



PRODUCT STEWARDSHIP PROGRAMS PERFORMANCE MEASURES

**Presented to the
Oregon Product Stewardship Stakeholder Group**

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What & Why Performance Measures

- **What:**
 - Measure achievements
 - Provide accountability
 - Manage program
- **Why:**
 - Producer flexibility
 - Focus actions and activities
 - Program adjustments



Deciding About Performance Measures

- Is it useful to the program?
- Can it help drive performance?
- Can it communicate outcomes?
- Can reliable data be collected?
- Can trends be evaluated?



Examples of Product Stewardship Performance Measures

- % Collected or Recycled
- Pounds per capita collected or recycled
- Amount of GHG reduced
- Collection convenience
- Reduced level of toxics in the product
- Product content transparency
- Product packaging improvements
- Type/amount of public outreach



Benefits and Concerns

- **Benefits:**
 - Results focus
 - Producer flexibility
 - Priority Environment and human health concerns
 - Key elements provided
- **Concerns:**
 - Unintended consequences
 - Look at full lifecycle impacts
 - Data collection and disclosure
 - Estimating what is available for collection



Variations

- **Combination of numerical and quality measures**
- **Phase-in with interim goals**
- **Options on who establishes measures**
- **Link to incentives and consequences**



Discussion Questions

- How important are performance measures to the success of product stewardship programs?
- How should measures be established for a program?
- Are measures needed to drive both end-of-life management and “upstream” reduced life cycle impacts?
- Under what circumstances should goals be aspirational and when should they have consequences when not achieved?