

## **AROW PRODUCT STEWARDSHIP Goals and Work Plan 2010- 2012**

### **1. Goals**

- To build knowledge and awareness among local government staff and elected officials, solid waste organizations, state agencies, government associations, environmental groups, and citizens about Product Stewardship principles and legislation.
- To facilitate stakeholder discussion and build consensus to identify products for Product Stewardship legislation.
- To develop and distribute advocacy tools such as model ordinances, letters of support, presentations, webinars, brochures, and website links to share a consistent message with stakeholders.

### **2. Objectives**

A. Work with regional and national Product Stewardship Councils, state agencies (such as Department of Natural Resources and UW-Extension Solid and Hazardous Waste Education Center), solid waste organizations (such as SWANA- Wisconsin Chapter, Wisconsin Counties Association, Wisconsin Counties Solid Waste Management Association), government associations (such as Wisconsin Counties, League of Municipalities) and environmental groups to develop and educate stakeholder base.

B. Determine a list of products that are targets for product stewardship initiatives based on local government issues and models from other states and Product Stewardship Councils.

D. Develop sample ordinance, resolution and policy language for local governments and associations.

E. Assist local governments and associations in the adoption of at least 10 ordinances, resolutions or policies supporting product stewardship principles.

F. Support AROW's long term vision, framework and financial plan.

### **3. Work Plan**

#### **A. Develop and support stakeholders**

Task 1- Plan and implement regular conference calls/emails with committee members and post agendas and minutes.

Task 2- Train and recruit committee members to attend a minimum of 10 presentations/meetings to educate and garner support from stakeholders.

Task 3- Use the annual AROW/SWANA conference as an opportunity to raise awareness, educate, and facilitate discussion through a workshop or session.

Task 4- Work with Midwest Product Stewardship Council and other state, regional, and national associations to identify issues, track legislation, and connect with producers.

Task 5- Provide networking/professional development opportunities (such as state, regional, national workshops and webinars) for committee members to develop skills and knowledge about Product Stewardship.

### **B: Develop education/promotion materials**

Task 1- Identify/develop the best tools and materials to build knowledge and awareness of product stewardship opportunities and establish a clearinghouse of information.

Task 2- Develop or modify existing PowerPoint, handouts, brochures, position papers, sample resolutions, guest editorials and press releases.

Task 3- Build Product Stewardship Web page on AROW website where a toolkit will be posted with links to and from SHWEC, DNR, SWANA and other applicable websites.

Task 4- Develop list serves and web links.

### **C: Public Relations**

Develop and implement a public relations plan to support product stewardship activities.

Task 1- Develop a public relations plan.

Task 2- Identify meeting/presentation opportunities with prospective stakeholders.

Task 3- Meet with state representatives and provide information about product stewardship initiatives and issues.

Task 4- Identify opportunities and give presentations at local and state conferences and workshops.

Task 5- Develop and distribute press releases, articles, media interviews, and fact sheets.

### **D: Legislative Relations and Policy Development**

Task 1- Develop and implement a legislative relations plan to support organizational activities.

Task 2- Meet with state representatives about product stewardship issues and opportunities.

Task 3- Develop position papers on targeted products.

Task 4- Meet with producers and retailers of targeted products.

Task 5- Develop sample ordinance, resolution and policy language for state and local governments

Task 6- Assist local governments in the adoption of ordinances, resolutions or policies supporting product stewardship principals.

## **4. Proposed Budget**

### **Expenses:**

**Task A.2. Develop and print general Product Stewardship brochure/bookmark**

5,000 pieces, 4 color, one page double sided \$1,000

**Task A.5. One member registration for national Product Stewardship Forum?**

### **Revenues:**

**Contributions from industry i.e. computer recyclers, oil filter recyclers**

**Also new AROW members from industry and local government**

**Charge for AROW Product Stewardship workshops/webinars?**