

“A Conversation about Packaging: Opportunities and Challenges”

CalRecycle Workshop
Cal/EPA Headquarters, Coastal Hearing Room
1001 I Street, Sacramento, CA 95812
December 12, 2013
9:00am – 4:45pm

Agenda

9:00am	Welcome and Instructions for the Day Caroll Mortensen, Director, CalRecycle Lori Lewis, Facilitator, US EPA Region 9
9:10am	CalRecycle Staff Presentation: “The Role of Packaging in Meeting 75% by 2020” Cynthia Dunn, Senior Integrated Waste Management Specialist
9:20am	Panel #1: “Sharing Perspectives on the Problem” Panelists will offer their views on the challenges associated with packaging waste, the pursuit of package optimization, and increasing source reduction and recovery. <ul style="list-style-type: none"> • Eben Schwartz, Marine Debris Program Manager, California Coastal Commission • Keith Fanta, Section Head, Packaging Sustainability, Proctor & Gamble • Steve Alexander, Executive Director, Association of Postconsumer Plastics Recyclers (remote participant)
10:00am	Small Group Break-Out Discussions and Report-Out
10:45am	Break
10:55am	Panel #2: “Addressing the Concerns” There are a number of existing initiatives aimed at reducing negative lifecycle impacts associated with packaging. Hear these panelists describe their organizations’ efforts and what can be learned from their experiences. <ul style="list-style-type: none"> • Rob Kaplan, Director, Product Sustainability, Wal-Mart (remote participant) • Danielle Peacock, Project Manager, Sustainable Packaging Coalition • Justin Lehrer, Program Manager, StopWaste.org • Lovonne Mallory, Packaging Program Strategist, Global Operations Team, Dell
11:45am	Small Group Break-Out Discussions and Report-Out
12:30pm	Lunch
1:30pm	Panel #3: “Considerations for Packaging Recovery in the Uniquely Californian Landscape” Panelists will offer their perspectives on important considerations when contemplating a significant increase in packaging recovery in California. <ul style="list-style-type: none"> • Malaika Thorne, Sustainability Program Manager, Recology • Kevin DeWhitt, CTO and Founder, Agilyx • Kevin Barnes, Solid Waste Director and Compost Site Manager, City of Bakersfield
2:10pm	Small Group Break-Out Discussions and Report-Out
2:50pm	Break
3:00pm	Panel #4: “Some Thoughts on Next Steps” What are some possible next steps that could be taken in California? What would it take to achieve meaningful source reduction and recovery of packaging on a statewide level? What can

	<p>be learned from approaches elsewhere? Panelists will share their experience and expertise in a variety of potential approaches.</p> <ul style="list-style-type: none">• Paul Gardner, Executive Director, Recycling Reinvented (remote participant)• Leila Monroe, Senior Attorney, Oceans Program, NRDC• Mark Murray, Executive Director, Californians Against Waste• Donna Dempsey, Executive Director, AMERIPEN
4:00pm	Large Group Facilitated Discussion
4:45pm	Closing