



# Product Stewardship Institute

*Sustainable Solutions to Protect Our Environment*

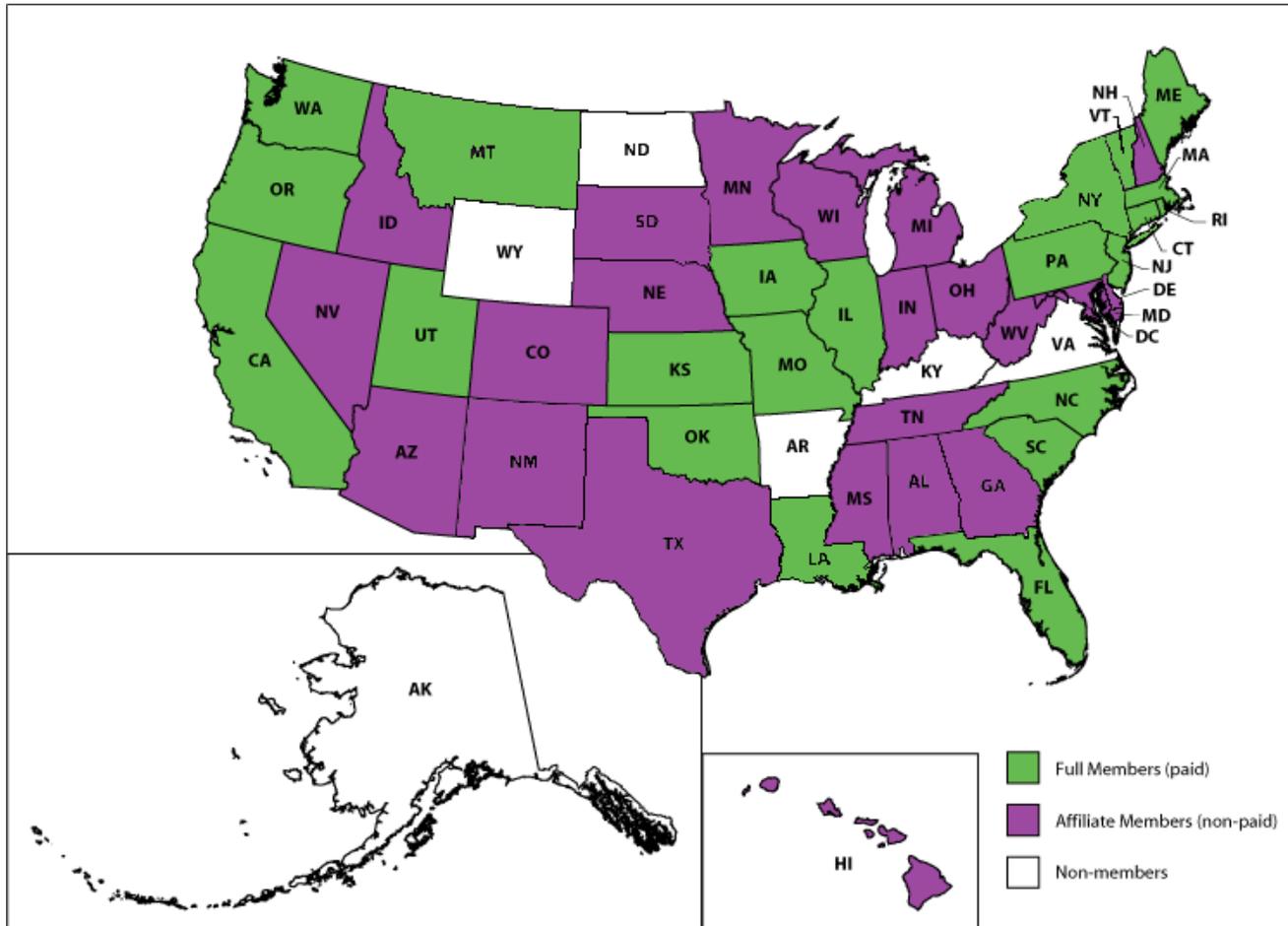


# What is the Product Stewardship Institute?

- Non-Profit, based in Boston, founded in 2000
- Membership
  - 45 State agencies
  - 60 Local agencies
  - 35 Adjunct Council members  
(Business, Environmental/Organizational)
- Board of Directors: 7 states, 4 local agencies
- Multi-stakeholder product stewardship network



# PSI Full and Affiliate State Members





## PSI Northeast State Members

### Full Members

**Connecticut**

**Maine**

**Massachusetts**

**New Jersey**

**New York**

**Pennsylvania**

**Rhode Island**

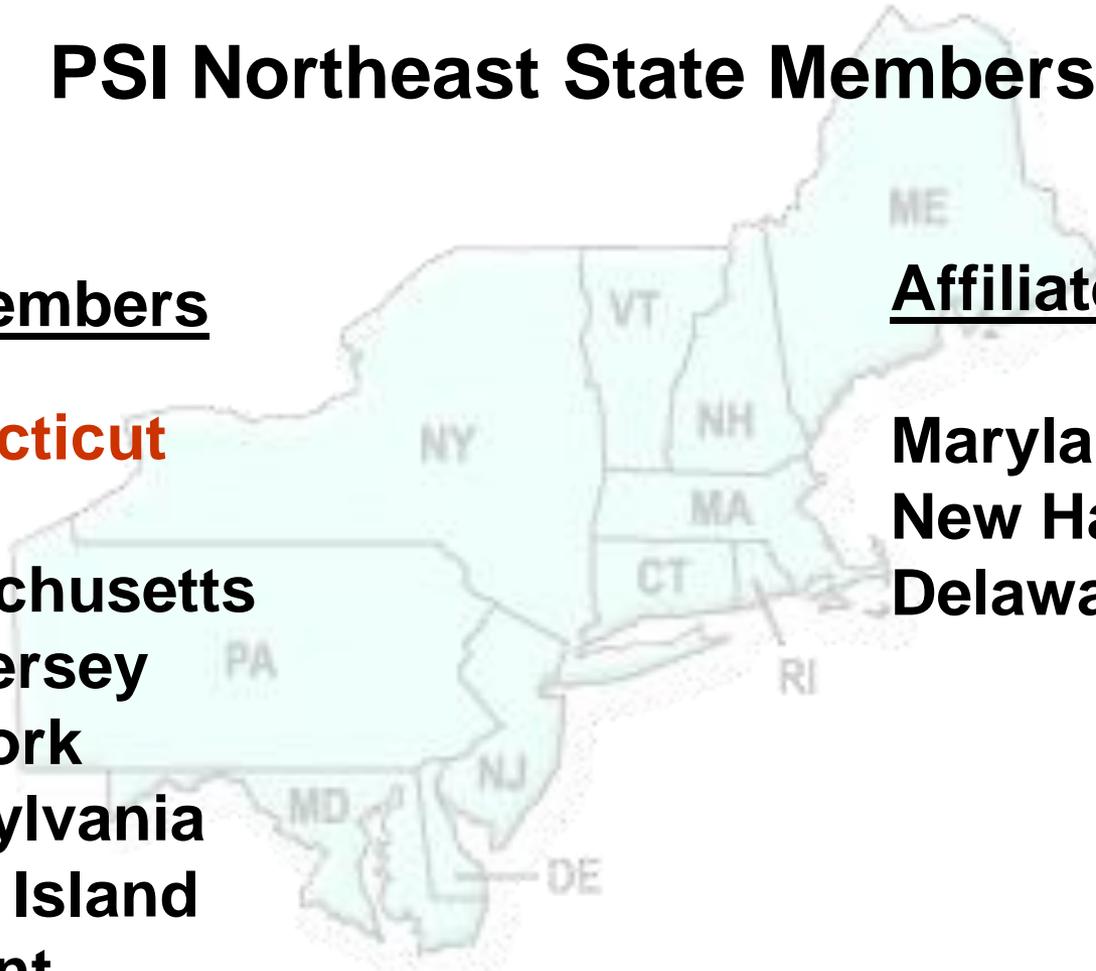
**Vermont**

### Affiliate Members

**Maryland**

**New Hampshire**

**Delaware**





# Why was the Product Stewardship Institute Created?

- **Unified voice:** State and Local Governments
- **Fiscal relief** for government on waste issues
- **Objective data** for decision-making
- **Forum** for collaboration with industry
- **Nationally coordinated** systems/harmonized regulations



# PSI Projects

- Electronics
- Paint
- Fluorescent Lamps
- Mercury Thermostats
- Pharmaceuticals
- Medical Sharps
- Telephone books
- Radioactive Devices
- Gas Cylinders
- Tires
- Beverage containers
- **Motor oil**
- **Pesticides**
- **Packaging**



# PSI Dialogue Process

- Research
- Facilitate/mediate dialogue meetings
- Implement Projects & Initiatives
- Evaluate projects



# What is Product Stewardship?

*“Product Stewardship” is a principle that directs all those involved in the **life cycle** of a product to take **shared responsibility** for reducing the health and environmental impacts that result from the production, use, and end-of-life management of the product.*



# Examples of Product Stewardship

- State mercury thermostat legislation
- Dell take back of its own products for recycling
- Home Depot take back of CFLs for recycling
- Manufacturer removing toxics from its product
- Consumers taking fluorescent lamps to a retail or municipal collection for recycling



# Other Names for Product Stewardship

- Extended Product Responsibility
- Extended Producer Responsibility
- Producer Responsibility



# What's the Problem?

- Toxicity
- Quantity/Volume
- Wasted resources/\$\$\$
- GHG emissions



# What's the Problem?

**“Industry unfunded mandate”**

**“Government subsidy of business”**



# What's the Solution?

## Give manufacturers:

- Responsibility to manage their own products at end of life.
- Financial incentive to reduce waste by making them pay to manage it.
- Promote product design changes.
- Allow management flexibility/control.



# What's the Solution?

- Internalize end-of-life management costs into product purchase price
- Shift Costs from Taxpayers to Consumers
- “Internalize externalities” – life cycle
- Allow true “green” products to compete on level playing field



# Result of Product Stewardship

- Costs of product collection, transportation, and end-of-life management are covered.
- Drive cost efficiencies in product end-of-life management.



# The Problem: Another Angle

- Lack of infrastructure to manage products
- Lack of awareness about problem/solutions
- Lack of incentives to change behavior



# What's the Solution?

## Greater Retailer Role:

- Product collection/recycling
- Education of consumer at point of purchase
- Incentives to consumer to return items (e.g., coupons)



# Early Product Stewardship Systems

- Beverage containers (Bottle Bill)
  - Tires, Automobile batteries, Motor oil
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- Visible fees
  - Government managed funds
  - Government responsibility



# Key Elements of Current Product Stewardship Systems

1. Legislation: levels the playing field
2. Manufacturers responsible for financing
3. Retailers voluntarily collect products sold (w/funds)
4. Stewardship organizations manage program allowing for individual producer responsibility
5. Performance goals (w/incentives)



# Current Product Stewardship Laws

1. 18 states with scrap electronics laws
  2. 19 states with mercury product laws
  3. 15 states with bans on sale of mercury thermostats
  4. 6 states with comprehensive thermostat laws
- **2009 Legislation**: Electronics, thermostats, fluorescent lamps, pharmaceuticals, medical sharps, phone books
- Framework product legislation



# Product Stewardship Outcomes

- Better Products (fewer lifecycle impacts)
  - Source reduction (weight/volume)
  - Decrease materials use
  - Reduce toxics/risk
  - Increase energy efficiency (production/use)
  - Increase recycled content
  - Increase purchase of env'ly preferable products
- Increase recovery, reuse, and recycling
- Sustainable financing



# Product Stewardship Outcomes

- **Greater Environmental Protection**
- **Market Innovation/Economic Driver**
- **Save \$\$\$ For Government**



# PSI Paint Dialogue

- 5 years – 10 meetings – 2 MOU agreements
- 1<sup>st</sup> Paint MOU: 8 joint projects (\$1.5 million)
- 2<sup>nd</sup> Paint MOU (replaced IL with CT)
- July 1, 2008 – Expected start of industry-funded Demonstration Project in Minnesota
- July 2009 – Expected roll-out to other states
- June 2008 – MN Governor veto
- Trying MN again, but likely move to another state for demonstration



# 1<sup>st</sup> Paint MOU Project Portfolio

1. Source Reduction Survey/Pilot
2. Reuse Manual/Pilot
3. Infrastructure Report
4. Recycled Paint Standard (Green Seal)
5. Recycled Paint Marketing
6. Recycled Paint Regulatory Issues – White Paper
7. Sustainable Financing Options
8. Lifecycle Assessment and Cost/Benefit Analysis (LCA/CBA)



# Fluorescent Lighting

## Overall Dialogue Goal

Promote use of energy efficient lighting while eliminating or reducing the amount of mercury and other toxins entering the environment during the lifecycle of fluorescent lamps.



# Specific Lighting Dialogue Goals

- Reduce environmental impact of manufacture of fluorescent lighting.
- Increase manufacture and procurement of environmentally preferable lighting.
- Maximize safe collection and recycling of spent lamps from households and businesses.
- Develop nationally-coordinated system that is financially sustainable.



# Lighting – Status & Workgroups

- Convened 3 meetings
- Infrastructure Workgroup
  - Focused on collection infrastructure for consumer sector
  - Commercial sector infrastructure exists and will grow with demand
- Bans & Enforcement Workgroup
  - Promoting education & enforcement of existing bans
  - Promoting disposal bans in more states
- Financing Workgroup



# Pharmaceuticals Dialogue: Goal

- Reduce the amount of pharmaceuticals that become waste.
  - Develop and implement a nationally-coordinated system for the **safe, practical, legal, and environmentally protective management** of waste pharmaceuticals.
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- This initiative is focused on waste pharmaceuticals **generated from households, or as household waste** (including pets).
  - “Disposal” includes recommended practices in individual homes as well as collection programs.



# Context for Collaboration

- Some want more research to better understand the nature and scope of the problem.
- Some are implementing take-back programs.
- Some states have developed their own disposal recommendations.
- Some states have legislation.
- Federal agencies provide different disposal advice.



## Key Research Question

**What are the relative environmental and safety benefits of disposal to the trash (from the home) vs. collection and disposal?**

**Safety** = aquatic impacts  
human health impacts  
diversion  
poisonings



# Pharmaceuticals – Status & Workgroups

- Convened one meeting
- 2<sup>nd</sup> meeting on Dec. 2-3 in Washington DC
- 4 workgroups
  1. Source Reduction
  2. Collection and Disposal
  3. Regulations
  4. Research



# Medical Sharps: Goal

To maximize the safe and environmentally sound collection and disposal of waste sharps by developing a nationally coordinated system that is financially sustainable.



# Medical Sharps: Focus

This project will **focus** on sharps generated *outside* the traditional health care setting, including households, hotels, casinos, restaurants, airports, and other public venues.



# Medical Sharps – Dialogue Status

- Retailer engagement (marketing piece)
- Financing
- Design Demonstration Project
  - Estimate costs
  - Development metrics/performance goals
  - Develop best practices (taken from Projects Workgroup), including education
  - Legislative component (including financing)
  - Geographic scope (CA, MA, RI, IA, MN)



# Thermostats

- Expanded TRC program to contractors, HHW facilities, and retailers
- Developed model state thermostat legislation
  - Ban on sale of mercury thermostats
  - Producer responsibility – levels playing field
  - Recycling requirements for wholesalers and contractors
  - Performance goals and incentives
- Advise states in passing comprehensive legislation
- Common recycling methodology



# Phone Books

- Convened 2 meetings
- Publishers proposed voluntary guidelines on opt out, recycling, and production.
- First time that two industry assoc's worked together.
- Developing metrics for accountability.



# PSI Services

- **State/Local and Adjunct Council Memberships**
- **Corporate sponsorships**
- **Consulting (e.g., product take-backs, facilitation)**
- **Product dialogues**
- **Pilot projects**
- **Networking conference calls**
- **Strategic conference calls**
- **Product Stewardship Updates (bi-weekly)**
- **Annual Product Stewardship Forum**



# PSI Full Member Benefits

- Free participation in multi stakeholder **PSI dialogues**
- Priority in PSI selection to participate in a broad range of PSI **pilot projects**
- Free access to PSI multi-stakeholder **Networking Conference Calls**
- Free access to PSI government **strategic conference calls**
- Receive bi-weekly **Product Stewardship Updates**
- Reduced admission to the **annual Product Stewardship Forum**
- Voting capabilities and the ability to serve on the **PSI Board of Directors**
- Input into PSI's **Strategic Plan**, which sets PSI's goals and prioritizes initiatives
- Free participation in the PSI **Product Stewardship Book Club**



# For More Information Contact...

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