



# California Product Stewardship Council

P.O. Box 216381, Sacramento, CA 95821

## CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

Adopted February 13, 2007

### Strategic Directive-5: PRODUCER RESPONSIBILITY

It is a core value of the CIWMB that producers assume the responsibility for the safe stewardship of their materials in order to promote environmental sustainability.

Specifically, the CIWMB will:

1. Utilize existing Board authority to foster "cradle-to-cradle" producer responsibility.
2. Seek statutory authority to foster "cradle-to-cradle" producer responsibility.
3. Analyze the feasibility of various approaches to increasing producer responsibility, including during the product design and packaging phases, and make recommendations to the CIWMB Board by December 2007, and annually thereafter.
4. Build capacity and knowledge in CIWMB on Extended Producer Responsibility (EPR) issues and solutions.
5. Develop and maintain relationships with stakeholders that result in producer-financed and producer-managed systems for product discards.

## REGIONAL COUNCIL OF RURAL COUNCILS

Adopted March 21, 2007

**Extend Producer Responsibility.** RCRC supports producer responsibility for financing and arranging the collection and recycling of their products at end-of-life. Producer responsibility removes the financial burden from local governments and makes recycling become a cost of doing business. Placing the responsibility with manufacturers/retailers will additionally provide incentive for products to be redesigned in a manner to eliminate or reduce their impact and to increase their recyclability. RCRC prefers producer responsibility through product take-back by the manufacturers/retailers. RCRC will consider the reasonable use of Advanced Recycling Fees and Advanced Disposal Fees.

Policy Amendment to RCRC Policy Principles on Solid Waste and Recycling is posted at <http://www.rcrcnet.org/pub/brddocs/agenda/2007/March/Proposed%20Amendment%20to%20Policy%20Principles%20on%20Solid%20Waste%20and%20Recycling%20pm.pdf>

RCRC is composed of 30 of California's 58 counties. The waste management body within RCRC, Environmental Services JPA, has joined CPSC. ESJPA represents 22 counties: Alpine, Amador, Butte, Calaveras, Colusa, Del Norte, El Dorado, Glenn, Imperial, Inyo, Lassen, Madera, Mariposa, Modoc, Mono, Nevada, Plumas, Sierra, Siskiyou, Tehama, Trinity, and Tuolumne.

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[www.caproductstewardship.org](http://www.caproductstewardship.org)

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**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.



# Product Policy Institute

**UPDATE: October 2007**

The Product Policy Institute's strategy of working with local governments to change how products are managed at end of life is paying off in California. For the past two years PPI has been helping local governments organize for producer responsibility through the California Product Stewardship Council (CPSC).

California is on a path to becoming the first state in the United States to adopt framework Extended Producer Responsibility (EPR) legislation. In the past three years seven states have adopted laws that require producer responsibility for managing spent electronic products. On September 19th the state waste agency, California Integrated Waste Management Board, adopted a framework EPR policy approach "as an overall policy priority to guide proposals to seek statutory authority."

The framework approach describes principles and roles for producer responsibility programs and a process for adding for new product categories. The approach has been implemented in British Columbia and several other Canadian provinces, but the California policy is the most progressive producer responsibility policy, by far, in the United States. The California Retailers Association came out in support of the framework EPR policy approach, noting, "EPR a policy approach that is sweeping the globe." Drafting, passing and implementing legislation still lies ahead, but California has taken an important step.

None of this would have happened without local governments organizing through CPSC. Local governments organized to bring producer responsibility to California after a February 2006 state rule charged them with enforcing – without new funding -- a ban on putting household batteries, fluorescent lamps and all electronic waste in the landfill. CPSC was modeled on a similar local government product stewardship council in the Pacific Northwest. CPSC now has participants in cities and counties all across California and in associations serving local governments. In August, Heidi Sanborn joined Carol Misseldine as Co-Director of the organization.

The Product Policy Institute was a catalyst for the formation of CPSC, has been involved with its coordination, development and funding since the beginning. Recently PPI commissioned two new outreach tools that are attracting attention beyond California. One is a PowerPoint presentation developed by professional designers -- the people who did the PowerPoint trainings for Al Gore's "Inconvenient Truth." The PowerPoint is being given by local government members of CPSC who participate in "train the trainer" sessions. The second tool is a powerful handout designed to be used with the PowerPoint as a leave-behind a piece, or as a stand-alone brochure.

PPI is willing to adapt and share the new tools and the California story with members of local government in other parts of the United States who want to explore bringing EPR to their regions.

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Links to the California EPR framework policy, the CPSC PowerPoint and the CPSC handout can be found at <http://www.productpolicy.org/resources/index.html> .