Pillars of Product Stewardship
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This presentation covers...

• Big picture viewpoints:
  What is sustainability?
  What are pillars of product stewardship?
• Pinch Points in the Carpet Materials Flow
• Opportunities for Market Development
Pillars of Successful Product Stewardship

1. **Products design** for safe and effective use, reuse and recycling
2. **Abundant collection & proper management of** materials
3. **High levels of Reuse & Recycling**
4. Adequate **demand for collected/processed materials**
5. Sufficient **financing**
6. **Measured achievement & Incentives to go beyond**
7. **Assurance of Results**
8. **Informed participants**
“Pinch Points” for Carpet

1. Products designed for safe and effective use, reuse and recycling
2. Abundant collection & proper management of materials
3. High levels of Reuse & Recycling
4. Adequate demand for collected/processed materials
5. Secure financing
6. Measured achievement & Incentives to go beyond
7. Assurance of Results
8. Informed participants
Cradle to Cradle
Flow issues

[Diagram showing the flow of materials and processes involving producers, manufacturers, recyclers, haulers, collectors, local governments, consumers, retailers, importers, extractors, miners, harvesters, materials, chemical suppliers, designers, and government.]
Market development

• Need more choices and sales of carpet-derived products

• Hard to identify products with postconsumer carpet content
  – Mfrs may not want to highlight
Purchaser’s perspective

Why risk trying a new product?

Performance, $, Availability

- Product quality and performance information
  - specs, policies, and procedures (register as vendor, certify products, etc.), pilot test
- Price competitive products
- Resource: Marketing to government sector

Certification programs assist buyers

- Get certified
- Make certification information easy to find
Market development

• Consider
  – Sustainable product design
  – Incentives/Grants
  – Pilot tests
  – Focus on products where consumer acceptance is greatest
  – Test outreach materials and messages
  – Face-to-face meetings to explore needs and opportunities
Continued Grant/Loan Opportunities

• Part of Climate Change, Cap-and-trade Program
  – Governor’s 2015-16 Proposed Budget -$60 million
  Grants (Organics and FPG)
  – Fiber, Plastic or Glass (FPG): Infrastructure for
    manufacturing products with recycled content
  – Must demonstrate GHG reductions & tons diverted
  – Must be located in-state
  – Join listserv to receive announcements

• Website for Climate Change Grants: www.calrecycle.ca.gov/Climate/GrantsLoans/
  • Recycled Fiber, Plastic and Glass Grant Program – Overview
Continued Loan Opportunities

• **Loan program** funding level $4.6 million (unchanged)
  – Application release planned summer 2015

• **Project requirements**: must be in California and result in permanent, annual, and measurable:
  – **Reductions in GHGs** by manufacturing products with California-generated recycled-content fiber, plastic or glass
  – **Increases tons of CA-generated materials diverted from landfills and used to manufacture products.**

Also see: [www.calrecycle.ca.gov/Climate/GrantsLoans/](http://www.calrecycle.ca.gov/Climate/GrantsLoans/)
Recycling Mkt Development Zone Program

For:
• Businesses that use materials from the waste stream to manufacture their products and are Located in a zone

Offers:
• Attractive loans
• Assistance by local zone administrators
  – Local gov incentives may include: Relaxed building codes and zoning laws, streamlined local permit processes, reduced taxes and licensing, and increased feedstock supply
• Product marketing

Also see: www.calrecycle.ca.gov/rmdz
Carpet Materials Management

Why focus on carpet?
Discarded carpet is one of the 10 most prevalent waste materials in California landfills, comprising about 3.2 percent of waste by volume disposed of in California in 2008. Most carpet is made from nylon and other polymers derived from virgin fossil fuel. Fortunately, numerous products can be manufactured from recycled carpets, including carpet backing and backing components, carpet fiber, carpet underlayment, plastics and engineered materials, and erosion control products.

What is being done?
California is the first state to establish a private-sector designed and managed statewide carpet extended producer responsibility program. This program, started in 2011, follows producer responsibility principles to ensure that over time discarded carpets become a resource for new products in a manner that is sustainably funded and provides jobs for Californians. Several carpet recycling facilities currently operate in California, offering jobs, and producing products and feedstock for products made from recycled carpet.

What can I do?
Find out how Californians are sustainably buying and recycling carpet to keep valuable materials in our economy, and what you can do as well! Click on the links to learn more.

www.calrecycle.ca.gov/carpet
“In a spaceship you reuse everything. Well, we’re in space and we have to find a way to reuse, and with enough science and enough funding we’ll get it done.”

Gov Brown, LA Times, June 9 2015
CalRecycle Points of Contact

Full carpet program team includes many parts of CalRecycle: Admin, Legal, Audits, Compliance and Enforcement, etc.

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- **http://www.calrecycle.ca.gov/carpet/**  
  (Carpet Home Page)
Resources

• **CalRecycle Checklist**  Elements of EPR programs

• **Evaluation Tool for EPR Programs**  by Thomas Lindhqvist and Chris van Rossem, Lund University (2005)

• **Product Stewardship Program Evaluation Tool**  (2014) By Association of State and Territorial Solid Waste Management Officials

• **The UpCycle**  (2013) by Bill McDonough and Michael Braungart
Questions?