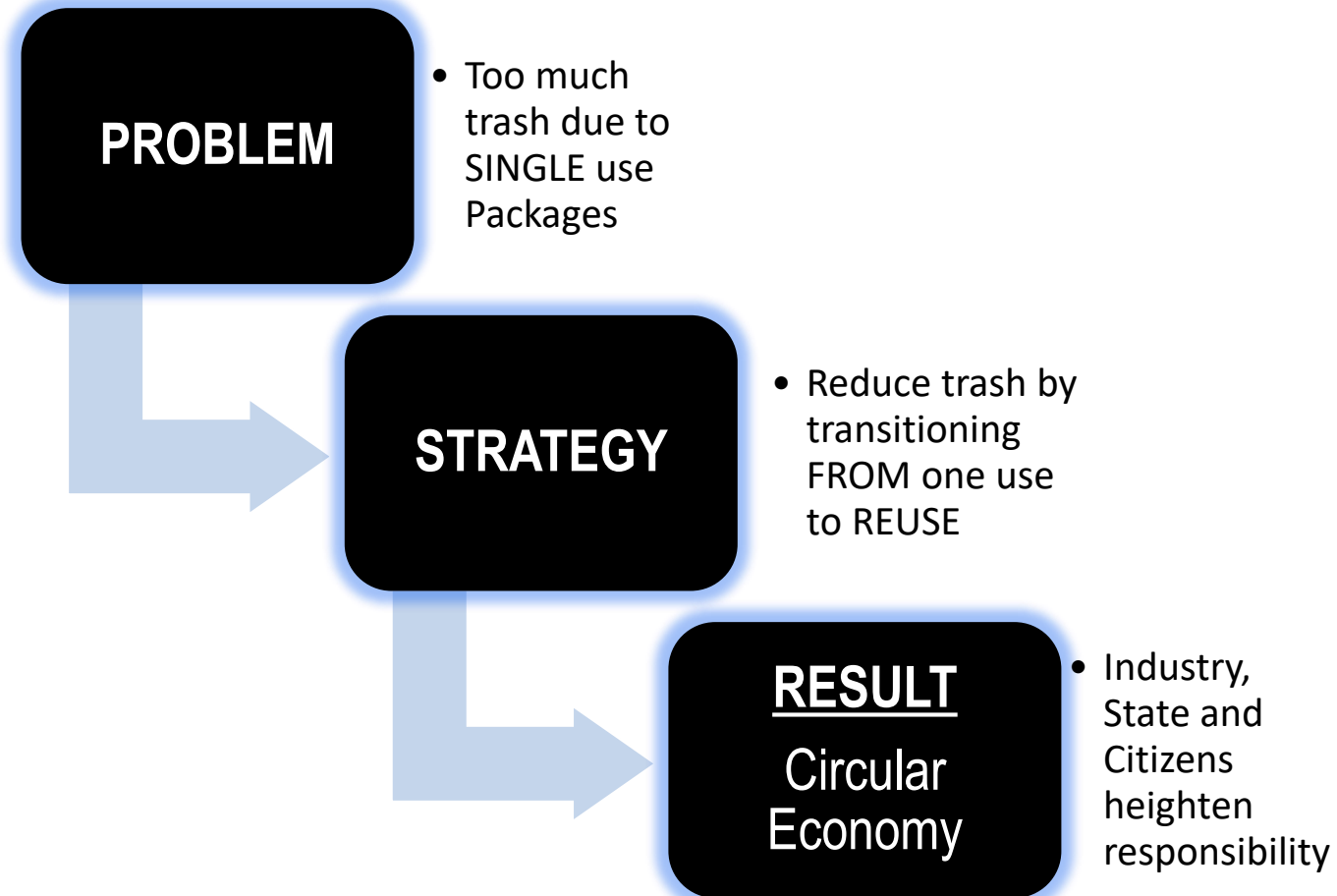


# CALIFORNIA'S STRATEGY: ZERO WASTE TO CIRCULAR ECONOMY



# Moving to Circular Economy

Californian's  
Demand Change

Industry Takes  
Responsibility

Goals and  
Implementation

California's  
Demand Change

- California's upheld "single use plastic bag ban" -2016
- 900K voters gets California Recycling and Plastic Pollution Reduction Act on 2022 Ballot.

Industry  
Responsibility

- Extended Producer Responsibility programs holds Industry accountable for products
- CA's Stewardship EPR Programs – mattresses, paint, carpet, pharmaceuticals, and more
- CA's successful EPR programs – Paint stewardship law: Mattress Recovery and Recycling Act

Move Towards  
Circular Economy

- Newsom signed first minimum recycled content requirements for plastic beverage containers
- CA passed its "Sustainable Packaging Act" in 2018