



CFEE SEMINAR

California's Recycling Challenge: In Pursuit of the Circular Economy

Co-Hosted by

***State Treasurer Fiona Ma & Senator Ben Allen, Chair of the
Senate Environmental Quality Committee***

**Tuesday, July 28
10:30am - 11:45am**

Our distinguished guest speakers:

- ***Zoe Heller***, Deputy Director for Policy Development, California Department of Resources Recycling and Recovery (CalRecycle)
 - ***Shari Afshari***, Deputy Director, Los Angeles County Public Works
 - ***Eric Potashner***, Vice President & Senior Director of Strategic Affairs, Recology
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AGENDA

With the global recyclables market in tumult and the COVID-19 pandemic layering on new burdens to facility operations and local government budgets, the urgent need to revamp our waste management and recycling systems has never been more acute. At latest count, California is only recycling 42 percent of its solid waste, a figure well short of the state's target of a 75 percent recycling rate by 2020. What will it take to establish the much talked about, but ever elusive, "Circular Economy?"

- With China and other foreign markets no longer accepting the vast majority of our recyclable materials, where is it ending up? What is not being recycled?
- How are local governments and industry partners adapting to the dramatic drop in recycling markets and bottle redemption centers? Which product types are the biggest contaminants, adding costs and complications to the system?
- Should California develop more in-state processing and manufacturing facilities capable of transforming our recyclables into material that is ready for reuse? What is the potential for new California jobs if we did more processing and manufacturing in our state?
- What should we expect from producers and retailers - what role should they have in proper labeling and using recycled content material? What about funding, managing, and improving our source reduction, collection, and recycling operations?
- With pending legislation, ongoing rulemakings, a [newly formed commission](#), and a ballot measure currently all in play, what can we expect in the coming months and year in recycling and reuse policy?

After speakers deliver their brief remarks, CFEE President Jay Hansen will facilitate a Q&A between speakers and you, our registered Seminar participants. If you have questions about the Seminar please email Wyatt Lundy at wyatt@cfee.net.

Seminar Guidelines

- **Name:** Please input your full name and organization when you join by clicking on the three dots in the upper right hand corner. Our guests and other participants appreciate knowing who you are.
- **Submitting Questions:** You may 1) type your questions into the chat window or 2) use the "raise your hand" function on Zoom to indicate you would like to ask your question directly and you will be called on.
- **Video and Audio:** As you enter the Seminar, your audio will be turned off and the video on. As you are called on to ask a question the audio can be turned on. You may choose to turn off your video feature if you would like.
- **Chatham House Rule - Cyber Edition:** Those of you familiar with CFEE conferences are aware of the time-honored "Chatham House Rule" by which the Foundation operates. This means specific comments are not to be attributed to any one person in the goal of promoting a more candid exchange of knowledge and insights. At this time video conferencing is an inherently less private forum and confidentiality is not guaranteed; however, we ask that you help us to uphold our long and respected tradition. While we may make changes at subsequent Seminars, this Seminar will not be recorded. Accordingly, we ask you not to record the Seminar in any fashion or to share specific remarks. We appreciate you respecting and supporting the Chatham House Rule.



If you have any questions, please contact Wyatt Lundy at wyatt@cfee.net