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
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