



Product Policy Institute

CONTACT

Bill Sheehan, Exec. Director
Product Policy Institute
706-613-0710 * bill@productpolicy.org
(see also Council contacts at end)

For Immediate Release

TWO MORE COUNCILS SUPPORT “FRAMEWORK” APPROACH TO PRODUCT STEWARDSHIP FOR PRODUCT AND PACKAGING WASTE

Vermont and British Columbia Councils Join California and Northwest Product Stewardship Councils

ATHENS, GEORGIA (December 19, 2008) – Local government Product Stewardship Councils in Vermont and British Columbia have joined their counterparts in California, Oregon and Washington to support “Joint Framework Principles for Product Stewardship Policy.”

The purpose of the Joint Framework Principles is to guide local, state and federal policymakers in developing comprehensive product stewardship legislation. Product stewardship is based on the simple idea that producers should take primary responsibility for the environmental impacts of products they design, manufacture and market.

Products targeted by product stewardship programs are usually those that are toxic, difficult and costly to recycle, have a large carbon footprint or are otherwise harmful to the environment or people.

“As members of municipal solid waste districts and alliances, we are all concerned about the ever-increasing volume, disposal costs and toxicity of products found in our waste stream,” said Jen Holliday, Chairperson of the Vermont Product Stewardship Council.

Many states have introduced or passed laws that direct manufacturers of a specific product, for example electronics, to establish collection and recycling programs for those products. A framework approach sets up one piece of legislation where multiple products can be added over time.

“As states and local governments gain experience with stewardship laws for individual products, they are starting to see the advantages of a framework approach to improving the sustainability of a range of products,” said Scott Klag, co-chair of the Northwest Product Stewardship Council (NWPSC).

The Joint Framework Principles were developed independently by the California Product Stewardship Council (CPSC) and the NWPSC. The Product Policy Institute (PPI), which advocates sustainable production and consumption policies and good governance, coordinated harmonizing the two sets of principles into one document to guide councils as they promote comprehensive product policy legislation.

“In a state with a \$15 billion budget deficit, having our legislators spend time debating management strategies for every single product is just a poor use of resources,” said Rob D’Arcy, CPSC Board Chair.

“When producers are held responsible for channeling their discarded products safely back into useful service, they have an incentive to design products for reuse, disassembly, repair and recycling,” said Nicole Kohnert, Co-chair of the British Columbia Product Stewardship Council.

British Columbia’s Council formed in 2001. The province has a framework product stewardship regulation that’s been operating since 2004. Vermont’s Council formed in October 2008. It is the newest council and the first U.S. Council on the East Coast.

View the Joint Framework principles at Product Policy Institute’s website:

www.productpolicy.org/Resources/

For information on the local government Product Stewardship Councils that have adopted the Principles, see:

- **Northwest:** www.productstewardship.net; David Stitzhal, Coordinator, 206-723-0528
- **California:** www.calpsc.org; Heidi Sanborn, Executive Director, heidi@calpsc.org, 1-916-485-7753
- **British Columbia:** www.bcproductstewardship.org; Nicole Kohnert, Co-chair, 250-550-3741
- **Vermont:** www.vtpsc.org; Jen Holliday, Chair, jholliday@cswd.net, 1-802-872-8100

#

About the Product Policy Institute:

The Product Policy Institute (PPI) is a non-partisan research, communication and educational organization promoting policies that advance sustainable production, consumption and good governance in North America. Founded in 2003, PPI assists the formation of local government product stewardship councils that work to shift product waste management from taxpayer funded to producer funded and managed systems to motivate brand owners to design more sustainable products and packaging. PPI helped launch the California and Vermont Product Stewardship Councils and is currently working with local governments in other states. PPI is a 501c3 charitable organization under the Internal Revenue Service tax code. For more information, go to www.productpolicy.org.

P.O. Box 48433, Athens, GA 30604 * 706-613-0710



Framework Principles for Product Stewardship Policy

The following principles are intended to guide development of product stewardship policies and legislation that governs multiple products. It is primarily aimed at state legislation but is also intended as a guide for local and federal policy.

1. Producer Responsibility

- 1.1 All producers selling a covered product into the State are responsible for designing, managing, and financing a stewardship program that addresses the lifecycle impacts of their products including end-of-life management.
- 1.2 Producers have flexibility to meet these responsibilities by offering their own plan or participating in a plan with others.
- 1.3 In addressing end-of-life management, all stewardship programs must finance the collection, transportation, and responsible reuse, recycling or disposition of covered products. Stewardship programs must:
 - Cover the costs of new, historic and orphan covered products.
 - Provide convenient collection for consumers throughout the State.
- 1.4 Costs for product waste management are shifted from taxpayers and ratepayers to producers and users.
- 1.5 Programs are operated by producers with minimum government involvement.

2. Shared Responsibilities

- 2.1 Retailers only sell covered products from producers who are in compliance with stewardship requirements.
- 2.2 State and local governments work with producers and retailers on educating the public about the stewardship programs.
- 2.3 Consumers are responsible for using return systems set up by producers or their agents.

3. Governance

- 3.1 Government sets goals and performance standards following consultation with stakeholders. All programs within a product category are accountable to the same goals and performance standards.

- 3.2 Government allows producers the flexibility to determine the most cost-effective means of achieving the goals and performance standards.
- 3.3 Government is responsible for ensuring a level playing field by enforcing requirements that all producers in a product category participate in a stewardship program as a condition for selling their product in the jurisdiction.
- 3.4 Product categories required to have stewardship programs are selected using the process and priorities set out in framework legislation.
- 3.5 Government is responsible for ensuring transparency and accountability of stewardship programs. Producers are accountable to both government and consumers for disclosing environmental outcomes.

4. Financing

- 4.1 Producers finance their stewardship programs as a general cost of doing business, through cost internalization or by recovering costs through arrangements with their distributors and retailers. End of life fees are not allowed.

5. Environmental Protection

- 5.1 Framework legislation should address environmental product design, including source reduction, recyclability and reducing toxicity of covered products.
- 5.2 Framework legislation requires that stewardship programs ensure that all products covered by the stewardship program are managed in an environmentally sound manner.
- 5.3 Stewardship programs must be consistent with other State sustainability legislation, including those that address greenhouse gas reduction and the waste management hierarchy.
- 5.4 Stewardship programs include reporting on the final disposition, (i.e., reuse, recycling, disposal) of products handled by the stewardship program, including any products or materials exported for processing.

Northwest Product Stewardship Council www.productstewardship.net Adopted May 19, 2008

California Product Stewardship Council www.calpsc.org Adopted June 4, 2008

Vermont Product Stewardship Council www.vtpsc.org Adopted Nov. 6, 2008

British Columbia Product Stewardship Council www.bcproductstewardship.org Adopted Dec. 9, 2008



Developed with support from **Product Policy Institute**
www.productpolicy.org