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The Product Stewardship Institute announces new Advisory Council to help revolutionize product policy

BOSTON — [The Product Stewardship Institute](#) (PSI) has just launched a new Advisory Council, which summons the talents, knowledge, influence, and social conscience of major public figures engaged in product stewardship.

This dynamic group of leaders will help foster PSI’s mission to reduce the public health and environmental impacts caused by everyday consumer products throughout their entire lifecycle, from product design to recycling or disposal. The Advisory Council will support PSI to engage companies, governments, environmental groups, and the public to reduce product impacts in over 15 industry sectors, including electronics, paint, packaging, pharmaceuticals, and fluorescent lamps. The Council will use its experience and resources to guide PSI toward even greater success in meeting the growing challenges of the rapidly expanding product stewardship movement.

“The product stewardship movement has entered a new stage of maturity,” said Scott Cassel, chief executive officer and founder of PSI. “The Advisory Council will help PSI foster a critical balance between government regulation and free market innovation, which will boost the movement to an entirely new level.”

The goal of the product stewardship movement is to reduce government waste management costs, increase recycling jobs, and recover valuable materials for use in new products. Under product stewardship systems, all individuals involved play a role in realizing environmental, social, and economic benefits. By holding producers responsible, they have a direct financial incentive to make products that have greater value at the end of the product life.

“By tapping the experience, skills, and network of individuals on the Council grounded in marketing, sustainable business, innovative design, waste reduction, natural science, and other disciplines, PSI will more effectively communicate and influence the varied group of actors critical to the advancement of product stewardship programs,” said Dave Galvin, president of PSI’s Board of Directors.

The Advisory Council complements PSI’s Board of Directors, composed of seven state officials and four local officials, and will work with PSI’s 46 state government members, more than 200 local government members, and over 75 corporate, organizational, academic, and non-U.S. government partners. Since its founding in 2000, PSI has negotiated stakeholder agreements, helped change laws and policies, conducted research, and implemented pilot projects to address society’s most environmentally burdensome products. In conjunction with the advisory council, PSI will continue to address the ever-pressing need for product policy and environmental initiatives.

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The Advisory Council is comprised of the following individuals:

- **Kathleen Blanchard, Ph.D.** is president of Intervale, a Canada-based nonprofit that provides programs and services in conservation, heritage interpretation, rural development, and sustainable tourism. Blanchard brings a wealth of nonprofit leadership and advisory experience, as well as a scientific understanding of the natural world.
- **Mark Buckley**, Vice President at Staples, directs the company's global environmental commitment and sustainable business practices. Buckley is responsible for driving Staples' environmental leadership in five major areas, including waste reduction and recycling initiatives and the development of more sustainable products and packaging.
- **Kevin Dooley, Ph.D.** is a Professor of Supply Chain Management at the WP Carey School of Business at Arizona State University. Dooley is also the Academic Director of the Sustainability Consortium, an industry organization with global membership working to improve consumer product sustainability using lifecycle analysis and other techniques. Dooley has published over 100 research articles and co-authored the award winning book, "Organizational Change and Innovation Processes."
- **Ben Grossman** currently serves as co-president of Grossman Marketing Group and as the director of his firm's Green Marketing & Sustainability Practice. Grossman works with clients to identify environmentally conscious business practices, helping them gain a competitive advantage and differentiate themselves in the market.
- **Wendy Kelman Neu, J.D.**, chairman of Hugo Neu Corporation, is an advocate for business and environmental integrity within the recycling industry, and for environmental and social justice grassroots organizations. Neu has proven an effective leader and strategist in the materials reuse and recycling field, including electronics.
- **Harold Siegel** is president and founder of Excelsior Graphics, Inc., a New York-based printing company. Siegel also serves as a founding board member of the Printing Brokerage/Buyers Association, a worldwide membership graphic arts industry trade group, and has promoted economically advantageous environmental initiatives in his own printing business.
- **Tom Szaky** is founder and CEO of TerraCycle, a company enabling consumers to collect traditionally non-recyclable waste that is upcycled and recycled into thousands of varied consumer products and materials. TerraCycle has partnerships with virtually all major consumer packaged goods companies.

Product Stewardship Institute, Inc. (PSI) is a national non-profit environmental institute with membership from 47 states, more than 200 local governments, and over 75 businesses, organizations, universities, and non-U.S. governments. For more information on PSI's Advisory Council, visit the [PSI website](#).

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