

California Environmental Leaders Convene in Rancho Mirage to Develop Strategies for Meeting Statewide Recycling Goals

wasteadvantagemag.com/california-environmental-leaders-convene-in-rancho-mirage-to-develop-strategies-for-meeting-statewide-recycling-goals

August 12,
2019

The California Product Stewardship Council (CPSC) honors California-based companies for their innovative environmental efforts during the organization's 10th Annual Arrow Awards ceremony at the California Resource Recovery Association (CRRRA) conference on waste reduction. Conference plenary speakers include Scott Smithline, Director of CalRecycle, Timothy Bouldry, Program Director for the International Solid Waste Association, and Froilan Grate, Executive Director of Gaia Philippines. This convening of key material management industry leaders comes at a crucial time as China continues to curtail the types and volumes of post-consumer materials they will receive, which is having a negative effect on the recycling facility operators, and the largest in-state operator of recycling redemption centers closed just last week. There will be extensive dialogue and planning for new remanufacturing facilities in California to manage our materials safely and keep jobs at home.

"The Arrow Award winners are leaders in driving a circular economy," said Doug Kobold, Executive Director of the California Product Stewardship Council, "which means 'waste' from one product is feedstock for the next. We are thrilled to highlight companies with such impactful environmental achievements and work hard to minimize environmental impact, locally and globally."

In addition to the Arrow Awards, CPSC will recognize Manuel Medrano, Environmental Services Manager for the City of Chula Vista, for his work to push the material management industry forward and CalRecycle for their partnership with CPSC promoting extended producer responsibility (EPR) programs throughout the state.

Outerknown is the recipient of the 2019 Golden Arrow Award for overall excellence in product stewardship. Outerknown is a clothing company that creates stylish and sustainable designs from recycled, regenerated and organic materials while introducing transparency into the traditional supply chain. Outerknown works with businesses, governments and communities to create lasting changes in environmental and labor practices across the world.

Circular Polymers is receiving the 2019 Green Arrow Award for system and design innovations. Circular Polymers transforms post-consumer carpet waste into new polymer raw materials for many industries, such as packaging and housing. Their newly expanded

California facility will process approximately 30 million pounds of carpet per year, incorporating plastic waste back into the supply chain.

Corona Enterprises is the winner of the 2019 Bow & Arrow Award for coalition building for creative partnerships and demonstrating the inter-dependence amongst stakeholders. Corona is a regenerative design and implementation consultancy working with clients and numerous partners to regenerate ecosystems and preserve our planet's resources.

Kaiser Permanente is presented with the 2019 Infinity Arrow Award for service and take-back. Kaiser Permanente has made impressive efforts to promote safe and appropriate pharmaceutical drug disposal through medication disposal bins and mail-back envelopes.

The California Product Stewardship Council's Annual Arrow Awards ceremony will take place during the California Resource Recovery Association's 42nd annual conference and tradeshow, held at The Westin Mission Hills Golf Resort & Spa in Rancho Mirage on August 12 and 13, 2019.

For more information, visit www.crra.com or www.calpsc.com.