



Public Forum: *The End of Waste* Saturday, October 3, 2009 7-9 p.m.

Macalester College, Smail Gallery (Olin-Rice Science Center)
1600 Grand Avenue

Waste has become institutionalized in our society. It has become embedded in our communities so that we see it as a normal part of daily life. Our tolerance of wasting has grown to the point where we not only take waste for granted as inevitable, but actively plan for its growth. Some are now seeing municipal waste as a “renewable resource”, a replacement for declining fossil fuels to power our economy. *But there is a better way: **waste is completely preventable.***



Eureka Recycling, Minnesota’s zero-waste nonprofit, is working in partnership with the Product Policy Institute to build local public support for **extended producer responsibility**, which makes producers responsible and accountable for producing better products and less waste.



Extended Producer Responsibility (EPR), also referred to as Product Stewardship, is an approach that shifts responsibility for the recycling, composting, or safe disposal of products and packaging to those who design, market and profit from them: the producers. This shift makes it possible to completely empty our trash can of the “toughest” trash. Together we can transform our throw-away society into a zero-waste society!

On Saturday October 3, Helen Spiegelman, a community activist and waste policy analyst from Vancouver, British Columbia, will speak about the concept of Extended Producer Responsibility (EPR). EPR is a critical component of the Zero Waste movement that is revolutionizing waste policy by shifting the focus from *waste management* to *waste prevention*. British Columbia has the most advanced EPR legislation in North America, but their experience highlights the importance of full community engagement if EPR is to achieve its potential. She and a panel of experienced community activists will explore how citizens can effectively engage in the shift to EPR and create a Zero Waste future.

SPONSORS:

- Eureka Recycling
- Macalester College Sustainability Office
- The Healthy Legacy Coalition
- University of Minnesota Institute on the Environment

PANELISTS:

- Helen Spiegelman, *Product Policy Institute & Zero Waste Vancouver*
- Susan Hubbard, *Eureka Recycling*
- Lynne Pledger, *Don’t Waste Massachusetts*
- Tim Smith, *Initiative for Sustainable Enterprise, Institute on the Environment*
- Kathleen Schuler, *Healthy Legacy Coalition & Institute for Agriculture and Trade Policy*

LOCATION:

Macalester College
Smail Gallery, Olin-Rice Science Center
1600 Grand Avenue

[Directions & Parking](#)

Please park in designed Macalester College lots.
Permit parking is not enforced.

Please RSVP by September 30

to Jim Parker at jimp@eurekarecycling.org
or 651-222-7678. Learn more about producer
responsibility in the Twin Cities at
www.eurekarecycling.org.

Panelist Bios

Helen Spiegelman (Vancouver, BC) is co-founder and Board President of the Product Policy Institute. She worked with citizens and local governments in British Columbia to build the political support that resulted in the most advanced and comprehensive EPR program in North America. She is currently spearheading a new civic organization, Zero Waste Vancouver, that is functioning as a test laboratory for PPI to learn how to effectively engage citizens in local EPR campaigns.

Susan Hubbard (St. Paul, MN) is the co-president and one of the co-founders of Eureka Recycling, a Twin Cities based nonprofit corporation whose mission is to demonstrate that waste is preventable. Along with co-president Tim Brownell, Susan leads the organization in a variety of zero waste programs and services that aim to reduce waste through the redesign of goods and services, to recognize the resources in what we currently define as waste, and to inspire our community to rethink our potential to improve the quality of life through the preservation of our environment.

Lynne Pledger (Hardwick, MA) became engaged with waste management issues when a regional landfill tried to expand in her rural community. She serves on the national Sierra Club Zero Waste Team, is Chair of the Sierra Club's Massachusetts Chapter Zero Waste Committee, and is a co-founder of Don't Waste Massachusetts, an alliance of 35 environmental organizations supporting EPR and other waste reduction measures.

Tim Smith is the director of the Initiative for Sustainable Enterprise and a resident fellow and at the Institute on the Environment, whose research focuses on effectiveness of complex "green" messaging, including life-cycle assessment information and the development of sustainable product standards. He is an associate professor of corporate environmental management and bioproducts and biosystems engineering at the University of Minnesota.

Kathleen Schuler, (Minneapolis, MN) is a Senior Policy Analyst in the Food and Health Program at the Institute for Agriculture and Trade Policy. Kathleen, MPH, advocates for policies that protect human health and the environment from the toxic chemicals that contaminate our food system and our bodies. Kathleen is also Co-Director of Healthy Legacy, a Minnesota-based campaign that advocates for public policies and business practices that focus on safer products and safer production methods. In addition to policy advocacy, Kathleen provides information for consumers, and has written a series of "smart" food guides about reducing chemical exposures from dietary sources. As a Bush Leadership Fellow in environmental health, she also studied at Boston University and worked with the Center for Health, Environment and Justice, where she wrote "Child Proofing Our Communities-Reducing Children's Environmental Risks."

