

The PPI Team

Product Policy Institute's Executive Director, Bill Sheehan, leads an ever-expanding team of seasoned professionals with proven track records, specialized skills and experiences that uniquely qualify them to help communities and their local governments lead the transition to producer responsibility recycling.

Bill Sheehan, Ph.D.

Executive Director
Athens GA

Bill has been in the environmental policy field for 15 years. His work on the history of waste management was pivotal in sparking the community movement for product stewardship and bringing full EPR to the United States. He has written extensively on the subject and is a consummate networker.

Bill holds a Ph.D. in Ecology from Cornell University.

Heidi Sanborn, M.P.A.

PPI Outreach Director
Sacramento CA

Heidi has 20 years of experience working with state and local government and leads the largest Council, the California Product Stewardship Council. She has served as technical advisor to California Integrated Waste Management Board Chair Linda Moulton-Patterson, and she was an independent consultant to the Product Stewardship Institute, assisting in facilitation of the Paint Product Stewardship Initiative.

PPI Advisors

Rob D'Arcy

California Product Stewardship Council, Board President
County of Santa Clara, Hazardous Materials Program Manager

Garth Hickle

Midwest Product Stewardship Council, Founder
Minnesota Pollution Control Agency

Sego Jackson

Northwest Product Stewardship Council, Co-founder and Policy Chair

Alicia Culver

Product Stewardship Purchasing Strategist
Green Purchasing Institute, Executive Director

Susan Hubbard

Minnesota Product Stewardship Organizer
Eureka Recycling, CEO

Lynne Pledger

Massachusetts Product Stewardship Organizer



Product Policy Institute
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PPI Board

Helen Spiegelman

President / Vancouver BC
PPI Co-founder; Zero Waste Vancouver, Founder; Recycling Council of British Columbia

David Stitzhal

Vice-President / Seattle WA
Northwest Product Stewardship Council, Coordinator; Full Circle Environmental, Inc., President

Steven Sherman

Secretary-Treasurer / Berkeley CA
Cascadia Consulting, California Director; resource economist and a leading technical expert on composting

Commissioner Victoria Reinhardt

Ramsey Cty. MN
Leadership positions at the National Assn. of Counties; Assn. of Minnesota Counties; leading proponent of product stewardship

Carolyn Raffensperger, J.D.

Ames IA
Science and Environmental Health Network, Founding Executive Director; leader on precautionary principle, legal rights of future generations

Raymond Gaudart

Rosland BC
British Columbia Product Stewardship Council, Co-founder; Regional District of Kootenay Boundary, retired Director

Waste has changed...

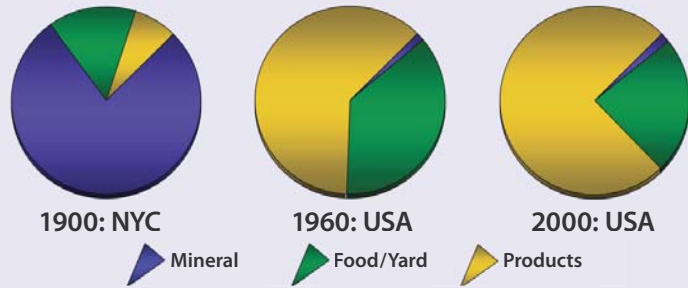


...and the Product Policy Institute is changing the way we address it.



Product Policy Institute
productpolicy.org

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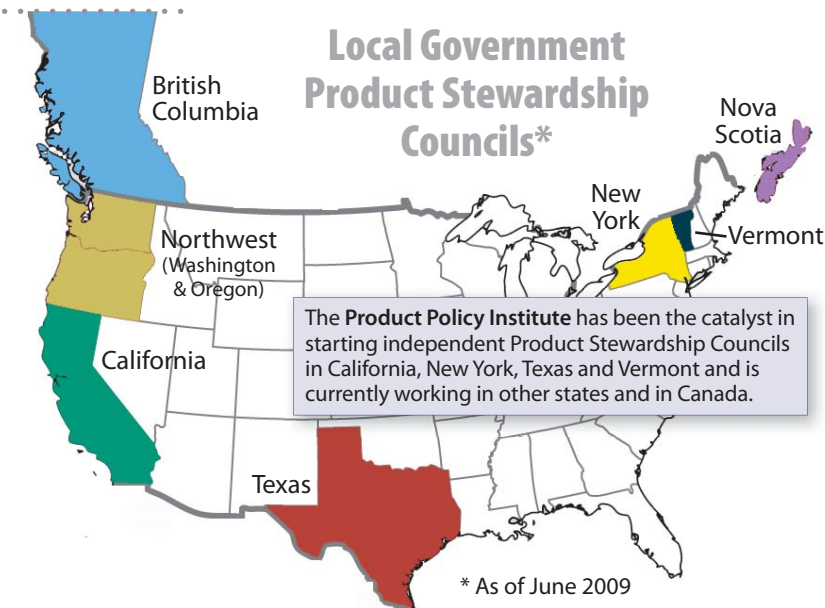
Not only are we producing *more* waste than we did a century ago, we're producing *different* waste: **75% of today's waste is packaging and throwaway products.** Our waste problem *originates* with products and packaging designed for disposal.

Cost and Carbon

Our throwaway society has significant cost and carbon consequences. When products are tossed out, local communities and taxpayers and garbage ratepayers end up paying the multi-million dollar tab. The corporations that make the products are off the hook once the products are sold.

We simply cannot solve the **CLIMATE CHANGE** problem without addressing products and packaging.

Tailpipes and smokestacks get most of the blame for greenhouse gas emissions, but **more than 29% of U.S. greenhouse gas emissions** come from the manufacture, transportation, use and disposal of products and packaging.



Extended Producer Responsibility

The answer is clear: Connect product design with end-of-life management through Product Stewardship, also known as Extended Producer Responsibility (EPR).

By “extending” the producer’s responsibility through the life cycle of the product they sell, the true cost of the product is reflected in its price. Companies are incentivized to design and manufacture better, smarter, more recoverable products.

Today, 18 states (and counting) have passed producer responsibility laws for electronic waste. And across North America, local governments are forming statewide Product Stewardship Councils to tackle this challenge.

The Product Policy Institute

The Product Policy Institute is demonstrating that communities and their local governments organized around a powerful idea



have power. Since 2003, the **Product Policy Institute:**

- brought the term EPR into widespread use in the U.S.
- helped start Product Stewardship Councils in California, New York, Texas and Vermont.
- set the goal of a comprehensive EPR policy approach known as “framework.”

Think globally, act locally.

This simple slogan captures the very core of PPI’s approach. The EPR movement may have a global reach, but its potency is in thousands of city and county councils and commissions. Burdened with managing the waste stream, local leaders hold the key to changing the system that results in throw-away products and packaging.

PPI helped spark the local EPR movement across North America. We are the go-to experts for organizing communities and their local governments for product stewardship.

PPI’s services

The Product Policy Institute offers resources and expertise that allow Councils to hit the ground running. From helping with startup funding and founding documents to a starter website and outreach materials, PPI’s assistance helps local Councils and advocates become effective quickly.

Services include:

- Council Funding and Organizational Strategies
- Organizational and Legal Documents
- Peer Matching and Technical Assistance
- Outreach Materials, Starter Websites and Listservs
- Organizing Workshops and Webinars
- Networking with Other Councils, Local Non-profit and Business EPR Advocates
- Harmonizing Policies Among Councils, Including EPR Framework

“Efforts by PPI will play a vital role in helping states adopt EPR framework policies that will apply to many product waste streams.”

*Barbara Kyle
National Coordinator
Electronics TakeBack Coalition*

“PPI’s experience and its team of government peers and EPR experts are needed in New York as we begin our Product Stewardship Council to help local government speak with one voice for producer responsibility.”

*Dave Blackman
Executive Director
New York State Association of
Solid Waste Management*

“PPI has been leading efforts to organize governments for producer responsibility for a broad range of products on the West Coast and through the National Association of Counties.”

*Comm. Victoria Reinhardt
Ramsey County MN
(Author of National Association
of Counties EPR Framework
Resolution)*

“I personally have worked with PPI and believe that the organization can assist us in achieving greater progress on these matters.”

*Maine State Rep. Jon Hinck
District 118 (Portland)*