

US EPA Region 10 & Product Policy Institute
Product Stewardship Webinar 2

Framework EPR Legislation: Government's Role
May 26, 2009

INTRODUCTION

Vicci Salazar

Hello and welcome to the second in our series of Product Stewardship Webinars. I am Vicci Salazar with EPA and I am really happy to have you participating.

Today we are going to be talking about *framework* extended producer responsibility or extended product responsibility or product stewardship -- all very interchangeable words. You will be hearing about how to give government the authority to address multiple products from a product stewardship perspective over time rather than having to do it one at a time. So before I talk about today's speakers, let me turn it over to Bill Sheehan from the Product Policy Institute who has been coordinating this session with EPA.

Bill Sheehan

Thank you Vicci and welcome from the Product Policy Institute. We are honored to be working in partnership with US EPA Region 10 in presenting this Webinar today. Product Policy Institute (PPI) is a North American non-profit organization what focuses on the role of local government in transforming waste management systems for products and packaging from taxpayer and ratepayer subsidized to producer financed. Specifically, we help local governments organize independent product stewardship councils to work towards statewide extended producer responsibility (EPR), or product stewardship, policies and ultimately towards the systematic policy approach called "EPR Framework" that you are going to hear about today. We are going to hear today from three of the pioneers in this field, two with local government product stewardship councils -- Sego Jackson and Heidi Sanborn with the Northwest and California Councils, and another pioneer with the first state to adopt product stewardship principles, Minnesota in 1999, and that's Garth Hickle. So thank you Vicci for helping Product Policy Institute organize this seminar.

Vicci Salazar

I just want to remind everybody that there is a product stewardship conference coming up next week and I am going to guess that it is not too late to sign up now. This is organized by the Product *Stewardship* Institute and there are a lot of great sessions. So if you have not already planned on participating and still want to, it's here in Seattle.

With pleasure I welcome our three speakers. First up we have **Sego Jackson** who is co-founder and policy chair of the Northwest Product Stewardship Council (NWPSC) which is our local product stewardship council here in Washington representing Washington and

Oregon. He is also principal planner with the Snohomish County Solid Waste Division. He will speak about the origin of the EPR Framework policy approach within the West Coast Product Stewardship Councils; the development of joint framework principles now endorsed by four or five product stewardship councils; the Framework legislation that was introduced in both Washington and Oregon in 2009; and the potential benefits that he sees as this applies to local governments.

Next up we will have **Heidi Sanborn**. She is Outreach Director for the Product Policy Institute and Executive Director of the California Product Stewardship Council (CPSC). She will describe the evolution and status of Framework legislation introduced in California and the pivotal role of local governments. She will also describe several documents and tools that are available from the Product Policy Institute's website.

Finally, we will have **Garth Hickle**, one of the pioneers looking at product stewardship. He is a policy analyst with the Minnesota Pollution Control Agency. He will describe the process and status of EPR Framework legislation in Minnesota. The process started in Minnesota with a study bill in 2008 that required a report with recommendations to legislature in 2009. He'll discuss the challenges and the progress in getting local government support. So with that I will turn it over to Sejo Jackson. Be sure to type in your questions.