



COUNCILMAN SMITH LEADS CITY OF L.A.'S EFFORTS TOWARD A MORE SUSTAINABLE FUTURE BY CHAMPIONING PRODUCER RESPONSIBILITY RESOLUTION

Resolution Furthers Commitment to Seek Fair & Eco-Wise Solutions for Growing Waste Disposal Issues

Los Angeles – City Councilman Greig Smith is proud to announce that the City of Los Angeles has adopted a Producer Responsibility resolution in partnership with the California Product Stewardship Council and the Green Cities California initiative, on Wednesday, Dec. 17, 2008.

“Extended Producer Responsibility (EPR) is an integral part of my RENEW LA plan to reduce to nearly zero the amount of waste L.A. sends to landfills,” said Councilman Smith. RENEW LA (Recovering Energy, Natural Resources and Economic Benefit from Waste for Los Angeles) was adopted as City policy in 2006. “I am pleased to join the California Product Stewardship Council’s efforts to promote EPR principles and advocate for products that use less packaging, minimize waste, reduce toxicity, and are easy to recycle or remanufacture.”

Producer Responsibility is an important environmental concept in which producers assume responsibility – financial and physical – for the proper management of their products throughout the product’s life cycle. When producers are accountable for ensuring their products are re-used or recycled responsibly, the marketplace is encouraged to design and purchase goods that are more durable, easier to recycle, and less toxic.

Los Angeles joins a growing number of other cities and counties who have already adopted the Producer Responsibility resolution, including the cities of Fresno and San Jose, and the counties of San Bernardino, San Francisco, Butte and many others. For a full list of supporting cities, go to <http://www.calpsc.org/policies/local/index.html>

“We’re dedicated to reversing the trend of California producing more and more waste every year,” says Heidi Sanborn, Executive Director of the California Product Stewardship Council. “With the support of local governments such as the City of Los Angeles we move one step closer to achieving our goals for a vibrant consumer economy with sustainable production and consumption.”

By adopting a Producer Responsibility resolution, Los Angeles:

- Urges the California Integrated Waste Management Board to continue taking timely action to implement the framework for an Extended Producer Responsibility (EPR) system in California to manage Universal and other wastes;
- Urges the California Legislature to pass framework EPR legislation that shifts Universal and other waste management costs from local government and gives producers incentives to redesign products to make them less toxic and easier to reuse and recycle;

- Encourages all manufacturers to share in the responsibility for eliminating waste through minimizing excess packaging, designing products for durability, reusability and the ability to be recycled; using recycled materials in the manufacture of new products; and providing financial support for collection, processing, recycling, or disposal of used materials;
- Directs the City of L.A. to expand its Environmentally Preferred Purchasing program to include producer responsibility policies such as leasing rather than purchasing products, and that purchasing decisions take into account the collection and recycling of products and the end of their useful life.

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