

# 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™
- ◆ 3<sup>rd</sup> Party Certified
- ◆ 10 percent post-consumer plastic content
- ◆ Achieve Gold or Platinum EPP level in *NSF Carpet Standard*

# Current Status?

- ◆ 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?

The image features a solid teal background. In the bottom right corner, there is a stylized silhouette of a mountain range in a slightly darker shade of teal. The text "What else is new?" is centered in the upper half of the image in a white, sans-serif font with a thin black outline.

# 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!

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