

San Francisco

Extended Producer Responsibility Resolution



First National Conference on Precaution

Baltimore, Maryland * June 10, 2006

Bill Sheehan

Product Policy Institute

www.ProductPolicy.org

San Francisco EPR Resolution

- the strongest statement yet from a local government in the United States
- local governments are fed up with footing the bill for picking up after producers of toxic and disposable consumer products.

The Perfect Storm: Universal Waste Product Disposal Ban

Feb. 2006

California banned households and small businesses from putting in the trash:

- Fluorescent bulbs & Hg products
- Alkaline batteries
- All electronic products

San Francisco EPR Resolution

Feb. 2006

Whereas

Using taxpayer or ratepayer funds to
manage hazardous product discards is:

- Expensive
- Ineffective
- A Perverse Subsidy

Therefore, SF will:

- Add EPR to purchasing specs
- Lobby for state EPR legislation
- Support EPR initiatives beyond ‘universal’ hazardous products

“ including other hazardous products, bulky packaging, and items like plastics and multi-material products that are difficult to recycle ”

**EPR is a way
to implement the
Precautionary Principle**

- **Reverses the burden of responsibility**
- **Encourages alternative/safer designs**

EPR extends responsibility of
product brand owners
(or first importers)
to include life cycle impacts
of their products,
especially at end of product life

EPR Policies

Product Take-back

Deposit/Refund

Minimum Recycled Content

Leasing/Serviceizing

EPR is another policy to make prices tell the truth

- Worker health and safety costs
(Triangle Shirt Factory fire, NC)
- Industrial process pollution costs
(Cayuhoga River catching fire, OH)
- Consumer safety costs
(Nader's Unsafe at any Speed)
- *Now:*
Cradle-to-cradle product management

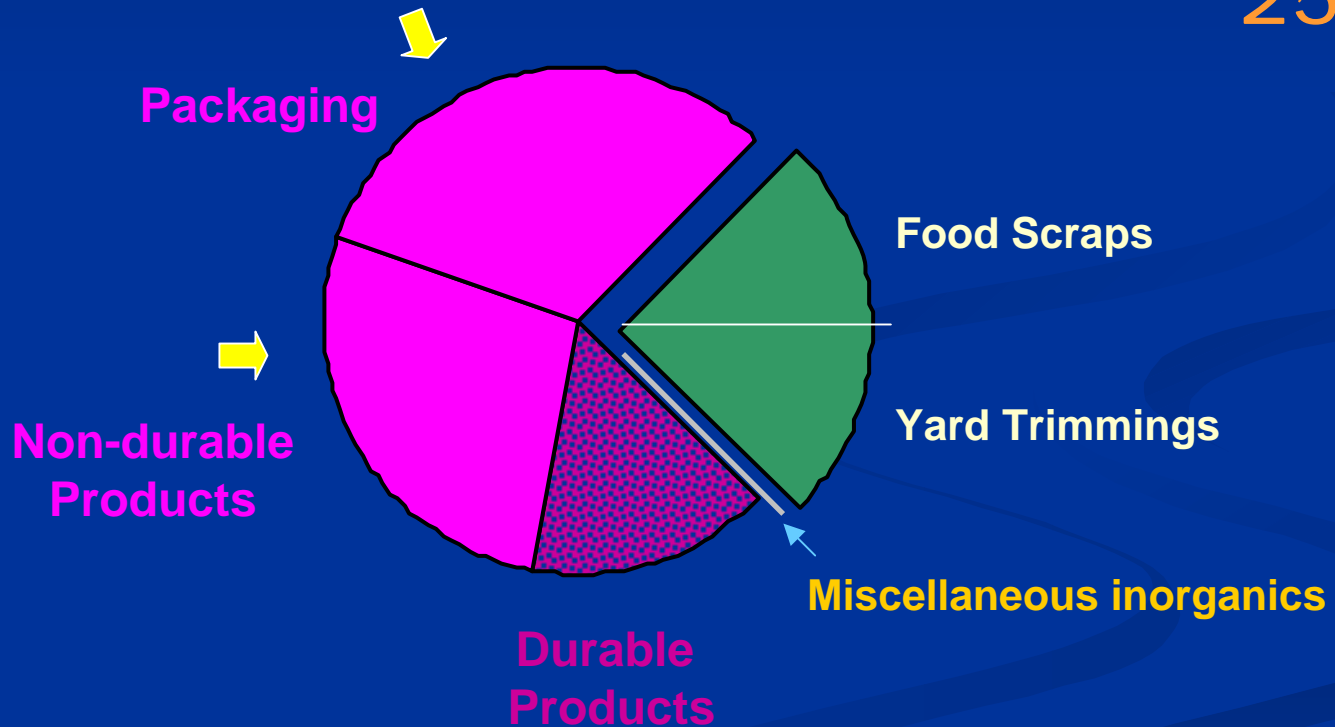
Why EPR for products?

1. Most MSW is products & packaging,
*most products are designed
for the dump*
2. Local Governments have
no control over product design
-- but have responsibility

1. Most products designed for the dump

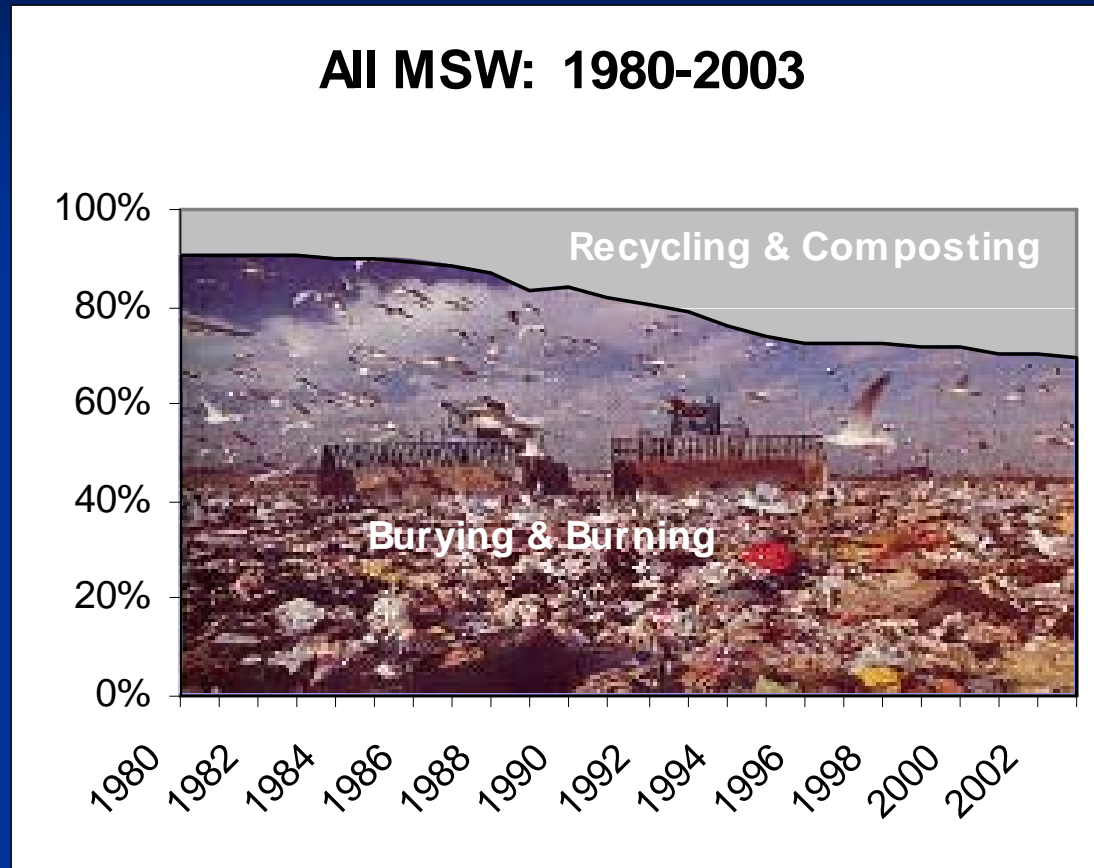
Manufactured
Goods
75%

Organics
& MISC. INORGANICS
25%



“Waste Generated” SOURCE: US EPA 2005

... and dumps & burners are winning



70% of 'MSW' is buried or burned

2. L.G.'s have no control over product design

Product System

MSW System



Extract

⇒ Manufacture

Distribute
Sell

⇒ Consumption

⇒ Disposal

Design & Marketing

Brand Owner

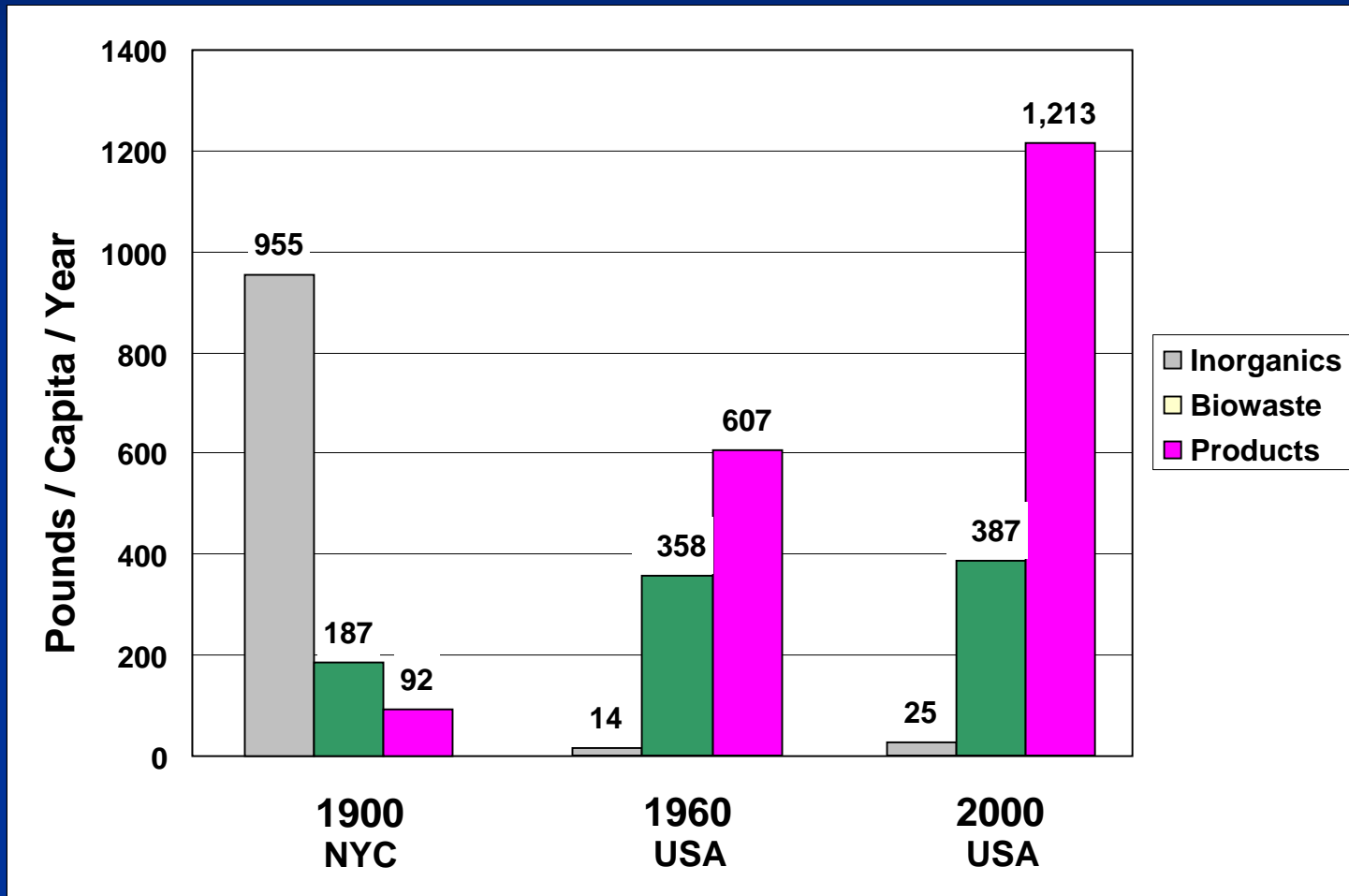
No incentive to reduce waste

Local Gov't

No influence on
product design
or marketing

Evolution of “Municipal” Solid Waste

“Waste Generated”



“Municipal” Solid Waste

- MSW system is a century old.
- MSW has changed drastically -- now mainly providing convenience for manufactured products.
- MSW system works best for bulky, homogenous materials, not for products

What Can Local Governments Do?

Transition to EPR locally

- **Close the Gate** (to the Landfill)
- **Step Up to the Plate** (for organics)

[see www.ProductPolicy.org/resources]

Organize for Higher-level EPR (for products)

Organize for Higher-level EPR ...

A Local Government Grassroots Campaign is developing

- Pass local resolutions
- Put EPR requirements into local contracts
- Conduct local and national pilots
- Promote state legislation
- Engage in national negotiations and policy
- Product Stewardship Councils (NW, CA, BC)

This is happening NOW and needs citizen participation and support

Good News!!!!

Transformation has started

BC Recycling Reg Oct 2004

WA E-waste Bill Mar 2006

CA U-waste ban Feb 2006

SF EPR Resolution

Calif. P.S. Council

BC Recycling Regulation

Oct 2004

- Framework legislation
- Producer (brand owner or first importer) submits recycling plan for government approval;
Individual or group stewardship plans allowed
- Gov't sets recovery targets; enforces outcomes
- Pharmaceuticals * Paint * Pesticides * Lubricating oil,
containers & filters * solvents & flammable liquids
Beverage containers -- New: E-waste & tires

WA E-waste Law

March 2006

- Local programs transitional
- Competition: Standard plan & Independent plan
- Weak performer pays strong performer, based on return share

SF EPR Resolution



CA Product Stewardship Council

- Build capacity among local governments to bring about producer financed and managed systems for product discards
- Build coalition for producer responsibility legislation for banned U-waste products

California Product Stewardship Council

GOAL: “To *transform* California’s product waste management system from a focus 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.”



Product Policy Institute

P.O. Box 48433

Athens GA 30604 USA

Tel: 706-613-0710

bill@ProductPolicy.org

www.ProductPolicy.org