



## Register Today for PSI's Packaging Call Series!



The [\*Product Stewardship Institute \(PSI\)\*](#), in partnership with the [\*National Recycling Coalition\*](#), is launching a technical conference call series to better understand key issues pertaining to the reduction, reuse, and recycling of packaging and printed materials. PSI will be conducting **three two-hour calls that build on each other** to help participants develop an understanding of the problem, goals, key barriers, and priority solutions. We will **explore all viable strategies, including both voluntary and legislative**, to work toward a comprehensive approach to materials reduction, reuse, and recycling.

These **highly interactive calls are open to all interested parties**, and will provide an easy way for participants to quickly get up to speed on all current initiatives, and to jointly discuss which strategies might lead to maximum recycling of all material types.

**Register today to engage in this important "work group" discussion, for less than a cost of a plane ticket and from the comfort of your own office!**

See more on the [PSI website](#).

### Packaging Conference Call Topics:

- [Call #1: Packaging and printed materials in the U.S.: What's the problem? What are the opportunities? What do the data say?](#)
- [Call #2: Goals for increasing material recovery and barriers to achieving them](#)
- [Call #3: Key Strategies - voluntary and regulatory approaches](#)

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## Call #1: Packaging and printed materials in the U.S.: What's the problem? What are the opportunities? What do the data say?

Tuesday, July 10, 2012  
2:00-4:00 PM ET/ 11:00 AM - 1:00 PM PT

Packaging and printed materials represent about 40 percent of the U.S. municipal solid waste stream. Some stakeholders (e.g., government officials) see a stagnant recycling rate, gaps in collection and processing infrastructure, unsustainable costs for local governments, wasted resources, and lost domestic recycling jobs and industries. Others (e.g., waste management industry) point to significant improvements in recycling and steady progress. This data-focused call will examine the different perspectives of stakeholders about how to characterize the state of recycling for packaging and printed materials in the U.S. The call will also explore reasons why the municipal financed recycling system is under-performing. For more information, visit [PSI's website](#).



### Additional Information

- [Call Moderator/Panelists and Key Information](#)
- [Comprehensive Call Agenda](#)

## Call #2: Goals for increasing material recovery and barriers to achieving them

Wednesday, July 25, 2012  
12:00-2:00 PM ET/ 9:00 AM - 11:00 AM PT



Many companies, industry associations, and government agencies have announced specific goals related to the reduction, collection, reuse, recycling, and recycled content pertaining to packaging and printed materials. The purpose of this call is to learn about each group's publicly stated goals, how they arrived at their goals, how they plan to achieve those goals, and the barriers that each group perceives is preventing it from being successful. During the last part of the call, we will seek to develop a high-level consensus on joint goals. Prior to the call, PSI will provide participants with a summary of the baseline status, goals, and major perceived barriers for key stakeholders. For more information, visit [PSI's website](#).

### Additional Information

- [Call Moderator/Panelists and Key Information](#)
- [Comprehensive Call Agenda](#)

## Call #3: Key Strategies - voluntary and regulatory approaches

Thursday, August 2, 2012  
1:00-3:00 PM ET/ 10:00 AM - 12:00 PM PT

A number of existing initiatives focus on improving the recovery of packaging and printed materials in North America, ranging from purely voluntary strategies (e.g., pilot projects, educational strategies, and consumer incentives) to regulatory initiatives (e.g., pay-as-you-throw, disposal bans, recycling mandates, recycled content standards, and Extended Producer Responsibility). We will hear brief updates from key participants in these initiatives, including the progress made to date, the strategies they use to address key barriers to achieving their goals, current progress, and the potential to scale up the effort. PSI will also facilitate discussion among participants about priority strategies to build a comprehensive approach to meeting over-arching goals, and will explore opportunities for coordinating the various strategies. For more information, visit [PSI's website](#).



#### Additional Information

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### Packaging Call Fees and Registration Information

- The packaging call series is **FREE** for PSI Full Members and Sustaining Partners
- PSI Partners pay **\$280** for the 3-call series (per individual)
- Affiliate and Non PSI Members/Partners pay **\$375** for the 3-call series (per individual)

**Registration is available for 3-call packages, not for individual calls. Registration includes access to all three calls, background and follow-up materials, and call recordings. These two-hour “work group” calls are much more than webinars, but an opportunity to actively engage and directly influence policy and programs.**

**[REGISTER NOW](#)**

### About the Product Stewardship Institute

For the past 11 years, PSI has facilitated numerous large meetings and hundreds of conference calls with multiple stakeholders aimed at unifying groups to reduce the health and environmental impacts from products and packaging. We believe that the viewpoints of all key stakeholders must be integrated to establish the most durable solutions, and that discussing the most difficult issues offers the greatest opportunity for progress. Our membership consists of 47 states and over 200 local governments, and we have strong relationships with thousands of government officials working on product stewardship. We also have over 75 partnerships with companies, organizations, universities, and non-U.S. governments, and we have a 14-member industry and academic advisory council.

PSI has established voluntary solutions (e.g., Staples computer take-back pilot project that expanded nationally; voluntary recycled paint standard that has expanded the market for recycled latex paint; expansion of nationwide voluntary thermostat take back program to municipal, retail, and contractor locations; and consumer behavior change strategies to reduce the over-purchase of paint). We have also developed model EPR legislation and have deep knowledge of other regulatory programs, such as disposal bans, pay-as-you-throw systems, and recycled content standards. Our experience suggests that conversations about solutions must include voluntary and regulatory strategies.