

Stewardship: An Opportunity Missed

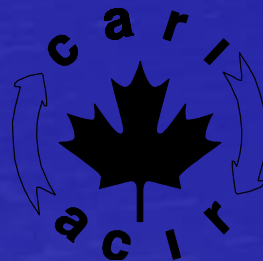
Presented to the 2011 Coast Waste
Management Association Conference

October 26–28, 2011

by

Tracy Shaw

Manager, Communications & Membership
Canadian Association of Recycling Industries



Stewardship: An Opportunity Missed

Overview

- Introduction
- CARI Policy
- Real Recycling
- How to Support Recycling
- Conclusions



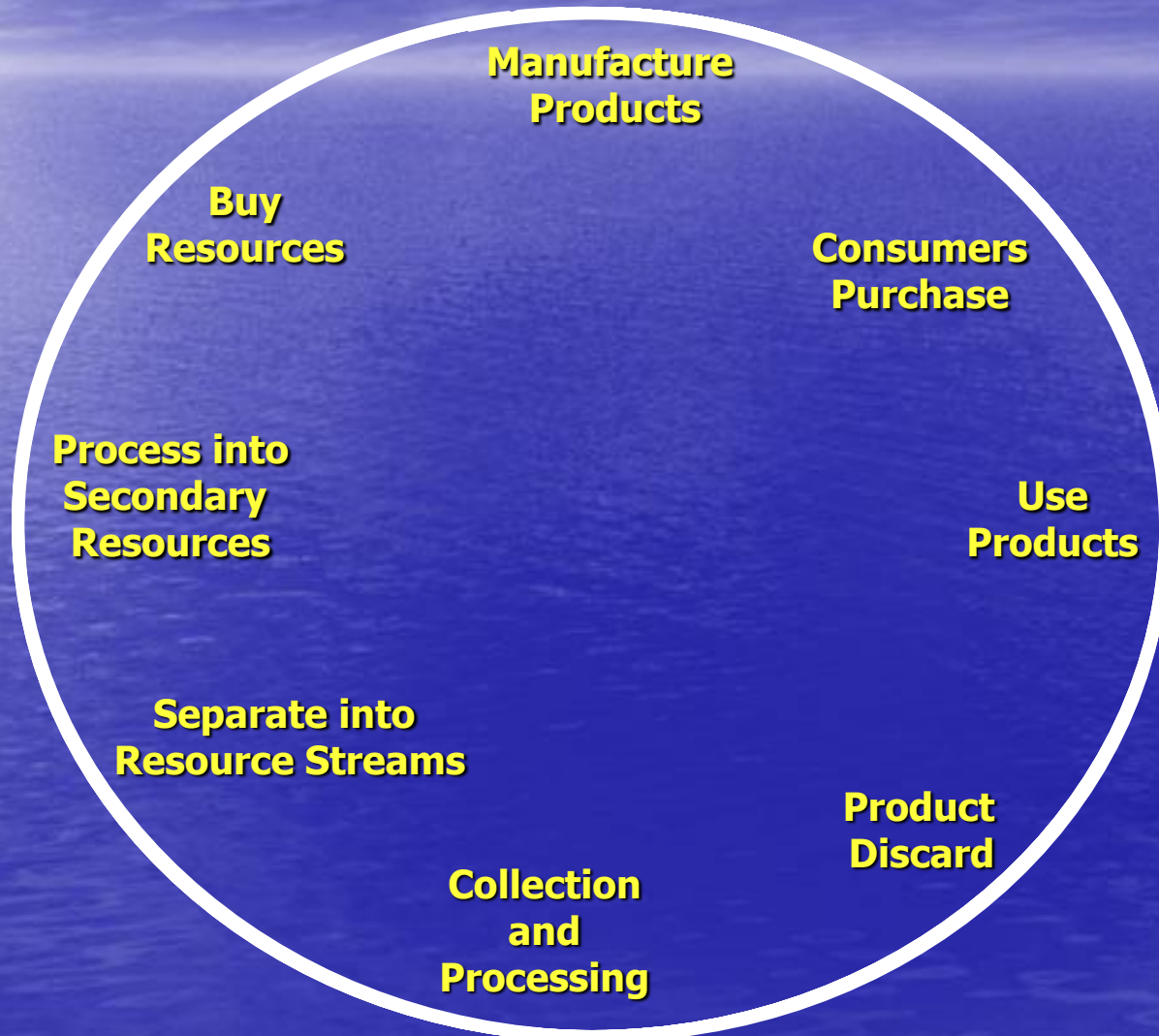
Stewardship: An Opportunity Missed

CARI Policy: Only when necessary

- Manufacturer / initial importer responsible
- Focus on designing products for recyclability
- Based on private sector competition
- Costs not listed separately
- Input from recycling & waste industries



Stewardship: An Opportunity Missed



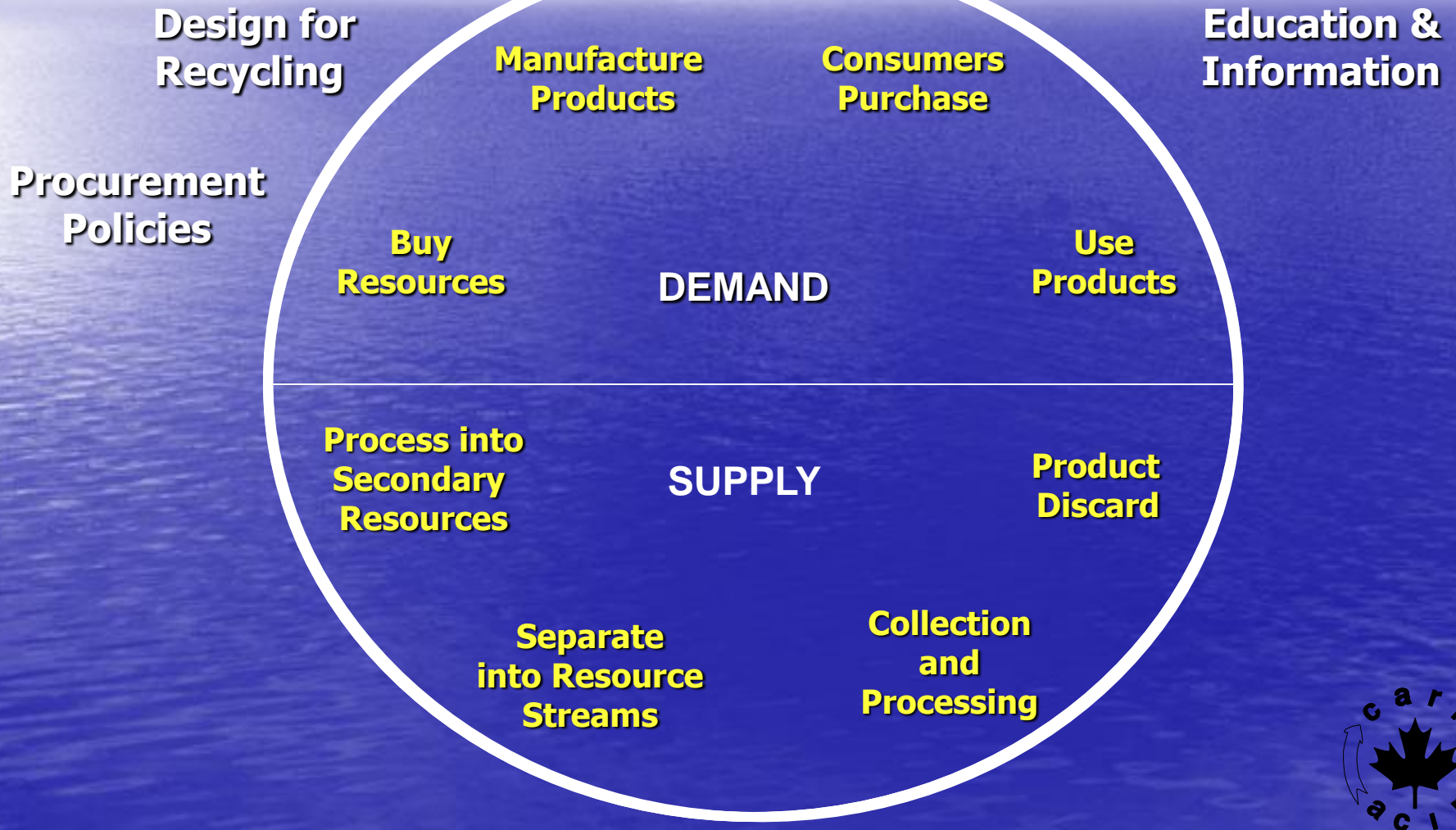
Stewardship: An Opportunity Missed

Demand-Side Enhancers

- Procurement policies
- Education
- Information
- Design for Recycling



Stewardship: An Opportunity Missed



Stewardship: An Opportunity Missed

Curtailing e-waste begins with company designers

Aug. 8, 2011: When Obama administration officials announced the recommendations in the long-awaited report on electronic waste management, electronic giants Sprint Nextel Corp. and Dell Inc. were on hand to reaffirm their commitment to designing "greener" products.

As part of the national strategy to manage e-waste, the report said sustainable electronics should include more recycled materials, fewer hazardous and virgin materials, and the items should be built in a way for maximum recycling recovery. [...]

"Manufacturers only respond to the requests they receive," Sprint's [representative] said. "They are able to respond to greener requests as they come in. The key has been, up until recently, they haven't had a significant demand for that to happen."

WASTE & RECYCLING NEWS



Stewardship: An Opportunity Missed

Conclusion

EPR and stewardship programs would be valuable tools if they were properly focused — especially on D4R — with the relevant expertise being applied in the appropriate areas.

