

Paint Product Stewardship Initiative

July 2007 Update to WA State SWAC



PRODUCT
STEWARDSHIP
INSTITUTE

Sustainable Solutions to Protect Our Environment



Northwest Product Stewardship Council

WA Dept. of Ecology, Solid Waste Program – David Nightingale
California Integrated Waste Management Board – Glenn Gallagher



National product stewardship efforts are not created equal

- National Electronics Product Stewardship Initiative (NEPSI)
 - Industry has unstable market shares over time
 - Products are highly variable in size, cost, features
 - New technology drives industry in short timeframe
 - Conflicting industry “camps” resulted in failure of industry to reach national agreement and led to state level solutions as next best alternative

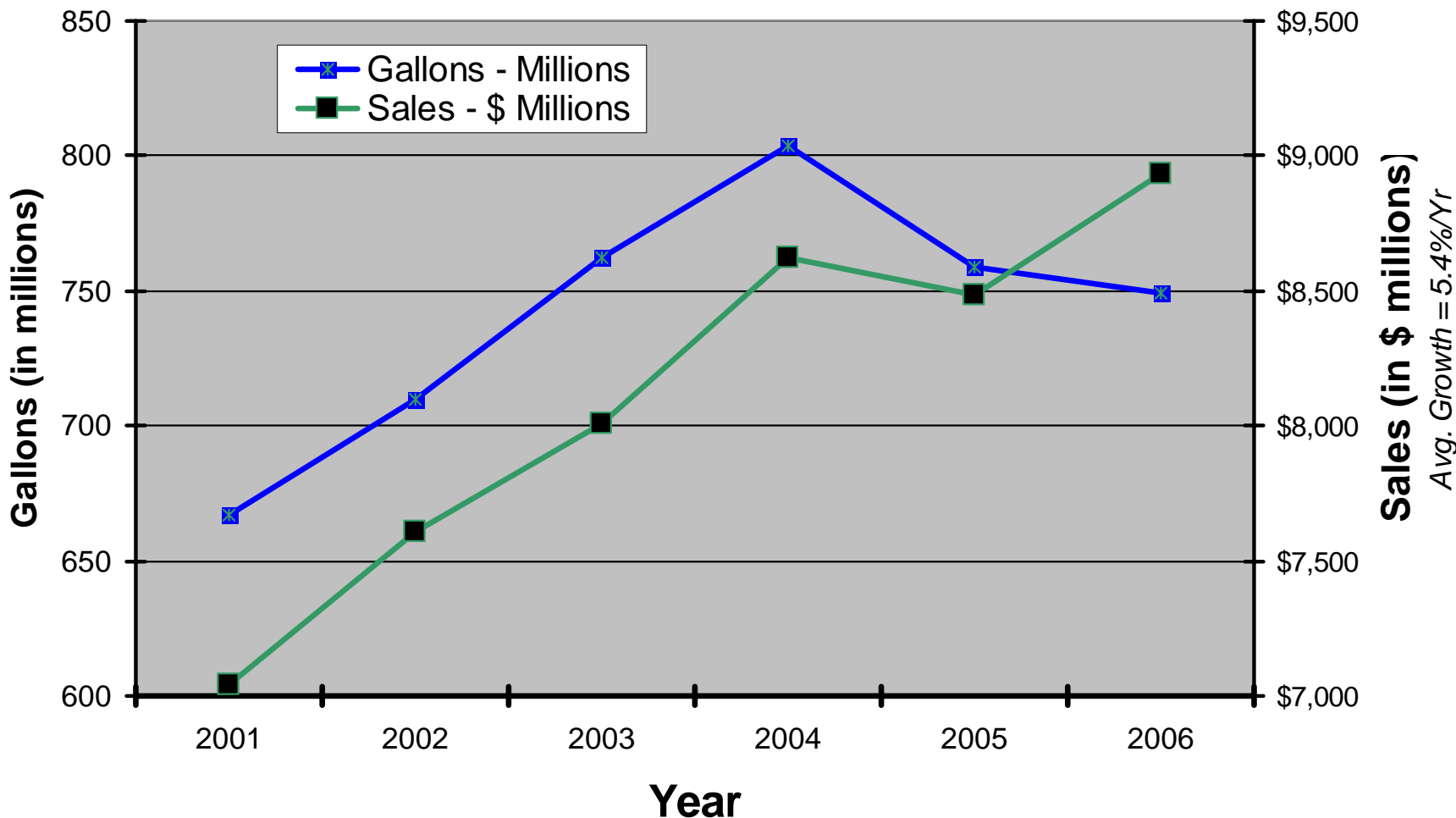


Architectural Paint Industry

- Mature industry with relatively homogenous products and longstanding companies, many >100 years old
- Sales driven by marketing not technology advances/differentiation, steady growth
- Sensitivity to emerging environmental issues
 - Lead containing paints
 - Mercury preservatives in paints
- One Voice - National Paint and Coatings Association (**NPCA**) members represent over 95% of national architectural paint and coatings production

Paint Sales Trend (US Census data)

US Architectural Coatings - '01-'06



Leftover Paint – Historical Concern by Government



- **Largest HHW collected** (high cost to WA local govt. collection programs; 49% of HHW by weight, 8.3 million lbs. in 2005)
- **Product stewardship paint related legislation proposed several times in CA (1995 & 2002) provided impetus for paint industry to participate**



Initial NPCA position – 9/2000

- “The paint industry also vigorously opposes any kind of mandatory “take-back” program such as that imposed in British Columbia. In British Columbia, responsibility and cost for the collection and disposal of leftover consumer paints has shifted from the provincial government to the paint industry. This system, in the industry’s view, is an improper shift in cost and responsibility for a service that is and should remain a basic governmental service.”

- From http://www.paint.org/ind_issue/ib_sep00.pdf



The Paint Product Stewardship Initiative (PPSI) Stakeholders

- Convened and coordinated by Product Stewardship Institute, PSI (Boston)
- Stakeholders
 - 8 manufacturers + 5 paint recycling companies
 - 5 large retailers (Home Depot, Lowes, etc.)
 - US EPA (3 regions plus HQ)
 - 11 State Environ. Agencies
 - 8 Local Governments
 - 9 Trade Associations (including NPCA)



PPSI Stakeholders Work – Phase 1

- Sept. 2002 – PSI makes introductory presentation to NPCA's Board
- Sept. 2004 – Stakeholders met four times over two yrs. to clearly define issues, knowledge gaps, and path forward
- March 2005 – 1st MOU signed; study projects budget of nearly \$1M raised by stakeholders (about ½ govt, ½ industry)



First MOU Study Projects to help find leftover paint solutions

Education Projects (including behavior change, waste reduction)

Infrastructure Projects (including national conceptual design and cost modeling)

Market Projects (including marketing recycled paint and a life-cycle assessment / cost-benefit analysis project)



Phase Two of PPSI

- **March 21, 2007**, NPCA's Board approved resolution authorizing continuing the PPSI dialogue for pursuing the development of a new nationally-coordinated system for the management of post-consumer waste paint.
- April 1, 2007 – end of original 2-year MOU
- **Today** – Second MOU under development
- Sept. 2007 – Second MOU ready for signature
(any concerned party can endorse)



Today – Draft Second MOU

- **July-December 2007** Design a Statewide Demonstration Project in MN
And establish an industry-run organization to collect and allocate funds with full accountability and transparency to all PPSI participants.
- **January-December 2008** Implement the MN Demonstration Project
- **October 2008-March 2009** Evaluate the Demonstration Project



Selected Details, Draft 2nd MOU

- Funding via “Eco-Fee” collected at retail (NPCA working with retailers to get agreement) for new system. (Eco-Fee terminology comes from B.C. program)
- Industry to partner with willing local govts. & others to share responsibility (education and paint collection w/fair compensation)



Assumptions, Draft 2nd MOU

- Industry creates new collection system where infrastructure is inadequate
- No mandatory retail take-back
- Management of leftover paint using reduce, reuse, recycle hierarchy



National System, Draft 2nd MOU

- Assuming Demonstration in MN is successful, develop national system...
- Jan. 2009: OR, **WA**, VT begins, then
- July 2009: CA begins, and
- Jan. 2010: IA, FL, NC, IL
- Other states on schedule by 2009

Potential for Great Success



- Performance measures/schedule to be determined in a 2009 MOU Addendum
- Requires commitment of time and resources from all stakeholders
- Involvement of NW Product Stewardship Council and Product Stewardship Institute were key factors
- Need to suspend disbelief in possibility of progress - avoid buying in to initial positions



Websites and Thank You!

Product Stewardship Institute

www.productstewardship.us

NW Product Stewardship Council

www.productstewardship.net

- Questions??