

PRODUCT STEWARDSHIP: *WHAT HAVE WE LEARNED AND WHERE ARE WE GOING?*

Doug Hickman, M.Sc.
PHA Consulting Associates

Scott Kyle, P.Eng.
Dillon Consulting Limited



Authors

- Doug Hickman, M.Sc.
 - Principal of PHA Consulting Associates
 - International environmental specialist with 25 years of expertise in the waste management sector
- Scott Kyle, P.Eng.
 - Partner with Dillon Consulting Limited
 - 20 years with a focus on the waste management sector, including the projects in the developing world

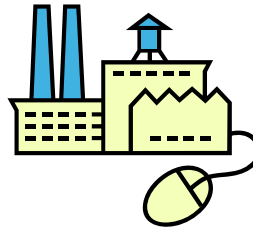
Product Stewardship (PS)

- Concept has been with us for over 30 years
- *Responsibility for the appropriate management of a product throughout its life*
- Early examples – refillable bottles, aluminum cans
- Today: a range of opinions of what exactly constitutes “product stewardship”...

The Stakeholders



Designer



Manufacturer



Retailer



Consumer



**Waste
Manager**



Government

So what's wrong with the generally accepted definition?



***Product stewardship** is a product-centered approach to environmental protection. It calls on those in the product lifecycle—**manufacturers, retailers, users, and disposers**—to share responsibility for reducing the environmental impacts of products.*

Courtesy: USEPA

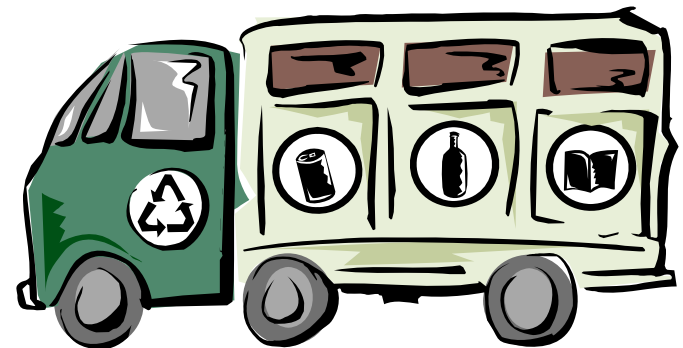
Today's products

- Increasingly complex and segmented manufactured products.
- Rapid deployment of new products (and new versions of existing products)....accelerated obsolescence?



And the public's demands?

- Provision of enhanced diversion programs by municipalities... *but please make them easy to use and don't raise taxes!*



The *Vicious Circle* vs. the *Virtuous Circle*

- *Vicious Circle*

- More Waste/More Cost.
- Create your waste...we'll figure out what to do with it later.
- We'll divert it...no matter what it costs!!



- *Virtuous Circle*

- Enhanced ability to reutilize end of life products at a reasonable cost.



So What Are the Lessons So Far?

- Lesson No.1
 - The technology exists to achieve reuse and recycling objectives.



Lessons So Far (cont.)



- Lesson No. 2a

- A new legal framework is needed to achieve product stewardship goals:
 - Canada's current legal framework for PS is fragmented & incomplete.
 - A reliance on voluntary actions leading to weak manufacturer buy in due to competitiveness concerns.
 - A lack of required interaction between the range of waste management stakeholders; designers, manufacturers, consumers, disposal system operators.

Lessons So Far (cont.)



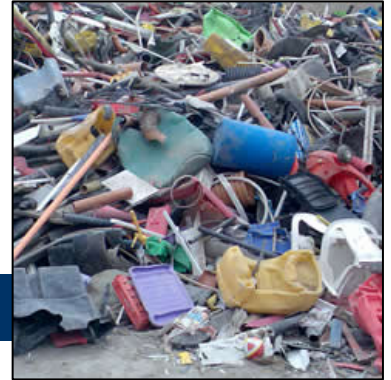
- Lesson No. 2b
 - Coordination of public and private sector PS mandates is required:
 - Move away from traditional private sector “produce and sell” mandate.
 - Address fairness/sustainability of simply passing the cost of end of life management to the consumer.
 - Create incentives for novel and progressive designs
 - Address issue of questionable recycling markets.

So What Should Be Done?



- 1) Level the playing field
 - Establish clear regulatory measures in consultation with Industry.
- 2) Focus primary stewardship responsibility on producers/manufacturers
 - Learn from other jurisdictions (EU, Japan, S. Korea).

Typical Concerns?



- *Everything is manufactured overseas*
 - Manufacturers respond to market demands.
 - The trend has been established.
- *We are too small of a market to matter*
 - What about our unique requirements for health, safety, environment, etc?
 - Just who is “big enough”?

Yes – there will be transitional issues... but lets get underway!

In Summary...



- Traditional “consumer bear the cost model” is not sustainable. More waste & more cost.
- The foundation of Product Stewardship needs to be Extended Producer Responsibility.
- New legal frameworks are needed to elevate “EPR” from a sometime policy to an integral element of our economy.

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Questions?

