



Sustainable
Solutions to
PROTECT our
ENVIRONMENT

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Letter from the Executive Director

Copenhagen is the scene of intense climate change negotiations, and many concerns expressed there parallel those of the product stewardship movement. Climate change is the worldwide price paid for the economic progress of select nations. Through product stewardship the greenhouse gas emissions resulting from the manufacture of goods can be reduced, along with other environmental costs associated with the products we use every day. One prime example: old thermostats, fluorescent lamps, and other mercury-containing products, can pollute our waterways. By establishing product stewardship programs for these products, we can ensure they are managed safely.



Product stewardship also levels the playing field so that manufacturers commit to incorporate these costs into the overall price of doing business. This "societal contract" makes companies responsible for the impacts of their products. Figuring out who is responsible for what percentage of these impacts is at the center of the climate change debate as well as product stewardship negotiations. When it comes to product stewardship, manufacturers are the primary responsible party, with other stakeholders playing at least some role to reduce lifecycle product impacts.

Last week, PSI convened a multi-stakeholder meeting with the paint industry, government officials, and other key stakeholders. Although negotiations continue, the National Paint and Coatings Association set a new standard for transparency and engagement with government officials. Manufacturers that take responsibility for the impacts of their products will reduce greater economic and environmental costs on society in the future.

As you begin the holiday season and marvel at all the new consumer products, please be mindful of the societal costs of having all this stuff. Reduce, reuse, recycle, and be responsible.

Happy Holidays!

Sincerely,
Scott Cassel
Executive Director/Founder, PSI

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Did you know that PSI is on Facebook?
Become a PSI Fan at <http://tinyurl.com/PSIFacebook>

Last Call!

Join us for PSI's last call of the 6-part Fall [Networking Conference Call](#) Series on Tuesday, December 15th, on the [financial and environmental benefits of product stewardship](#). This call is a must for all those needing to justify why product stewardship matters. The answer, of course, is that it saves local governments money and reduces product impacts! PSI's Jennifer Nash will discuss our new spreadsheet tool that enables local governments to measure their own cost savings as a result of current and future product stewardship initiatives. Jennifer will be joined by PSI Member Cynthia Dunn of the California Integrated Waste Management Board who will discuss how EPR lowers societal costs, and PSI Board Member Jen Holliday who will discuss how to track the cost of operating household hazardous waste facilities. If you missed any of PSI's Fall Networking Conference Calls, they were recorded. PSI members may download these for free; others can download for a small fee. Here is what some of our participants had to say about PSI's Fall Call Series:

- *"As usual, you stage the best call-in shows, and that includes Larry King. This was a really excellent session - a genuinely helpful call!"*
- *"These calls are very enjoyable and informative. I appreciate the work you are doing to help educate and assist us."*
- *"Very interesting topic and very glad I decided to participate in call."*

If you have any questions, or suggestions for the Spring Networking Conference Calls, contact Lisa Gould at Lisa@productstewardship.us, or (617) 236-4866.

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NLC Endorses PSI Product Stewardship Principles

The National League of Cities (NLC) voted to endorse Principles for Product Stewardship at its Congress of Cities & Exposition in San Antonio in November. The principles, which are based on those created by PSI, are basic elements for creating policy and legislation, and ensure products are disposed of in a way that reduces their health and environmental impact. NLC will, as a part of its endorsement, encourage its 19,000 members to pursue product stewardship and advocate for the cause at the federal level. PSI issued a [press release](#), and PSI Executive Director Scott Cassel presented to NLC leadership on the principles in San Antonio. PSI worked with NLC for nearly a year to shepherd the resolution through various committees to ensure its successful endorsement.

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5 New Government Members Join PSI

PSI is pleased to welcome three new Full Local Members - Putnam County (NY), North Country (NY), and the Town of Colonie (NY). We would also like to welcome two new Affiliate Members - Metropolitan Mayors Caucus (IL) and the City of Norwood (MA). To become a member, check the [PSI website](#) for general membership information, or contact Gena Folts at Gena@productstewardship.us, or (617) 236-4771.

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3 New Partners Join PSI

PSI welcomes three new partners - Acrylatex Coatings and Recycling, Inc., the University of Wisconsin Extension Solid & Hazardous Waste Education Center (our first Academic Partner), and the Virginia Recycling Association. These new PSI Partners join more than 50 corporate, organizational, and academic partners dedicated to reducing the health and environmental impact of consumer products. Existing partners who have renewed their partnerships are Product Care Association, PharmWaste Technologies, and Alliance for the Great Lakes. Partners support PSI's mission and recognize our [Principles of Product Stewardship](#). To become a PSI Partner, contact Jennifer Nash at Jennifer@productstewardship.us, or (617) 236-4853.

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PSI Local Government Coordination

PSI is now coordinating local government product stewardship activities in four states - Connecticut, New York, Oklahoma, and Vermont. PSI staff and/or Board Members assisted in the formation of product stewardship councils in Connecticut, New York, and Vermont. Participating local government officials gain free access to targeted information such as Networking Conference Calls, bi-weekly Product Stewardship Updates, monthly update briefings, and other information. In addition, PSI staff facilitate conference calls to help local governments figure out their product stewardship priorities and take action. PSI is in discussions with more than a dozen states to provide these services. For more information on local government coordination, please contact Scott Cassel at Scott@productstewardship.us, or (617) 236-4822.

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What are the Financial and Environmental Benefits of Product Stewardship?

Ever wonder how much money product stewardship will save your local government? PSI developed easy-to-use tools to estimate savings that would result from passing extended producer responsibility laws for an array of products, including paint, electronics, batteries, thermostats, medical sharps, and lamps.

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PSI Receives NAHMMA Award for Paint Dialogue

At its October national conference in Houston, the North American Hazardous Materials Management Association (NAHMMA) gave its Leaders in Product Stewardship award jointly to the Product Stewardship Institute, the Oregon Department of Environmental Quality, and the National Paint and Coatings Association for their collaborative work in establishing the nation's first product stewardship law for leftover paint.

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New Intern at PSI!



PSI is delighted to introduce you to our new intern, Alexandra Furman! Allie is a bright and promising new addition to our team, and we look forward to all the contributions she'll make to the organization. Here is what Allie, a recent college graduate, had to say about joining us:

"As an environmental science major at Skidmore College, I became interested in the environmental concerns we face today. As I begin my career, I am eager to continue learning and aspire to work to improve environmental and human health. Interning at PSI will offer me the opportunity to learn about how policy development, mediation, and education can be used to meet environmental challenges."

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PSI Member Corner - What are PSI Members Up to Lately?

Bill Bider, PSI member from the Kansas Bureau of Waste Management, recently completed a week-long bike tour called "Recycle Cycle," to promote good waste management practices in Kansas. Cycling 500 miles in a planned annual tour, he and his state colleagues stopped at sites from Colorado to Missouri and held media events along the way, including the grand opening of a new recycling and HHW facility in Greensburg (Kiowa County) and an event in Wichita to promote the implementation of the Recycle Bank concept. Bill recommends this tour concept for other states; for more information see the website: <http://www.recyclecycle.org/>

PSI Board Member, Resa Dimino, was named the 2009 Public Sector Recycler of the Year by the New York State Association for Reduction, Reuse, and Recycling (NYSAR3)! Resa's years of successful efforts to enhance municipal recycling programs, increase public awareness, and develop waste reduction policies earned her this recognition, and we're proud to work so closely with such a dedicated public servant! Click [here](#) to read more!



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PSI Hosts Corporate Indian Delegation from India

When representatives from the prestigious Confederation of Indian Industries (CII) wanted to learn about product stewardship, they turned to the Product Stewardship Institute. In December, PSI hosted representatives from CII, which is a 115 year-old institution that assists corporations in India to reduce their environmental impact. CII officials selected PSI because of its worldwide reputation in building the capacity for product stewardship in the United States. PSI conducted a product stewardship training and set up meetings for CII officials with government and private sector experts around the country.

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PSI on the Move

PSI Executive Director, Scott Cassel, presented to 300 participants at the Canadian Product Stewardship Conference in Montreal in October. He also presented on product stewardship concepts at the Virginia Recycling Association's Annual meeting in Charlottesville, VA in November, and to city officials at the National League of Cities Conference in San Antonio, where the NCL endorsed the Product Stewardship Principles (see above).

PSI Director of Policy and Programs, Jennifer Nash, presented PSI's work on quantifying the financial savings from implementing product stewardship programs at the SWANA meeting in Albany on November 12th. Jennifer also spoke about measuring the performance of fluorescent lamp and thermostat collection programs at the Northeast Waste Management Officials' Association conference on Mercury Science and Policy in Chicago on November 18th.

PSI Associate for Policy and Programs, Sierra Fletcher, presented a national perspective on waste pharmaceuticals at the Healthcare Distribution Management Association's Looking Forward in Reverse Logistics Seminar in Indianapolis. She also presented at the International Symposium on Pharmaceuticals in the Home and Environment in Northport, ME, and NAHMMA's national conference in Houston. The NAHMMA conference also featured several sessions on the confluence between chemicals policy and product stewardship, in which Sierra contributed a "Product Stewardship 101" session.

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PSI Member/Partner Update Calls

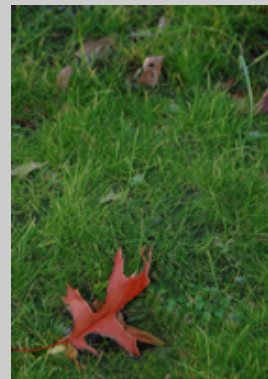
Interested in getting monthly briefings on product stewardship programs and legislation? Wondering about the likely impacts of OR's recently passed paint stewardship law? Want the latest info on efforts to amend federal legislation that governs options for pharmaceutical take-back programs? PSI now offers monthly update calls to all government members, as well as all corporate, academic, and organizational partners. These calls are an excellent way to keep up-to-date on product stewardship initiatives and network with others around the country. **Our next call will be January 14th from 3:00 - 4:00 PM EDT.** For more information on becoming a PSI government member or corporate partner, contact Gena Folts at Gena@productstewardship.us, or (617) 236-4771.

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Product of Note

The **green product pick** for this season is truly green: grass seed! As another possible cost savings for local governments, certain seeds could be a solution to the problem of fertilizers and pesticides. Specifically recommended is Pearl's Premium "Ultra Low Maintenance" Lawn Seed, which is available on the [website](#) and at many other locations. This seed yields a healthier lawn that saves time, money and water. You will not need to use fertilizers and pesticides again. The seeds lessen mold and mildew and need little water and nutrients. For a truly green experience, see a patch of lawn from the home of our Executive Director, Scott Cassel, who is a satisfied customer!

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Product Updates

Paint

Paint manufacturers are going full throttle to implement the nation's first paint stewardship law in Oregon. PSI staff facilitated a [national meeting](#) of government and industry stakeholders in Portland, Oregon on December 9-10 to review the program and discuss key elements, including the roll out of the model paint stewardship legislation in other states. If plans proceed as anticipated, the paint industry will begin to collect leftover paint as part of the program by April 2010. The law is expected to result in the proper management of up to an estimated 800,000 gallons of leftover paint each year and to provide Oregon governments with direct cost savings or added services valued at more than \$6 million annually. A briefing on the Oregon paint law can be found here: <http://www.productstewardship.us/associations/6596/files/PPIUpdateCall.ppt>



For more information, visit the [website](#) or contact Jennifer Nash at Jennifer@productstewardship.us, or (617) 236-4853.

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Fluorescent Lamps

The Massachusetts Department of Environmental Protection is seeking comments on the latest version of the National Electrical Manufacturers' Association's recycling rate methodology for fluorescent lamps in the state. The proposed methodology for 2008 is on the DEP website at <http://www.mass.gov/dep/toxics/stypes/Imprate08.pdf>. Comments are due by December 17, 2009.



To learn more, please visit our [website](#) or contact Sierra Fletcher at Sierra@productstewardship.us, or call (617) 236-4886.

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Mercury Thermostats

PSI is moving ahead with its project to estimate the number of mercury thermostats available for collection. That number is critical to assessing the performance of mercury thermostat collection programs.



For more information, contact Jennifer Nash at Jennifer@productstewardship.us, (617) 236-4853.

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Electronics



PSI teamed with the National Center for Electronics Recycling (NCER) to offer a workshop at the 2009 E-Scrap Conference entitled "Performance Measures for Electronics Recycling Programs: How Can We Measure Effectiveness?" Many states do not measure the performance of electronics collection programs at all, while others use such a variety of metrics that comparing the performance of different states is nearly impossible. Because performance measurement contributes to performance improvement, PSI and NCER plan to continue working with states and electronics manufacturers to encourage adoption of standardized collection and recycling rates.

To learn more about our work on [Electronics](#) visit our website or contact Jennifer Nash at Jennifer@productstewardship.us, (617) 236-4853.

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Pharmaceuticals



Federal legislation to amend the Controlled Substances Act remains in the House Energy and Commerce Committee. PSI will continue to track developments and engage the Regulations Workgroup as needed. PSI is pleased to have secured a grant from U.S. EPA Region 3 to convene a national meeting on pharmaceutical source reduction options.

To get involved contact Sierra Fletcher at Sierra@productstewardship.us, or call (617) 236-4886

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