

Speakers

Extended Producer Responsibility Roundtable on Packaging: Exploring Solutions for the Future
November 17, 2010

Jo Mackness, Center for Responsible Business

Jo Mackness is Executive Director of the Center for Responsible Business at the UC Berkeley Haas School of Business. Committed to challenging existing notions of business' role in society and creating a new generation of business leaders, Jo leads Center efforts that engage students, faculty and companies in research, teaching and experiential learning that redefine good business. The Center has received global critical acclaim—most recently in January 2010 by *The Financial Times* that rated Haas number two in the world for MBA programs in corporate responsibility. Before joining the Center, Jo served as the Corporate Responsibility Integration Leader at Ernst & Young, where she worked to embed social and environmental responsibility into core firm activities. Prior to Ernst and Young, Jo was a human capital consultant working in the US and the UK, primarily serving professional services and financial services firms on transactions, corporate governance and executive compensation issues.



Jo is a Haas alumna and has worked closely with the Center for Responsible Business since its inception in 2003—both as a corporate partner and as an instructor for the Strategic CSR & Consulting Projects course. Jo is a national board member and Chair of Net Impact.

Derek Stephenson, StewardEdge



Derek Stephenson, President of StewardEdge Inc. brings over 30 years waste reduction and recycling experience. His background includes conceptualization, design and delivery of complex, multi-faceted projects for private and public sector clients.

Main areas of focus for Derek have included development of municipal recycling programs; management of waste electrical and electronic equipment; and municipal hazardous or special wastes. Throughout North America and across Europe, Derek has provided technical and strategic direction on waste reduction and waste diversion initiatives.

Derek is a leader in waste reduction and recycling approaches and is renowned for thoroughly understanding current trends and new developments. He has a keen grasp of environmental and waste-related issues. Derek's exceptional negotiating skills enable him to reconcile diverse governmental, industrial and public interests. As a recognized leading expert on extended producer responsibility (EPR) programs, Derek has collaborated on EPR program development in North America, Australia and Europe.



Tony Kingsbury, UC Berkeley & Dow Chemical Company

Tony Kingsbury splits his time between UC Berkeley and Dow. In his UC Berkeley role, Kingsbury leads the Sustainable Products & Solution Program which was funded by the Dow Foundation. This multidisciplinary program seeks to enhance sustainability related education and research on campus and to develop the next generation of sustainably minded leaders. Kingsbury also teaches undergraduate and graduate courses on sustainability. In his Dow role, he is the Leader of Dow's Breakthrough to World Challenges 2015 Corporate Sustainability Goal. (<http://www.dow.com/commitments/goals/world.htm>)

April Crow, Coca-Cola Company

As Global Sustainable Packaging Manager for The Coca-Cola Company, April Crow is working to help the company reach its vision of a world in which packaging is no longer seen as waste but as a valuable resource for future use. She works with the Coca-Cola system of over 300 bottling partners worldwide to advance an integrated sustainable packaging strategy. During her fifteen years at Coca-Cola she has held a variety of roles in Environment and Water Resources, Scientific & Regulatory Affairs, and Quality. She began her career in Washington working in the office of Sen. Sam Nunn. She later worked in Environmental Affairs for Georgia Power and as a technical consultant before joining Coca-Cola.



She is a graduate of the University of Georgia and holds a B.S. in Environmental Health and a M.S. in Instructional Technology.

Rich Abramowitz, Waste Management Inc.

Richard Abramowitz is currently Director of Public Affairs for WM Recycle America. He has communications, community relations, and government affairs responsibilities. Prior to his current assignment he was on special assignment as a Site Coordinator to the WM IT Department where he was involved in the rollout of the largest software upgrade in the recycling industry. Prior to that he was responsible for recycling plant operations in the States of Texas, Oklahoma, Arkansas, and Mississippi. He also represented the Company on the Buy Recycled Business Alliance Board, the US Conference of Mayors Recycling at Work Program, America Recycles Day, Inc., and the State of Texas Alliance for Recycling. Prior to joining Waste Management, he served as Director of Environmental Affairs for the National Soft Drink Association (NSDA) now the American Beverage Association (ABA) in Washington, DC for nearly six years. He was previously Technical Director for Recycling for HDR Engineering, Inc., and Waste Reduction Program Manager for the City of Austin. He holds a Masters of Science degree in Community and Regional Planning from the University of Texas at Austin, and a Bachelors Degree from Rutgers University.



Eben Schwartz, California Coastal Commission

A staff member of the California Coastal Commission since 2000, Eben Schwartz runs Marine Debris and Public Outreach programs for the Public Education Program.

Eben directs California Coastal Cleanup Day, California's largest volunteer event. Eben also serves as the Chair of the California Ocean Protection Council's Marine Debris Steering Committee, in which role he helped craft and pass the Council's Resolution on Marine Debris and its corresponding Implementation Strategy. Eben also serves as the Chair of the Marine Debris Action Coordination Team for the West Coast Governors' Agreement on Ocean Health, which is currently drafting an overall marine debris strategy to be used as guidance for comprehensive marine debris programs in Washington, Oregon and California.



Prior to his work with the Coastal Commission, Eben worked in conservation programs at the Sierra Club, at both the local and national levels. Eben recently completed a two-year program as one of the inaugural members of the Catto Fellowship with the Aspen Institute, designed for emerging leaders in the environment and energy sector. Eben holds a BA from Johns Hopkins University.

Jeffrey Fielkow, Tetra Pak



Jeff Fielkow is Vice President of Recycling Programs for Tetra Pak. He joined Tetra Pak in February of 2009 and is responsible for designing and executing the company’s recycling strategy throughout the United States. Specifically, Fielkow will work with Tetra Pak’s brand owners, local municipalities and communities and other third parties such as recyclers and paper mills to increase the availability of carton recycling nationwide.

Prior to joining Tetra Pak, Jeff was Chief Operating Officer and minority owner of Chicago based, glass recycling company Container Recycling, LLC. Before that, he was Market Area Vice President for Waste Management Inc., where he managed 22 recycling facilities processing over 1 million tons of residential and commercial recyclables annually.

Jeff has over a decade of experience in the recycling industry. His recycling leadership has been recognized through three separate gubernatorial appointments to Wisconsin’s council on recycling, where he currently serves as an active member. He also serves on the board of directors for Waste Cap Resource Solutions and is Vice President of Recycling for the North American Carton Council.

Heidi Sanborn

Heidi has been active in the solid waste industry in California for 20 years working in various public and private positions including with consulting firms to cities and counties on reducing waste and increasing recycling, as an independent consultant, and serving in state government as the technical advisor to the Chair of the California Integrated Waste Management Board (now known as CalRecycle). In her positions, Heidi observed the lack of attention to true “source reduction,” recognizing that local governments are not the source, but that manufactured products are 75% waste disposed. Heidi became interested in Extended Producer Responsibility (EPR) as a policy tool to change the economics so costs of product waste are internalized back on the producers and consumers instead of being externalized onto the taxpayers and garbage ratepayers. She helped found and now is the full-time Executive Director of the California Product Stewardship Council.



Travis Lee, Lunar Design



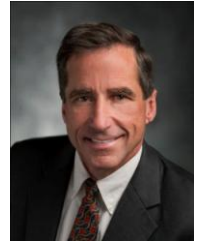
As LUNAR’s Sustainable Design Lead, Travis is responsible for creating policy and coordinating efforts within LUNAR Elements, LUNAR’s internal sustainability initiative. This includes driving the creation of guidelines and tools for designers and engineers, advancing the sustainability dialogue with clients, hosting sustainable design methodology workshops and continuously making LUNAR a more sustainable company in its day to day operations.

He is the author of LUNAR’s “Designer’s Field Guide to Sustainability”, the creator of DFGS2.0, and writes consistently for various sustainable design industry blogs and publications. He has been featured on sustainable design discussion panels for Net Impact, Autodesk University, IDSA, HKDC, and was profiled as an Autodesk Sustainable Design Green Leader in 2009. While at LUNAR he has contributed to designs for commercial photovoltaic systems, medical diagnostics equipment, eco-friendly children’s toys, and consumer electronics including the HP MediaSmart Server, which received a CES Innovations Design and Engineering Award and an iF Hannover Product Design Award, and the Illumina iScan array scanner, which received a Chicago Athenaeum Good Design Award.

Travis holds a bachelor’s degree in mechanical engineering from the University of California, Berkeley.

Mike Biddle, MBA Polymers

Dr. Biddle is considered a CleanTech pioneer, starting MBA Polymers over 17 years ago - literally from his garage. He has since grown his company to what is now the world's leading multi-national company recovering plastics from end-of-life durable goods, such as computers, electronics, business equipment, appliances and automobiles. MBA is headquartered in Richmond, CA. The company has designed, built and now operates the two most advanced plastics recycling facilities in the world, one in China and one in Austria. Mike worked for several large companies, namely General Electric, Cummins Engine Company and Dow Chemical, before striking out on his own in 1993. Mike received a B.S. in Chemical Engineering from the University of Louisville and a Ph.D. in Polymer Science and Engineering from Case Western Reserve University, both with high honors. He was also a Sloan Fellow (Executive MBA Program) at Stanford University's Graduate School of Business, graduating with an MS in Management Science.



Al Tyler, Staples

Al Tyler is the Director of Environmental Initiatives for Staples Contract Division. This is a unique position in the office products and services industry that reflects Staples commitment to sustainability. Al is responsible for Environmental Strategy and Program Development for Staples' Mid Market and National Account customers in the United States. He partners with customers in building 'go green' and sustainability programs and assists them in achieving their internal environmental goals. Al has extensive knowledge of sustainability trends and issues and provides insight into the best practices of our customers to help other customers enhance their environmental programs.



Al was instrumental in developing Staples Eco Easy. An initiative designed for customers to 'make it easy to make a difference.' He works with the Staples sales and marketing organization to promote and evangelize this important program.

Prior to this position Mr Tyler was VP Sales for the West Coast region for Staples National Advantage, the company's national account division. Al received an MBA from the University of Massachusetts and an undergraduate degree from the University of Essex in the UK. He resides in Long Beach, CA.

Gil Friend, Natural Logic

Gil Friend is founder, president & CEO of Natural Logic Inc, helping companies design, implement and measure profitable sustainability strategies. A systems ecologist and business strategist with nearly 40 years experience in business, communications, and environmental innovation, Friend combines broad business experience with unique content experience spanning strategy, systems ecology, economic development, management cybernetics, and public policy. Tomorrow magazine called him "One of the country's leading environmental management consultants—a real expert who combines theoretical sophistication with hands-on, in-the-trenches know-how." He serves on multiple boards, teaches at Presidio Graduate School, and is the author of *The Truth About Green Business* (FT Press) and the forthcoming *Profit on Purpose: Risk, Fiduciary Duty and the Laws of Nature*; was coauthor of *Biofuels Development and Soil Productivity* (1982); and has contributed chapters to several books, including *Worldchanging: A User's Guide to the 21st Century*, *Sustainable Enterprise Report*, *Sustainable Enterprise Fieldbook*, *Sustainable Food Systems*, and *Stepping Stones*.

