

Carpet Stewardship in the U.S.

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Who is the Product Stewardship Institute?



Global Product Stewardship Council
(PSI represented on Board of Directors)

- **Nonprofit** founded in 2000
- **Memberships**
 - ✓ 47 States
 - ✓ 200+ Local gov'ts
- **Partnerships (95+)**
 - ✓ Companies
 - ✓ Organizations
 - ✓ Universities
 - ✓ Non-US Governments
- **Board of Directors:** 7 states, 4 local agencies
- **Advisory Council:** Multi-stakeholder (14 members)



Carpet: What's the Problem?

- **3.46 million tons generated** in the U.S. (2010)
- 8.9% **recycled** in the U.S. (2010)
- Bulky, heavy ➔ **costly** to handle and manage
- Made of 45% **nylon**, 15% **polypropylene**, 10% **polyethylene terephthalate (PET)** ➔ difficult to separate fibers for recycling
- Lack of markets for polyester (majority of carpet)
- Lack of recycling infrastructure
- Lack of awareness that carpet can be recycled

Source: U.S. EPA Municipal Solid Waste Generation Recycling and Disposal in the U.S., 2008



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Carpet Recycling + Climate

- Recycling one ton of used carpet reduces greenhouse gas (GHG) emissions between **4,900 and 5,200 lbs of carbon dioxide equivalents (eCO₂)**
- Using scrap carpet instead of coal in industrial boilers reduces GHG emissions by **3,800 lbs of eCO₂**
- Hauling and landfilling carpet **increases GHG emissions** by 78 lbs eCO₂
- Carpet **fourth** in terms of GHG reduction potential in an EPA Region 10 study, behind only food scraps, cardboard, and office paper

Thus, recycling reduces the impact on climate change!

Source: Environmental Impacts from Carpet Discards Management Methods, April 2010



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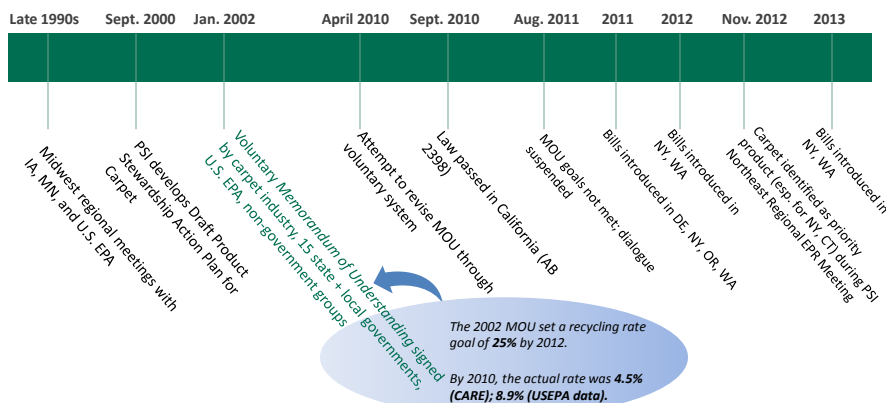
Why EPR for Carpet is Needed

- EPR **incentivizes manufacturers** to design products that have greater post-consumer value
- State/local governments **≠ sustainable funding**
- Will boost carpet recycling (increased supply)
- **Potential value of EPR for carpet:**
 - \$346 million to \$1.7 billion (if all carpet recycled)
- More recycling jobs



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Carpet Stewardship Timeline



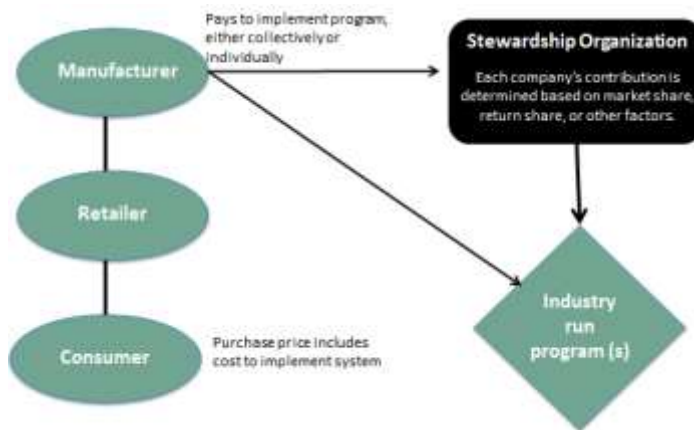
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Carpet Legislation



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What might EPR for Carpet Really Look Like?



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California AB 2398

- Carpet stewardship legislation
- Applies to carpet and carpet tile
- Signed into law September 30, 2010
- Implemented July 1, 2011
- Goals:
 - Increase recyclability, recycling, and reuse of carpets
 - Spur market growth of products made from post-consumer carpet
 - Increase diversion of post-consumer carpets from landfills



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How California AB 2398 Works

- CARE currently serves as the “Carpet Stewardship Organization”
 - Acts on behalf of manufacturers to create, submit, and manage a stewardship program
- Government provides oversight
 - Reviews/approves stewardship plans
 - Reviews CARE annual reports, monitors progress
 - Can issue fines for noncompliance



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How California AB 2398 Works

- Consumers pay \$0.05/sq. yd. assessment fee (visible on receipt)
- CARE uses funds to pay carpet processors and CalRecycle for oversight/enforcement
- Incentives paid to carpet recyclers based on output



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What to Do Before Laws Get Passed

- Consider pursuing **other policy options** ➔
 - Carpet **disposal bans**
 - Recycled **content standards**
 - Environmentally preferable **product procurement**



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Thank you!

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