

Not on Planet Earth – Group 4

Barriers

Barriers are grouped loosely into three areas: Education, technical, institutional, and economical

Started with group brainstorming of ideas

- Scavenging
- Contamination
- Lack of markets
- Communication city with business and vice versa
- Lack of funding for outreach programs
- Lack of resources, private and public
- Competing goals e.g., AQMD, CIWMB re compost regs
- Lack of political support(s)
- Contradictory regulations, that are overly restrictive
- Resistance to change – social behavior
- Lack of level playing field
- State agency doesn't follow own state laws, no immediacy of goals
- Lack of corporate (mfg responsibility)
- Lack of mfg standardization for recycling
- Lack of legislative drivers
- Too much federal subsidy for waste

After study, we selected the following top five

1. **Lack of communications among stakeholders**
2. **Regulatory conflicts**
3. **Lack of education**
4. **Lack of political support at the local level**
5. **Reconcile mfg responsibility (bottom line) with environmental responsibility**

Solutions

We listed the top five barriers and identified solutions to each. After discussion, we crafted final set of five solutions. For each barrier, a preferred solution is emboldened.

1. **Lack of communications among stakeholders**

- Legislators need to communicate more effectively with constituents
- Pool our resources to promote environmental values to constituencies
- Need effective integration of all enviro-interests in gov't and business (used oil model)
- **So Cal needs SCAG/San Diego participation to promote recycling**
- Need for more effective messaging

2. **Regulatory conflicts**

- More effective take back legislation eg cell phone law
- **Mandatory arbitration by super agency to negotiate environmental regs and laws re composting**
- Re watermasters, mediate competing interests
- **Group letter to Gov that we need arbitration on regulatory conflicts if Cal EPA is not consolidated**

“Combo solution”

3. Lack of education

- **State educational Board directive to implement recycling curriculum**
- Local government/business partnership ala SBBEC with local schools and school advocates
- Adult education for better parent-child recycling development

4. Lack of political support at the local level

- See solution #1

5. Reconcile mfg responsibility (bottom line) with environmental responsibility

- SBBEC model – local summits on regular basis
- WRAP awards expansion
- Local gov't / Biz partnerships w/ Chambers and trade assns
- **Legislative initiative (EPR emphasizing reduced toxicity) but offer carrot**
- More buy recycled fairs to advertise recyclability
- More RMDZ in framework of RDAs, and more effective promotion of same

5th Solution

- **Local waste utilization – more emphasis on demand rather than supply mechanisms**