Waste Minimisation and Extended Producer Responsibility

Drive Zero Waste Strategy and Maximise Economic Growth by Developing Tailor-Made Green Solutions

Brussels, Belgium

6th & 7th March 2008

Attending this Premier marcus evans Conference will Enable you to:

• Assess the consequences of “polluter-pays” principle in a practical way
• Get the most up-to-date insight on WEEE 2008 review process
• Evaluate the environmental and economical arguments for implementing Producer Responsibility
• Develop comprehensive EPR framework
• Discuss the latest trends in waste management and waste management costs
• Deploy multiple implications for EPR principle’s implementation and its impact on the internal market
• Share experiences acquired by producers, collective schemes and officers working in the management flows such as electronic and electric equipment, packaging, batteries and accumulators, tires and vehicles

Learn from Case Study Presentations how:

• European Commission place EPR in the waste framework directive
• Electrolux creates a business strategy for IPR and EPR
• Epson implements EPR as an environmental strategy
• Tetra Pak enhances product development and waste reduction through EPR
• ETRMA tackles the end of life strategies in the tyres sector
• OECD evaluates the costs and evaluates the benefits of EPR programs

In the Chair:
Jason Linnell
Executive Director
National Center for Electronics Recycling
USA

Viktor Sundberg
Vice President,
Environmental and European Affairs
Electrolux

Jean Cox-Kearns
Senior Take Back and Recycling Manager
Dell

Herve Guilcher
EMEA Environmental Compliance Director
Hewlett Packard

Maris Simanovics
Managing Director
Green Dot Latvia

Eelco Smit
Environmental Affairs Manager
Epson Europe

Frode Hagen
Managing Director
Batterieturn Norway

Fazilet Cinaralp
Secretary General
European Tyre and Rubber Manufacturers Association

Early Bird Special Offer:
Book by 22/1/2008 and save 10 %
Day 1
6th March 2008

08:30 Registration and Morning Coffee
09:00 Chairman's Opening Address
   Jason Linnell
   Executive Director
   National Center for Electronics Recycling USA

09:10 Keynote Address
   EPR and Its Place in Waste Framework Directive
   Waste management continues to be a challenge for all EU Member States. Total waste quantities are continuing to grow across Europe, and overall waste generation has been decoupled from economic growth only in a minority of European countries. EPR can play an increasingly important part in the integrated approach to waste prevention. This session will explore the role of Extended Producer Responsibility in the context of a materials-based approach and in waste management context.
   Klaus Koegler
   Head of Unit
   Sustainable Production and Consumption
   DG Environment

09:55 Case Study
   Positioning Extended Producer Responsibility in the Waste Framework and WEEE Directive
   • IPR (Individual Producer Responsibility) is a crucial element of EPR for WEEE
   • Creation of business strategy for IPR and EPR
   • Why IPR is a crucial element of EPR
   • Examples of design for recycling
   • Examples of recycling operations that have started to work towards IPR
   • Preparing and implementing company strategies to secure cost efficient recycling
   • The European Recycling Platform (ERP)
   Viktor Sundberg
   Vice President Environmental and European Affairs
   Electrolux

10:40 Morning Coffee and Networking Break

11:00 Case Study
   Considering EPR as an Environmental Strategy
   Does EPR really lead to more environmentally friendly products considering the whole life cycle and not only end of life stage? Companies can be more environmentally responsible in different ways, including the analysing of potential environmental impacts of production processes and products, restricting an activity whose impact on the environment is uncertain, promoting environmentally sound technologies, implementing cleaner production and ensuring transparency and complete communication with stakeholders.
   Eelco Smit
   Environmental Affairs Manager
   Epson Europe

11:45 Case Study
   Facing Upcoming Legislative Changes - 2008 WEEE Review
   • Meeting targets and successfully complying with the WEEE Directive
   • Assessing the importance of the 2008 WEEE review
   • Assessing different incentives aimed at an uptake of environmental considerations into the design of the product
   • Benchmarking and harmonisation - The WEEE Forum's daily practice
   Pascal Leroy
   Secretary General
   WEEE Forum

12:30 Networking Luncheon

14:00 Case Study
   The Future of Producer Responsibility in IT
   • Background to producer responsibility
   • The global picture of producer responsibility
   • Looking ahead: future & creative solutions
   • Expected benefits, above and beyond eco-design
   Herve Guiller
   EMEA Environmental Compliance Director
   Hewlett Packard

14:45 Case Study
   End of Life Strategies in the Tyres Sector
   • Incorporating economically and environmentally sound management and use of end of life tyres
   • Developing of an appropriate market for end of life tyres
   • Proposing a downstream management for tyres coming from end of life vehicles
   Fazilet Cinaralp
   Secretary General
   European Tyre and Rubber Manufacturers Association

15:30 Afternoon Refreshments and Networking Break

16:00 Case Study
   Packaging and Packaging Waste Directive
   National packaging regulations have imposed obligations on all packaging supply chain economic operators in every member state (except Denmark) for packaging waste management. To meet these obligations, industry has established packaging waste compliance schemes. Participation is voluntary and self fulfilment of obligations remains an option for companies. The schemes coordinate the activities necessary for the recovery of packaging waste and have an essential interface role to play between the different packaged goods supply chain sectors to achieve the prescribed objectives. These obligations stem from the 1994 EU Packaging and Packaging Waste Directive which has some distinct differences from other product specific legislation which followed.
   Julian Carroll
   Managing Director
   European Organisation for Packaging and the Environment (EUROPEN)

16:45 Case Study
   Battery Directive and Its Impact
   • Collecting and recycling batteries in Norway
   • Evaluating the effectiveness of take back systems
   • Coinciding industrial and environmental goals
   Frode Hagen
   Managing Director
   Batteriøvern Norway

17:30 Closing Remarks from the Chair
17:45 End of Day One
7th March 2008

08:30 Registration and Morning Coffee
09:00 Chairman’s Opening Address
   Jason Linnell  
   Executive Director  
   National Center for Electronics Recycling USA

GLOBAL PERSPECTIVE ON EXTENDED PRODUCER RESPONSIBILITY

09:10 Keynote Address
   Extended Producer Responsibility in the Framework of Take Back System and Recycling in the USA
   • Overview of current US state laws on electronics recycling and their varying approaches to extended Producer responsibility
   • Comparing the results of current state e-waste EPR laws and prospects for future states.
   • The use of brands to identify manufacturers, and the varying interpretation of who the “manufacturer” is under different US systems
   • Key trends in recycling legislation for 2008, and the prospects for a national programme in the future
   Jason Linnell  
   Executive Director  
   National Center for Electronics Recycling USA

REDUCTION IN THE CONSUMPTION OF MATERIALS

09:55 Case Study
   Saving and Replacing Raw Materials through Extended Producer Responsibility
   • Recovering raw materials from waste
   • Analysing the role of EPR systems in the waste management in small countries (Latvia example)
   • Exporting secondary raw materials
   • Indicating the waste flow in the context of globalisation
   Maris Simanovics  
   Managing Director  
   Green Dot Latvia

10:40 Morning Coffee and Networking Break

11:00 Case Study
   EPR as a Tool for Product Development and Waste Reduction in the Packaging Industry
   • The intention of the legislator interpreted by a packaging company
   • Effects on product development in the packaging industry
   • Effects on waste reduction
   Agneta MeIN  
   Former Environmental Manager for Nordics and Baltics  
   Tetra Pak

EPR AS A DRIVER FOR DESIGN FOR ENVIRONMENT

12:00 Case Study
   Strategies to Stimulate Design for Environment in EPR Programmes
   When producers pay for managing product waste at end of life, they have an incentive to design products that are less toxic, less over-packaged, longer lasting and designed for reuse and recycling
   • Encouraging design for environment through EPR by sending the appropriate economic signals to the producer
   • Possibilities of bearing full life-cycle environmental costs
   • Producer responsibility organisations may be practical and effective management organisations, but tend to remove competition through uniform fees
   Naoko Tojo  
   Assistant Professor  
   Lund University

14:00 Case Study
   Extended Producer Responsibility and the Product Life Cycle
   • EPR and Product Design
   • The Dell life cycle approach for Electronics
   • Extending the lifecycle of the product
   • Practical examples of EPR programs for Consumers and Business
   Jean Cox-Kearns  
   Senior Take Back and Recycling Manager  
   Dell

ESTABLISHING ANALYTICAL NETWORK FOR EVALUATING PROS AND CONS OF EPR PROGRAMS

14:45 Interactive Panel Discussion
   Extended Producer Responsibility - Discussing Relationship between Life Cycle and End of Life Incentives in regards to EPR or Collective Producer Responsibility
   Key Issues of Concern:
   • What are the measures that should be implemented in order to trigger the legislators?
   • Is the energy efficiency the only issue?
   • Evaluating principles and advantages of individual versus collective responsibility
   Frode Hagen  
   Managing Director  
   Batterieturnt Norway
   Henrik Harjula  
   Principal Administrator  
   Organisation for Economic Cooperation and Development (OECD)
   Julian Carroll  
   Managing Director  
   European Organisation for Packaging and the Environment (EUROPEN)

15:30 Afternoon Refreshments and Networking Break

16:00 Case Study
   Evaluating Costs and Benefits of Extended Producer Responsibility Programs
   • Efficient design of EPR programmes;
   • Cost-effective implementation of EPR programmes
   • Costs and benefits of EPR programmes
   • Environmental effectiveness of EPR programmes
   Henrik Harjula  
   Principal Administrator  
   Organisation for Economic Cooperation and Development (OECD)

16:45 Concluding Remarks from the Chair

17:00 Close of the Conference

I would like to thank everyone who has assisted with the research and organisation of the event, particularly the speakers for their support and commitment.

Eva Hojdyszova,  
Conference Producer,  
marcus evans Prague,  
Tel: +420 255 707 273,  
Email: evah@marcusevanscz.com

Business Development Opportunities:

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Tel: +46 8 678 60 40,  
E-mail: JamesD@marcusevansse.com
Waste Minimisation and Extended Producer Responsibility

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Despite their popularity, mandated Extended Producer Responsibility Programs (EPR) provoke theoretical questions and face practical limitations to their efficacy as an environmental policy instrument. Nowadays, especially right before the WEEE 2008 review process EPR is becoming very topical.

Voluntary take-back programs, on the other hand, are emerging in specific situations where manufacturers tailor such programs to add value for their customers by reducing costs or improving total product quality. As a policy idea, EPR has garnered international appeal fairly rapidly, in part because it sounds simple and its central goal – environmentally benign product design – is lofty. But is it good and relevant public policy? This conference, the first of its kind, will bring together producers, representatives from take back schemes and policy makers from the whole world to discuss EPR issues. An excellent opportunity to listen to high profile case study presentations from leading companies who will share their experience and best practice in waste management related to EPR.

Who should attend?
Vice Presidents, Presidents, Managers, Directors, Heads and Advisors with decision making responsibility for:
- Environmental Affairs
- Sustainable Development
- Product Compliance
- Product Stewardship
- WEEE Program
- Government Affairs and Public Policy
- Recycling, Reuse, Recovery programs
- Extended Producer Responsibility

From following industries:
- Electronic and Electric Equipment
- Packaging
- Batteries and Accumulators
- Tires
- Vehicles

Why you should attend:
This conference, first of its kind, will bring together producers, representatives from take back schemes and policy makers from the whole world to discuss EPR issues. Excellent opportunity to listen to high profile case study presentations from leading companies who will share their experience and best practice in Waste Management related to EPR.

If you would like further information about the event or information about how to book, please contact:
Mr. Ola Samuelson, Senior Marketing Manager, marcus evans
London Tel: +44 (0) 161 601 4038
Fax: +44 (0) 161 968 9310
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