



For Immediate Release

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RethinkWaste Adopts Resolution to Support Extended Producer Responsibility

RethinkWaste Board of Directors approves Resolution to support product stewardship through Extended Producer Responsibility programs and policies.

SAN CARLOS, CA – December 1, 2015 – The RethinkWaste Board of Directors adopted a Resolution to support Extended Producer Responsibility (EPR) programs and policies at its November 19, 2015 Board meeting. Support for EPR policies is in alignment with the agency’s mission and guiding principles set out in its 2015 Long Range Plan (LRP), which highlights the need for product stewardship programs and increased participation in related initiatives.

Extended Producer Responsibility, also known as product stewardship, is designed to address the environmental impact associated with the production and disposal of goods. EPR policies shift the responsibility of disposal costs from the general public to the producer while also encouraging improved product design to minimize waste and pollution. “Adopting this Resolution is an important policy step in our efforts to achieve 75% waste diversion by 2020 and provide efficient and cost-effective waste management and recycling programs,” remarked Kevin McCarthy, Executive Director of RethinkWaste.

Product stewardship policies are widely used around the world for products such as electronics and packaging materials. In 2007, CalRecycle (formerly known as the California Integrated Waste Management Board), developed a set of guidelines that included product stewardship and the creation of producer funded and managed programs for proper recycling and disposal. These policies have established collection systems for mercury thermostats, paint, carpet and mattresses - products that typically involve higher recycling and disposal costs. With assistance from the California Product Stewardship Council, many local governments throughout the State of California, including the Counties of San Francisco, Alameda, and Los Angeles, support these programs through the adoption of product stewardship resolutions.

“We are extremely excited at the passing of the Resolution in support of EPR programs,” commented Heidi Sanborn, Executive Director of the California Product Stewardship Council “and we look forward to working with RethinkWaste to further develop these policies that have a positive affect not just locally, but Statewide.”

RethinkWaste

RethinkWaste is a joint powers authority of twelve public Agencies (Atherton, Belmont, Burlingame, East Palo Alto, Foster City, Hillsborough, Menlo Park, Redwood City, San Carlos, San Mateo, the County of San Mateo and the West Bay Sanitary District) in San Mateo County, California and is a leader in the delivery of innovative waste reduction and recycling programs. RethinkWaste owns and manages the award-winning Shoreway Environmental Center which receives all the recyclables, organic materials, and materials (i.e. solid waste) collected in its service area. RethinkWaste's environmental education and tour program has also received state and national awards and hosts over five-thousand visitors per year. RethinkWaste also provides strategic oversight, support and management of service providers that collect, process, recycle and dispose of materials for its Member Agencies. RethinkWaste (i.e., South Bayside Waste Management Authority) was formed in 1982. For more information on RethinkWaste, please visit our website at www.RethinkWaste.org or follow us at www.Facebook.com/rethinkwaste or www.Twitter.com/rethinkwaste.

RethinkWaste 2015 Long Range Plan

In June of 2015, the RethinkWaste Board of Directors approved the adoption of the 2015 Long Range Plan (LRP) to address the State's goal of achieving 75% waste diversion by 2020. The LRP provides a policy and programmatic roadmap with innovative solutions to enhance existing solid waste, recycling, and organics collection and processing systems for the RethinkWaste service area. For more information, please visit: <http://www.rethinkwaste.org/about/board-of-directors/long-range-plan>.

California Product Stewardship Council

California Product Stewardship Council (CPSC) educates both the public and private sectors about Product Stewardship and partners closely with businesses, jurisdictions, waste and recycling companies, manufacturers and others to promote and encourage sustainable practices and to recognize those companies who are taking a leadership role in waste reduction and recycling. For more information, please visit www.CalPSC.org.

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