

SWANA Southern California Workshop

Building California's Circular Economy

CalRecycle Director
Zoe Heller





Factories

Hauling Diesel Trucks

Cars and Trucks

Trash in Landfills & Seas

DISPOSABLE ECONOMY





A man wearing a white t-shirt, blue shorts, sunglasses, and a blue visor is walking towards the camera. He is holding a small white plastic bag in his right hand.



Zero Waste Plan

California's Blueprint for a Waste-Free Future

- Build on what works
- Address current gaps
- Circular solutions for diverse communities

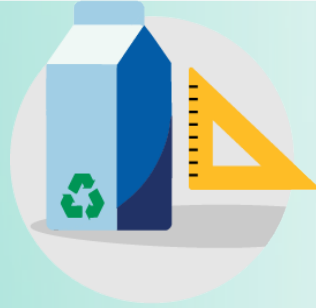
Public Engagement Underway

- Recent webinar and survey
- More to come



Extended Producer Responsibility

Design for recyclability



Convenient Collection



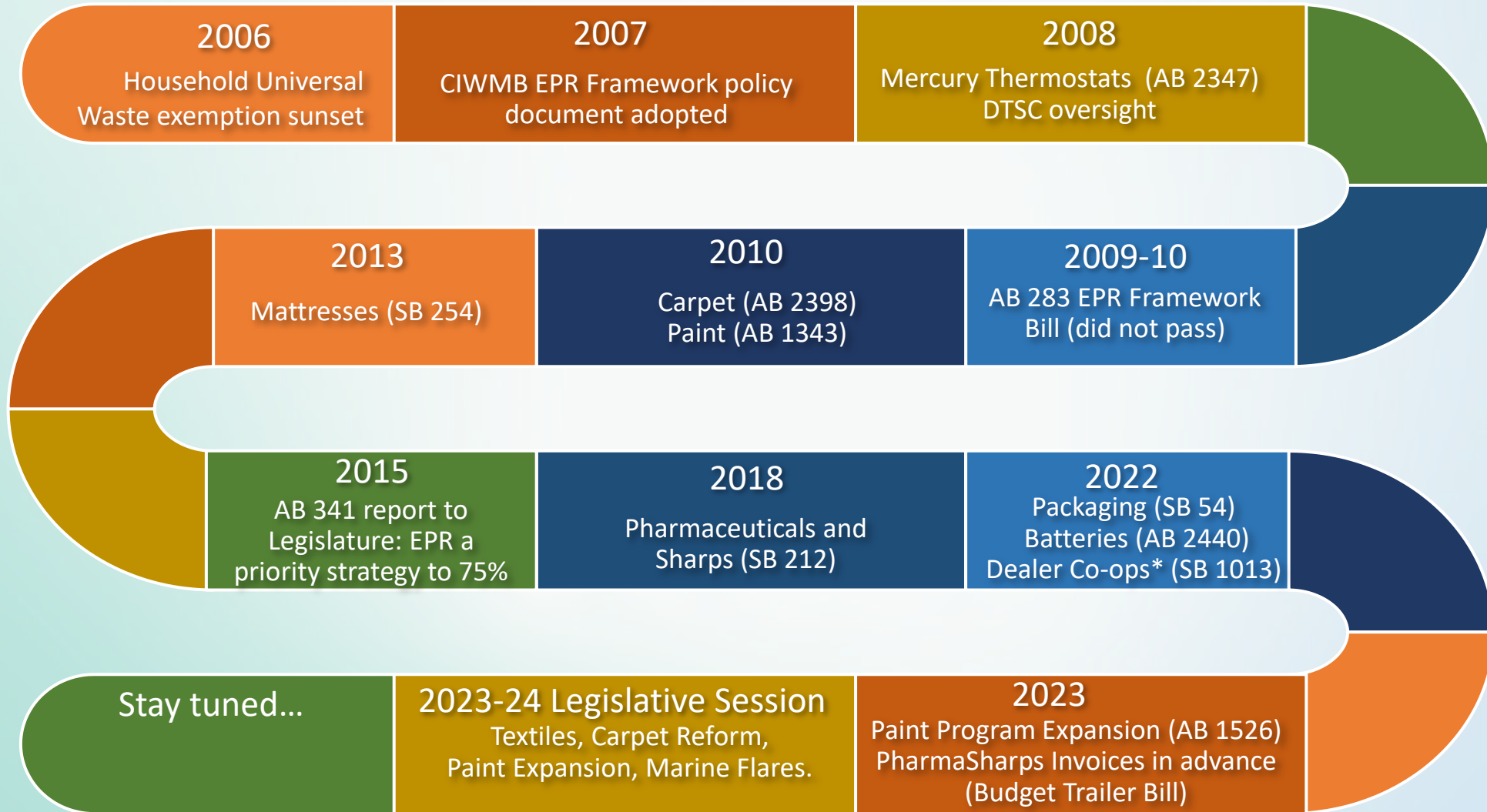
Material Management



Essential Characteristics

- ✓ **No single way to “do” EPR**
- ✓ **Industry-run**
 - Government oversees/enforces law
 - Producers implement the program, including collecting and managing funds
- ✓ **Not prescriptive in program design**
 - Government sets parameters, and allows flexibility for industry to determine the most cost-effective solutions within those parameters

Evolution of EPR Laws in California



Extended Producer Responsibility



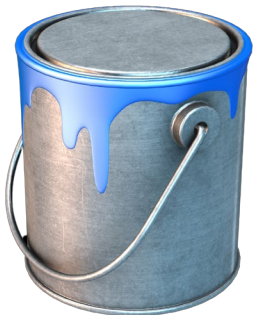
Carpet

1 billion lbs. collected



Mattresses

11 million mattresses collected



Paint

34 million gallons collected



Pharmaceuticals and Sharps

1 million lbs. collected

Key Components of EPR Laws Include:

- Roles and responsibilities of regulated entities
- State agencies with authority
- Enforceable performance standards
- Stewardship plan requirements
- Recordkeeping, auditing and reporting requirements
- Consequences that motivate compliance



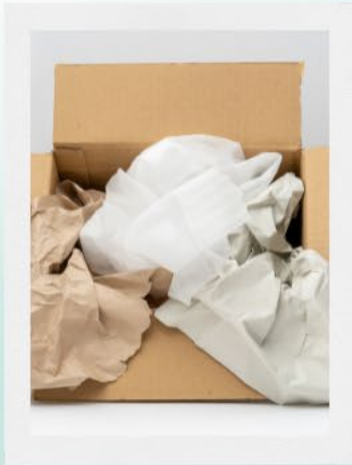
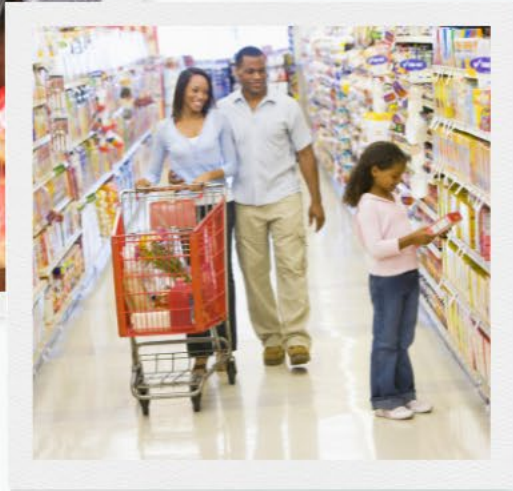
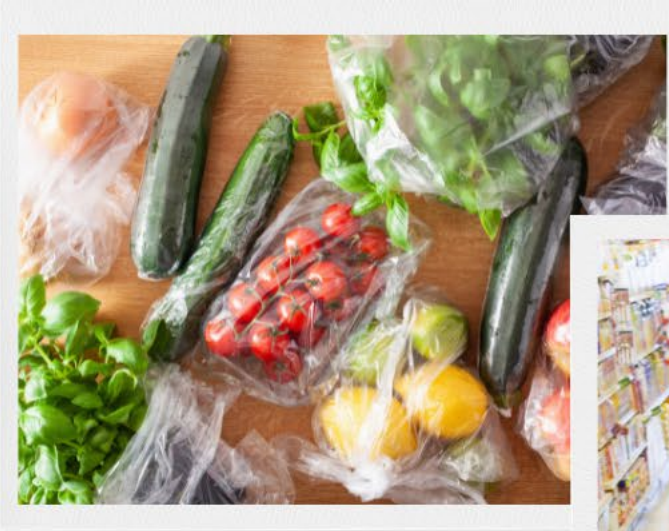
Plastic Pollution Prevention and Packaging Producer Responsibility Act (SB 54)

Producer Requirements:

- 25% reduction of plastic covered materials sold in California
- 65% of plastic covered materials recycled
- All single-use packaging and plastic food service ware 100% recyclable or compostable

Producers to pay \$5 billion by 2037

- State-managed fund
- Address impacts of single-use plastics on communities and the environment





Battery Recycling Reforms

- Californians use over 800 million batteries each year**
- Illegal battery disposal causes fire dangers
 - Increased costs to local governments and residents
 - Valuable materials can be reused or recycled

ReGen Monterey





From Waste to Resource

Batteries Contain Valuable Materials

- Aluminum
- Cobalt
- Copper
- Graphite
- Iron
- Lithium
- Manganese
- Nickel

Economic Benefits of Fully Circular Economy

- \$140 billion in economic growth in California
- 120,000 new jobs in California



Organics Recycling and Food Recovery

- 78% of jurisdictions report collection programs
- 100% report unsold food recovery program expansion
- 203,000 tons of food rescued in 2022 (338 million meals)

\$487 million in support for organics recycling and unsold food recovery





COMPOST

Beverage Container Recycling Program Reforms

Over 500 billion containers recycled

- CRV expanded to include wine, liquor and large juices
- 1 billion more containers each year

Modern Redemption Methods

- Reverse vending machines
- Mobile recycling sites
- Bag drop-off redemption





Equity and Environmental Justice

CalRecycle integrates equity and environmental justice in our work by:

- Engaging with affected communities
- Ensuring equity in decision-making processes
- Empowering all voices in building a waste-free future

CalRecycle's Role in Disaster Debris Removal

CalRecycle mission tasks since 2007:

- 60+ disaster cleanups
- 23,000 properties cleared

Helping Californians Recover and Rebuild

- Protect health and safety of Californians and their communities
- Recover as much material as possible for reuse and recycling





Working Together for a Waste-Free Future

Extended Producer Responsibility

- Industry accountable for their products

In-state recycling and remanufacturing

- Infrastructure investments

Zero Waste Plan

- Implement a truly circular economy

SWANA Southern California Workshop

Building California's Circular Economy

CalRecycle Director
Zoe Heller

