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Missouri Product Stewardship Council Paint Stewardship Stakeholder – Virtual Meeting Briefing Summary June 23rd & 24th, 2020

Purpose of this Briefing Summary

The intent of this briefing is to prepare participants for the June 23rd & 24th, 2020 multi-stakeholder meeting on paint stewardship, convened by the Missouri Product Stewardship Council (MO PSC) and the Product Stewardship Institute (PSI). Members of the MO PSC have identified paint as a top waste priority for the state. This meeting will focus on leftover latex and oil-based paint generated in residential settings throughout Missouri. The MO PSC has identified a statewide paint stewardship program as a potential management solution for this waste. Thus, discussions on leftover paint management will focus on the logistics of, barriers to, and potential benefits from implementing such a program.

The aim of the paint stewardship meeting is to define the problems related to managing leftover paint; identify potential solutions that will lessen impacts, save resources, create jobs, and reduce costs; and develop specific next steps that stakeholders can take collaboratively toward paint stewardship in Missouri. The problem, meeting goals, and solutions outlined below are a starting point presented to stimulate discussion during the meeting.

Leftover Paint Problem

About 10% of all household latex and oil-based paint goes unused in the U.S., amounting to roughly 80 million gallons each year. Missouri residents generate approximately 1.3 million gallons of leftover paint annually. Even though paint can be recovered, reused, and recycled effectively, most leftover paint is poured down drains, stored indefinitely, or disposed in the trash. Paint is often the most expensive product for local household hazardous waste (HHW) programs to manage – proper paint management can consume up to 50% of an HHW program budget, restricting some districts to just one-time collection events or preventing collection entirely. Each year in Missouri, local governments and solid waste management districts (SWMDs) spend hundreds of thousands of dollars to manage leftover paint. In 2018, Missouri governments spent over \$380,000 on the collection and proper disposal of leftover paint. Many SWMDs and local jurisdictions in Missouri do not even accept latex paint for HHW disposal.

Paint recycling requires permanent, convenient drop-off options for consumers, as well as outreach to ensure consumer awareness. Lack of convenient paint collection and recycling options, compounded by low consumer awareness, results in wasted paint, energy, and tax dollars, and stifles job creation. When dumped in the trash or down the drain, unused paint can contaminate our environment with volatile organic compounds, fungicides, and (in the case of very old paint) hazardous metals such as mercury, lead, cadmium, and hexavalent chromium.

Meeting Goals

The goal of this meeting is to build support for a statewide paint stewardship program by educating stakeholders about the results the program has achieved in neighboring states and illustrating how the program works operationally. Specifically, the aims are to define the problems caused by paint waste; identify opportunities, barriers, and potential solutions for implementing a paint stewardship program; and to develop specific next steps that stakeholders can take collaboratively toward paint stewardship implementation.

Participants and guest speakers will discuss the following topics:

- Current paint management practices, costs, and needs in Missouri;
- A brief history of paint stewardship in the U.S.;
- Existing paint stewardship programs run by PaintCare; and
- Steps to establishing a paint stewardship program.

Solutions

In 10 states and Washington DC, legislation sponsored by the paint industry provides the framework for a paint stewardship program that ensures a level playing field for paint manufacturers. This program is run by a producer-operated non-profit organization called PaintCare and is modeled after a multi-stakeholder agreement mediated by PSI in 2007. Those signing included the American Coatings Association (ACA, the professional organization representing U.S. paint manufacturers), state and local governments, the U.S. Environmental Protection Agency, recyclers, and other key stakeholders.

ACA sponsors paint stewardship legislation in interested states with the support of these other stakeholders. Under existing paint stewardship laws, consumers pay a small “eco fee” for recycling when they purchase new paint, [usually 75 cents per gallon](#). This fee provides sustainable financing that is one key to program success. PaintCare uses this funding to cover the costs of collecting, transporting, and processing leftover paint. Processing may include recycling, waste-to-energy (e.g., for oil-based paints), reuse, or disposal (for latex unsuitable for reuse or recycling). The “eco fee” goes directly, and only, to safe paint management. Without sustainable funding, the vast majority of latex and oil-based paint will continue to be disposed, often resulting in environmental damage.

A paint stewardship program would cover all paint transportation and processing costs, estimated at \$10 million annually in Missouri, providing SWMDs with substantial financial value. A paint stewardship program would also provide consumers with convenient paint recycling options. Benefits would also include more in-state jobs in the paint recycling, waste management, and transportation industries. So far, existing PaintCare programs in the U.S. have collected more than 38 million gallons of paint, created more than 200 jobs, and created financial value for governments and taxpayers of well over \$150 million. Across these programs, consumers have access to more than 1,700 year-round collection sites – 77% of which are at retail locations. Collections can take place at voluntary retail locations and permanent HHW facilities or through arranged Large-Volume Pick-Ups (LVPUs) and local collection events. The paint industry (via PaintCare) also educates the public about how to purchase the right amount of paint for a job to reduce paint waste at the source.

To help build widespread support for paint stewardship in Missouri, PSI and the MO PSC have developed a fact sheet (also provided with meeting materials) summarizing the key elements and benefits of the

program. Additional outreach materials could help to spread awareness about paint stewardship and its implications for Missouri communities.

Under existing paint stewardship laws, retailers are not required to accept leftover paint, but many choose to do so because the increased foot traffic and returning customers are seen as worthwhile benefits that increase business. PaintCare covers the cost to retailers of accepting leftover paint, so there is little financial burden on participating collectors. Local paint retailers involved in PaintCare programs around the country overwhelmingly embrace the opportunity to bring more customers through their doors by offering paint collection as a service. The MO PSC has contacted several paint retailers across the state to discuss paint stewardship and has identified ample opportunities to establish voluntary retail collection sites, which would remove the management burden of leftover paint from local HHW sites.

Additional solutions to be discussed at the paint stewardship meeting include the procurement of recycled paint, a procurement standard for state/local governments and others, a closed loop arrangement for collecting leftover paint from a SWMD and selling recycled paint to local governments within that District, and other non-EPR arrangements.

Additional Information

The Missouri PSC: <https://missouripsc.org/initiatives/paint/>

Product Stewardship Institute: <https://www.productstewardship.us/page/Paint>

PaintCare: <https://www.paintcare.org/>

The International Paint Recycling Association: <https://recycledpaint.org/>