

Paint Product Stewardship Initiative



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Northwest Hazardous Waste Conference

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What is the problem?

Leftover paint-

- Estimated 16-35 million gallons per year in the US (both latex and oil-based)
- Much of it is not properly managed
- Currently government is bearing the cost burden for paint that is properly managed



Paint Problem Statement*

- Highest volume HHW
- Largest HHW management cost
- Can contain low levels of VOCs, fungicides and hazardous metals (in very old paint)
- Lack of infrastructure for increased recovery, reuse, recycling
- Lack of markets for recycled paint



Product Stewardship Institute*

- Founded in December 2000
- Based at the University of Massachusetts/Lowell
- Coalition/Affiliate Members
 - Agency leaders pledge to work with PSI on product stewardship issues
 - 26 State members
 - 23 Local agency members



PSI Mission*

- “...assists state and local government agencies in establishing **cooperative agreements** with industry and developing other initiatives that reduce the health and environmental impacts from consumer products.”



PSI Projects*

- Electronics (Staples pilot)
- Paint (Benjamin Moore pilot)
- Pressurized Gas Cylinders
- Radioactive Devices
- Mercury Thermostats
- Tires



PSI's “Agenda”*

- Promote product stewardship solutions
- Reduce product impacts
- Forge partnerships that share responsibility
 - Management
 - Financing
- Get results – not just discussion



NOT PSI's Agenda*

- No preconceived strategies to reduce product impacts
- Not advocating for one strategy over another
- No preconceived notion on how to finance strategies



How the paint dialogue differs from the NEPSI process

- Lots of prep work (May 02 to Dec 03)
→ Background document, Action Plan
- PSI as facilitator
- No overseas players
- Several Canadian programs as examples
- Electronics = discrete items for disposal
Paint is a liquid, theoretically used up



Other background

- RBRC as example of industry stewardship-voluntary, because preferable to a patchwork of laws
- Manufacturers say legislation would be required for any price-related agreement



First meeting, December 2003

Participants:

42 in person, 9 call in

8 Paint Manufacturers

NPCA

4 Paint Recyclers

2 Retailers

3 EPA

15 state government

5 local government

Painting Contractors Industry Association

Retailers Association

Misc.: Earth's 911, SCRI, others



First meeting, cont.

Discussion of:

Roles

Process

Mission

Focus

Purpose

Goals



Consensus*

- Consensus is preferable for broad initiatives
 - Technical standards
 - Policies
 - Legislation
- Consensus is NOT needed for pilot projects or individual initiatives



Dialogue Mission*

We will seek to develop voluntary initiatives/agreements to enhance paint product stewardship by January 1, 2005



Dialogue Purpose*

- Explore voluntary partnerships
- Find business opportunities/market solutions
- Reduce impacts from leftover paint through product stewardship solutions
- Reduce leftover paint management costs



Dialogue Purpose*

- Develop a national solution to paint mgt
- Promote positive efforts through the media
- Negotiate a sustainable financing system, “if necessary”

The header features a collage of nature scenes: a green field with a white star-shaped flower, a brown bird in flight, and a blue sky with white clouds. Below these is a horizontal band of golden wheat stalks.

Possible Dialogue Outcomes*

- Pilot projects with measurable results
- Model state policies (e.g., procurement)
- National standards (e.g., recycled paint, definitions)



Possible Dialogue Outcomes*

- Business innovations/profitability studies (e.g., reverse logistics potential)
- Model state or federal legislation
- Model state or national education campaign
- National sustainable financing system for the management of surplus paint



Possible Mechanisms for Agreements*

- Letter of agreement between those involved in pilot project
- Memorandum of agreement between stakeholders stating intent to perform certain activities



What do we want to avoid?*

- Avoid multiple state solutions
- Avoid unilateral state or federal regulation
- Avoid leaving the problem to someone else
- Avoid finger pointing



Primary Dialogue Goal*

- Develop initiatives that will result in:
 - Reduced paint waste;
 - Efficient collection, reuse, and recycling of leftover paint;
 - Increased markets for recycled paint; and
 - Sustainable financing systems to cover end-of-life management costs for past and future products



Supporting Goals*

- Decrease illegal disposal of leftover
- Attain the highest value possible for surplus paint
- Improve container collection/recycling
- Reduce paint toxicity



Issue/Strategy Discussion: Model*

- **Ideal World**: where do we want to be?
- **Now**: what's happening now?
- **Bridge**: how do we get from Now to Ideal World?



Issue/Strategy Discussion*

- Background technical information
- Clarify Issue and Strategies
- Parking lot: additional strategies
- Prioritize strategies



First meeting, cont. *

- Learn from presentations and research
- Explore priority issues and strategies
 - Issue 1: Leftover Paint
 - Issue 2: Collection
 - Issue 3: Improper Disposal
 - Issue 4: Financing (introduction)
- Establish work groups on strategies
- Determine next steps



Issue #4: Financing*

- We need to first figure out what we want to accomplish, and THEN we can figure out how to finance it.



Financing*

- Front-end payments
 - Advanced Recycling Fee (visible)
 - Tires, lead acid batteries, motor oil
 - Government or industry-managed fund
 - Cost internalization (invisible)
- Back-end fees
- Deposits
- Retail coupons/incentives



Financing*

- What are the 2 main things about financing that you would like addressed in dialogue?
- Additional research/information you need to be prepared to discuss financing at the California meeting?



Workgroups

Workgroup A – Root Causes of Leftover Paint

Workgroup B – Effective Education Strategies

Workgroup C – Redemption Deposit

Workgroup D – Workable Models for Collection
Infrastructure

Workgroup E – Regulatory Barriers

Workgroup F – Reuse

Workgroup G – Planning Team for Financing
Discussion in California



Collection infrastructure workgroup

- Extent of current collection infrastructure
- What is optimum infrastructure?
- How much does collection cost?
- Best management practices for public, contractors, paint stores



Real world examples- established, successful collection programs:

- British Columbia
- Portland, Oregon
- Washington State
- Iowa
- Quebec
- Hennepin County, Minnesota



Collection program variations:

- size of region covered
- service area demographics (mix of urban, suburban, and rural areas)
- role of public agencies and private industry
- desire to collect paint as opposed to other HHW materials (paint only vs. ABOP vs. full spectrum HHW)
- availability of pre-existing permanent sites that may be willing to provide space for paint collection
- desire of retail paint stores to serve as collection points
- etc.



Averages from representative programs:

	Urban	Urban & Rural	Rural
Population per collection site (depot)	334,859	57,465	22,597
Households per collection site (depot)	137,128	23,781	10,090
Avg. Sq. Mi. per collection site (depot)	128	1,701	4,290

Paint collected vs. paint sold:

	Hennepin County MN	Portland OR Metro	Iowa Regional Collection Centers	Washington State	British Columbia	Quebec Province
Total gallons collected annually:	148,060	243,000	78,196	678,000	433,000	462,716
Estimated gallons of annual paint sales (2.3 gal/ capita)	2,530,000	3,220,000	4,961,236	13,800,000	8,987,780	16,709,500
Percent of paint collected as % of annual sales	5.9%	7.3%	1.6%	4.9%	4.8%	2.8%



Workgroup conclusions:

- *A 100% effective national collection system would need to collect all leftover paint generated- an estimated 34 million gallons*
- *This estimate may be low, as leftover paint equivalent to 6-7% of annual sales is already being collected in some areas*
- *The system would need to serve 8 to 11 million customers annually*
- *There is no one-size-fits all, best collection system, collection methods should be tailored to local conditions*
- *The most cost-effective collection method in most areas is permanent collection sites*



Workgroup conclusions, cont.

- *Successful collection systems in urban areas average about one permanent site per 130 square miles, or one per 140,000 households, and often supplement permanent locations with collection events*

(4 liquid gallons X 10% of households X 140k household = 56,000 gallons per year per collection site)

- *In less populated areas areas, there needs to be at least 10,000 residents within approximately 20 minutes of a location to provide enough demand to justify the establishment of a permanent collection site.*



Second meeting, April 2004

- Workgroup reports
- Discussion of next issues:
 - Financing
 - Non-paint uses
 - Sale of paint with recycled content
 - Paint manufacturing

Road Map*



December 2003

March 2004

June 2004

September 2004

Thanks to the Product
Stewardship Institute for all
slides marked with *



