection, use packaging that is recyclable or reusable, encourage contractor reuse of pallets and packaging materials.  
*As reported by Raymond Communications.*

**Oregon** – Oregon has positioned itself as a leader in the development of safer alternatives to toxic chemicals by releasing a paper, Leadership in Sustainable Chemicals Policy: Opportunities for Oregon, through Portland State University. The paper examines significant gaps in management of toxic chemicals at the state and federal level and makes recommendations for where Oregon can have an edge in the growing market for alternatives. Oregon hopes to connect industries to “green” chemists around the state, as well as ramp up investment in research, development and workforce training.  
*As reported by the Northwest Product Stewardship Council.*

**Washington** - Seattle is the lead city for the effort to develop a National Purchasing Solicitation for flooring products and accessories, through a private group called US Communities Government Purchasing Alliance. The Request for Proposals, which is now open, includes requirements for environmentally preferable products, including product that contain recycled content and fewer toxic materials. The contract can be used by all types of public agencies, including school districts, counties, and cities - across the country.  
*As reported by the Northwest Product Stewardship Council.*

## New Forum to Discuss Packaging

Over the past year, there has been growing interest in the U.S. in exploring how to apply extended producer responsibility (EPR) policies to packaging and printed material, as is already done across Europe, in an increasing number of Canadian provinces, and in other countries. To date, the EPR laws spreading across the U.S. states have largely focused on specific products, such as electronics, rechargeable batteries, mercury thermostats, and paint. Applying EPR to the wide range of packaging and printed materials included in existing recycling programs in the U.S. will require a significant shift in the roles of a wide range of players in the public and private sectors. What might this change look like for you? How much can we achieve by optimizing our current system? Are the benefits of EPR worth the costs?

The Product Stewardship Institute, California Product Stewardship Council, and The Future 500 invite all interested stakeholders to use this email list to disseminate information, discuss policy, post events, and share perspectives on the many opportunities and challenges that will inevitably arise through this recasting of existing systems. **Tell us what YOU think.** We look forward to a healthy debate!

If you would like to invite others to SUBSCRIBE, please ask them to email [Stefanie@productstewardship.us](mailto:Stefanie@productstewardship.us) with “SUBSCRIBE” in the subject line. All are welcome.

—Signed by Scott Cassel, PSI; Heidi Sanborn, CPSC; and Danna Moore, The Future 500.

## Pharmaceuticals

The SWANA Policy for Safe Disposal of Unused or Expired Household Pharmaceuticals approved on July 27th.

## Napa Carpet Recycling

Stakeholder Meeting at the DEQ Headquarters office (811 SW Sixth Avenue, Portland, OR)

Sept 26-30th - NAHMM/PSI Conference. Details [here](#).

October 27, 2011: EPR Workshop in on Mercury Lamps will be held at EPA Region 9 offices in Los Angeles. More information soon.

Product Stewardship Institute announced its **Summer webinar series** on a wide range of topics. Sign up for the calls [here](#).

### Who is CPSC?

CPSC is a coalition of local government businesses, 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.

**Next Associates Call  
3:00-4:00 pm  
September 7th**

The City of Napa has introduced their Carpet recycling program in partnership with the Napa Waste and Recycling Services. The program accepts both commercial and residential carpet and pads. For more information you can check their website: [www.naparecycling.com](http://www.naparecycling.com).

### Associate in Action

From collecting and sending legislators 150 signatures in support of battery stewardship to educating county residents on u-waste and the value of product stewardship, Amy Garden and the County of Napa continue to set an example for local government to follow, most recently by educating consumers about product stewardship in [Napa County's Garbage Billing Insert](#) for July.

### Partner in Action

CPSC Partner, [F&H Office Systems](#), organized a free e-waste collection event that took in over 10 tons of discarded electronics that were stripped of fire retardants, heavy metals and other toxic materials and then recycled. Profits from this event were donated to CPSC and Unity Church who co-sponsored the event. F&H Office Systems provides free collection of toner, inkjet and cell phones anywhere in the states by providing free recycling boxes and pick up service. President, Yosi Fischer says, "Every day should be Earth Day." In addition, Yosi worked the CPSC booth at the CRRRA Conference. Thanks, Yosi!

### PSI Seeks Public Action on Phone Books

Product Stewardship Institute recently launched a [30-second video](#) on the problems associated with unwanted phone books, asking citizens to take a stand for consumer choice and waste reduction. The video directs individuals to a [Phone Books Action Page](#) that provides action steps citizens can take, including opting out of receiving phone books and [signing a petition](#) in support of legislation.

### PAC NEXT - A World Without Packaging Waste

The Packaging Association (PAC) has created PAC NEXT to help the industry transition towards a world without packaging waste, establishing a 31-member founding organization by electing co-chairs and establishing a series of objectives. "PAC NEXT seeks to explore all solutions to achieve economical recovery that leads to improved reduction, recycling, reuse, up-cycling, composting, energy-from-waste and other emerging solutions for discarded packaging." says James Downham, President and CEO of PAC. Click [here](#) to read the full press release and complete list of founding members.

### Board Member Profile: Debbie Basher



Debbie Basher has been an active member of CPSC since 2006, as a voting member of the Steering Committee and as a member of the Board of Directors since 2008. Debbie also has served as Chair of CPSC's Policy and Education Advisory Committee since 2007. In her day job, Debbie works in the residential solid waste division with the City of San Jose where she has been involved in formulating the City's Zero Waste Resolution and the Integrated Waste Management Zero Waste Plan, while concurrently managing a large residential solid waste contract.

When asked about her involvement in CPSC and EPR issues, Debbie says "Product Stewardship efforts by CPSC have elevated Product Stewardship to the forefront in statewide measures to address end-of-life issues with problem products. The strong leadership from an extremely talented and dedicated Executive Director and Board of Directors has fostered a powerful and vibrant organization with significant milestones in furthering the cause in

California. Fostering partnerships with industry and retail organizations has had a strong impact on moving issues forward by finding common goals."

### Green Thumbs Up to CVS:



As reported in *Waste & Recycling News*, all 7,200 CVS locations now offer the Sharps Compliance Inc. medication disposal system, which allows customers to dispose unused or expired medication. The postage-paid envelopes cost \$3.99 each and allow customers to mail their unwanted prescription and over-the-counter medications to Sharp Compliance's Texas facility for disposal. Controlled substances are excluded from the program.

### Product Stewardship in the News

8/6/11: Sustainable Packaging Supplement to LA Times –An independent advertising supplement by MediaPlanet

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