

# Product Stewardship - Let's tee it up!

DMWM Training Conference  
September 28-29, 2011



Environmental  
Protection Agency

**Every day we each  
use  
hundreds  
of products**



**Many of these  
products – and their  
packaging – impact  
the environment  
and health in  
unintended ways**



# Many goods become obsolete in just a few years...



There is no cost to business if we continue to throw away more and more material.

There are no incentives to create products that last longer or are more easily recycled.

**For one thing, this results in a lot of stuff...**

**...each American generates about **1,600 pounds** of trash every year, much of it products and packaging!**



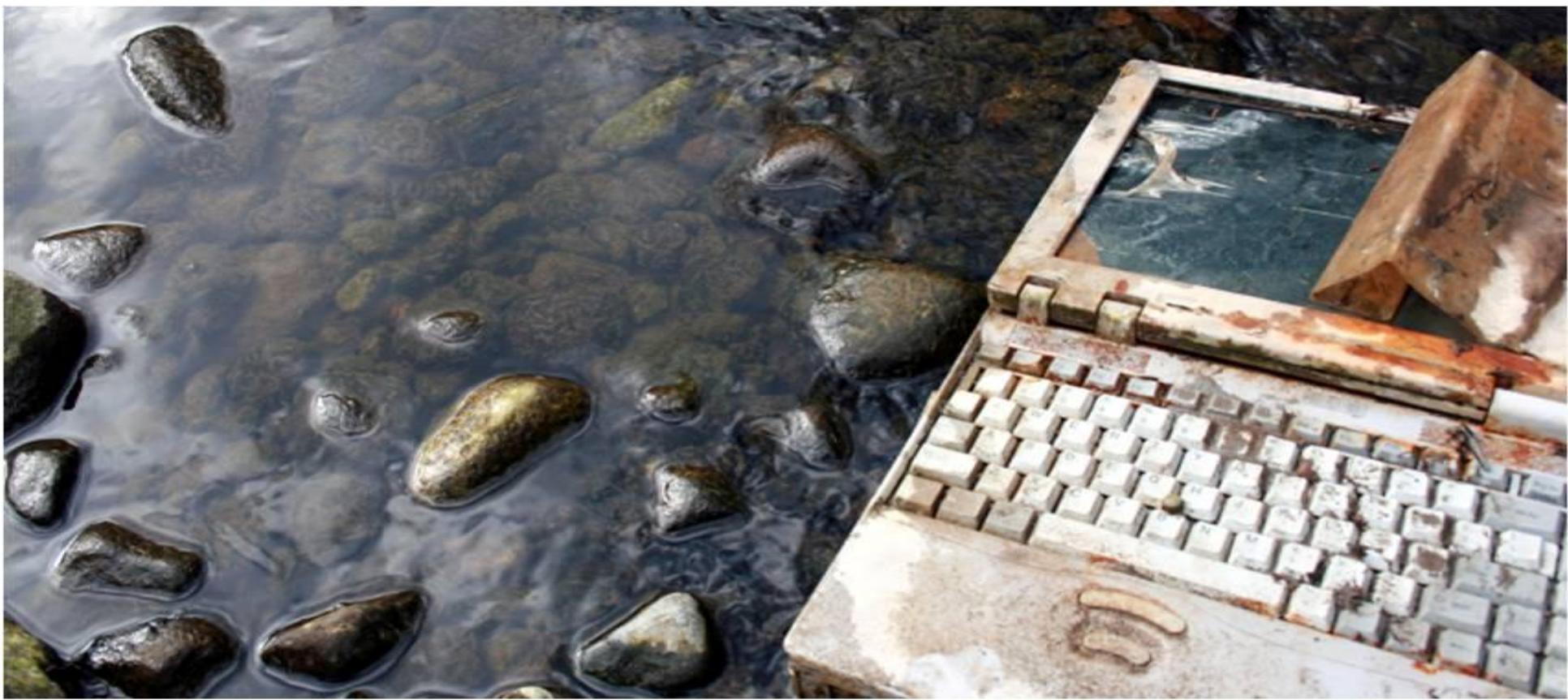
**In 2009, Ohio landfills accepted  
almost 20 million tons of  
waste**



**When we dispose of materials, instead of recycling them, we need to extract more virgin resources to make new products...which consumes energy and can cause other environmental impacts.**



Improperly managed waste can result in contain toxic substances released through the waste stream...



Some products are associated with other unintended impacts, such as drug abuse or hazards to workers...



...Some products may pose operational challenges in the waste stream.



To a large degree, local governments  
are responsible for managing this



increasingly complex  
waste stream

# Local governments deal with this “end-of-pipe” solution

In 2009, Ohio solid waste districts spent an estimated **\$4.5 million** to manage household hazardous waste.



**Government  
entities  
can't solve  
this problem  
alone...**



# **An alternate model: Product Stewardship**

**(aka Extended Producer Responsibility)**

**Producers, not government, assume  
responsibility for the end-of-life  
management of certain goods**





**Product stewardship directs all those involved in the life cycle of a product to take responsibility for the impacts to human health and the natural environment that result from the production, use, and end-of-life management of the product.**

# An alternate model: Product Stewardship



## The Old Way:

Government-managed  
programs

Government responsible

Visible 'fees' customers  
pay (for example, tires)



## The New Way:

Businesses manage  
costs



Businesses responsible



Cost of management  
included in price of the  
product

# Product Stewardship asks those who

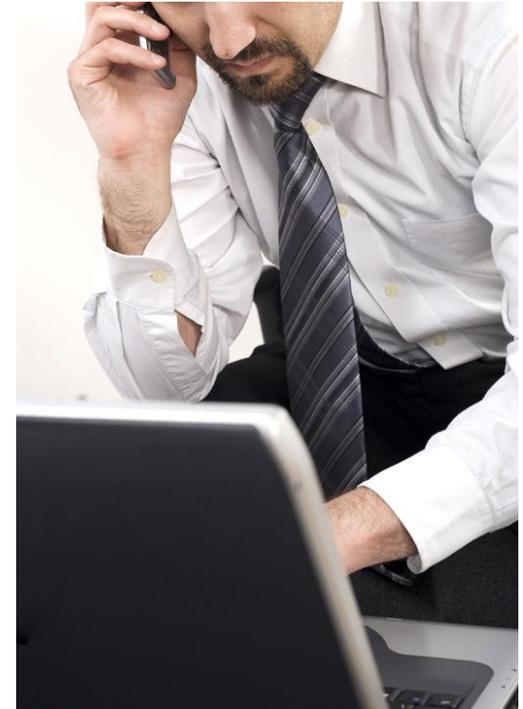
Design



Make



Sell



the **products** to take the greatest responsibility

This responsibility extends  
beyond the point of sale



# Extended Producer Responsibility (EPR)

Manufacturers set  
up and/or pay for  
collection programs



# Extended Producer Responsibility

- shifts the burden of collecting products off of **local governments**
- provides an incentive for manufacturers to **design products that are easier to recycle** (or have fewer impacts in the first place)
- creates more **opportunities for collection**



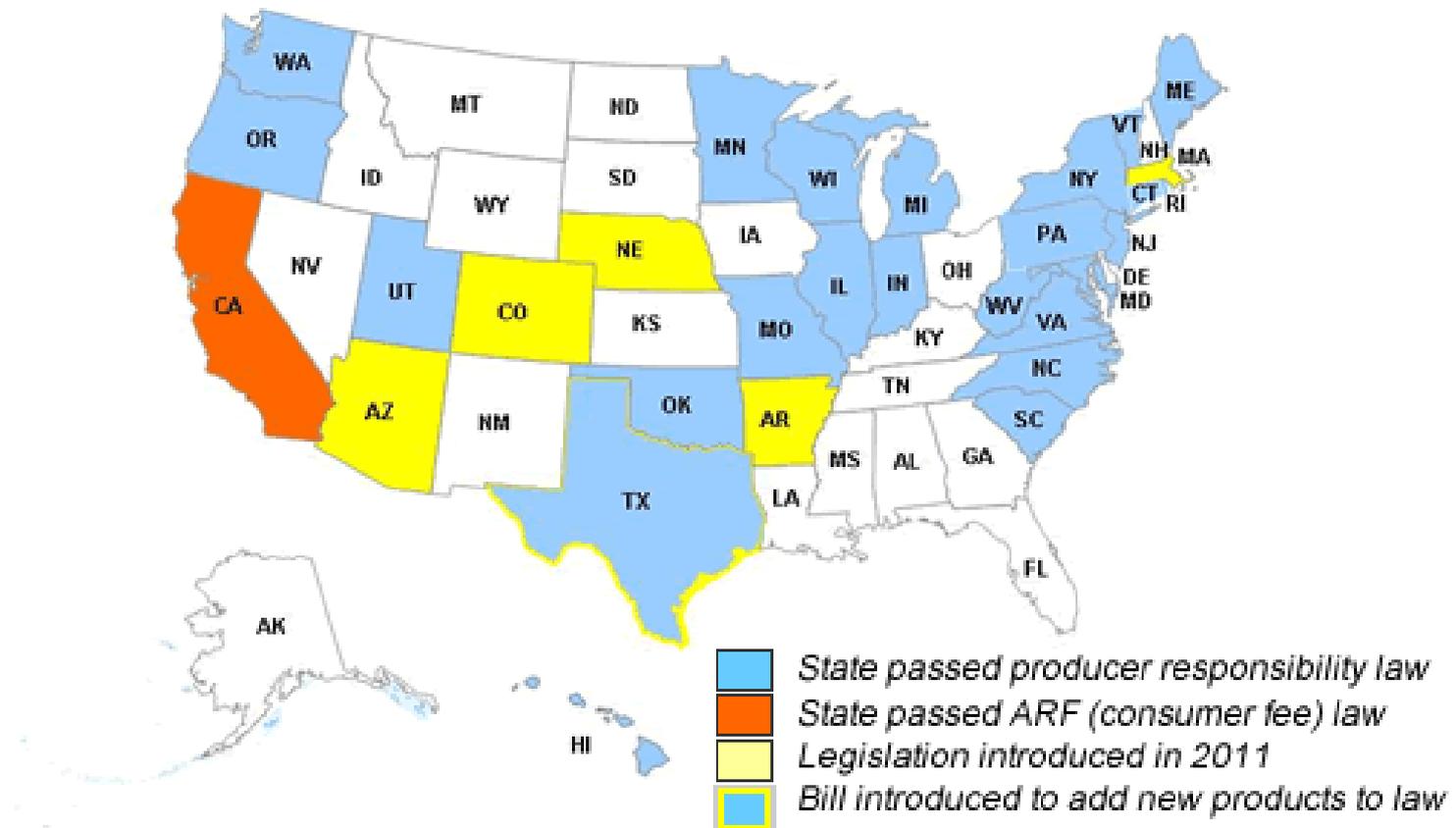
**EPR is not happening directly in Ohio, although an E-waste bill was introduced last year**

**But EPR is happening in other parts of the country...**



# Electronics EPR

*25 states have e-waste legislation (as of 2011)*



# Common products covered by EPR legislation

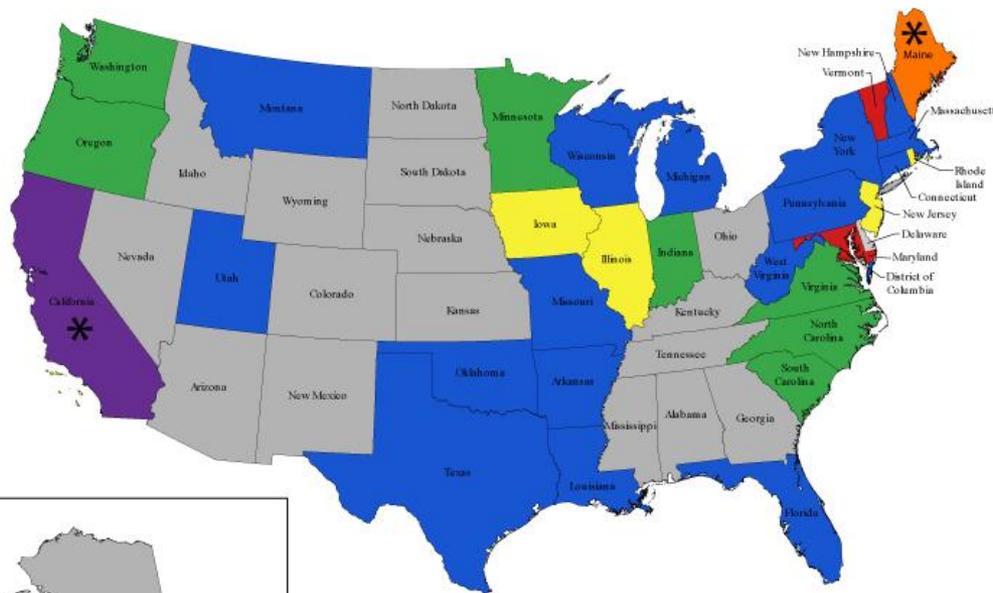
- Auto switches (mercury)
- Batteries
- Carpet
- Cell Phones
- Electronics
- Fluorescent lighting
- Mercury thermostats
- Paint
- Pesticide containers



# Some states are passing laws to require manufacturers to collect their products

## Product Categories

- Auto Switches
- Batteries
- Carpet
- Cell Phones
- Electronics
- Fluorescent Lighting
- Mercury Thermostats
- Paint
- Pesticide Containers



## Number of Product Categories Covered by EPR Law

- Zero
- One
- Two
- Three
- Four
- Five
- Six

\* Other laws authorizing agencies to require EPR, including Framework laws; See List Below for Details.

As of October 2010, there are more than **60** state laws mandating EPR

# Midwest Product Stewardship Council

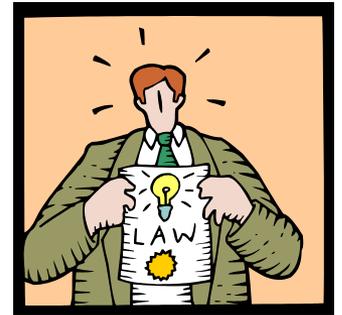


- Minnesota
- Wisconsin
- Iowa
- Michigan
- Indiana
- Illinois
- Missouri
- US EPA Region 5



# Moving forward...

- **Additional states adopting legislation and more products covered**
- **More voluntary industry initiatives to manage their products at end-of-life**



# Two Concepts to Remember:



- **Product Stewardship**

Broad concept of **Increased Producer Responsibility** for environmental impacts of design, use, and end-of-life management of the products they produce

- **Extended Producer Responsibility**

Often used interchangeably, can refer to manufacturer **take-back programs**.

# Questions?



Environmental  
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# Resources

- Product Stewardship Institute  
*[www.productstewardship.us](http://www.productstewardship.us)*
- Product Policy Institute  
*[www.productpolicy.org](http://www.productpolicy.org)*
- Electronics Take-back Coalition  
*[www.electronicstakeback.com](http://www.electronicstakeback.com)*