



Product Stewardship It's Good Business – It's Good for the Environment

What is Product Stewardship

Product Stewardship is a policy that supports a shared responsibility for end-of-life product management with the producers, and all entities involved in the product chain, instead of just the general taxpayers. Product stewardship puts the end-of-life costs into the price of a product such as mercury-containing lamps and batteries. It places primary responsibility on the producer, or brand owner, who makes design and marketing decisions which most effect end-of-life management costs.

It's Good for Business

Retailers are often a critical component to successful product stewardship programs. They provide educational materials to the public on how products can be recycled at end of life, as provided by the producers. They may also be a collection location on behalf of producers. In a study done for used motor oil recycling results showed that a business that provided collection services to their customers had increased sales due to increased foot traffic in their store. In addition, based on a recent survey by the San Gabriel Valley Council of Governments (SGVCOG), businesses that offer collection services believe that customers are more loyal to their business in part for this reason.

It's Good for the Environment

Items such as mercury-containing lamps and batteries are banned from landfilling because they contain hazardous materials and can contaminate our waterways if improperly disposed. Product stewardship provides an incentive to producers to change the design or their product to make it less toxic. It also ensures a sustainable funding source to provide more convenient opportunities for consumers to properly dispose of these hazardous materials.

How You Can Become Involved

The SGVCOG and the California Product Stewardship Council (CPSC) are working collaboratively with local retailers to develop an education and pilot take-back program for household batteries and mercury-containing lamps such as compact fluorescent lamps (CFL) which are banned from landfill disposal. As part of the project, surveys and focus groups will be conducted to assess the public's understanding of the battery and lamp end-of-life management. We are asking businesses to participate in focus groups to determine the most business friendly and effective take-back program. Any business interested in becoming a pilot collection location can contact SGVCOG Bekah Cooke at bcooke@sgvcog.org or Heidi Sanborn with CPSC at heidi@cpsc.org .

Who Is CPSC

CPSC is a non-profit association of local governments, government associations such as the California State Association of Counties, California Council of Directors of Environmental Health, and the Southern California Association of Governments and partners including haulers such as Republic Services and CR&R Waste & Recycling to producers such as Peninsula Packaging. CPSC has also worked with retailers like Ace Hardware and True Value Hardware on specific projects for batteries, lamps, and paints. The California Retailers Association also works closely with CPSC to further our mission of shifting 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.

Funded by a grant from the California Department of Resources Recycling and Recovery (CalRecycle)

