



## **Making the Most of GlobalPSC Membership**



## Benefits of GlobalPSC Membership

Diverse international network of experts

Create capacity to lead on product stewardship

Access independent, objective information online

Input on GlobalPSC policies and programs

Invitation-only events

Discounts on events and webinars

Visit <http://www.globalpsc.net/register-now/> to utilise our online international currency converter and to become a GlobalPSC member

## Coverage

Over 40 members based in 11 countries

Presentations in Europe, China, US, Canada, Australia, New Zealand

LinkedIn Public Group – over 900 members from 44 countries

470 Likes on Facebook

370 followers on Twitter

Google “product stewardship” – high rankings



Sustaining Corporate Members Include



Corporate Members Include





## Government Members Include



Ministry of  
Environment



**Government of South Australia**  
Zero Waste SA

## Organisation/Local Government/Industry Association/Other Members Include



Mai-Wel E-Cycling Services



# Advice and Facilitation

## Independent facilitation:

- ◆ batteries
- ◆ paint

## Independent, objective advice:

- ◆ Legislative testimony and public policy submissions
- ◆ Product Stewardship Legislation Stakeholder Reference Group
- ◆ National Caucus of Environmental Legislators
- ◆ Product Stewardship Advisory Group
- ◆ Battery Implementation Working Group



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## Research Themes Examined

Roles of voluntary, co-regulatory and regulatory programs

The case for voluntary paint stewardship

Making meaningful comparisons between electronics product stewardship programs

Global packaging stewardship overview

Product stewardship opportunities for the waste and recycling industries

Harmonisation

Roles of local governments in product stewardship and producer responsibility programs

# Event Promotion

Member / sponsor promotion at each speech or event

Highly regarded speakers with global perspectives on product stewardship & producer responsibility

Brochure distribution

Event staging / sponsorship / promotion

Case studies of members and programs

Speaking opportunities



 GLOBAL PRODUCT STEWARDSHIP COUNCIL

The Global Product Stewardship Council is an independent, non-profit incorporated association dedicated to understanding and advancing the principles of product stewardship

Product stewardship is an environmental management strategy guided by the principle that whoever designs, produces, sells or uses a product takes responsibility for minimising that product's environmental impact.

[www.globalpsc.net](http://www.globalpsc.net) |  GlobalPSC |  @GlobalPSC |  Global Product Stewardship Council Public Group

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# Cross-Promotion

## Electronics Recycling Asia November 13 -16, 2012, Guangzhou, China

Posted by [GlobalPSC](#) on [Events](#) at 12:04 am, July 23rd, 2012

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电子电器废料循环利用亚洲论坛

Electronics Recycling Asia

November 13 -16, 2012, Guangzhou, China

Conference, exhibition and plant tours organized by World Recycling Forum

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Electronics Recycling Asia  
November 13 - 16, 2012

电子电器废料循环利用亚洲论坛

Electronics Recycling Asia

November 13 -16, 2012, Guangzhou, China

Conference, exhibition and plant tours organized by World Recycling Forum

The Global Product Stewardship Council has been invited to speak at the Electronics Recycling Asia event November 13 – 16, 2012 in Guangzhou, China, and is partnering with event organisers.

During the conference, leading recycling experts from around the world – including manufacturers, collectors, processors, steelmakers, legislators and policy-makers – will meet to discuss:

- Opening ceremony with keynote speakers
- Panel discussion with industry leaders: "How rare is rare earth really?"
- Today's cutting edge recycling technology
- New frontiers of recycling technology
- How to recycle strategic metals out of E-scrap
- E-scrap country reports
- E-scrap collections: The data
- How to recycle lamps and other mercury containing waste
- E-scrap in Asia: Reports from the biggest players

**Simultaneous translation** into Chinese and English will be available. An exhibition area is integrated into the conference facility, where vendors meet their clients. Furthermore a cocktail reception and a networking dinner offer an excellent atmosphere to get in touch with your business partners, friends and competitors.

The conference is a platform to exchange information, to meet new business partners and to get easy access to new potential clients.

- Asia's power has strong impact on the international recycling business
- Learn from the speakers and exhibitors of the conference
- Plant tours: You will have the chance visiting manufacturing and recycling companies within Guangdong province**
- Meet your clients and sell your services and products
- Get in touch with the players and also the new upcoming companies of Asia

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Tags: China e-waste, electronics, Electronics Recycling Asia, events, Global Product Stewardship Council, Guangzhou, product stewardship, recycling, World Recycling Forum

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463 people like Global Product Stewardship Council.

Great to have PlusBack as the latest Global Product Stewardship Council Corporate Member, providing rural product stewardship in Australia and New Zealand.

GlobalPSC Member

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- August 2012 (7)



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## Current / Planned Events

Conference on Canadian Stewardship, 16-18 September in Toronto, Canada

WasteMINZ Conference, 21-24 October in Rotorua, New Zealand

2013 Asia Pacific OH Conference + Exhibition, October 29 – 31 in Singapore

Electronics Recycling Asia, 12–15 November in Singapore

GlobalPSC Priority Product Stewardship Workshop, 18 November in Port Melbourne, Australia

Packaging Waste & Sustainability Forum, 4-5 March 2014 in Brussels, Belgium

## Members-only Access

GlobalPSC website

- Knowledge Base
- Forum

@TeamGlobalPSC Twitter for members

Newsletter updates with extra information accessed through login

Private YouTube postings

Invitation-only events

Representatives can be from any geographic location



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# Guest Blogs and Profiles with Thought Leaders



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## Reinventing Recycling in the U.S.: The Business Case for an Extended Producer Responsibility Model

Posted by [GlobalPSC](#) on [Guest Blogs](#) at 7:06 pm, July 18th, 2012 [0 Comments](#)

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*The Global Product Stewardship Council will periodically invite thought leaders on product stewardship and producer responsibility to contribute guest blogs. Our first guest blogger is Michael Washburn, Director of Sustainability at Nestlé Waters North America.*

Annual U.S. recycling rates have stagnated at an unacceptable—and unsustainable—33%.<sup>[1]</sup> Every year, valuable resources continue to pile up in landfills, logistics costs continue to rise and government recycling programs face deeper fiscal insecurities. Intensified by today's uncertain economic climate—not to mention the growing effects of climate change—it has become increasingly clear that recycling in the U.S. needs to be reinvented.

At [Nestlé Waters North America](#), the country's third largest beverage company, we are committed to advancing recycling policies to capture and reuse every beverage container produced. As a packaged goods company, driving a long-term recycling solution is our social and environmental responsibility. It also serves our business interests.

## Panasonic's Business Case for Product Stewardship

Posted by [GlobalPSC](#) on [Member Profiles](#) at 8:56 pm, August 1st, 2012

[1 Comments](#)

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In this video produced exclusively for the Global Product Stewardship Council, Steve Rust, Managing Director of [Panasonic Australia](#), discusses the business case for Panasonic's approach to product stewardship in Australia and internationally. Panasonic is a Corporate Member of the GlobalPSC and launched the video at the GlobalPSC's [Product Stewardship Implementation Workshop](#) in July 2012.



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# Member Profiles

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Profiled at


[www.globalpsc.net/category/member-profiles/](http://www.globalpsc.net/category/member-profiles/)

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## GlobalPSC Corporate Member Profile – Call2Recycle


Posted by GlobalPSC on Member Profiles at 7:34 am, August 31st, 2012 [Comments](#)

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Call2Recycle is the only no cost rechargeable battery and cellphone collection program in North America. Since 1996, Call2Recycle has diverted over 70 million pounds of rechargeable batteries from the solid waste stream and established a network of 30,000 collection sites throughout the U.S. and Canada. Advancing green business practices and environmental sustainability, Call2Recycle is the most active voice promoting eco-safe reclamation and recycling of rechargeable batteries and cellphones. It is the first program of its kind to receive the Responsible Recycling Practices Standard (R2) certification, as well as e-Steward recognition from the Basel Action Network (BAN). Founded in 1994, Call2Recycle is operated by the Rechargeable Battery Recycling Corporation (RBRC), a non-profit organization funded by product manufacturers across the globe committed to environmentally-sound recycling of rechargeable batteries and cellphones. [These manufacturers](#) place the RBRC recycling seal on their rechargeable products and batteries, informing users that they are recyclable.

### How Call2Recycle Recycles Batteries



Tags: BAN, Basel Action Network, batteries, Call2Recycle, Canada, cell phones, certification, Corporate Member, e-Stewards, Global Product Stewardship Council, GlobalPSC, membership, mobile phones, North America, R2, RBRC, rechargeable, Rechargeable Battery Recycling Corporation, recyclable, recycling, Responsible Recycling, sustainability, US

Leave a Reply



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# Banners in Rotation – Home and Members Pages

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members include:



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members include:



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Local Government  
members include:



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# Online Promotion

Share info:

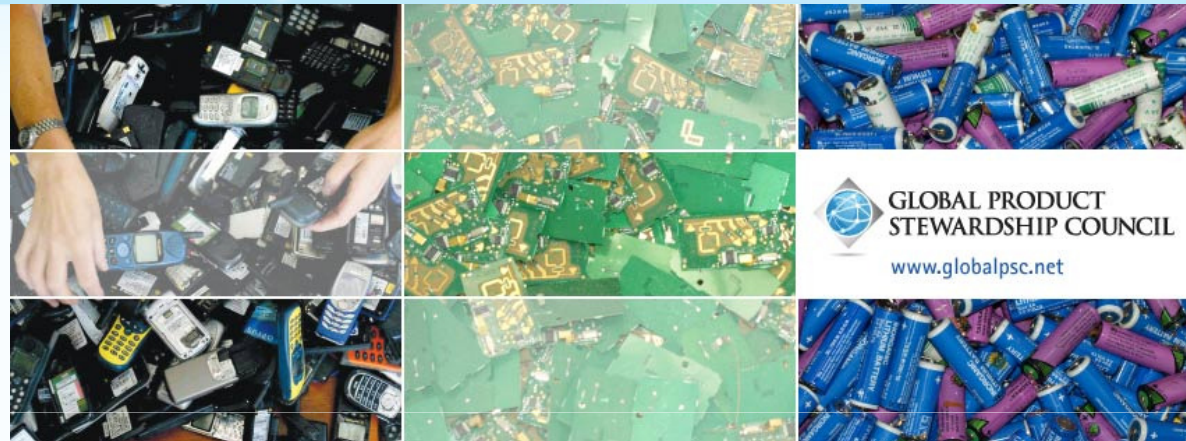
- Twitter

- Facebook

- Public Group on LinkedIn

- private YouTube postings

- public YouTube channel [www.youtube.com/user/GlobalPSC](http://www.youtube.com/user/GlobalPSC)



## Discounted Rates for Certain Events & Memberships

Discounts for webinars and certain events are available and proportional to membership level.

20% discount on GlobalPSC memberships for current partners of the Product Stewardship Institute. Current GlobalPSC members are also entitled to a 20% discount when joining PSI.

- Applies to new or renewing members



# Keep Your Information Current

Keep designated representatives' contact details updated by logging in to your user profile

Provide logo (as .eps or high-resolution .jpg) & organisation description for members' slides, brochure and profiles

Make sure we have your social media details

Let your designated representatives know of the resources available to them & ask them to follow us

Notify GlobalPSC of upcoming programs or events and add us to distribution lists

Add the domain [globalpsc.net](http://globalpsc.net) as an approved email sender



# Ask the GlobalPSC for Assistance

Facilitation

Expert testimony

Program information

Policy overviews

Presentations for events or webinars

Feedback on programs / stakeholder consultations



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