

# What is Product Stewardship & Why Does New York Need It?

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# What is Product Stewardship? (AKA Extended Producer Responsibility)

- Calls on those in the product life cycle—manufacturers, retailers, users, and disposers—to share responsibility for reducing the environmental impacts of products (US EPA)
- A strategy to place a shared responsibility for end-of-life product management on the producers, and all entities involved in the product chain, instead of the general public (CIWMB)
- A principle that directs all those involved in the product's life cycle to take shared responsibility for reducing the health and environmental impacts that result from the production, use and end-of-life management of the product (PSI)



# How Does Product Stewardship Work?

- Manufacturers/producers/first importers take *financial* or *physical* responsibility for the product at the end of life
  - Establish collection programs
  - Ensure reuse, recycling or proper disposal of products
- Government provides oversight & ensures accountability
- Retailers can provide collection/take back
- Consumers participate in collection programs



# Examples of Product Stewardship

- Quasi-Stewardship Programs
  - Bottle Bill
  - Lead Acid Battery Program
  - Used Oil Take Back Program
- True Stewardship Programs
  - NYC E-Waste Law (& 19 states)
  - Home Depot CFL Take Back
  - CA/VT Mercury Thermostat Laws



# Benefits of Product Stewardship

- Responsibility on party with greatest influence over product design- Producer
- Internalize end-of-life management costs into price of product
- Incentive for less wasteful, less toxic, easily recoverable products
- Shifts costs from taxpayer-local government to producer-consumer
- Relieves “unfunded mandate” on local governments



# The Business Case for Product Stewardship

- Product Stewardship improves the bottom line
- Product Stewardship has minimal government intervention
- Product Stewardship levels the playing field
- Product Stewardship helps make businesses green



# Businesses Support Product Stewardship

- Dell
- Honeywell
- HP
- GE
- Collins & Aikman
- Sony
- Walgreens
- Best Buy
- Staples
- Office Depot
- Ace Hardware
- Ikea



# Why do we need Product Stewardship?

- NYS recycling rate is only 20 %; well below the national average
- Waste generation has not declined since 1990
- Waste generation is higher in NY than the national average
- 42 percent of national GHG inventory is influenced by products and packages that become waste



# Why do we need Product Stewardship?

- We Can't Recycle Our Way Out of This!
  - Need to influence design
  - Need to develop consistent, responsible programs
  - Need to relieve “unfunded mandates” on local governments



# Product Stewardship Works

- German Packaging Stewardship Program led to immediate reduction in the volume of packaging
- Belgian Packaging Stewardship resulted in “decoupling” economic growth from packaging growth
- European Electronics Directive resulted in the phase-out of many toxic and hazardous chemicals and constituents
- Xerox voluntary stewardship resulted in significant design changes to enable easy disassembly and the reuse and refurbishing of component parts;
- European automobile product stewardship has led to standardization of materials, allowing for greater levels of recovery and much less auto shredder “fluff” requiring disposal



# The New York Product Stewardship Council Mission

To promote PS as the priority policy to shift our waste management system from government funded and ratepayer financed to one that relies on product stewardship to reduce public costs and drive improvements in product and packaging design that promote environmental sustainability.



# The New York Product Stewardship Council Objectives

- Develop PS policies and tools
- Provide leadership and guidance on PS initiatives
- Coordinate PS initiatives locally, regionally and nationally
- Work with manufacturers and associations to develop workable PS initiatives
- Educate stakeholders on the benefits of PS



# Potential Products

- Electronics
- Household Hazardous Waste
- Pharmaceuticals
- Paint
- Carpets
- Automobiles
- Mercury Containing Products



# Product Stewardship Example: The Governor's E-Waste Bill

## Key Provisions

- Creates statewide, manufacturer-sponsored recycling program for a broad range of electronic products
- Uses a market based approach
- Sets a statewide e-waste recycling goal
- Bans the disposal of e-waste
- Creates incentives for surpassing the goal
- Sets basic operating requirements for recyclers, collectors and consolidators



# Product Stewardship Example: The Governor's E-Waste Bill

- Manufacturers must :
  - Provide reasonably convenient collection
  - Accept their own brand
  - Accept one item of the same type for every one they sell
  - Recycle their share of the statewide recycling goal



# Summary

- Movement for Product Stewardship in the US is growing
- Product Stewardship is a priority policy for DEC
- Product Stewardship is a central element of forthcoming *Beyond Waste Plan*



# Contact

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NYS Solid Waste Management Plan

<http://www.dec.ny.gov/chemical/41831.html>

