



## PSI's newsletter provides the latest on PSI projects

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### Letter from the Executive Director:



This past September, PSI celebrated its 10<sup>th</sup> Year Anniversary at our Annual Product Stewardship Forum. This event gave me the opportunity to reflect back on how far PSI and the product stewardship movement have come. The concept of product stewardship continues to spread across industry sectors and stakeholder groups. Every organization seems to be holding product stewardship webinars and making product stewardship a central aspect of waste management policy. PSI staff has received numerous requests to speak on topics, including the growth of the movement, EPR for packaging and printed materials, legislative opportunities, and the impact of EPR on retailers. Over the past few months, we have met with new groups in Austin TX, Denver CO, Portland OR, West Dover VT, Washington DC, and Kansas City MO, among other places. I spoke to executives of the Council of State Retail Associations in Deadwood SD, near Mount Rushmore. The plenary

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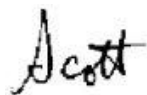
panel on which I spoke followed a panel focused on the retailers' top concern – untaxed internet sales – that they call Main Street Fairness.

Ten years ago, very few people knew anything about product stewardship. It is very gratifying to be working with so many of you – from conservative *and* liberal states – to bring about such positive economic, environmental, and social change. Collectively, we are all helping to change the way that consumer products are made, and how they are managed when consumers no longer want them.

We have come off the busiest quarter PSI has ever known. Even so, we are experiencing the strongest push-back yet from manufacturers that oppose EPR legislation in favor of purely voluntary systems. Clearly, there is a lot more to be done.

I look forward to seeing what we all can do together over the next 10 years!

Sincerely,



Scott Cassel  
Chief Executive Officer / Founder  
Product Stewardship Institute

## Organization Updates

### PSI Celebrates 10 Years! National Forum & Award Recognition



PSI celebrated its 10-year anniversary during its 7<sup>th</sup> Annual National Product Stewardship Forum, held in conjunction with the 26<sup>th</sup> Annual Hazardous Materials Management Conference in Portland, Oregon on September 27-30. PSI CEO and Founder, Scott Cassel, noted that he was inspired to start PSI at a

NAHMMA national conference many years ago. During this anniversary tribute, PSI recognized the service and contributions of several PSI board members and partner organizations through the following product stewardship awards:

- **NAHMMA** – “Planting the Seed Award”
- **Scott Klag, Metro Regional Government, OR** – “Going the Distance Award”
- **Scott Mouw, NC Department of Environment and Natural Resources** – “Product Stewardship Coalition Builder Award”
- **American Coatings Association** – “Product Stewardship Industry Leader Award”
- **Theresa Stiner, IA Department of Natural Resources** – “Bringing Product Stewardship Home Award”
- **Jen Holliday, Chittenden County Solid Waste District, VT** – “Product Stewardship All-Star Award”

A video recording of Scott’s humorous presentation is available on PSI’s YouTube channel [online](#), along with [conference photos](#) and other information. NAHMMA also presented awards to two PSI staff members: Sierra Fletcher, PSI Director of Policy and Programs, for “Outstanding Service to Our Industry,” and former PSI staff member Caitlin Campbell, a PSI Associate of Policy and Programs, as the “Hometown Hero” for her help in planning the conference.

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## PSI Announces New Advisory Council

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To meet the growing challenges of the rapidly expanding product stewardship movement, PSI has assembled an Advisory Council comprised of leaders in business, government, academia, and other disciplines. Advisory Council members will provide PSI with the skills and strategic advice we need to make the societal changes we seek. This group complements our [Board of Directors](#), composed of seven state officials and four local officials. The Advisory Council's 7 founding members include: Kathleen Blanchard (Founder and President of the non-profit [Intervale](#)), Mark Buckley (Vice President of Environmental Affairs at [Staples](#)), Ben Grossman (President of [Grossman Marketing Group](#)), Wendy Neu (CEO of [WeRecycle](#), part of Hugo Neu Corporation), Harold Siegel (CEO of [Excelsior Graphics](#)), Tom Szaky (founder and CEO of [Terracycle](#)), and Kevin Dooley (Academic Director at [The Sustainability Consortium](#)). Meet all of the [Advisory Council](#) members on our website! For more information, view the PSI Press Release [here](#).

## PSI Conference Appearances

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PSI staff presented on product stewardship and EPR at a variety of conferences and events over the past few months. Scott Cassel, PSI CEO and Founder, presented on EPR for packaging at the [Association of Post-Consumer Plastic Recyclers](#) Annual Meeting on June 14. Scott also spoke about EPR for packaging at the [Aluminum Association](#) Conference held on September 13 in Chicago, Illinois. In addition, Scott attended an EPA packaging meeting with commodity associations on August 11-12 in Kansas City, Missouri, and the [PAC NEXT](#) inaugural meeting in Toronto on August 3. Scott also delivered a presentation at the [Conference on Canadian Stewardship](#) in Halifax, Nova Scotia, on September 21 entitled, "Product Stewardship in America: The Dynamics of Dialogue." He also presented to the [Council of State Retail Associations](#) on September 26 in Deadwood, South Dakota. Additionally, Scott delivered the keynote address at the [14th Annual Texas Recycling and Sustainability Summit](#) in Austin, Texas, on October 3. Scott recently spoke at the [Vermont Businesses for Social Responsibility](#) Conference in West Dover, Vermont on November 16. Scott and Sierra Fletcher, PSI Director of Policy and Programs, presented at the [National Caucus of Environmental Legislators](#) conference on September 23-25 in Portland, Oregon. Sierra also presented at the [League of Nebraska Municipalities](#) Conference on September 24 in Lincoln, Nebraska.



## PSI Joins PAC NEXT as Only NGO on Leadership Council

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Canada's Packaging Association (PAC) recently launched PAC NEXT, an organization dedicated to creating "a world without packaging waste." PSI was invited to participate as the only non-industry representative on the Leadership Council comprised of [31 founding members](#). Scott

Cassel, PSI CEO, is co-chair of a workgroup that will develop global best practices related to EPR and other recovery policies for packaging and printed material. Other members of PAC NEXT include Wal-Mart Canada, General Mills, Procter & Gamble, Kraft Canada, PepsiCo Foods Canada, Nestle Canada, Unilever Canada, E.I. duPont Canada Company, The Dow Chemical Company-Plastics North America, McDonald's Restaurants of Canada Limited, and Covanta Energy Corp.

## PSI Webinar Opportunities

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### PSI's 12<sup>th</sup> Networking Webinar Series

This fall, we launched our [12<sup>th</sup> Networking Webinar Series](#) in a new streamlined format that includes a shorter hour-long session, extended Q&A



time for active audience participation, and more webinars. The series is broken into three parts: **Part 1** covered "[Product Stewardship 101](#)," "[Fluorescent Lamp Recycling Legislation: Where Are We Now?](#)" and "[Mercury Thermostat Collection Programs: How Much Mercury Are We Capturing?](#)" **Part 2** kicked off with "[Mattress Stewardship Legislation: The Time has Come](#)" and was followed by "[Electronics Stewardship Legislation: Lessons Learned from High Performing Programs](#)," and "[Carpet Stewardship Legislation: Seeking Better Results](#)." The final webinar in Part 2, "[Phone Book Stewardship Legislation and the Opportunity for Corporate Leadership](#)," will be held on Wednesday, November 30 at 2 – 3pm Eastern Time.

Stay tuned for more information on **Part 3** set for **January 2011**. Part 3 will be comprised of three webinars: "EPR for Packaging and Printed Materials in the U.S. – Status Update and Stakeholder Perspectives," "Building the case for producer responsibility: Exploring business and environmental benefits," and "Incentives: How they work to change consumer behavior."

For more information, including access to call recordings, contact Erin Linsky Graeber, PSI Senior Associate of Communication and Outreach, at [Erin@productstewardship.us](mailto:Erin@productstewardship.us) or 617-236-4866.

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## PSI in the News

PSI's phone book project has been featured in the [Brookline Tab](#), [Sightline Daily](#), [Boston.com](#) and in the [Central Valley Business Times](#). PSI also crafted a joint [press release](#) with Catalog Choice on the establishment of phone books opt-out registries in the City of Cambridge and the Town of Brookline, Mass. In other product news, the [Office of U.S. Representative Louise M. Slaughter \(NY\)](#) quoted PSI in a press release pertaining to the introduction of the Pharmaceutical Stewardship Act of 2011 (H.R. 2939). PSI also was quoted in a joint [press release](#) with The Associated Recyclers of Wisconsin and the University of Wisconsin – Extension, endorsing pharmaceutical drug collection and disposal programs for the Great Lakes Region.



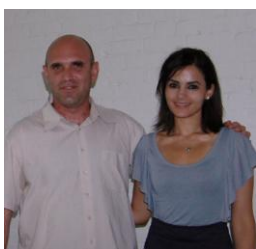
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## PSI Blogs, Facebook, and Tweets

PSI's [blog](#), [facebook](#), and [Twitter](#) accounts are part of our critical public outreach, enabling product stewardship to become a household concept. The blog features PSI staff writing, with occasional guest blogs. Recent blogs covered voluntary vs. legislated systems, the need for government regulation in a free market economy, EPR for packaging, the energy and agriculture subsidy debate, fluorescent lamps and the Tea Party, and preparing for the EPR revolution.

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## PSI Hosts Two Interns from the Middle East



In August, PSI hosted two interns from the [Arava Institute of Environmental Studies](#) in conjunction with the Jewish National Fund. The Institute, located in Israel's Negev Desert, trains environmental leaders, including Israelis, Palestinians, Jordanians, and other students from around the world, to tackle the region's environmental challenges. [Ran Maoz and Bisan Battrawi](#), Israeli and Palestinian Arava alumni of the institute, traveled to PSI to learn about U.S. product stewardship topics and apply them in their own region. Ran focused his work on developing a product stewardship program in Israel, while Bisan researched health issues in developing countries. PSI and JNF staff also developed short-term internships for Ran and Bisan with Timberland, EMC Corporation, and Next Step Living, and facilitated a variety of other learning opportunities. Waste Management, a PSI Sustaining Partner, also provided recycling facility tours for the interns and PSI staff. To contribute financially to the development of a product stewardship program in Israel, contact Scott Cassel, PSI CEO, at [Scott@productstewardship.us](mailto:Scott@productstewardship.us) or (617) 236-4822.

## National Strategy Meeting Hosted by PSI

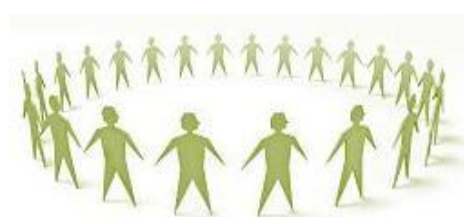
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On July 26, PSI held its first National Strategy Meeting in Chicago, Ill., which brought together over 30 product stewardship champions from state and local governments across the country. The meeting informed PSI on aligning a national strategy to facilitate the passage of stronger EPR laws in more states and on additional products. The successful day-long meeting focused on various issues and products including electronics, pharmaceuticals, paint, and messaging techniques.



## New Government Members and Partners Join PSI!

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### PSI Membership

PSI welcomes the City of Tacoma, Wash., and the City of Grand Rapids, Mich., and the City of Wyoming, Mich. on as Full Government Members.

### Interested in PSI Government Membership?

Join our 47 states and over 200 local government members who enjoy the benefits of PSI's educational resources and networking opportunities. Our members also have access to national experts on material management, product-specific developments, collection programs, and policy initiatives to make product stewardship a local priority. For information on PSI member benefits and fees, please see the [PSI website](#) or contact Erin Linsky Graeber, PSI's Senior Associate of Outreach and Communications, at [Erin@productstewardship.us](mailto:Erin@productstewardship.us) or 617-236-4866.

### PSI Partnerships

PSI partners with companies, organizations, universities, non-U.S. governments, and individuals, and has two partnership categories - **Partner** and **Sustaining Partner**. For more information, visit our [website](#), which contains a [full list of over 75 PSI partners](#).



PSI welcomes [We Recycle!](#), [Hugo Neu Corporation](#), [Goodwill Industries](#), [Multi Materials Stewardship Board](#), and the [Texas Campaign for the Environment](#) as our newest **Sustaining Partners**. [Pfizer](#) has renewed and upgraded to a Sustaining Partner. Renewing Sustaining Partners include [Waste Management](#), [Call2Recycle](#), [Earth911](#), [Product Care](#), [Product Policy Institute](#), and [Environmental Packaging International](#).

PSI also welcomes its newest **Partners**: Green Business Centre at the Confederation of Indian Industry (CII), Connecticut Coalition for Environmental Justice, and Practice Greenhealth. **Renewing Partners** include PSC Environmental, Alliance for the Great Lakes, Yale University Center for Industrial Ecology, and Nova Scotia Environment.

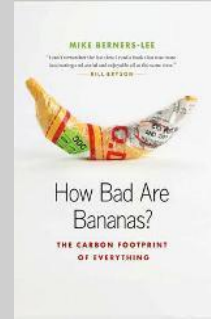
### Not a Partner Yet?

Sign up now on the [PSI Partner webpage](#). For more information, contact Erin Linsky Graeber, PSI's Senior Associate of Outreach and Communications, at [erin@productstewardship.us](mailto:erin@productstewardship.us) or 617-236-4866.

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## Book of Note: “How Bad Are Bananas?” by Mike Berners-Lee (reviewed by Kate Hagemann, PSI Associate)

For many of us who are concerned about our environmental footprint, a simple trip to the grocery store can be a stressful experience. As I walk through the front door I realize I’ve forgotten my reusable bags, then I’m immediately tempted by ripe mangos flown in from Haiti, and on it goes. But how bad are those bananas flown in from South America? This entertaining book by Mike Berners-Lee outlines the relative impacts of our daily choices and educates readers on avoiding the choices that most negatively affect our environment. While this practical guide to living a greener lifestyle nudges readers toward better decision making, it is also reminds us of the importance of creating environmental policies from a lifecycle perspective. This perspective often yields surprising results.



## PSI Grows with 3 New Associates, 2 New Interns & a Satellite Intern



PSI staff has now expanded to nine full-time staff and four part-time interns. PSI is pleased to announce that **Shelley Raymond** and **Stefanie Wnuck**, both interns at PSI since January 2011, have now come aboard as full-time Associates. We look forward to their continued commitment and extraordinary effort at PSI. We are also pleased to announce the addition of our newest associate, **Evan Newell**. Evan holds a Master of Public Administration degree from the Maxwell School at Syracuse University, and a Bachelor of Communication Studies from Northwestern University. Prior to coming to PSI, Evan spent five years working on environmental outreach and education and fostering public/private/non-profit partnerships in Illinois, New York, Puerto Rico, and the U.S. Virgin Islands.

This summer, PSI hosted intern **Lauryn Wendus** to work with the City of Hartford Department of Public Works on its Mattress Stewardship Initiative. Lauryn's placement in Hartford was under the direction of PSI Board member, Marilyn Cruz-Aponte, at the Department of Public Works. Lauryn, a Connecticut native, is pursuing an MBA at Indiana University's Kelley School of Business, and is interested in public policy focused on environmental legislation. Lauryn's internship marked the first PSI-hosted internship within a state or local government agency. PSI is currently exploring similar opportunities with other state members.



PSI also welcomes two new project interns, **Melody Feo** and **Amanda Nicholson**. Melody joins PSI as a recent graduate of Boston University with a degree in International Relations, and a concentration in environmental and development studies. Amanda received her MBA from Babson College in May 2011 where she focused on sustainable business and alternative energy technologies. PSI is excited to have them both on board!

With all these additions, PSI has outgrown its small office space, and officially expanded into a neighboring office on the third floor at 29 Stanhope Street in Boston. We welcome visitors in downtown Boston! Meet the rest of the [PSI Staff](#) on our website.

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# Product Updates

## Paint



The first year of the industry-run paint stewardship program in Oregon wrapped up in July, and the OR Department of Environmental Quality has issued its [report to the Legislature](#), as required by law. California and Connecticut, the most recent states to enact paint stewardship laws, are preparing for implementation. Meanwhile, the 2007 PSI-facilitated Memorandum of Understanding, which resulted in the passage of these first three laws with industry support, has now expired. PSI will continue to directly support the passage of additional state legislation introduced with industry support, and will continue to convene our local and state government members to share information. For more information, visit the PSI [paint webpage](#) or contact Scott Cassel, PSI CEO, at [Scott@productstewardship.us](mailto:Scott@productstewardship.us) or 617-236-4822.

## Batteries

PSI continues to work with Call2Recycle to promote wider use of its program for rechargeable batteries as part of our outreach in areas of Illinois, Iowa, Massachusetts, and Nebraska. PSI continues to promote Call2Recycle's municipal checklist that identifies the many types of collection sites that can be established in a community. The manufacturers of primary batteries are continuing their efforts towards a 2013 rollout of a national recycling program for their product. This effort builds on the Battery Summit convened by the companies in April 2011. PSI continues to provide input as part of the project's advisory council and convenes our state and local members for their input on battery stewardship. For more information, contact Sierra Fletcher, PSI's Director of Policy and Programs, at [Sierra@productstewardship.us](mailto:Sierra@productstewardship.us) or 617-236-4886.



## Fluorescent Lamps



Implementation has begun under Maine's first-in-the nation extended producer responsibility law for residential mercury-containing lamps. With three EPR laws for lamps on the books, and more interest in legislation to come, PSI continues to provide opportunities for our state and local government members and other colleagues to share updates on legislation and program implementation. For more information, visit the [PSI fluorescent lamps webpage](#), or contact Sierra Fletcher, PSI's Director of Policy and Programs, at [Sierra@productstewardship.us](mailto:Sierra@productstewardship.us) or 617-236-4886.

## Mercury Thermostats

PSI is working with several local governments in the Midwest and Massachusetts to promote increased participation in the Thermostat Recycling Corporation's voluntary take-back program. PSI has recently revised its model thermostat stewardship program and continues to assist states seeking to pass legislation based on the model. For more information, visit the [PSI thermostat webpage](#), or contact Kate Hagemann, PSI Associate for Policy and Programs, at [Kate@productstewardship.us](mailto:Kate@productstewardship.us) or 617-236-4771.



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## Pharmaceuticals

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In August, EPR legislation was introduced in the House of Representatives. The [Pharmaceutical Stewardship Act](#) (HR 2939) would require pharmaceutical manufacturers to establish a national collection and disposal program for waste pharmaceuticals. PSI's Board of Directors has voted to support the legislation. PSI also facilitated the development of a [regional model](#) for pharmaceutical stewardship. PSI will also be hosting a webinar series analyzing options for reducing drug waste. In addition, PSI staff continues to assist local organizations in establishing drug take-back programs across the country through our [Drug Take Back Network website](#). For more information, visit the [PSI pharmaceuticals webpage](#), or contact Sierra Fletcher, PSI Director of Policy and Programs, at [Sierra@productstewardship.us](mailto:Sierra@productstewardship.us) or 617-236-4886.

## Phone Books

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At the national level, Seattle is the most recent victor in the battle against the proliferation of phone books. A federal judge [ruled in favor](#) of the City of Seattle in a June court decision, finding that the [City's Ordinance](#), which requires that telephone directory publishers provide residents with a phone books opt-out option, does not violate the free speech provisions of the First Amendment. The [Local Search Association](#), the industry group representing publishers of yellow page directories across the country, is expected to appeal this decision. The industry association has also filed suit against the City of San Francisco, challenging the City's ordinance that limits phone book distribution to only residents requesting delivery. The [lawsuit](#) was filed in June 2011, and the proceedings are still underway. Locally, the [Massachusetts Department of Environmental Protection](#) has commissioned PSI to organize a Paper Source Reduction Project within the Commonwealth. PSI has partnered with [Catalog Choice](#) to launch two pilot projects in the [City of Cambridge](#) and the [Town of Brookline](#), which give residents the opportunity to opt-out of receiving hard copies of directories. The program will also track compliance and measure the environmental benefits and cost savings. The results will be available next year, and PSI anticipates implementing the pilots within other interested local governments that are also PSI members. For more information, please see PSI's phone books webpage or contact Mike Younis, PSI Associate for Policy and Programs, at [mike@productstewardship.us](mailto:mike@productstewardship.us) or 617-236-4853.



## Packaging and Printed Materials

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PSI continues to engage with multiple stakeholder groups to better understand the opportunities and challenges to implement EPR systems for packaging and printed materials in the U.S. PSI participated in several U.S. EPA-led meetings with brand owners, retailers, and commodity groups to discuss strategies for increasing recycling of packaged materials. In addition, Scott Cassel, PSI CEO, presented to members of the Association of Post-Consumer Plastics Recyclers, Aluminum Association, and other groups on ways in which EPR for packaging may affect their industries. As part of the packaging initiative, PSI is also working with Nestlé Waters North America, which has stepped out as an industry leader in supporting EPR. In addition, PSI is working with the PAC NEXT organization (see above). In an effort to share information, discuss policy, post events, and share perspectives, PSI created a packaging listserv accessible to all stakeholders. To subscribe to the listserv, please contact Stefanie Wnuck, PSI Associate for Policy and Programs, at [Stefanie@productstewardship.us](mailto:Stefanie@productstewardship.us) or (617) 671-0616. For more information about PSI's packaging initiative, read PSI's recent blog, [EPR for Packaging in the U.S.—The Landscape](#), or contact Scott Cassel, PSI CEO, at [Scott@productstewardship.us](mailto:Scott@productstewardship.us) or (617) 236-4822.

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## Electronics

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PSI is researching the lessons learned from the 25 existing state electronics recycling programs. This information is being provided to states seeking to strengthen existing programs or develop new programs. PSI is also developing a comprehensive comparison of existing electronics recycling certification programs. Additionally, PSI is working to build support for the Responsible Electronics Recycling Act (HR 2284/S 1270), pending federal legislation that would severely restrict export of used electronics to non-OECD countries. For more information, visit the [PSI electronics webpage](#), or contact Kate Hagemann, PSI Associate for Policy and Programs, at [Kate@productstewardship.us](mailto:Kate@productstewardship.us) or 617-236-4771.



## Mattresses

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Since hosting the first [National Mattress Stewardship Meeting](#) in April, PSI has conducted a series of conference calls with stakeholders interested in developing EPR legislation. Among the participants were state and local officials from Connecticut, Rhode Island, Washington, New York, Texas, and Iowa. The most relevant mattress legislation to date is Rhode Island's framework bill, introduced in 2011, which included mattresses as one of three priority products to be addressed through framework. The City of Hartford has taken the lead on mattress stewardship in Connecticut and is helping to draft a bill that would require manufacturers to pay for the proper management of mattresses. PSI developed a legislative outline that will serve as a model for Connecticut and other states. PSI and the City of Hartford hosted a meeting on November 4 in Hartford to discuss key elements of legislation with manufacturers, retailers, and other stakeholders. PSI is now holding additional conference calls to receive input from stakeholders on the legislation, which will be introduced in the 2012 session. For more information, visit the [PSI mattresses webpage](#), or contact Stefanie Wnuck, PSI Associate for Policy and Programs, at [Stefanie@productstewardship.us](mailto:Stefanie@productstewardship.us) or (617) 671-0616.

## Radioactive Devices

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PSI has been contracted by the US EPA to continue its earlier work on the Agency's [Alternative Technology Initiative](#). PSI is engaging manufacturers of alternative (non-nuclear) technology and current users of radioactive gauges to assess the availability of viable alternatives and their marketplace acceptance. These technologies have typically been used in the following industries: pulp and paper, plastic films, bottling, and sheet metal. PSI's project focuses on industrial applications of sealed source radioactive devices, which use nuclear isotopes to precisely measure attributes such as the thickness of material, level of liquid, and coating weight. The proper end-of-life management of these products is critical, as mishandling can lead to catastrophic environmental and human health impacts. Switching to alternative technologies provides many lifecycle advantages. For more information, please see PSI's [radioactive devices webpage](#), or contact Scott Cassel, PSI CEO, at [scott@productstewardship.us](mailto:scott@productstewardship.us) or 617-236-4822.



## Carpet

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PSI is supporting our state and local government members interested in EPR legislation for carpet. Since the conclusion of the [negotiations with the industry](#), legislation has emerged as the government's priority focus for this product. The first law is now being implemented in California. For more information, please

visit PSI's [carpet webpage](#), or contact Sierra Fletcher, PSI Director of Policy and Programs, at [Sierra@productstewardship.us](mailto:Sierra@productstewardship.us) or 617-236-4886

## More about Product Stewardship Institute

PSI's [mission statement and vision](#)  
PSI's [Principles of Product Stewardship](#)

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### **Product Stewardship Institute**

29 Stanhope Street

Boston, MA 02116

617-236-4855 (ph)

617-236-4766 (fax)

[www.productstewardship.us](http://www.productstewardship.us)

Check out the [Product Stewardship Blog](#)