What’s up with California?
National EPP Carpet Standard

- Enormous undertaking
- Extensive review
- Something for everyone
- We now know what an oyster knows about pearl making
California Gold Standard

- CRI Green Label Plus™
- 3rd Party Certified
- 10 percent post-consumer plastic content
- Achieve Gold or Platinum EPP level in NSF Carpet Standard
December 2005—Executives at Department of General Services balked at signing “Draft Standard”

Staff re-drafted “California Standard”

Major changes?

New name

Coming soon...
What else is new?
Shifting political winds?
Product Stewardship by Fiat
Product Stewardship by Fiat

- It all started in 1987 with the “Bottle Bill”
- Tire Recycling in 1989
- Oil in 1991
- 2003 SB 20 Electronic Waste (monitors mostly)
- 2004 AB 2901 Cell phones (mandatory take back)
Currently in play

- AB 2271 Battery Recycling (fee & take back)
- AB 3001 E-Waste Recycling Act (Expansion of scope, fee)
- AB 2202 Electronic Devices (Materials)
- AB 2449 Plastic Grocery Bags (take back)
- SB 1344 Plastic Container Recycling
It was a good idea—BUT...

- SB 942 Cigarette recycling fee (2005)
- AB 1103 Bicycle recycling (2005)
- San Francisco’s plastic bag fee
Why do we CARE?
Is there a lot of carpet being disposed?

- MOU estimated 4.7 billion lbs or 2.34 million tons nationally
- At that time, California estimated 281,000 tons per year disposal—based on population
California’s study shows bigger numbers

- Carpet is 2.1% of California’s 40.2 million tons of disposal
- 839,000 tons of carpet disposed in 2003
- 1.7 billion pounds!
- Almost 3x expectations!!!!!
Nationwide Disposal?

- This implies 14.1 billion pounds disposal nationwide!
- Almost 3x the expected 4.8 billion pounds!
California
Market Development Efforts
State Agency Buy Recycled Campaign

- State law requires the purchase of RCPs.
- 50 percent of dollars spent on products in certain categories must be RCP.
- All agencies must report annually to CIWMB.
- We report to Governor and Legislature.
Who else CARES?
Disposal operators!

- Big and bulky
- Does not compact
- Difficult to cover
- Would love to recycle carpet
- They see high value
What would they do?

- Would love to recycle carpet
- They see high value
- They see opportunity
Thanks for your attention!

John Blue
California Integrated Waste Management Board
jblue@ciwmb.ca.gov