



***Extended Producer Responsibility Roundtable:
Exploring Solutions for the Future***

AGENDA

Wednesday, November 17, 2010

Second Day Hosted by:

Sustainable Products and Solutions Program at the Center for Responsible Business, Haas-UC Berkeley
California Product Stewardship Council (CPSC)

Packaging Roundtable Goal:

Explore sustainable solutions to the challenges surrounding producer responsibility for end-of-life problematic packaging and the challenges of managing light weight, hard-to-collect packaging materials. By bringing academics, NGOs, retailers, manufacturers and waste management companies together we will explore and identify a full range of solutions and shared opportunities including public policy, technology, partnerships, and sustainable design.

Bancroft Hotel, 2680 Bancroft Way, Berkeley CA 94704

- 8:00-8:45 Light Breakfast & Coffee
- 8:45-9:00 Welcome, Jo Mackness, Executive Director Haas-Berkeley Center for Responsible Business
- 9:00 – 10:00 Derek Stephenson, StewardEdge – What can we learn from how Ontario Canada has been dealing with the challenge of packaging through EPR? What can we learn from the Canadian example and what challenges lie ahead? (40 minute presentation and 20 minute discussion)
- 10:00-10:15 Coffee and networking break
- 10:15 – noon Exploring EPR models in packaging: What is working and what is not, and why
Panel: Tony Kingsbury, UC Berkeley, facilitator
Eben Schwartz, California Coastal Commission/Ocean Protection Council
Rich Abramowitz, Waste Management Inc.
April Crow, Coca Cola Company
- 12:00-12:45 Lunch
- 12:45 -1:30 Lunch Keynote: Jeffrey Fielkow, TetraPak -- An approach to the challenge of resource recovery
30 minute talk – 15 minute Q&A
- 1:30 -2:45 The Challenge of Supply-Chain (Mfg/Retailer/Consumer) Behavior Change
15 minute presentations, followed by 30 minutes of questions, comments and learnings
Panel: Heidi Sanborn, CalPSC, facilitator
Travis Lee, Lunar Design
Mike Biddle, MBA Polymers (Electronics Plastics Recycling)
Al Tyler, Staples
- 2:45-3:00 Coffee & Networking



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3:00-3:45 Emerging EPR Policy: Facilitated Discussion: Gil, Natural Logic - facilitator

Can we design a “perfect” EPR policy? This session will involve all the roundtable participants and be facilitated by Gil Friend of Natural Logic. Using the example of California’s less than perfect system, we will consider: What would an improved system look like? How do we make it drive efficiency and honesty? How can it pay for itself? Since we don’t know what the electronics of tomorrow will look like, how can we design a policy that encourages innovation and adaptation? How do we get the supply chain from beginning to end to buy in and actively participate? Will the policy provide for transparency by all parties throughout the supply chain, including government and NGOs?

3:45-4:00 2nd Day Wrap-up & Plans Moving Forward - Tony Kingsbury & Gil Friend