



Environmental Assistance

# Product Stewardship in the US: A State Perspective

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# OEA and Product Stewardship



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- Address growth of MSW generation.
- Reduce life-cycle impacts of products.
- Spur clean product design.
- Relieve government of full management costs.
- Economic benefits of recycling.

# OEA's Product Stewardship Initiative



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- Establishes principles of product stewardship.
- Sets process for selecting priority products.
- Three priority products named:
  - Electronics with CRTs
  - Paint
  - Carpet

# Product Stewardship Strategy



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- Convene multi-stakeholder process.
  - Paint
  - CRTs
- Demonstration projects.
- Partnerships with individual manufacturers.
- Embrace national approach.

# Overview of Carpet in U.S.



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- Carpet production in US is 1.8 billion square yards annually.
- 55 companies.
- Nylon, PET, or PP face fiber.
- 65 percent residential sales.
- Innovative reuse and recycling programs.

# Rationale for Product Stewardship



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- Industry: Individual manufacturer initiatives.
- Very few laws/regulations.
- Minimal collection infrastructure.
- Government procurement: Recycled-content and reclamation requirements.
- Europe: Carpet Recycling Europe PRO.

# Midwestern Workgroup on Carpet Recycling



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- Regional approach to product stewardship.
- Iowa, Wisconsin and U.S. EPA.
- Carpet and resin manufacturers, retailers, recyclers and NGOs.
- Center for Clean Products, UT
- Workgroup met February-November, 2000.

# Four Themes



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- Central collection
- Need for additional funding
- Disincentives to landfilling
- Market development

# Workgroup Outcomes



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- Memorandum of Understanding signed January, 2001.
- Agreement to develop “Negotiated Outcomes” to collect and process discarded carpet.
- Third-Party Organization.
- Establishment of reuse and recycling goals.
- Model procurement guidelines.

# Negotiated Outcomes Process



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- Determine recycling and reuse rates.
- US EPA, MN, IA, MA, NC, CA, OR, MD.
- Industry and NGOs.
- Facilitated by UT.
- March-October, 2001.
- Signing of Agreement (new MOU) on January 8, 2002

# Memorandum of Understanding



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- Carpet industry has established long-term goal to eliminate disposal of carpet.
- Goals to be achieved by 2012:
  - Overall 40 percent landfill diversion goal.
  - Reuse, recycling, cement kilns, WTE.
- Roles and responsibilities for signatories.
- Evaluation criteria and schedule.

# Model Procurement Guidelines



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- Recycled-content.
- Take-back requirements.
- Indoor air quality.
- Applicable to public and private entities.
- Developed in consultation with industry.

# Third-Party Organization



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- Carpet America Recovery Effort (CARE).
- Formed to achieve the negotiated outcomes.
- Government and NGO representation.
- Executive Committee, subcommittees, professional staff.

# Current Signatories



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- U.S. EPA
- MN, IA, CA, WI, NC, MA, OR, WA
- Northeast Recycling Council
- Carpet and Rug Institute
- Interface, Lees, Collins & Aikman
- Other states and individual companies are expected.

# Lessons Learned



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- Articulated objectives supported by product stewardship policy.
- Defined timeline.
- Need for quantifiable goals.
- Multi-state approach.
- Engaged industry leaders.

# Lessons Learned, cont.



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- Develop consensus among government participants.
- Methodology for disposal and recycling data.
- Define responsibility in practice.
- Resource intensive.
- Agreement as template.

# Stewardship in the US



- State-led voluntary initiatives.
- US EPA support for research and facilitation.
- Procurement policies.
- Growing NGO interest.
- Calls for expanded federal role.

# Next Products



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- Electronics: National Electronics Product Stewardship Initiative (NEPSI), WEPSI.
- Beverage Containers: Business and Environmentalists Allied for Recycling.
- Automobiles: Toxicity reduction, recycled content.
- Paint: PSI-led effort.

# NEPSI



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- Multi-stakeholder process from June 2001-September 2002.
- Government: MN, FL, WA, OR, MA, NJ, SC, MO, CA, IA, US EPA.
- Industry: Sony, Panasonic, Thomson, Sharp, JVC, Philips, Epson, HP, Compaq, Nokia, EIA.
- Best Buy, Circuit City, NGOs, recyclers.

# NEPSI



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- Reach agreement on national collection and recycling program.
- Determine financing mechanism.
- Provide incentives for design change, participation and cost-efficiency.
- Establish program goals and evaluation procedure.

# For More Information



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