



**6<sup>th</sup> National Product Stewardship Forum**  
**Draft Agenda for Session Topics**  
**July 20-21, 2010**  
**Boston, MA**

**TUESDAY, JULY 20**

**8:00 - 8:30 am**      **Welcome & Introductions**  
Jen Holliday, PSI Vice President  
Scott Cassel, PSI Executive Director/Founder

**8:30 am - 12:30 pm**    **SESSION: Lessons Learned from Product Stewardship**  
The US product stewardship movement is progressing rapidly, yet there is still much room for growth. Step back to reflect on what we have learned applying product stewardship to electronic waste, auto switches, mercury thermostats, and batteries. What lessons can be derived from legislative developments on fluorescent lamps, paint, pharmaceuticals, medical sharps, phone books, carpet, and other products? What can we learn from Canadian and European systems? Can voluntary industry initiatives succeed? How can procurement drive stewardship? How can we ensure environmentally sound recycling? How has the role of local governments changed? What systems can encourage source reduction and reuse, maximize consumer convenience, provide coverage in rural areas, and reach maximum performance? How can we apply these lessons to new products? Does EPR drive product design changes? How do we define success and who is responsible for achieving the desired results?

**8:30 - 8:35 am**      **Setting the Context (Scott Cassel, PSI)**

**8:35 - 9:00 am**      **Overview of Product Stewardship in the U.S. and Canada**  
(Sierra Fletcher, PSI; Neil Hastie, Encorp Pacific (Canada))

- Voluntary programs
- State/local/provincial laws
- Legislation in development

**9:00 - 9:30 am**      **Reflections on Key Lessons Learned**

- Theresa Stiner, Iowa Department of Natural Resources
- Neil Hastie, Encorp Pacific (Canada)
- Ofira Varga, 1WEEE Services

*Product Stewardship Institute, Inc. • 29 Stanhope Street • 3rd Floor • Boston, MA 02116*  
*Telephone: (617) 236-4855 • Fax: (617) 236-4766 • [www.productstewardship.us](http://www.productstewardship.us)*

**Key discussion topics:**

- Source reduction
- Reuse
- Changing product design
- Convenient collection infrastructure (# locations, ease of collection)
- Performance metrics & goals
- Incentives to drive consumer behavior
- Recycling standards/environmentally sound management
- Program efficiency/cost effectiveness
- Changing roles for stakeholders
- Procurement
- Drivers for effective operation of stewardship organizations
- Impact of financing models on program sustainability

**9:30 - 10:30 am**      **Discussion Questions:** What have we learned on each of these elements? What are the major trends? What more do we need to understand? What research or program solutions are most needed?

**10:30 - 11:00 am**      **BREAK**

**11:00 - 12:30 pm**      **Discussion Questions:** How can we apply the key lessons learning looking forward? Can legislative models work to harmonize programs? What is the role for voluntary programs vs. mandatory approaches?

**12:30 - 1:30 pm**      **LUNCH**

**1:30 - 5:30 pm**      **SESSION: Program Harmonization and Framework Approaches**  
Companies often express concerns about having to adhere to 50 different stewardship laws in 50 states -- on every single product. Government regulators must also wrestle with developing state-specific product definitions, performance goals, and other elements, often without the benefit of knowing which system works best. Harmonizing programs and policies, therefore, has great appeal to reduce compliance complexity and cost. Harmonization also reduces regulatory confusion between states. But how similar can any state or provincial program be even if a model is developed? What common elements exist across product stewardship programs? Will the recently enacted Maine framework law make the introduction of product stewardship legislation more efficient and less costly? What other state framework legislation is being considered? This session will explore the purpose of program harmonization; outline the Maine framework law, other state framework legislation, and Canadian framework laws; explore common elements/differences and pros/cons among various US and Canadian approaches; seek participant input on the most preferable elements and approaches; and discuss the level of harmonization possible among individual products, and broadly in a framework policy.

**1:30 - 2:00 pm**      **Setting the Context: Options for Harmonizing Product Stewardship Systems, Brief Discussion of Advantages and Concerns**  
(Scott Cassel, PSI)

**2:00 - 2:30 pm**      **Overview and Discussion of Maine's Framework Law**  
(Carole Cifrino, ME DEP; Matt Prindiville, Natural Resources Council of Maine; Maine State Rep. Melissa Walsh Innes)

**2:30 - 3:30 pm**      **Framework Legislation Components**  
(Sierra Fletcher and Scott Cassel, PSI)

**3:30 - 4:00 pm**      **BREAK**

**4:00 - 5:00 pm**      *Discussion Questions:* What are the best approaches to harmonize product stewardship legislation in the US? Can legislative models achieve this? What does framework policy accomplish that other harmonization approaches don't?

- Common elements for a framework approach
- Key areas of agreement/concern
- Opportunities for a regional, national, or bi-national approach

**5:00 - 5:30 pm**      **Next Steps in Considering a Regional, National, or Bi-national approach**

**5:30 pm**      **RECEPTION**

### **WEDNESDAY, JULY 21**

#### **8:30 am - 12:30 pm**      **SESSION: Exploring Options for Battery Stewardship**

In this session, participants will identify and prioritize strategies to increase the recycling of secondary (rechargeable) batteries, recommend ways to harmonize elements of existing battery stewardship laws and inform the development of future laws, and develop a greater understanding of both the lifecycle impacts of batteries on the environment and issues associated with the management of primary (single-use) batteries. PSI is interviewing key stakeholders from different sectors, including manufacturers, retailers, government, the waste industry, and other interested groups to build a common understanding of the issues and potential solutions from diverse perspectives. Prior to the forum, PSI will send participants a draft briefing document based on these interviews and other research. Session discussions, including recommendations for maximizing secondary battery recycling and harmonizing current and future laws, will be documented in a meeting summary that PSI will prepare and distribute to participants for their review and comment. This session is sponsored by Call2Recycle®.

**8:30 - 8:45 am**      **Session Overview (Scott Cassel, PSI)**

- Proposed issues
- Proposed goals
- Expectations for the session

**8:45 - 9:00 am**      **Overview of the Battery Stewardship Briefing Document (Sierra Fletcher, PSI)**

- Process for developing the document
- Briefing Document highlights

**9:00 - 10:00 am**      **Strategies to Maximize the Collection and Recycling of Secondary Batteries**

- Overview of the Call2Recycle Program (Carl Smith, Call2Recycle)

**10:00 - 10:45 am**      **Harmonizing Battery Stewardship Programs**  
• Overview of the similarities and differences (Sierra Fletcher, PSI)

**10:45 - 11:15 am**      **BREAK**

**11:15 - 11:45 am**      **Understanding the Lifecycle Impacts of Batteries**

**11:45 - 12:15 pm**      **Understanding Issues Related to Managing Primary Batteries**

**12:15 - 12:30 pm**      *Discussion: Next Steps*

**12:30 - 1:30 pm**      **LUNCH**

**1:30 - 3:30 pm**      **SESSION: Packaging Stewardship**

Product packaging is ubiquitous in our lives and in the waste stream. Extended producer responsibility for packaging is a hot topic in the U.S. and Canada today, with a framework bill introduced in Vermont this year that focused on packaging specifically. The US EPA will also soon convene a discussion between state and local governments and brand owners to identify options for sustainable financing for municipal recycling (e.g., packaging). And Ontario and Quebec are beginning to shift their curbside recycling programs from shared financial responsibility to full producer responsibility systems. In this session, participants will discuss their vision of the scope of packaging that should be included in an EPR system in the U.S., which materials are most problematic, and how to best cover local government costs and reduce overall program costs. We will discuss how beverage container legislation and recycling programs factor in, how to assign responsibility and drive packaging design improvements, and how each stakeholder's role might change under a producer-financed system. The session will feature experts from the US and Canada launching a facilitated discussion on these topics.

**1:30 - 2:00 pm**      **Overview and Discussion of Packaging EPR Programs**

- Setting the stage: Why EPR for Packaging?  
(Resa Dimino, NY Department of Environmental Conservation)  
(Jen Holliday, Chittenden County Solid Waste District, VT)
- The Importance of Recovering Secondary Materials  
(Michael Schedler, National Association for PET Container Resources, NAPCOR)
- Ontario's Move to 100% Producer Responsibility for Packaging  
(Derek Stephenson, StewardEdge)

**2:00 - 2:30 pm**      **Q&A with Presenters**

**2:30 - 3:30 pm**      *Discussion Questions:* What would the ideal EPR system for packaging look like in the U.S.? What are the primary problems this would seek to address (need for increased quantities of secondary materials, cost to government, etc.)? How will the role of local governments and other stakeholders change as a result of a packaging EPR system? What can we learn from packaging systems in operation in Canada and Europe? Is there a better model than what Ontario has developed?