



2010 Program Highlights

Producer Responsibility for Fluorescent Lights



Washington residents had a big win this year with the passage of a producer responsibility law for mercury-containing lights. The result will be a recycling program for fluorescent lights from residents throughout the State. This landmark program will start in 2013 and be paid for by the lighting producers who make these products. This is only the second bill in the nation of its kind! Zero Waste Washington collaborated with diverse partners to develop bill language and to advocate for the bill's passage. Switching to energy efficient fluorescent lighting is an important step in conserving energy and reducing greenhouse gases. However, each fluorescent bulb and tube contains a small amount of mercury, a potent neurotoxin that needs special handling when discarded. The new producer-financed program for fluorescent lights will follow on the heels of the successful E-Cycle Washington program provided by computer and TV manufacturers (see below for more).

People Taking Action:

Building a Mandate for Producer Responsibility

Producer responsibility isn't exactly a household phrase - yet. But as soon as we describe what it's about, people often ask us what they can do to help! This year, Zero Waste Washington kicked off a strategic outreach campaign to spread the word about producer responsibility and ask residents to take action. We are especially reaching out to moms and youth (ages 15-25), and have already communicated with several thousand people. We've talked to people at events such as KUBE Summer Jam and Seattle Tilth's Harvest Fair. Many have pledged to try out the E-Cycle Washington program. And we are gathering signatures on our *Call for Producer Responsibility* asking manufacturers to be stewards of the products and packaging they make. The full *Call for Producer Responsibility* can be found on our website and is a great way for people to take a first step in support of this growing movement.

Continuing Success: Recycling TVs & Computers



In its second year of operation, E-Cycle Washington continued to recycle huge quantities of computers, monitors, and TVs. 39.5 million pounds were collected from residents, schools and small businesses in 2010, slightly outpacing 2009. That's roughly 2,200 units each and every day! And it's all paid for by the producers who make the computers and TVs. E-Cycle Washington is the result of one of the strongest electronics producer responsibility laws in the country, which was passed in 2006 after many years of tenacious work by Zero Waste Washington and our partners. The producers are using only recyclers who meet "preferred standards" developed by Department of Ecology, which helps keep toxic electronic waste from being shipped to developing countries.

Our New Name

Washington Citizens for Resource Conservation is now **Zero Waste Washington!** This marks a new chapter in our 25-year history: An opportunity to engage in fresh conversations about solutions to the tough problems generated by the “stuff” we all use. We hope our new name will distinguish us from other conservation groups, better reflect our vision, and increase excitement about our cutting-edge work by presenting a clear and exciting vision that engages many more people to our cause. With this name change, we clearly state our intention to go beyond recycling toward an even more comprehensive and responsible approach to “stuff.” Waste prevention and producer responsibility are critical parts of the zero waste equation. We take it as an excellent sign that within days of announcing our new name, we were invited to speak on a national conference call about product stewardship and the drive to zero waste.

Along with our name change, we launched a new website filled with campaign updates, zero waste resources, and ways to get involved. This year, our board and staff also engaged in a strategic visioning and program planning process. And two interns joined our team in October. We see these changes as critical to building Zero Waste Washington’s capacity. By putting energy into the health of our organization, we’re building a stronger base from which we will be even more effective in the work we do.

Medicine Return Bill & Other 2010 Legislation

Zero Waste Washington advocated for two cutting-edge producer responsibility bills this year. There was a big win with the passage of the fluorescent lighting bill (see above). However the *secure medicine return bill* did not pass - despite a strong team concerned about pollution of our waterways, prescription drug abuse, and accidental poisonings. Zero Waste Washington will continue to support this bill, which requires drug producers to provide and pay for the secure collection and disposal of unwanted medicines from households.



Zero Waste Washington continues to join with 25 leading environmental groups that work together to establish and pass several *legislative priorities* each year. The 2010 priorities included the Safe Baby Bottle Act (which successfully passed), the Working for Clean Water bill (which did not), and Sustaining Environmental Protections in the Budget.

In 2010, Zero Waste Washington testified in support of *Seattle’s yellow pages phonebook opt-out registry*. In addition, Department of Ecology is looking at *existing solid waste management laws* in Washington to see if they can improve the statutory infrastructure to better serve the needs of today and the future, and Zero Waste Washington provided input.

Your Voice for Zero Waste

Zero Waste Washington continued to represent the public on the State Solid Waste Advisory Committee, which addresses recycling and waste reduction issues that are pertinent statewide, and was active on a subcommittee on solid waste financing. We also participated on the King County Solid Waste Advisory Committee. Zero Waste Washington collaborated on various projects with the Northwest Product Stewardship Council and participated on the Electronics TakeBack Coalition’s Policy Committee.