

CRADLE² Coalition

Product Policy Institute is the convener of the **CRADLE² Coalition** - an alliance of public-interest organizations and supporters - that is building a national citizens' movement for producer responsibility. With enough states adopting strong producer responsibility policies, we can reach a 'tipping point' that consolidates EPR as the dominant policy approach for reducing product and packaging waste nation-wide.

The initial organizations that make up CRADLE² include eight public-interest organizations with proven track records in running successful campaigns and passing EPR legislation: Clean Water Action in Massachusetts and Rhode Island, Natural Resources Council of Maine (NRCM), New York Public Interest Research Group, Sierra Club California, Texas Campaign for the Environment, Vermont Public Interest Research Group and Zero Waste Washington.

Our organizations have provided significant leadership on EPR over the last decade. Our vision is to build the political power to have states adopt EPR policies for virtually all products and packaging in the waste stream. We have set broad environmental, social and economic goals for EPR policy reform and are working to achieve systemic change in the US economy.

Our goals are to:

- Build the political power to have key states pass, and producers implement, policies expanding EPR programs to virtually all products and packaging in the waste stream.
- Create a 'tipping point' beyond which EPR is recognized as a dominant U.S. policy.
- Foster better product and packaging design and the creation of new, green jobs in product stewardship.
- Reduce the need for landfills and incineration facilities and the risk of toxic pollution related to product disposal.

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