



NATIONAL
STEWARDSHIP
ACTION COUNCIL

ADVOCATING FOR A CIRCULAR ECONOMY

“Flushable” Wipes Legislation & Other Wastewater Work

Bay Area Pollution Prevention Group (BAPPG)

December 1, 2021

NSAC'S VISION: The United States attains a circular economy.

NSAC'S NEW TAGLINE: Advocating for a Circular & Equitable Economy.

Who is NSAC?



The National Stewardship Action Council (NSAC) is a 501(c)4 non-profit organization. NSAC is a network of committed proponents comprised of governments, non-government organizations, businesses, and consumers who advocate that producers fairly share responsibility in a circular economy.

Vision: The United States attains a circular economy.

Mission: Collaborate with public and private stakeholders to advance product stewardship and extended producer responsibility.



2019 NSAC Presentation to the Environmental Council of the States in Washington D.C. L to R: Liesl Eichler Clark, Director of State of MI Dept. of Environment, Barry Preen, Acting EPA Administrator, Heidi Sanborn, NSAC.

What is a Circular Economy?

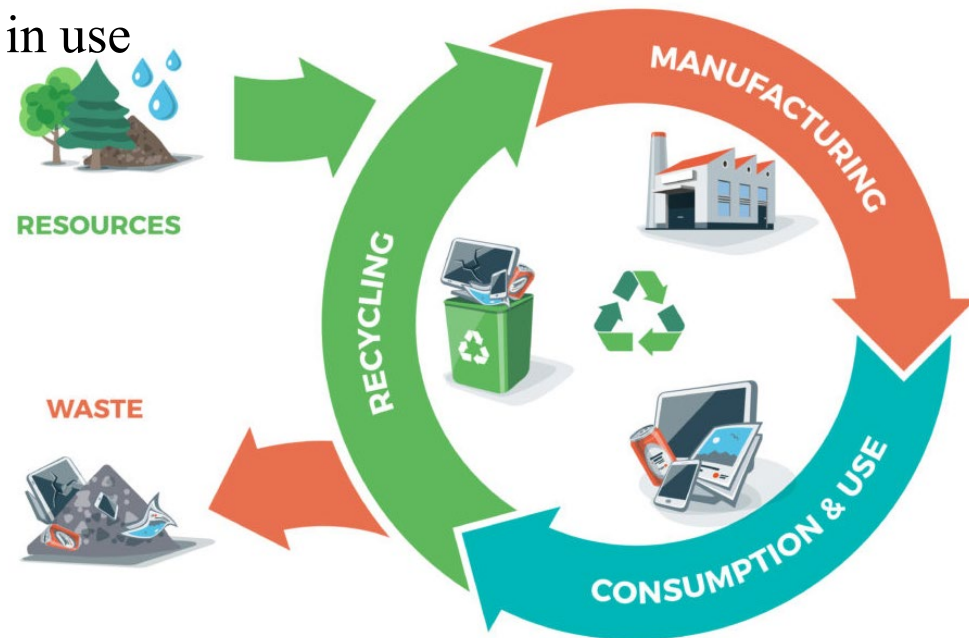
Multi-faceted with a focus on producers embracing sustainable design, using regenerative materials and collecting end of life products and materials for continuous use in the economy.

It is based on three principles:

1. Design out waste and pollution
2. Keep products and materials in use
3. Regenerate natural systems



**ELLEN
MACARTHUR
FOUNDATION**

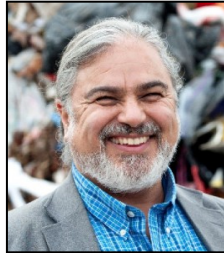


NSAC Board/Organization

10 Board Members, 5 women, 4 BIPOC



David Stitzhal
President
Full Circle
Environmental



Tim Goncharoff
Vice-President



Patty Garbarino
Treasurer
Marin Sanitary
Service



Constance Hornig
Secretary
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Maia Corbitt,
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Rubi Rajbanshi
Terrascope
Consulting



Chris Ripley
Smarter Sorting



Michael Simpson
City of Los
Angeles



CA Foundation for Environment & Economy (CFEE) Study Trips



**Vancouver/Toronto
September 2021**

*Heidi Sanborn, Senator Ben Allen, Jordan Wells,
Tina Andolina, Assemblymember Cottie Petrie-
Norris, Assemblymember Laura Friedman,
Assemblymember Luz Rivas, Mark Kurschner with
Product Care*



Statewide Commission on Recycling Markets and Curbside Recycling



- 30 policy recommendations
- Truth in Labeling
- Led to Circular Economy bill package



***CA Lawmakers Propose Package of
New Laws Tackling Plastic Waste Reduction***

Sacramento, CA – While celebrating advocacy for protection of natural resources during Ocean Day at the State Capitol, legislators announced a package of bills to address the mounting waste crisis affecting California's coastline, landfills, and ratepayers. Led by Senator Ben Allen (D - Santa Monica), the group includes Senator Scott Wiener (D - San Francisco), Assemblymember Phil Ting (D - San Francisco), Assemblymember Steve Bennett (D - Ventura), Assemblymember Lorena Gonzalez (D - San Diego), Assemblymember Sydney Kamlager (D - Los Angeles), Assemblymember Wendy Carrillo (D - Los Angeles), and Assemblymember Laura Friedman (D - Glendale).



Courtesy Getty Images

ENVIRONMENT

California Lawmakers Introduce 12 Different Bills to Combat Plastic Pollution

BY SUSAN CARPENTER | CALIFORNIA
PUBLISHED 4:48 PM PT MAR. 09, 2021

California: AB 1672 (Bloom) – 2019-20

- Introduced 2/22/2019 co-sponsored by NSAC & CASA
- Supported by sanitation agencies and water districts, local governments and their associations
- Initial opposition - negotiated with industry (INDA) and threatened local ordinances. Reached a consensus and came on as co-sponsor
- Failed in Senate Appropriations Committee due to confusion in the legislature caused by COVID at the end of session

Opposition

AMERICAN FOREST & PAPER ASSOCIATION
CALIFORNIA CHAMBER OF COMMERCE (CALCHAMBER)
CALIFORNIA MANUFACTURES & TECHNOLOGY ASSOCIATION
CONSUMER HEALTHCARE PRODUCTS ASSOCIATION
GROCERY MANUFACTURERS ASSOCIATION
HOUSEHOLD AND COMMERCIAL PRODUCTS ASSOCIATION
INDA, ASSOCIATION OF THE NON-WOVEN FABRICS INDUSTRY
PERSONAL CARE PRODUCTS COUNCIL



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California: AB 818 (Bloom) – 2020-21

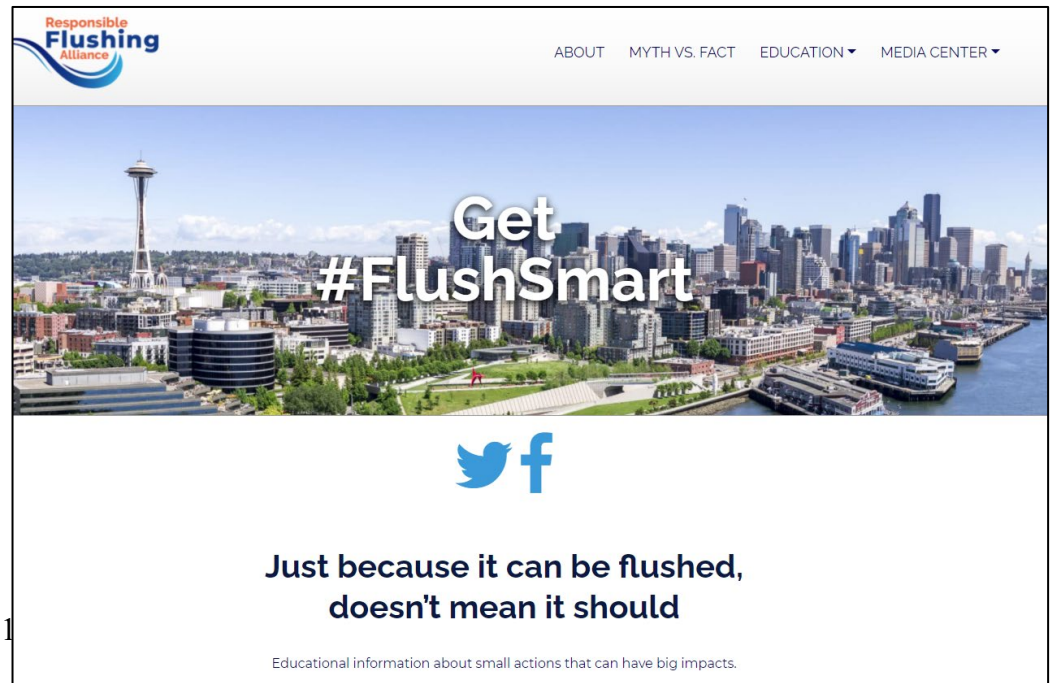


- Reintroduction of AB 1672 (Bloom)
- Co-sponsored by NSAC, CASA, and INDA
- Must change labels by 7/1/2022
- Opposition: None, Supporters: same as AB 1672
- At least 70% contrast between the symbol and background
- “Do Not Flush” and label at least 2% of the surface area of the principal display panel
- Symbol or label notice, or the symbol and label notice in combination, on the flip lid shall cover a at least of 8% of the surface area of the flip lid.
- Civil penalty not to exceed \$2,500 per day, up to a maximum of \$100,000 per violation



AB 818 (Bloom): Public Education

- Comprehensive multimedia California Consumer Education and Outreach Program until 1/1/2025
- Collection study conducted in collaboration with wastewater agencies to understand consumer behavior and annually until 12/31/2026 to determine effectiveness
- Annual reporting to specified legislative committees and the State Water Resources Control Board that the Board must post to its website





GOVERNOR NEWSOM SIGNS AB 818 (BLOOM): "FLUSHABLE" WIPES TRUTH IN LABELING

AB 818 requires
"flushable" wipes to
be clearly labeled
with "DO NOT
FLUSH"!



SPONSORED BY:

National Stewardship Action Council
California Association of Sanitation Agencies
Association of the Nonwoven Fabrics Industry



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Comparing Wipes Labeling Legislation

State & Bill #	Effective Date	Status	Key Differences
California (AB 818)	7/1/2022	Signed into law 10/6/2021	
Illinois (SB 294)	7/1/2022	Signed into law 8/6/2021	
Massachusetts (H.897 & S.529)	If passed, 1/1/2022	Passed out of houses of origin, referred to House Environment, Natural Resources & Agriculture Committee on 10/20/2021	<ul style="list-style-type: none"> No public education & outreach No maximum penalty per violation
Minnesota (HF 914)	If passed, 8/1/2022	2/21/21: Referred to Commerce Finance and Policy	<ul style="list-style-type: none"> Still in “spot” form – no labeling specifics or outreach campaign Low penalties for noncompliance Allows for distribution of existing stock in manufacturers possession on 1/1/2022
Oregon (HB 2344)	9/25/2021	Signed into law 6/8/2021	<ul style="list-style-type: none"> Low penalties for noncompliance (same as WA) No public education & outreach
Washington (HB 2535)	7/1/2022	Signed into law 3/26/2020	<ul style="list-style-type: none"> Low penalties for noncompliance (same as OR) No public education & outreach
WIPPES Act	N/A	House Committee on Energy and Commerce	<ul style="list-style-type: none"> Bi-annual reporting for outreach campaign effectiveness

The Wastewater Infrastructure Pollution Prevention and Environmental Safety (WIPPES) Act (HR 4602)

- Bi-partisan bill authored by Congressman Lowenthal (D-CA) and Congresswoman McClain (R-MI)
- Introduced 7/21/2021
- Same labeling requirements as states
- Public education and outreach campaign for five years and submit bi-annual reports to the FTC
- Same penalties as CA
- Industry hasn't yet indicated support at federal level



Congressman Lowenthal



Congresswoman McClain

**Congress Members Lowenthal,
McClain, Introduce Legislation
To Create National Labeling
Standard For Non-flushable Wet
Wipes**

July 21, 2021 | Press Release



Other Wastewater Work to Come

- National sign-on letter to companies – asks:
 - 1) Support and help pass HR 4602;
 - 2) Change the labels to meet the new standards in AB 818 as quickly as possible; and,
 - 3) Never again put a product on the market in the United States labeled as “flushable” without meeting the IWSFG standard for “dispersibility”.
- Flushability standard
- California:
 - Local ordinances
 - AB 818 implementation
- Labeling laws in other states and the WIPPES Act
- Pharmaceuticals and sharps EPR in other states





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Join us!
Follow us on Social Media!

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Connect!

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