

Product Stewardship is Good for Business

Resa A. Dimino

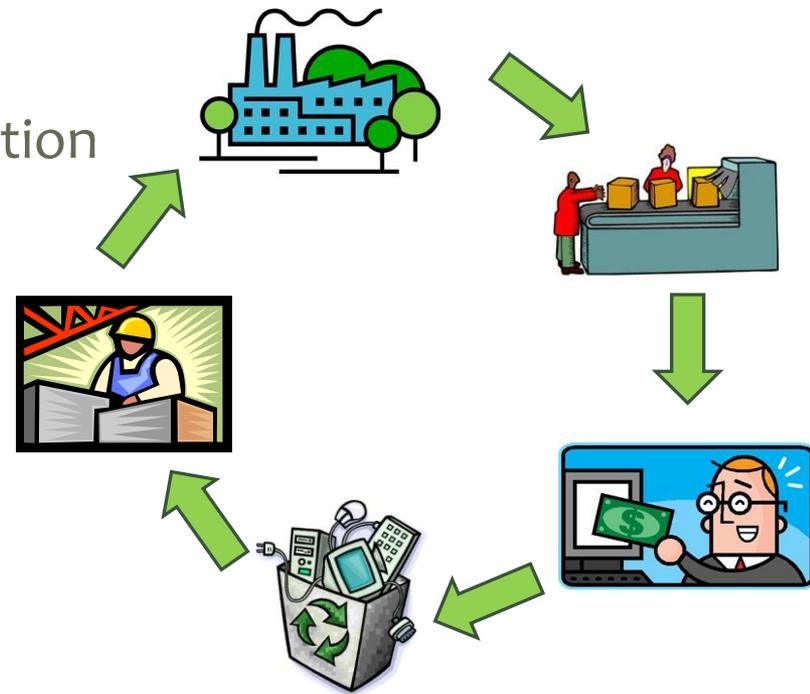
Recycling & Sustainable Materials Management
Policy & Planning Services

CT Materials Management Summit
March 22, 2012

The Business Case for Product Stewardship

- * Product Stewardship

- * improves the bottom line
- * has minimal government intervention
- * levels the playing field
- * helps make businesses green
- * Helps make green businesses



Product Stewardship = Business Development

Business development opportunities include:

- * Collection
- * Materials processing
- * Reuse/Remanufacturing
- * Use of recycled feedstock in manufacturing
- * Sales of recycled products
- * Stewardship program management



Product Stewardship = Market Development

- * Take back = consistent supply of materials
- * Consistent supply of materials = market development opportunity
 - Container deposit systems led to the birth of the plastics recycling industry & growth of glass and aluminum recycling industries



Case Study: Xerox, Inc.

Xerox business model = voluntary product stewardship

- * Results:

- * 90% of products designed for remanufacturing
- * Reduction/recycling of 1.5 million lbs/year
- * \$20 million/year in savings



Case Study: WeRecycle! LLC

- * ~20 jobs added in CT facility since law came into effect
- * ~50 jobs added in NY operations since April 1 effective date
- * Variety of job titles and skill levels – materials handlers, drivers, analysts, technicians, etc.
- * Living wage jobs with full benefits



Thank you!

Resa A. Dimino

Recycling & Sustainable Materials Management
Policy and Planning Services

resa.dimino@gmail.com

(518) 249-3824