

Waste Futures Summit 2005
February 3, 2005
Corona, CA

Group: TRASH TERMINATORS

Session I – Challenges to Resource Management

Group first brainstormed about the challenges by first asking each participant to name one or more challenges:

- Apathy
- Lack of training
- Lack of public knowledge
- Economics (disposal emphasis)
- Lack of initiative/priority
- “Old school” behaviors
- Lack of enforcement (recycling) at all levels
- Lack of resources
- Commercial buy-in
- Economics – cheaper to throw away
- Convenience (Now too convenient)
- Lack of infrastructure locally especially for organics
- Availability for land/space

After discussion, the group decided on a top five challenges given local, regional, state and national priorities:

Top Five Challenges:

1. Resource management is not our nation’s priority
2. Economics of waste = convenience (throw away society)
3. Lack of infrastructure (training, land, resources, markets, etc)
4. Regulations (conflicts, wasteful subsidies, and lack of codes) & enforcement
5. Culture & education

Afterwards, J. Michael Huls presented the group’s positions to the combined groups.

Session II – What Actions Have to Be Taken to Overcome Barriers and Challenges?

Similar to the first session, each participant was asked to provide one or more actions that could be taken to overcome the top five challenges. The group spent some time discussing how difficult it was to pinpoint solutions as opposed to problems. There was discussion about the need to make some solutions local in origin, but with sustainable impact on state and national policies.

An immediate question was, “What are others doing?”

- Technology transfer is an important facet
- Need to know about technology in the State of California
- Other states
- Need for an “agency” or “entity” to consider alternatives
- Any tech transfer needs to be cognizant of transfer limitations due to regulatory, environmental, economics variations among geographic areas and cultures

- Entrepreneurial opportunity – Need to encourage economic development and enterprise to overcome barriers
- Need to know about RMDZ effectiveness, are they creating real jobs?
- Government intervention: education/training, seed capital, stream line permitting
- Agency cooperation important to eliminate conflicts
- More effective use of RMDZ
- More enforcement
- More education
- Other public systems are paid for without extra work such as electricity, water, etc:
 - ✓ PAYT (make refuse consistent with other utilities)
 - ✓ Recycling must be convenient but not too easy to assure some learning takes place
- Political will from leaders is needed
- Need for top down priority to spur local initiative
- So much packaging – need limits → producer responsibility → need national or state initiative
- Legislation to mandate producer responsibility (ala “seat belts”); in that case we were told that seat belts were too expensive, but time and practice proved that wrong
- Landfill surcharge to help pay for programs
- To address culture → enforcement & education start with school
- Activation – hands on source separation is vital – mandate at local level
- Consistent message and correct info & establish common industry goals
- Easier to motivate if goal oriented and simple value-added theme(s)
- “Zero waste” is not easily defined – we should use terms less extreme and more inclusive, such as
 - ✓ Recycle more
 - ✓ Leave less
 - ✓ Waste reduction
- Similar campaigning to “safety” and “no smoking”
- Constant messaging
- Advertising, and make community recycling easy and convenient
- Need to share burden of resource management among sectors (not just cities)
- Need to maintain AB939 but not new mandate on cities; rather business should be focus especially extended producer responsibility
- Need more resources

- Technology transfer
- City leadership set an example in recycling procurement
- Statewide recognizable leader

Three top solutions overall:

1. More education/awareness: top down, statewide, schools and locally within consistent and constant messaging
2. Government intervention: legislation, procurement, PAYT, priority to recycle
3. Product stewardship and economic incentives