

Manufacturer Support for Spent Tire Cleanups

A Go-To Guide for Local Government

Product stewardship is a policy that ensures that all those involved in the lifecycle of a product share responsibility for reducing its health and environmental impacts, with producers bearing primary financial responsibility.

For more information about product stewardship, and how the Product Stewardship Institute is working to bring these programs to your state, visit www.productstewardship.us.

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The U.S. disposes of more than 164 million tons of waste annually, at high costs to local government programs. The “end-of-life” management for certain products is of particular concern, whether it's because they are toxic, bulky, and/or particularly costly to manage. Fortunately, product stewardship solutions for these once problematic categories of goods are beginning to emerge, with many manufacturers stepping in to provide affordable solutions for managing consumer products along their lifecycle.

This fact sheet is part of a go-to guide for local government on manufacturer-funded product stewardship programs and community support events, designed to provide a starting point for local recycling coordinators and household hazardous waste (HHW) managers as they seek to introduce new opportunities into their communities.

Program Spotlight: **Bridgestone Tires4Ward**



Product: Tires

Who can participate?

- Community organizations (including local government programs)

Which specific products are covered?

- Passenger car tires (any brand, rims allowed)
- Light truck tires (any brand, rims allowed)
- Tractor trailer/bus tires (any brand, up to 22-1100, no rims)

How does it work?

- Bridgestone provides support and free spent tire recycling for **community cleanups of rivers and other waterways**.
- Groups organizing waterway cleanups can apply for Bridgestone support online (must apply at least one month prior to event).
- Depending on the size of the cleanup, Bridgestone will either direct the group to bring tires collected at the event to a nearby retail location, or will partner with a tire recycler to pick up tires at the event site.
- Spent tires collected through this program are used as material in rubberized asphalt, rubberized playground equipment, construction materials, landscaping mulch, tire-derived fuel, or consumer products (e.g., floor mats, towel mats, roof mats, stone paving). Tires may also be retreaded and returned to service, or molded into new tires.

How can local governments access the program?

- Sign up online for support for waterway cleanup events at <http://www.bridgestoneamericas.com/tires4ward/tires4ward.aspx>

What are the costs?

- Bridgestone covers the cost of recycling all tires recovered by participating community cleanups.
- Note: This program is designed to support community waterway cleanups. Tires returned to Bridgestone by customers purchasing new tires are subject to regular recovery fees.



Sign up and learn more!

www.productstewardship.us/?page=2015_USDA5