



California Product Stewardship Council

PO Box 216381, Sacramento CA 95821

POWER POINT PRESENTATION

WHO WE ARE: The California Product Stewardship Council (CPSC) is a coalition of local governments and associations across California, currently representing 37 of California's 58 counties, as well as numerous statewide associations related to water quality and other cross-media issues. Our numbers are growing monthly.

CPSC MISSION: Our mission is straightforward: *Transform California's product waste management system from one focused on government funded and ratepayer financed waste diversion to one that relies on producer responsibility in order to reduce public costs and drive improvements in product design.*

FUNCTIONS

1. Build capacity and knowledge among local governments and relationships with stakeholders to bring about producer financed and managed systems for product discards, including those covered by the universal waste ban.
2. Develop practical local and statewide EPR policy and educational tools such as model ordinances and legislation, newsletters, articles, policy briefings, PowerPoint presentations, etc.

CPSC's NEW (August 2007) POWER POINT PRESENTATION

CPSC commissioned the development of a professional PowerPoint presentation, developed by Andy Goodman and Colin Rowan who also developed the slide show trainings for Al Gore's *Inconvenient Truth*. The CPSC PowerPoint presentation, which lasts about 30 minutes, but can be modified to 15-20 minutes if necessary, covers the following topics:

- Mission, makeup and function of CPSC
- Skyrocketing costs to local HHW budgets to comply with the U-Waste ban
- Causes for increasing waste to landfill in spite of diversion initiatives
 - The current system's lack of incentives to manufacturers to produce durable, non-toxic, easily recyclable products
- Definition and examples of Extended Producer Responsibility (EPR)
- Specific actions local governments can take today to promote EPR in California:
 - Join CPSC and speak with a unified voice on behalf of EPR
 - Pass local EPR ordinances and resolutions
 - Lobby for statewide EPR legislation

SPREADING THE WORD: We plan to hold "Train the Trainer" sessions on delivering this PowerPoint presentation in fall 2007 for all interested CPSC members and others. Our goal is to empower many people in California to deliver this presentation and thereby educate and activate as many people as possible on behalf of EPR.

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Mission To shift California's product waste management system from one focused on government funded and ratepayer financed waste diversion to one that relies on producer responsibility in order to reduce public costs and drive improvements in product design that promote environmental sustainability.