

## **TALKING POINTS**

### **Media:**

- Extended Producer Responsibility (EPR) is a policy approach that shifts the responsibility for waste management costs from solely being the burden of taxpayers and ratepayers to one of shared responsibility among producers, retailers, consumers and local government.
- One of the most important principles of Extended Producer Responsibility (EPR) is reducing waste called “source reduction,” which is more cost-effective than managing a product at the end-of-life.
- Extended Producer Responsibility (EPR) calls for the producers to take primary responsibility for their products and packaging by designing products that are more durable, less toxic, create less waste, and by developing, funding and managing programs that “take-back” their products at the end-of-life for reuse and recycling.
- We want producers to have incentives to design more products that can be reused, recycled or are biodegradable. We call this “cradle to cradle” vs. “cradle to grave” responsibility.
- The current waste management system is enabling producers to design toxic, disposable products because it exempts producers from taking responsibility for the product at the end of its lifecycle.
- If we only concern ourselves with the disposal of the product, we miss significant opportunities to reduce the overall cost to manage these products by designing them properly in the first place.
- According to the U.S. EPA, the U.S. waste stream is 75-percent product waste and only 25-percent organic and biodegradable material.
- Too many products are designed intentionally for disposal.
- By reducing waste, we lessen the need for new landfills. Considering the huge cost to operate and monitor landfills, this is more important than ever as local governments struggle to provide basic services such as public education, police and fire protection.
- California policy makers are supporting Extended Producer Responsibility (EPR). Thirty-seven California cities and counties have adopted EPR Resolutions since 2006, including the city and county of San Francisco, City of Fresno, Mariposa County and Los Angeles County.
- San Luis Obispo County estimated it would cost \$4-million annually to properly fund collection of Universal Wastes to comply with the state-imposed disposal ban. Their budget for managing household hazardous waste, like household batteries and aerosol cans, is currently less than \$300,000 annually.

- Product-by-product mandated bans make no sense when they are not funded. We call this a “Ban without a Plan,” and it simply does not work, either financially or environmentally, if there is no collection system in place.
- “Bans without a Plan,” typically, are nearly impossible to enforce yet the responsibility for enforcement is misplaced onto local government.
- In Germany, packaging volumes dropped 14-percent in four years following the institution of a Extended Producer Responsibility (EPR) program in 1991.
- Taxpayer groups like Extended Producer Responsibility (EPR) because it relies on the market—not tax dollars—to solve the waste management problem.
- The California Product Stewardship Council is a non-profit organization with a 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.
- The California Product Stewardship Council is driven by local governments and works closely with partners including waste and recycling companies, non-profits, water quality organizations, businesses of all types, and, most importantly, product consumers who are working together to reduce waste and bring good public policy to the materials management industry.
- Heidi Sanborn, executive Director of the California Product Stewardship Council is an excellent source for more information and can be reached at [heidi@calpsc.org](mailto:heidi@calpsc.org) or 916-480-9010. After working in and for the solid waste industry for more than 17 years, she has extensive knowledge, experience and expertise in product policy and producer responsibility.
- There’s more information on the website: [www.calpsc.org](http://www.calpsc.org)



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