The Next Frontier in Solid Waste Management:

Extended Producer Responsibility (EPR)
aka: Producer Responsibility

Andrew Radin, Chair,
NY Product Stewardship Council
Manufacturers taking responsibility for the end-of-life management of their unwanted products

- By law
- Voluntarily
Create New Jobs

Increase Recycling & Reduce Waste & Litter

Reduce GHG

Produce More Sustainable Products

Reduce Municipal Trash Disposal Costs

IF YOU DON'T CLEAN UP AFTER YOURSELF

I WILL FIND YOU AND I WILL MAKE YOU CLEAN IT UP.

regenerator.net
In a Nutshell...

• We produce a lot of trash; some is toxic or difficult to recycle.

• Manufacturers are disconnected from the “end-of-life” management of their products; they have little incentive to create more sustainable products (easier to recycle/less hazardous materials).

• Product Stewardship relieves government from the costs of managing products that are hard-to-recycle/dispose of.

• With product stewardship, end-of-life product costs are borne by the “marketplace” (between product consumer and manufacturer; a more efficient economic model than between taxpayer & gov’t!)

• With product stewardship, manufacturers have an incentive to make their products more sustainable!
The Trash Stream...

The U.S. generates 250 million tons of trash each year.
NEW YORK STATE GENERATES 14 MILLION TONS OF TRASH EACH YEAR.
EACH OF US GENERATES OVER 750 POUNDS OF TRASH EACH YEAR.

The Trash Stream...
29% of U.S. greenhouse gas emissions come from the products we use.

Source: US EPA
The Trash Stream...
Each Day We Use Hundreds of Products
The Trash Stream... Some products contain toxins.

- Beryllium, PVC, brominated flame retardants, lead, copper: 4 mg mercury
- BPA, endocrine disruptors
- Petrochemicals, volatile organic compounds
- Brominated flame retardants
- 4 g mercury
- Nickel, lithium, cadmium
- 0.8 g mercury
- 4 lbs lead; barium, nickel, cadmium, rare earth metals
- Pharmaceutical compounds

Some products contain toxins.
The Trash Stream . . .
Some products are bulky and hard to manage at end-of-life.
The Trash Stream...

All products eventually reach their end-of-life and must be managed properly

No cost to manufacturers to throw away valuable materials

Little incentive to create products that last longer or are more easily recycled
Why is New York focusing on Product Stewardship and EPR?

- Local governments can’t solve this problem on their own!
- Recycling rates are plateauing in NY State
- New state property tax cap means local governments are seeking cost-saving measures
Manufacturers are Responsible for . . .

Product Design  Manufacturing  Marketing!

Post Purchase Repairs

TCL
2-YEAR LIMITED WARRANTY

LOONEY TUNES
"That's all Folks!"

NYPSC
NEW YORK PRODUCT STEWARDSHIP COUNCIL
www.NYPSC.org
Local governments expected to manage our increasingly complex waste stream, but...

...we end up spending millions in tax dollars (or system user fees) to pay for it.
A Better Way: A Circular Economy

Product Design → Manufacturing → Marketing!

Product Stewardship!
aka: Extended Producer Responsibility (EPR)

Post Purchase Repairs

NYPSC
New York Product Stewardship Council
www.NYPSC.org
EPR: Existing Models of Environmental Leadership
What is Product Stewardship?

**The Producer Pays; we pay as consumers, not taxpayers**

- Producer’s responsibility for product extends to post-consumer management of product (and packaging) at end-of-life

- Helps Create the “Circular Economy” – waste becomes the raw material for the next generation of products
**Product Stewardship:** Changing How Waste is Financed and Managed

**Current Practice:** Taxpayers/Governments pay

**EPR:** Manufacturers/Product Purchasers pay

- Recycling collection/infrastructure built into product price or company’s cost of doing business
- Producers finance and manage their products at end-of-life
- Producers internalize costs of reducing environmental externalities (unintended consequences)
Product Stewardship aims to:

Usher in a new generation of products:
- costs of recycling / proper disposal
  (including packaging)
- included in the retail price.

The proper environmental management of the product and its package becomes the manufacturer’s responsibility.
That means tax dollars can be used to meet other needs in the community...

...instead of paying to recycle or dispose of our old products.
Product Categories...

- Electronics
- Batteries
- Medical Sharps
- Auto Switches
- Paint
- Textiles
- Phonebooks
- Mattresses
- Pharmaceuticals
- Thermostats
- Packaging
- Fluorescent Lighting
Other Product Categories . . .

- Appliances with refrigerants
- Gas cylinders
- Carpet
- Household Hazardous Wastes
- Pesticides
- Radioactive devices
Benefits of Product Stewardship:

- Environmental Protection
- More Sustainable Products
- Fiscal Relief
- Job Creation
Benefits of Product Stewardship:

New York Thermostat Recovery Relative to Other States

- Voluntary Program
- Mandatory Program

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Mercury Thermostats Recovered (per 10,000 people)

December 2016
Benefits of Product Stewardship:

Connecticut EPR evaluation

diverted 26 million pounds of material from waste

saved CT municipalities + taxpayers over $2.6 million per year

provided additional services worth $6.7 million

created over 100 jobs

reduced GHG emissions by over 13 million kg of carbon equivalent
In Example:

Cayuga County Government
In the Finger Lakes Region Of
New York State

Cayuga County Household Hazardous Waste Collection Event

This fall Cayuga County’s Household Hazardous Waste Day provides all City of Auburn and Cayuga County residents the opportunity to dispose of household hazardous waste in a safe manner. Proper disposal protects human health, our community and the environment.

Date, Time and Registration:

- Saturday, October 21, 2017

- This event is FREE! But everyone MUST REGISTER with Cornell Cooperative Extension of Cayuga County. Please register at https://pub.cce.cornell.edu/event_registration/main/events_landing.cfm?event=HHW2016-2-2-2_205.

Acceptable Household Hazardous Wastes Include:

- Products containing chemicals
- Oil based paints, oil based stains
- Turpentine, paint thinners, brush cleaners
- Pesticides (weed killers, insect sprays, fungicides)
- Mercury thermometers, barometers and liquid mercury (quick silver)
- Fluorescent tubes and bulbs (contains mercury)
- Liquid driveway sealer
- Household cleaners
- Gasoline, gas/oil, oil/water, gas/water mixtures
- Antifreeze
- Mothballs
- Pool chemicals
- Photograph developing chemicals
- Button cell batteries (from hearing aids, cameras, etc.)
- Propane tanks
- NEW: Smoke detectors
### State and Local EPR Laws Around the Nation:

| 3 | 5 | 9 | 11 | 13 | 15 | 18 | 24 |

- **104 EPR laws**
  - *not including 10 beverage container deposit laws*

- 2 states, 2 cities, 14 counties
Rockland County: first drug take-back ordinance on the east coast

At least two counties with active legislation, more considering
electronics
(25 EPR laws nationwide)

recovery (selected products) increased from
10% (2000) to 40% (2013)
= 2.6 billion lbs (2013)
= 8,500 sites (2014)

*source: US EPA, CEA’s April 2014 report
Existing EPR laws in NY

- rechargeable batteries
- electronics
- thermostats
EPR Opportunities in NY

- paint
- alkaline batteries
- pharmaceuticals
NY paint bill: A1038 (Stirpe) same as S881
New York Textiles Summit:
Innovations in Textiles Manufacturing, Waste Reduction, and Reuse

October 31, 2017 | 7:30am - 4:30pm
Fashion Institute of Technology
John E. Reeves Great Hall (see map)
227 W 27th Street
New York City, NY 10001

www.productstewardship.us/

The New York Product Stewardship Council, the Re-Clothe NY Coalition, and the Product Stewardship Institute will host a broad group of stakeholders, including manufacturers, retailers, recycling/reuse organizations, the fashion industry, state/local government, researchers, nonprofits, and consumers at this interactive event.
NOT CLEANING UP AFTER YOURSELF? DON'T BE "THAT GUY".

NOBODY LIKES "THAT GUY"

Thank You

Wells College

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New York Product Stewardship Council
www.NYPSC.org