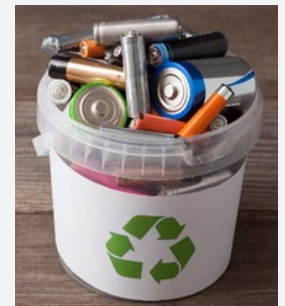


JOIN TODAY!

Leading the Future of Environmental Innovation in Retail

The California Retailers Association stands at a pivotal moment to spearhead a transformative coalition that balances environmental leadership with business pragmatism. **California Retailers for Environmental Innovation** represents not just an opportunity, but a strategic imperative for retailers and stakeholder partners focusing on California's complex policy and regulatory landscape.

The California Retailers Association (CRA) is a driving force in shaping California's environmental future, engaging in landmark legislation such as SB 54 (Allen) on plastic packaging responsibility, AB 1201 (Ting) on compostable product standards, and SB 707 (Newman) on textile recovery. CRA's proactive engagement ensures that environmental progress is achieved through practical, business-informed solutions—advocating for balanced regulations that protect both the planet and consumers. By collaborating with lawmakers and regulatory agencies, CRA is setting a new standard for industry leadership, making California's retail sector a model for sustainable innovation nationwide.



California SB 54



Strategic Opportunity: Leading Through Collaboration

California's businesses face unprecedented regulatory challenges. The California Retailers for Environmental Innovation coalition brings together retailers, service providers, local governments, other industries and interested stakeholders to collaborate on programs ranging from textiles, packaging, e-waste, batteries and many others, all while putting consumer affordability at the forefront.

Establishing Industry Leadership in a Critical Space

This coalition has a unique opportunity to influence the environmental regulatory landscape from a challenge into strategic advantages. Coalition members can brainstorm, share ideas, benchmark, network and partner on environmental solutions while demonstrating to policymakers and regulators that coalition members are committed to collaboration in creating practical, effective solutions to EPR and the circular economy in California.

Creating Competitive Advantage Through Collaborative Action

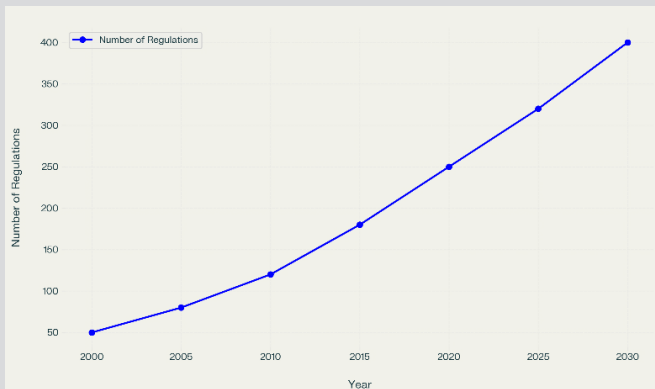
Retailers and other stakeholders operating in California gain measurable advantages through coalition membership. By joining forces with industry leaders, coalition members multiply their influence on environmental policy and regulatory development. This collective approach dramatically enhances the ability to shape and influence public policy and regulations before they become mandates, providing crucial advantages in navigating California's complex environmental requirements.

The coalition creates a powerful platform where stakeholders can showcase their commitment to environmental innovation, amplifying corporate sustainability initiatives through collective interactions with regulators, consumers, and policy makers. This unified voice has the potential to transform sustainability efforts into industry-defining leadership.

California's Environmental Policy Landscape: Navigating Complexity

Current Regulatory Environment

California maintains the nation's most ambitious environmental regulatory framework, with over 200 distinct environmental regulations affecting business operations.



The graph illustrates the increasing complexity and number of environmental regulations in California from 2000 to 2025, with projections through 2030. It highlights the exponential growth of regulatory requirements, emphasizing the need for streamlined processes and collaborative efforts to manage compliance effectively.

Extended Producer Responsibility (EPR) Programs

California's environmental programs represent one of the most significant regulatory trends in businesses. These programs increasingly shift environmental responsibility upstream to manufacturers and retailers for products.



The fragmented implementation across different environmental programs create strategic intervention points where a unified voice can significantly influence regulatory outcomes. The Coalition's leadership can create multiple opportunities to shape these programs before they become mandates. Without coordinated industry input, these programs risk becoming operationally unworkable while significantly increasing consumer prices while not producing the outcomes intended. The coalition provides a venue for discussion and collaboration around these programs to balance environmental goals with operational realities.

The Power of Collective Advocacy: Transforming the Environmental Narrative

From Regulatory Target to Policy Partner

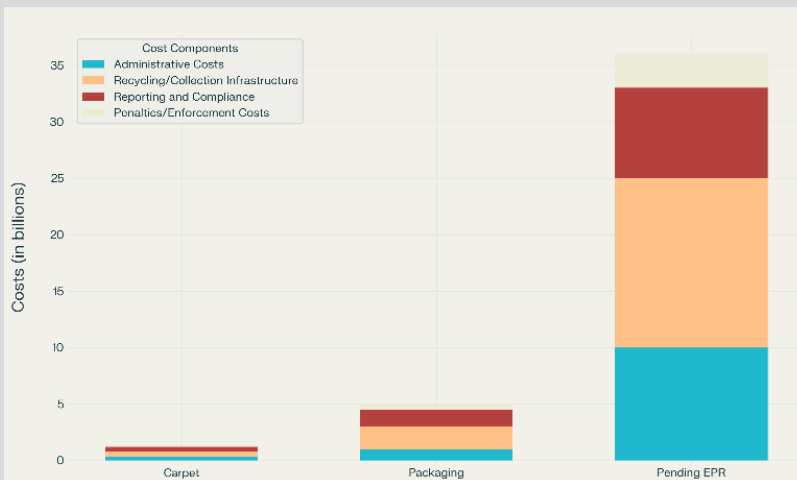
The California Retailers for Environmental Innovation coalition can impact how policymakers perceive environmental policy and its impact on consumers and businesses, elevating industry from regulatory targets to essential policy partners.

By uniting under the Coalition, retailers, businesses and partner stakeholders can gain unprecedented access to decision-makers through coordinated, sophisticated engagement strategies. The coalition creates multiple reinforcing channels of influence:

- ✓ **State and local advocacy**
- ✓ **Strategic relationships with regulatory agencies**
- ✓ **Productive partnerships**
- ✓ **Coordinated media and consumer campaigns**

Driving the Affordability Imperative

With a focus on affordability and cost-effectiveness at the center of environmental policy discussions – the Coalition can advance sustainability and circular economies without creating increased economic hardship for businesses or consumers. This approach recognizes that environmental solutions must be economically sustainable, for businesses and consumers, to achieve widespread adoption resulting in lasting impact and overall success.



The financial challenges posed by California's EPR programs makes a compelling case for coalition-led efforts to advocate for cost-effective and practical solutions. Pending EPR programs will impose a substantial financial burden on businesses, emphasizing the need for streamlined processes and collective advocacy to manage these costs efficiently, for businesses and California families.

Proven Strategies for Regulatory Effectiveness

Streamlining Compliance Through Collaborative Design

The coalition will strategically engage policy makers and regulators in designing implementation pathways focused on minimizing redundancies while maximizing environmental sustainability outcomes. By including industry expertise throughout policy development rather than after implementation, the coalition prevents costly regulatory missteps that harm both businesses and environmental progress. Through coordinated engagement, coalition members gain early insights into regulatory trends while establishing the Coalition as an essential stakeholder in program design discussions.

Demonstrating Leadership Through Environmental Innovation

Coalition membership is a powerful platform to showcase environmental leadership while shaping the next generation of sustainability practices. This coalition creates strategic opportunities to:

- ✓ **Amplify corporate sustainability**
- ✓ **Showcase innovative sustainability programs**
- ✓ **Demonstrate tangible contributions to California's environmental goals**

Economic Benefits: The Business Case for Coalition Leadership

Direct Cost Savings Through Policy Influence

Coalition members realize immediate and long-term economic benefits from leadership in environmental policy development. Studies demonstrate that early industry input typically reduces compliance costs by 30-45% while improving environmental outcomes through practical implementation pathways.

The coalition's focus on regulatory streamlining creates quantifiable savings across business operations by:

- ✓ **Eliminating** redundant reporting requirements
- ✓ **Creating practical** implementation timelines aligned with operational realities
- ✓ **Developing** compliance pathways compatible with existing business systems
- ✓ **Preventing** unworkable mandates through early stakeholder education



Consumer Affordability

The coalition's emphasis on consumer affordability ensures environmental progress doesn't come at the expense of increased consumer prices. By quantifying consumer impacts of proposed regulations before implementation, the coalition can create powerful economic arguments for balanced approaches to protect both environmental and economic interests. This data-driven methodology transforms policy discussions from ideological debates to practical problem-solving solutions.

Building a Sustainable Future: The Coalition's Collaborative Framework

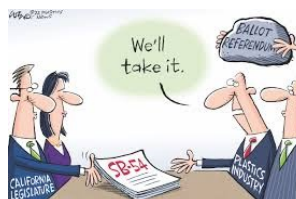
Operational Excellence Through Collaborative Structure

The California Retailers Association provides the essential organizational infrastructure to make this coalition immediately effective. CRA's established relationships with policymakers and proven advocacy expertise create the perfect foundation for coalition leadership. The coalition's communication framework ensures members remain fully informed while providing multiple channels for input:

- ✓ **Virtual meetings** for timely updates
- ✓ **Strategic in-person meetings** for deeper engagement
- ✓ **Access** to policymakers and regulators
- ✓ **Coordinated advocacy** campaigns
- ✓ **Industry led educational tours** with policy makers and regulators

Expanding Influence Through Strategic Membership

The coalition welcomes businesses, nonprofit organizations, industry and stakeholders dedicated to balancing environmental sustainability with economic pragmatism. This inclusive approach creates a powerful advocacy ecosystem where diverse perspectives strengthen policy positions.



The California Retailers Association's Leadership

Businesses operating in California face a clear choice: react individually to increasingly complex environmental mandates or join a powerful coalition to shape policy from inception to implementation. The Coalition offers leadership, structure, and expertise to transform environmental challenges into strategic opportunities. By emphasizing affordability, streamlined implementation, and practical solutions, this coalition can advance environmental progress while creating sustainable outcomes for industry, consumers, and California's environment.

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Join the Coalition to ensure environmental policies in California work for everyone: the environment, businesses, employees, service providers, local governments and ratepayers and especially California consumers! We all have a stake in creating solutions that solve real-world problems and collaboration is key.

Reach out to CRA@CALRETAILERS.COM to discuss joining the Coalition today!

ANNUAL MEMBERSHIP:

Corporate (non-Cal Retailers Association Member)	\$10,000
Trade Associations	\$5,000
Non-Profits (annual revenue over \$1 million)	\$5,000
Non-Profits (annual revenue under \$1 million)	\$2,500
Small Business (less than five locations in California) **	\$1,000
Local Chamber of Commerce**	\$1,000

** for additional information, reach out to CRA

Coalition organized under an advisory board led by members of the California Retailers Association and chaired by a member appointed by the CRA Board of Directors.

Membership in the coalition does not include membership in the California Retailers Association.

