

EPR 101

US EPA

Region 10: The Pacific Northwest

EPR 101: Product Stewardship for Governments

Organized by Product Policy Institute

May 12, 2009

- [Session Introduction Transcript](#) [1]
- [Link to US EPA Region 10 Webinar site](#) [2]
- PowerPoint presentations and transcripts are under each Speaker

An international movement to improve product design by changing how recycling and waste disposal are financed is gaining momentum in North America. And it is being largely led by local governments currently burdened with managing products designed for disposal. Product Stewardship, also known as Extended Producer Responsibility (EPR), is a government strategy to place the responsibility for end of life product management on the producer and consumers of a product and not the general taxpayer or local government. Join Bill Sheehan and Heidi Sanborn from Product Policy Institute, and Sego Jackson from the Northwest Product Stewardship Council, for a discussion on what product stewardship means for governments, actions they can take, and how local governments are getting organized through state Product Stewardship Councils.

Speakers

- **Heidi Sanborn**, Outreach Director, Product Policy Institute, and Executive Director, California Product Stewardship Council (CPSC), will give an introduction to product stewardship and describe how local and state governments in California are working to transition product and packaging waste management from taxpayer and ratepayer financed to producer financed; and how CPSC is the hub that brings all stakeholders together.
[Heidi Sanborn Presentation Slides](#) [3] (36pp, 3.5MB) [Transcript](#)[4]
- **Sego Jackson**, co-founder and policy chair of the Northwest Product Stewardship Council and Principal Planner with Snohomish County Solid Waste will speak about the first Product Stewardship Council, its role in setting the stage for Washington's landmark producer responsibility e-waste legislation, the savings now being realized, and the importance of government engagement in national product and packaging dialogues.
[Sego Jackson Presentation Slides](#) [5] (47pp, 2.8MB) [Transcript](#)[6]

- **Bill Sheehan**, Executive Director of the Product Policy Institute, will describe the movement of local governments getting organized through product stewardship councils and how PPI helps start local councils. PPI was the catalyst for product stewardship councils in California, New York, Vermont and Texas and is now working in with local governments in several other states.
[Bill Sheehan Presentation Slides](#) [7] (29pp, 4MB) [Transcript](#)[8]

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Webinar

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Links:

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- [3] <http://www.productpolicy.org/sites/default/files/Sanborn-EPA-webinar-12May2009.pdf>
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