



Managing Waste

Product Stewardship-
A New Model for the Future

Overview



I. History

- Local Government Role
- Changing Waste Stream
- Post-WWII production and consumption boom
- Environmental Issues and Concerns
- WI Waste Reduction and Recycling Law

II. State and Local Budget Crisis

III. Product Stewardship- a new model

- Sustainability
- Local government Action

Waste Then - Early 1900s



Urban squalor caused public health concerns



Photos courtesy of Product Policy Institute

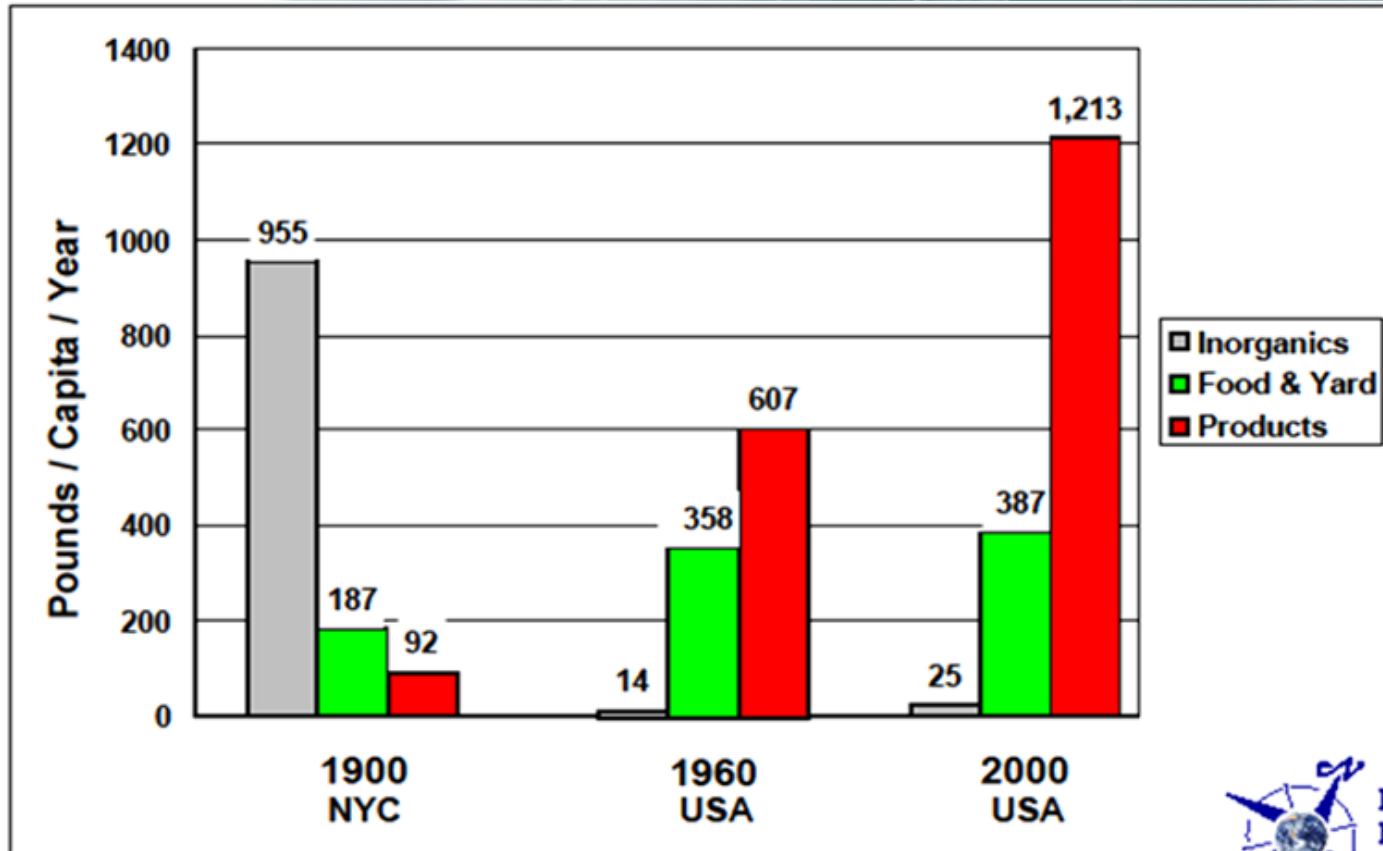
Public Health Issue

Local Government response - collection



Photo courtesy of Product Policy Institute

Change in Waste



Grey area includes coal ash



Post WWII Production & Consumption Boom

- Economist Victor Lebow (1955):
"Our enormously productive economy demands that we make consumption our way of life.... We need things consumed, burned up, worn out, replaced and discarded at an ever-increasing rate."
- Suburbia
- Freeway system constructed



Photo courtesy of Product Policy Institute

Environmental Issues / Awareness



THE GAYLORD NELSON NEWSLETTER

Washington, D.C.

May 1970

Earth Day - 1970

Mass Movement Begins

In New York City, thousands of persons thronged in the warm Spring sunshine, and the world-famous Fifth Avenue belonged to the people.

For a few hours, a small portion of the great city banned motor vehicles, and people promenade on a proud boulevard usually congested with buses, taxis and cars. It was April 22--Earth Day in New York-- and it was a holiday. Assistant Chief Inspector Arthur Morgan, who was in charge of the police on the scene, observed:

"Everyone's Beautiful"

"Everyone's beautiful. Just look at them. We're actually enjoying it."

In Madison, Wis., Earth Day was observed at sunrise over Lake Mendota with a Sanskrit invocation and a reading of the last chapter of the Book of Genesis with an apology to God for man's assaults on the

landscape.

Earth Day observers in Milwaukee nominated the toad, the praying mantis and the ladybug as substitutes for DDT.

Thousands Marched

In Greensboro, N.C., in Atlanta, Ga., and in Miami, Fla., thousands marched in demonstrations for a clean environment. The Governor of Maine called for the Earth Day commitment to be "a truly lasting one," and the mighty Chicago Tribune observed incredulously that, after demonstrations on the city's broad new Civic Center Plaza, "there was no post-rally litter remaining to be cleaned up."

A new movement had begun, and uncoupled millions--students, laborers, farmers, housewives, politicians, professional people, liberals and conservatives--who might have

found it difficult to find common agreement on any other subject, were gathering together in a massive educational effort to talk about survival and the quality of survival in a world they all share.

In the little more than seven months after Sen. Gaylord Nelson suggested the idea of national teach-ins to discuss the crisis of the environment, the movement grew rapidly through March and April. On Earth Day, it was estimated that 2,000 college campuses, 2,000 community groups and 10,000 elementary and secondary schools were holding events.

In some places it was as the poet exclaimed while watching a rally of 30,000 in Philadelphia's Fairmount Park, an "educational picnic;" in others it was the serious business of government.

Special Legislation

During April, the state legislature of Massachusetts and the House of Representatives in Pennsylvania set aside time for important addresses on the environment and the introduction and passage of legislation aimed at protecting, preserving and restoring the environment.

Scientists, ecologists, environmentalists, educators and political leaders warned darkly before massive gatherings and small meetings that time was running out for the world and that all men had a responsibility to themselves and to leave a legacy of life for their children.

500 Invitations

Senator Nelson, who received nearly 500 invitations to speak at Earth Day observances, described the national teach-ins as "dramatic and successful" in their educational value, but warned that Earth Day

- 1970 First Earth Day
- 1972 EPA bans DDT
- 1980 Superfund created



ASSOCIATED RECYCLERS OF WISCONSIN

Environmental Issues / Awareness Continued

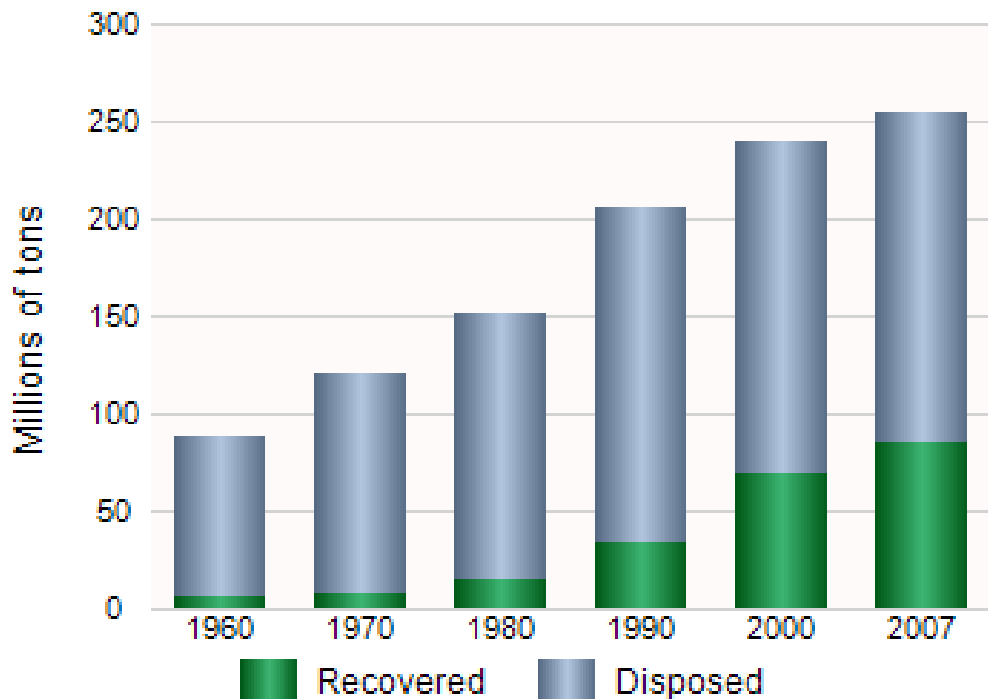


Photo courtesy of Product Policy Institute

- 1987 Garbage Barge
- 1989 Exxon Valdez spill
- 1989 WI Waste Reduction and Recycling Law

Waste in the US

- Manufactured products and packaging now 75% of waste (US EPA)
- With successful recycling, amount landfilled stable since 1990
170 million tons/year



US EPA

Who Pays?

High cost to local government (taxpayers) to collect and dispose

- Over \$1.5 million/year to operate household hazardous waste programs in WI
- Waukesha County communities pay over \$11 million/year to collect and dispose of trash.
- Five local governments spent \$192,000 to collect 500 tons of electronics in 2008.

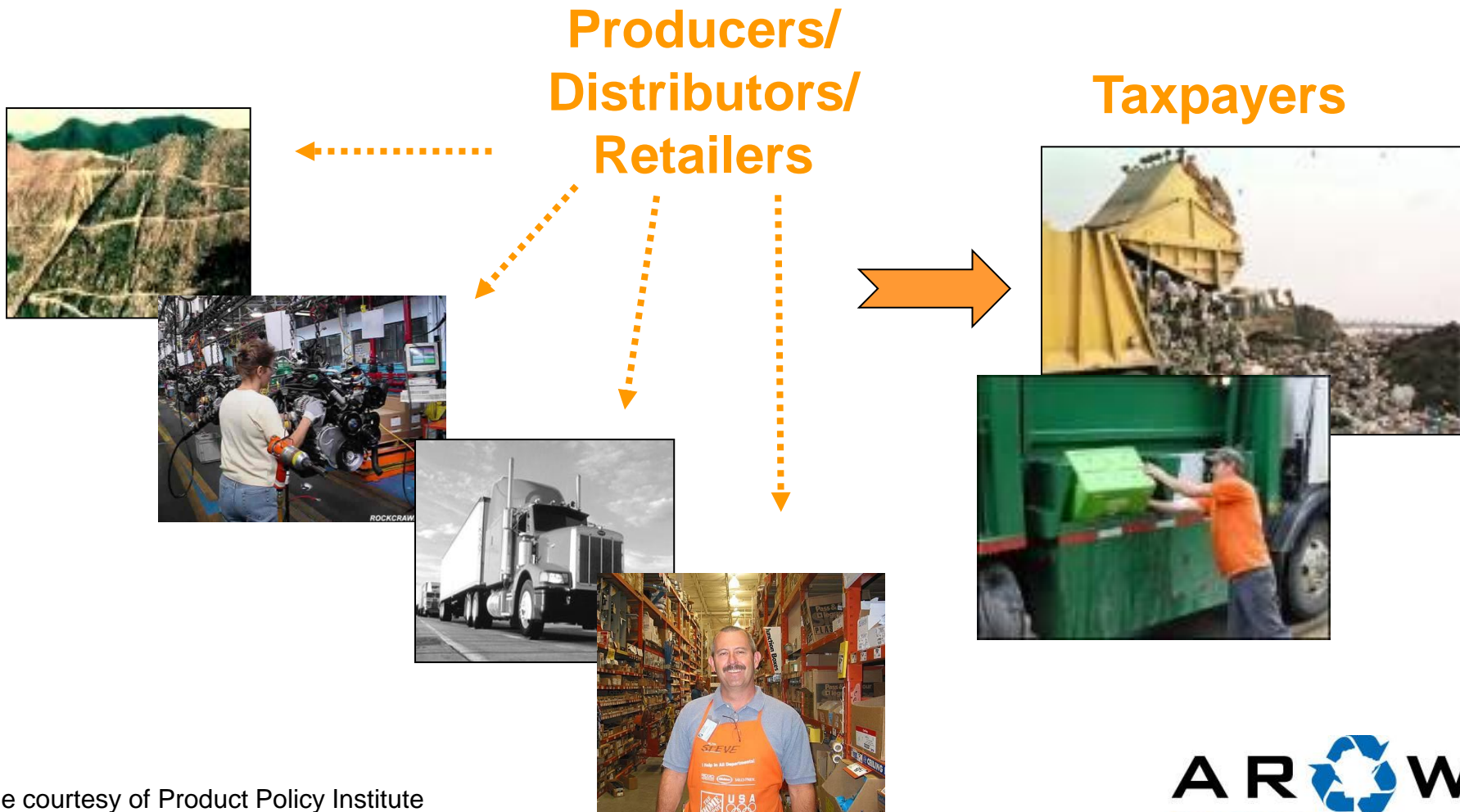


State and Local Budget Crisis

- Recycling Grant funding
- Local government budget and staff cuts
 - Unpaid furloughs, vacant positions, less education
- Increased state landfill tip fee
 - Now \$12.997/Ton of waste



Government Handles Waste - Old Model



Slide courtesy of Product Policy Institute

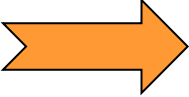
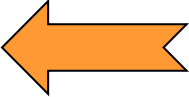
Product Stewardship - New Model

- *Product stewardship means all parties who have a role in designing, producing, selling or using a product shall assume responsibility for the environmental impacts of that product throughout its life.*
- A new model- Producer has greatest ability to reduce environmental impact

Product Stewardship

**Producers/
Distributors/
Retailers**

**Customer
Service**



Slide courtesy of Product Policy Institute, modified.

Sustainability



- Production and use of products is largest source of US greenhouse gas emissions (37 – 44%) US EPA
- When Producers share responsibility for disposal
- Incentive to design better products
- Reduce toxics
- Conserve resources & energy
- Reduce waste

Targets for Product Stewardship...

...large quantities, costly to manage, potentially hazardous



- Computers/TVs
- Fluorescent lamps
- Paint
- Batteries
- Pesticides
- Cell phones
- Old Medicines

Photos courtesy of Product Policy Institute

Voluntary Programs

call  recycle[®]

Recharging the planet. Recycling your batteries.



- Battery recycling www.rbrc.com
- Thermostats www.thermostat-recycle.org
- Fluorescent bulbs
- Computers- Dell, hp, Samsung
- Cell phones



Product Stewardship Legislation



- Canada (British Columbia), European Union
- Minnesota, Iowa, Michigan all have E-cycling laws
- Wisconsin – Act 50 passed! 10/09

Benefits to Government/Taxpayer

- Save collection and disposal costs
- Convenient collection programs (may be at retail stores)
- Reduced environmental risk
- Better designed products
- Better education
- Measurable results



Paint processing facility in British Columbia

Government Role

- Protect Public Health
- Assure convenient programs
www.value4gov.org
- Prevent pollution vs. cleanup
- Incentivize “smart” design
- Ensure safe standards –
transparency, goals, regulation



Photo courtesy of Product Policy Institute

Local Government Action



- Educate ourselves, Boards and Committees
- Pass ordinances supporting Product Stewardship
- Participate in AROW Product Stewardship Committee
- Distribute information to the public at events, libraries, web links
- Support specific legislation

AROW Product Stewardship Committee

- Sign up at www.arow-online.org
- Information on legislation posted
- Sample ordinances, fact sheets, letters of support
- Links to bills, background information
- Schedule/updates for legislative action
- Coordinate statements/positions
- Flyers/handouts for public events
- Working with Midwest Product Stewardship Council, Product Policy Institute, Product Stewardship Institute

Questions?

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