

# California Product Stewardship Council

A Better Way -- Producer Responsibility



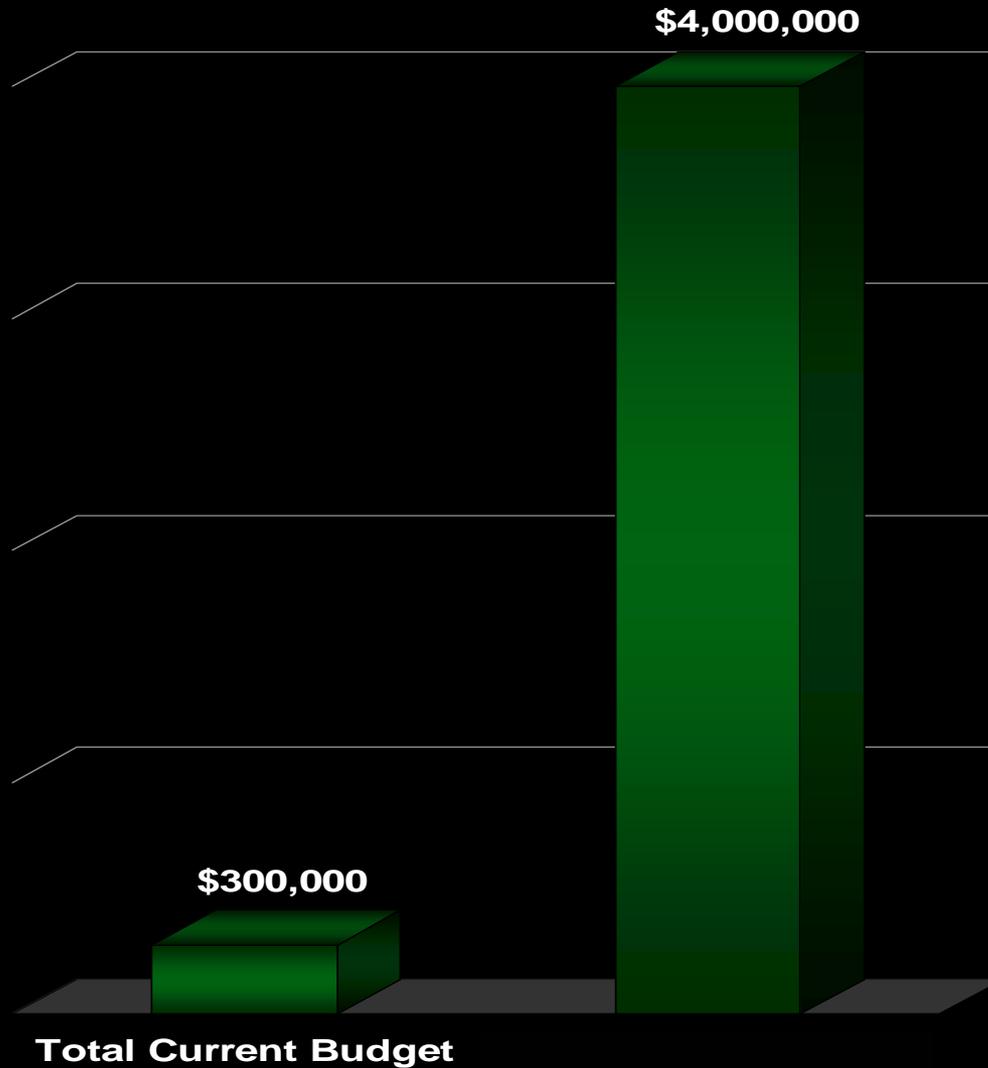
# Mission

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.

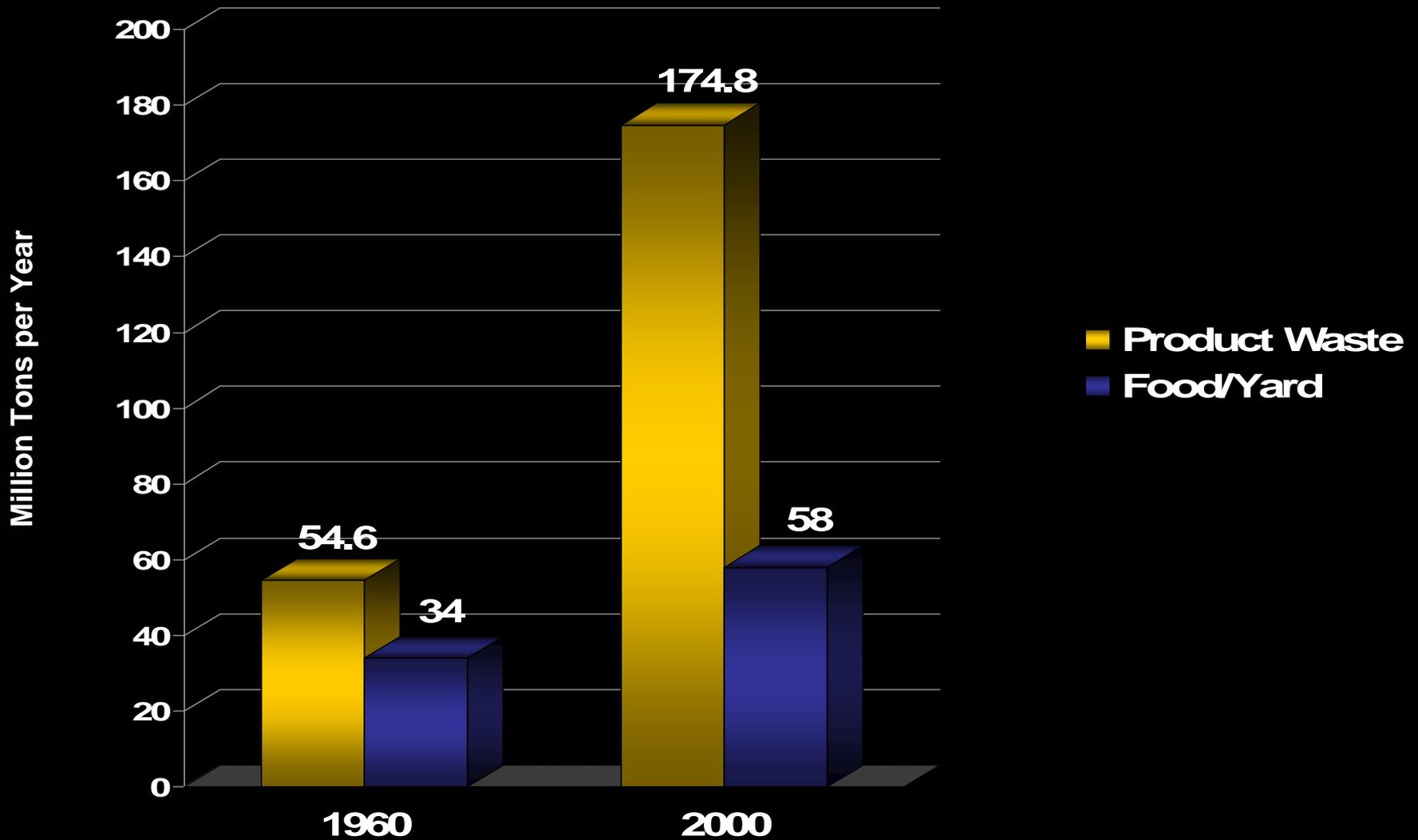


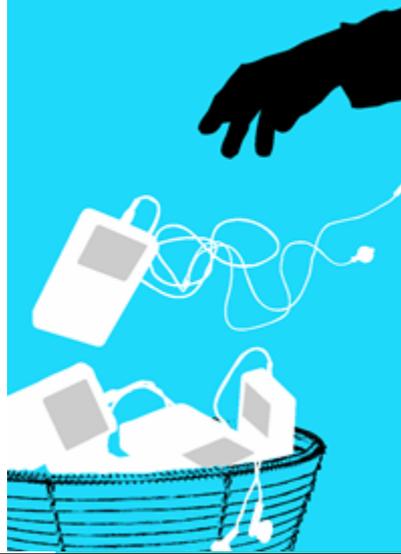


# The High Cost of Compliance



# Changing Waste





Disposable and toxic  
by design



U-Waste: Designed for Disposal



4526, 000000



CELEBRATING OUR 150<sup>th</sup> ANNIVERSARY

# The Sacramento Bee

Editorial

## Recycling U-waste: Good goal, inadequate law

Stop! Don't throw that battery in the garbage bin or that burned out fluorescent light tube either. And certainly not the broken cell phone or the computer printer.

The state's universal waste law that went into effect last week makes the dumping of such items illegal, under penalty of huge fines (which aren't likely to be imposed on ordinary householders). Unfortunately, the Legislature failed to give local governments the funds or the guidance they need to comply, which in turn leaves the public largely confused.

For several years, it's been illegal to dump computers and TV monitors into waste bins. A recycling program for those items funded with fees on manufacturers has helped divert thousands of tons of those electronic goods from landfills.

Lawmakers did not assess similar fees on the ever-expanding array of e-trash. But they passed a law making it illegal to put stuff in the garbage. That prohibited list includes printers, batteries, fluorescent light bulbs,

even those cute shoes that light up when kids jump up and down.

The goal is laudable enough. Many of those devices contain lead, mercury, arsenic and other toxic materials. When crushed in landfills, they can leach into water supplies.

But to be effective, e-waste disposal must be cheap and convenient. With no funding from the state, local agencies are scrambling to figure out how to comply and to pay for that compliance.

In many jurisdictions, batteries will be picked up on neighborhood cleanup days, but no one has come up with an easy way for people to dispose of fluorescent light tubes and other common materials. Until they do, this law won't be effective.

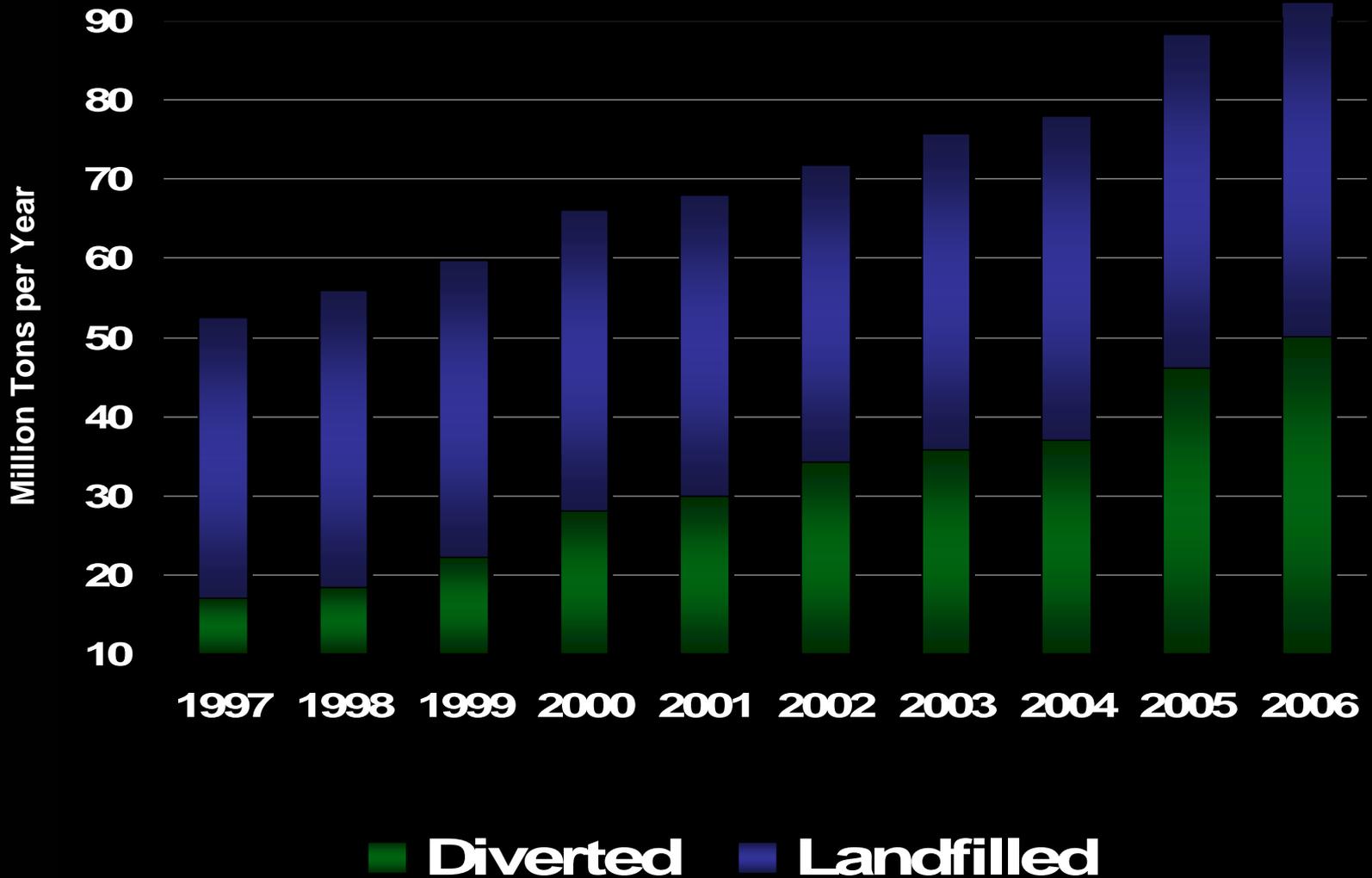
Locally, those who want to do the environmentally correct and legal thing can find information on Sacramento's Web site at [www.cityofsacramento.org/utilities](http://www.cityofsacramento.org/utilities) or in the county at [www.sacgreenteam.com](http://www.sacgreenteam.com)

## Ban Without a Plan

- Unfunded mandate
- Responsibility without capability for local governments
- Virtually unenforceable
- Places responsibility on ratepayers and taxpayers
- Amounts to subsidies for manufacturers

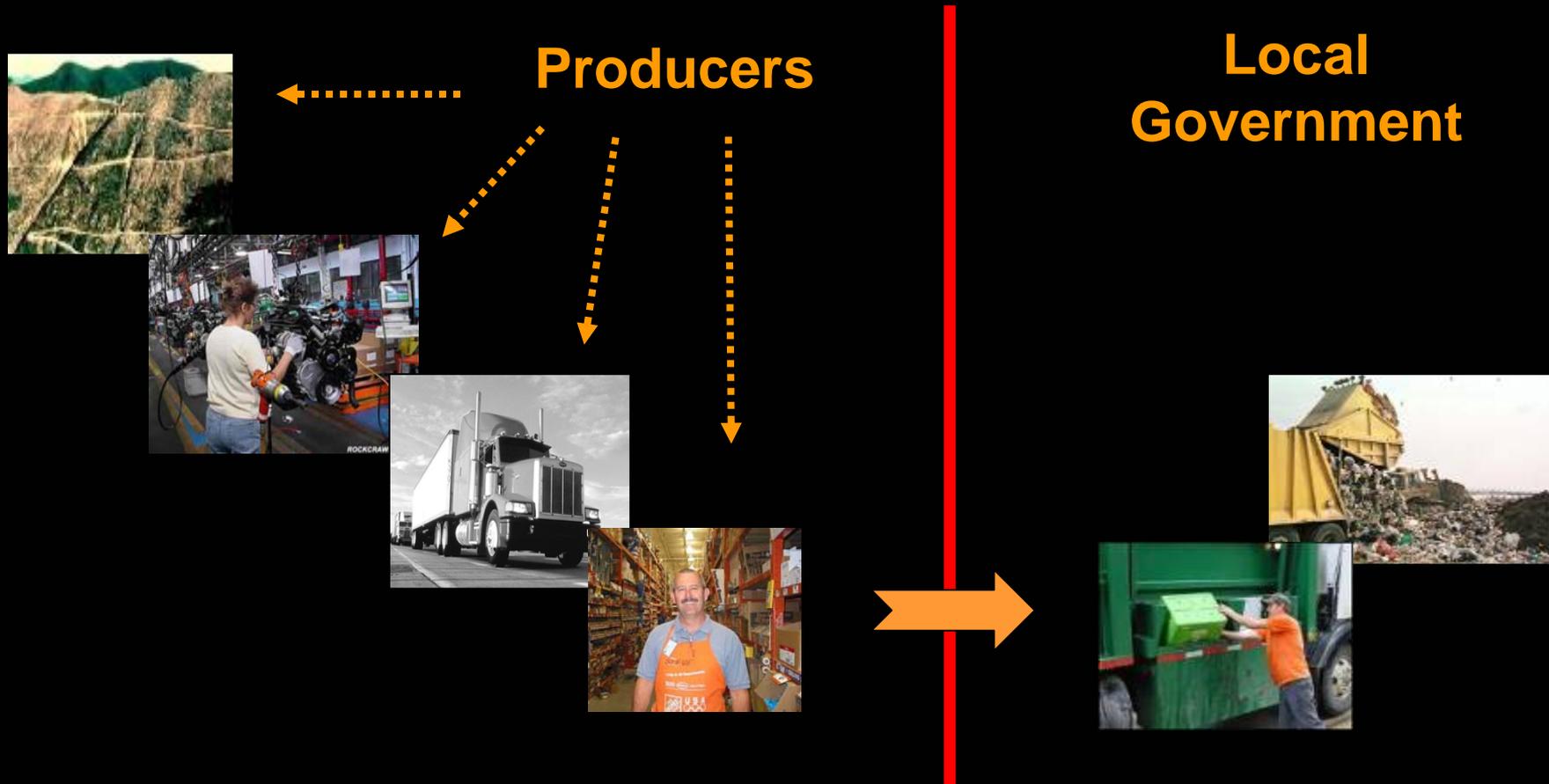


# Growth in CA Total Waste



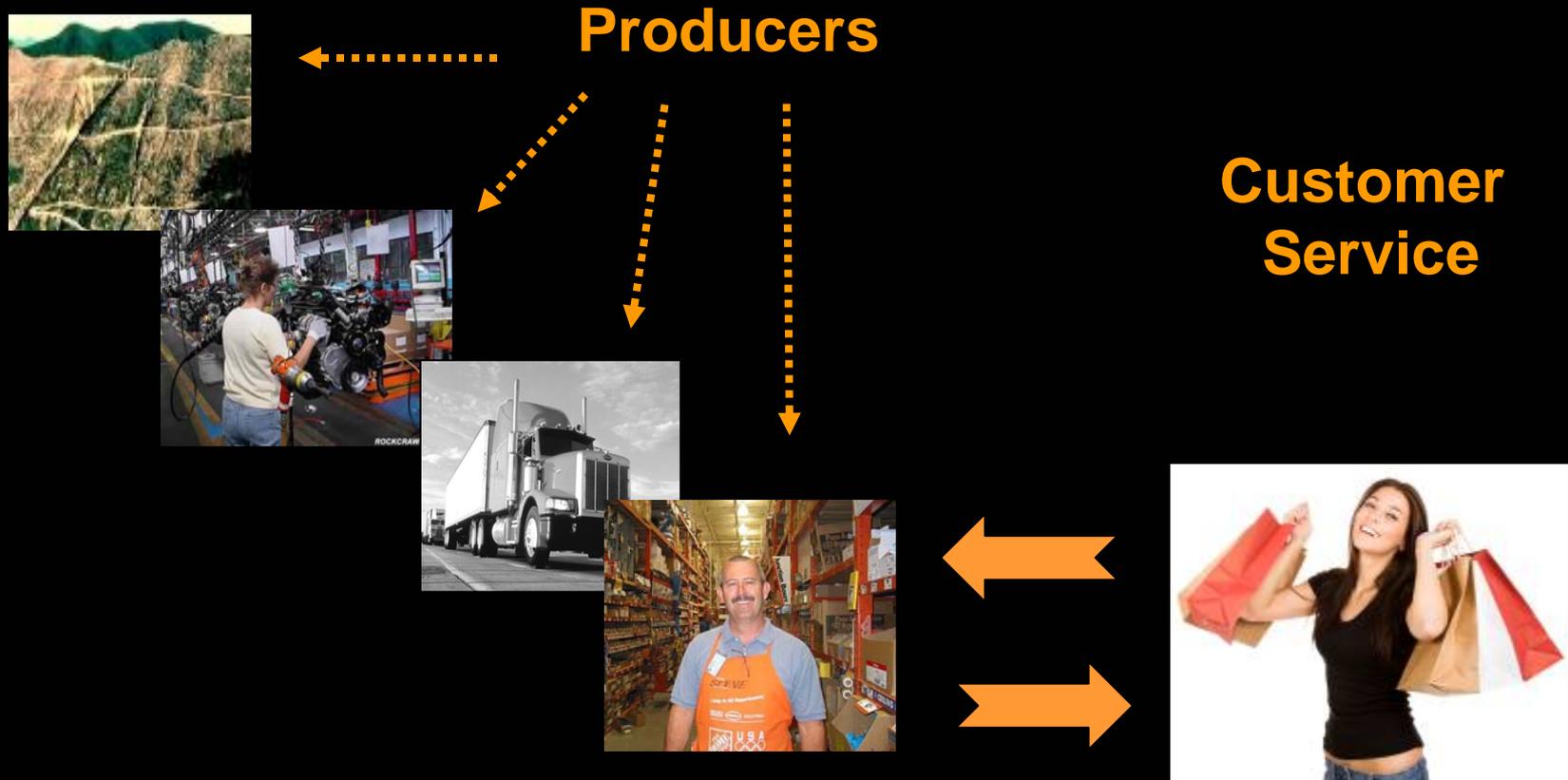


# Now: Waste is a Local Responsibility





# A Better Way - Producer Responsibility





# Manufacturer Support

# Retailer Support



RadioShack®





# CIWMB and EPR

## Strategic Directive 5

February 2007

*CIWMB will ...*

- Seek statutory authority to foster “cradle-to-cradle” producer responsibility.
- Develop relationships with stakeholders that result in producer-financed and producer-managed systems for product discards.



# CPSC Participants

Alameda County  
City of Burbank  
City of Fresno  
City of Los Angeles  
City of Moraga  
City of Oakland  
City of Palo Alto  
City of San Jose  
City of Santa Monica  
City of Simi Valley  
Contra Costa County  
Kern County  
Los Angeles County  
Marin County  
Napa County  
Port of San Francisco

Riverside County  
San Bernardino County  
San Francisco City/County  
San Joaquin County  
San Mateo County  
Santa Barbara County  
Santa Clara County  
Santa Cruz County  
Sonoma County  
Association of Bay Area  
Governments  
Bay Area Hazardous Waste  
Management Facility Allocation  
Committee  
Bay Area Stormwater Management  
Agencies Association  
Bay Area Clean Water Agencies  
California Stormwater Quality  
Association  
East Bay Municipal Utility District

## Environmental Services JPA Regional Council of Rural Counties

Alpine	Madera
Amador	Mariposa
Butte	Modoc
Calaveras	Mono
Colusa	Nevada
Del Norte	Plumas
El Dorado	Sierra
Glenn	Siskiyou
Imperial	Tehama
Inyo	Trinity
Lassen	Tuolumne







Join CPSC and  
Speak with a Unified Voice



# Lobby for Statewide Legislation



CITY HALL

Pass Resolutions, Ordinances  
Plans and Policies



# Contacts

Carol Misseldine

[cmisseldine@mindspring.com](mailto:cmisseldine@mindspring.com)

415-388-5273

Heidi Sanborn

[hksanborn@comcast.net](mailto:hksanborn@comcast.net)

916-485-7753

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

