

Lead Industries Association, Inc. Zinc Institute, Inc.

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January 23, 1973

REPORT FROM
SUBJECT: HILL & KNOWLTON, INC.

TO: Board of Directors,
Zinc Institute -
Lead Industries Association

Gentlemen:

It occurs to me that the attached report from Hill and Knowlton, Inc., (LIA's Environmental Public Relations Consultant) might be of value to you.

After you have reviewed its contents, let me know of any questions you may have.

Cordially,



PER:so'h
Att:

LIA04977

January 19, 1973

TOUGH NEW SOLID WASTE PROPOSALS, HITTING PACKAGING,
APPLIANCES, AUTOS, BEING CONSIDERED BY MUSKIE GROUP

Washington -- A tough new Resource Recovery Act that would affect packaging and bottles, major appliances, autos and other consumer goods, is now going through an "opinion testing" period by Senator Edmund Muskie's Subcommittee on Air and Water Pollution.

A staff draft of the proposed measure -- intended to succeed Muskie's 1970 Resource Recovery Act which expires in June -- has been circulated by the Senator to more than 100 key companies as well as to environmental groups. It has not yet been officially introduced.

Key features of the proposal include strict packaging standards, procedures for disposal of automobiles, tires, appliances and other large items, guidelines and funding for statewide solid waste management programs, requirements for federal agencies to practice more resource recovery in their activities, and a "sleeper" provision to discourage the President from cutting back spending of authorized funds.

The committee's staff doesn't expect to get back and have analyzed the opinion leaders' reactions to the legislation before the end of February. Hearings on the proposals could come sometime after March 1, but probably not before then.

The trial balloon measure being studied reveals the trend of thinking among legislative planners. The draft bill extends the definition of "solid waste" to include almost any solid and any liquid waste not covered under present laws. It also provides for possible user charges on some consumer items.

Throughout the draft of the proposed bill, which is called the Resource Conservation Act of 1973, are numerous proposals sure to cause controversy.

Section 111, for example, calls for the Environmental Protection Agency to publish regulations prescribing packaging criteria for containers in which food and beverages and other materials are sold. Under the new law the regulations must:

1. Classify packaging materials according to degradability and recyclability,
2. Specify methods to assure the safe and sanitary disposal of packaging materials, and
3. Prohibit the use in packaging of materials that are not both non-degradable and non-recyclable unless the packaging materials are used to create containers for reuse a significant number of times.

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One year after the publication of federal regulations prescribing packaging criteria, packaging manufacturers will be required to certify to the EPA that they are meeting the criteria. EPA will have the power to exempt from these requirements any containers which are too large for recycling or reuse or are made of a material which cannot be reused or recycled or are inappropriate for recycling or reuse because of unique characteristics.

Section 112 calls for the EPA, in conjunction with the Department of Transportation or the Department of Commerce, to develop standards governing the reuse, recycling and disposal of major items of solid waste including tires, major appliances, autos and other ground transportation, construction equipment and boats. Standards must specify the minimum useful life of such items and establish a system of fees or some other mechanism to assure that a high percentage of major items are made available to be reconditioned, reused, recycled or disposed of without harm to the environment.

Section 110 provides for a comprehensive set of regulations to make federal government actions more consistent with good solid waste management practices. It calls for EPA to publish regulations which:

1. Recommend purchasing practices which will assure maximum use of materials that are recycled or which may be recycled or reused when discarded,
2. Require that no beverages be sold in throw-away containers in any federal properties,
3. Establish procedures for collection and separation of solid waste which can be recycled or reused,
4. Establish management practices which minimize the volume of solid waste through limiting the amount of materials consumed and discarded, and
5. Assure that federal disposal activities minimize adverse effects on public health and welfare and do not violate air and water quality standards and land use plans.

Another controversial section of the new bill provides for loans to states and municipalities of up to 75 percent of the cost of implementing resource recovery systems, with forgiveness of repayments equal to half of the funds received from the sale of recovered materials.

In an attempt to prevent the Administration from cutting back on funds for solid waste projects, the Muskie bill proposes a new two-step procedure in the EPA budget cycle. The EPA will be required to hold public hearings on its proposed budget before it forwards its request to the White House Office of Management and Budget. Also, the proposed budget and legislation must be submitted to Congress at the same time that it is sent to OBM for review.