



Product Policy Institute

FY 2007-2008 ANNUAL REPORT

www.productpolicy.org

Message from the Board President

As President of the Board of Directors and one of the co-founders of the Product Policy Institute, I feel a grand sense of accomplishment when I reflect back over FY 2007–08 (July 2007 to June 2008). We made measurable progress toward our vision of eradicating America's current throwaway mentality and practices. I continued to be perplexed by a society that doesn't require producers to bear responsibility for their products at end of life even when confronted with evidence of continuing growth in both the volume and the toxicity of products and packaging designed for disposal.

For the past three years, PPI has helped California local governments organize for Extended Producer Responsibility (EPR) by organizing the California Product Stewardship Council. Critical to this success is PPI's technical assistance, expertise, leadership, production of professional outreach materials and financial support.

In order to build on the success of our work in California and move further toward our ultimate vision of a vibrant and self-sustaining society, PPI recently engaged in a comprehensive strategic planning process to define the internal and external steps necessary for continued success with maximizing current and likely potential resources. We determined four priority levels of action:

1) National coordination of policy goals and strategies. PPI has organized a national forum to "knit and stitch" together local government officials and NGOs into a national movement. The forum includes monthly calls and a listserv for key people engaged in EPR reform in the U.S. and Canada. Our plan is to facilitate synergies between councils, provide technical support services to councils to transfer the best ideas and policies between regions and councils.

2) Expand and document the California model: PPI's "California model" is the lab for what the rest of the country can do. PPI will continue to work through California Product Stewardship Council that PPI catalyzed in 2006 and the California Sierra Club to ensure the growth of the movement for EPR in California.

3) Export our successful California model to states ready for EPR reform: Build new partnerships and allies modeled after the California Product Stewardship Council. States in the Northeast, Midwest and South have approached PPI to help them build support for EPR Framework policy.



PPI produced and funded a narrated Power Point and this leave-behind piece for the California Product Stewardship Council. That gave a big boost to the Council.

4) Build a strong organizational infrastructure to sustain the work necessary to deliver the above services; develop resources, recruit and utilize leadership, and brand a progressive and positive image.

Please join with us to grow our campaign to implement community EPR policies and practices. Our message that local governments hold the key to transformative change is resonating and getting results. Our movement is taking hold!

Helen Spiegelman
Board President



PPI's annual strategic planning retreat was held jointly with the board of the California Product Stewardship Council in San Jose, CA, March 2008.

Message from the Executive Director

It's been another great year for building and expanding the movement to promote waste reduction at the source, at the product design stage, through producer responsibility policies. During FY 2007–08, PPI showed that local governments and community organizations organized around a powerful idea have power. Our strategy of working with communities and local governments to transition to producer responsibility locally and to organize for EPR policies at the state level is paying off!

The major focus of the Product Policy Institute's work for the past three years has been launching the California Product Stewardship Council (CPSC), and through it, helping local governments bring producer responsibility policies to California. CPSC incorporated, formed a Board of Directors, and received its own nonprofit status. PPI continues to advise and financially support the organization. CPSC is growing and expanding its influence at an amazing clip, with support in every part of the state. Most of the counties in California are now participating, from Los Angeles to rural jurisdictions.

In January 2008, the most important local government association in the state, the League of California Cities,

passed an EPR resolution; and the state waste agency, CIWMB, finalized a Framework EPR policy (PPI assisted in developing the policy). It is the most progressive EPR policy -- by far -- in the United States, and has the support of the California Retailers Association. The agency is now working on introducing legislation. The EPR movement is also connecting with the Green Chemistry movement in California. Producer responsibility is a hot topic in California thanks in part to the work of PPI.

Our work in California has generated intense interest across the United States. Going forward, PPI's strategy is to ensure success in California while exporting our "California model" to other states. Our primary objectives are to start local government councils; work towards state Framework EPR policies; and develop public support for producer-led recycling.

I am happy to share the highlights of the 2007–08 year.

Bill Sheehan
Executive Director

Lighting New Fires

Both the California Product Stewardship Council (CPSC) and the state waste agency's EPR framework policy are attracting attention around the United States; therefore, PPI is facilitating information sharing and strategizing among North American local government product stewardship councils and NGOs promoting extended producer responsibility. We have started a series of US/Canada calls to "knit and stitch" together the local government officials and NGOs working for extended producer responsibility.

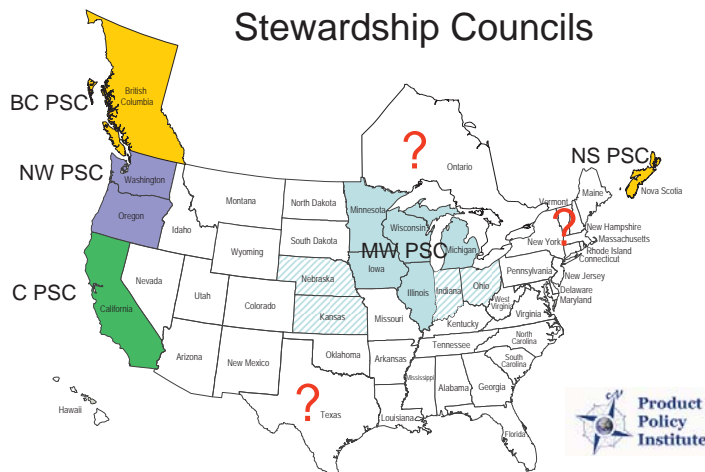
The idea is for a few leaders from each council, state or organization to give and receive timely information and

share it with their networks as appropriate. Our common goal is state-by-state framework EPR legislation for a broad range of products -- to reduce local government costs and stimulate green product design. In February, PPI organized a day of talks on product stewardship at a conference of the Solid Waste Association of North America in Texas. The meeting generated interest in forming a Texas local government product stewardship council. PPI also conducted workshops and made presentations in Minnesota, Vermont and Massachusetts.

Product Stewardship Movie

PPI hired the people who did the PowerPoint trainings for Al Gore's *Inconvenient Truth* to make a PowerPoint presentation for CPSC to use with local governments in California, and a brochure to go with it. Both products have been widely used and effective in communicating the problem and solution to elected officials in California. We are even getting requests from other states to adapt the presentation and brochure for their use. We added a professional voiceover to the PowerPoint and posted it as a movie on the web. The CPSC product stewardship movie presents a basic solution to the problem of products designed for the dump. PPI's movie makes an effective complement to a recent video by Annie Leonard that describes the global waste problem, called *The Story of Stuff*. We have posted Leonard's and PPI's movies together on our website on the "Problem & Solution" tab.

Local Government Product Stewardship Councils





PPI quoted in National Geographic

“With the exception of hazardous wastes, the United States has been slower to embrace the concept of “extended producer responsibility,” as the idea is known, according to Bill Sheehan, director of the Product Policy Institute, a nonprofit research organization in Athens, Georgia. Some municipalities, however, are starting to demand that businesses help cover the costs of recycling. “Otherwise,” Sheehan says, we are “just stimulating the production of more stuff.”

-- “Recycling - The Big Picture” in *National Geographic Magazine*, January 2008, by Tom Zeller Jr.

Sierra Club Zero Waste/EPR Policy

PPI understands that transforming how products are designed and waste is managed is going to require that citizens support their local governments in the transition to producer responsibility. In February 2008, the national Board of the 800,000 member Sierra Club adopted a new waste and recycling policy embracing a zero waste goal and extended producer responsibility as the political means of achieving it. PPI was instrumental in developing the policy and getting it adopted. PPI also provided technical assistance to the Sierra Club in drafting a guidance document for programs that distribute energy-saving -- but toxic -- compact fluorescent lamps. The new guidance urges members to press for recycling options that include producer responsibility and retail take-back.

Framework EPR levels the playing field for business and encourages green product design.



PPI Taking the California Model “On the Road”

PPI is assessing prospects in several states and regions to start councils, work towards Framework EPR and build public support.

Northeast

- New York: PPI is partnering with the Natural Resources Defense Council to assess possibilities for establishing a New York State Product Stewardship Council.
- Vermont: PPI is laying the groundwork to launch a Vermont Product Stewardship Council, working with local government officials from solid waste districts throughout the state.
- Massachusetts, Rhode Island: PPI is partnering with Clean Water Alliance of New England to start Councils and to work towards Framework EPR legislation in those states.
- Maine: PPI started talks with the Natural Resources Council of Maine and two state legislators interested in Framework EPR legislation.

Midwest

- Minnesota: PPI has been invited by local and state government agencies to do outreach and education among NGOs and local governments to build support for Framework EPR policies.
- Upper Midwest: PPI is assessing prospects in Wisconsin and Michigan for starting local councils.

South

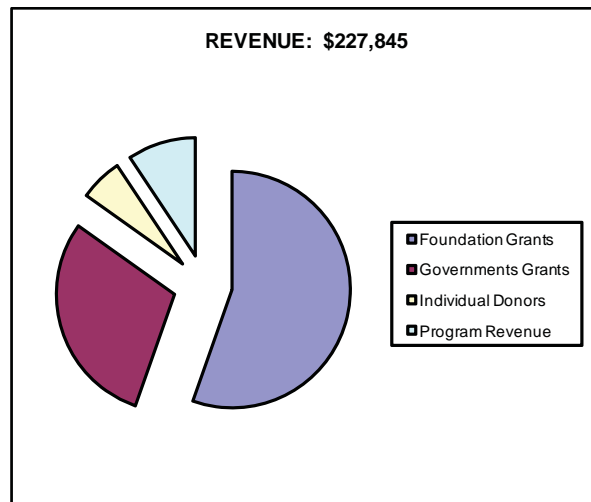
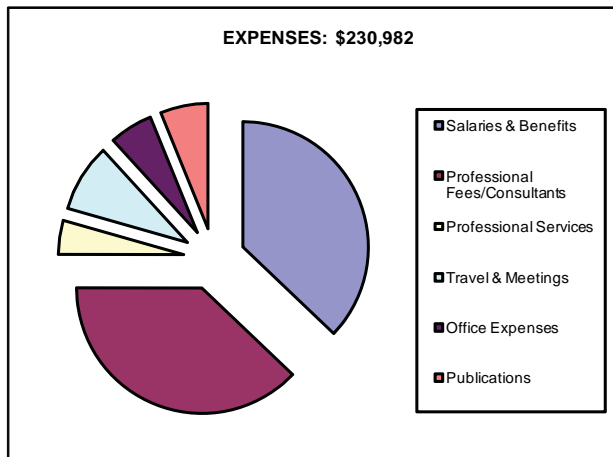
- Texas: PPI is partnering with Texas Campaign for the Environment to launch a Texas Product Stewardship Council. We made two trips and hosted several conference calls with local governments.

Pacific Northwest

- Washington and Oregon: These states have been pioneers in EPR policies yet they have called on PPI to help to work with local NGOs to build support for their policies among local governments and the public.

PPI works closely with two national organizations focused on producer responsibility. PPI is a member of the **Electronics TakeBack Coalition** Policy Committee, and ETBC coordinator Barbara Kyle is a key advisor both PPI and to the California Product Stewardship Council. PPI also coordinates with the Boston-based **Product Stewardship Institute** (PSI). PSI specializes in national dialogues between industry and government on specific products and organizes valuable educational calls and an annual conference. PPI encourages local government staff to participate in PSI dialogues and utilize their educational resources.

FY 2007–08 Financial Growth



Organizational News

PPI welcomes **Heidi Sanborn** as our new contract Outreach Director. Her primary job is Executive Director of the California Product Stewardship Council. All of her work with other councils outside of California is done through Product Policy Institute.

Board of Directors

Helen Spiegelman, *President (Vancouver, BC)*.

Affiliations: PPI co-founder; Zero Waste Vancouver (founder). Formerly Recycling Council of British Columbia (director of communications & board member); Society Promoting Environmental Conservation (board member); Computer TakeBack Campaign (steering committee).

Stitzhal, David, *Vice President (Seattle, WA)*. Affiliations: Full Circle Environmental, Inc. (president); Northwest Product Stewardship Council (coordinator and co-founder); Washington Toxics Coalition (past president); Washington Citizens for Resource Conservation (board member); National Waste Prevention Coalition (founding member).

Steven Sherman, *Treasurer (Berkeley, CA)*. Affiliations: Cooperative Center Federal Credit Union (board of directors vice president); Global Recycling Council of CRRA (executive committee); Northern California Recycling Association; San Francisco Bay Area Chapter of the Sierra Club.

Bill Sheehan, Ph.D., *Secretary (Athens, GA)*. Affiliations: Sierra Club National Zero Waste Committee (co-chair). Formerly GrassRoots Recycling Network (co-founder & executive director) and National Recycling Coalition (board).

Alicia Culver (*Berkeley, CA*). Affiliations: Green Purchasing Institute (executive director). Formerly INFORM, Inc. (senior researcher); New Jersey Office of Sustainable Business (deputy director); Government Purchasing Project (director).

Raymond Gaudart (*Rossland, BC*). Affiliations: British Columbia Product Stewardship Council (co-founder). Formerly Recycling Council of British Columbia (past president); Regional District of Kootenay Boundary (Director of Environmental Services for 17 years).

Sego Jackson (*Everett, WA*). Affiliations: Snohomish County Solid Waste Management Division (principal planner); Northwest Product Stewardship Council (co-founder and policy committee chair); National Electronics Product Stewardship Initiative (government representative); Soils for Salmon program (initiator).

Staff

Bill Sheehan, Ph.D., *Executive Director (Athens, GA)*.

Heidi Sanborn, *Outreach Director (Sacramento, CA)*, Executive Director, California Product Stewardship Council.

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