



rethinking waste management... the design difference

AGENDA

Conference Moderator: Greg Moore, Chair, Metro Vancouver Board

OPENING PLENARY

9:00 am **Welcome and Opening Remarks**
 The Honourable Terry Lake, Minister of Environment
 Malcolm Brodie, Chair, Metro Vancouver Zero Waste Committee

9:10 am **ZERO WASTE DESIGN CHALLENGE – “6 hours to make a difference.”**
 Host, Vanessa Timmer, Executive Director, One Earth
 In a real-time, visible zero waste design challenge, three innovative design teams won't just be thinking outside the box – they'll be redesigning it entirely during the conference.
 – Introduction of Judges and Design Teams

Judges: Bridgett Luther - President, Cradle to Cradle Products Innovation Institute
 David Boyd - Lawyer, author and Adjunct Professor in the School of Resource and Environmental Management at SFU
 Maureen Cureton - Green Business Manager, Vancity

Team 1 – The Freshly Baked Cookies	Team 2 – Octopus Spectacular	Team 3 – The Mobius Strips
Lead, Stephanie Bertels, Assistant Professor at SFU Beedie School of Business, Associate Director of the CMA Innovation Centre Designer, Ruben Anderson, Industrial Designer Student Designer, Andreas Eiken, Student, Industrial Design, Emily Carr Business Rep, Lawrence Silcox, Owner and Lead Designer, Cima Coppi Cycle Wear	Lead, Marten Sims, Designer and Consultant Designer, Sarah Willie, Operations Coordinator at Product Care Association Student Designer, Jeremy Calhoun, Photographer and Designer Business Rep, Amielle Lake, CMO and Founder at Tagga Media Inc.	Lead, Michael Green, Architect and Principal, MGA Designer, Duane Elverum, CityStudio Co-founder, Designer and Sustainability Educator at Emily Carr Student Designer, Maia Rowan, Student, Industrial Design, Emily Carr Business Rep, Julian Radlein, President, SymbiAudit

– “Reading of the Rules”
 Brought to you by Shaw TV, Emily Carr University of Art and Design

9:30 am **KEYNOTE PRESENTATION**
 Introductions by Lois Jackson, Director, Metro Vancouver Board of Directors
 Bridgett Luther, noted environmentalist and President of the Cradle to Cradle Products Innovation Institute
 Bridgett spent five years as Director of the California Department of Conservation, overseeing a budget of \$1.4 billion and 700 employees in 14 offices around California. As Director, she was responsible for a wide variety of programs, including the California beverage container recycling program. California recycles more than 42 billion beverage containers a year, the world's largest such program.

10:00 am Performance by DreamRider Productions

Break



CONCURRENT WORKSHOPS

10:30 am Organics, Wood, Products and Packaging

ORGANICS:

closing the loop

Together solid waste management innovators will explore ideas on food recovery from retail pre-consumer overstock and depackaging, to organics processing into the nutrient rich black gold for our gardens.

Introductions by Malcolm Brodie, Chair, Metro Vancouver Zero Waste Committee

Panellists:

- Jennifer Erickson, Senior Planner, creator, *Fork it Over!*, Metro, Portland Metropolitan Area
- Steve Harpur, CGA, Founder and President, Earth Renu
- Jan Allen, General Manager & VP Quality and Engineering, Harvest Power
- Bill Payne, Senior Manager of Service Contracts and Waste Diversion in Western Canada, Loblaw Companies

WOOD:

rediscovering its worth

Explore local and international deconstruction, reclamation and remanufacturing initiatives for the reuse of wood. Best practice industry examples will help you realize the strength and versatility of this valuable resource.

Introductions by Derek Corrigan, Vice-Chair, Metro Vancouver Zero Waste Committee

Panellists:

- Dave Bennink, Owner, Re-Use Consulting
- Tracy Casavant, Executive Director, Light House Sustainable Building Centre
- Walter Francl, Principal, Walter Francl Architecture Inc.

PRODUCTS AND PACKAGING:

design for up-cycling

Industry leaders will fuel imaginations for rethinking design for life cycle materials management.

Introductions by Andrea Reimer, Director, Metro Vancouver Zero Waste Committee

Panellists:

- David Lawes, Ministry of Environment Section Head, Industry Product Stewardship
- Rachel Morier, Packaging Association, (PAC) PAC Next Program, Program Coordinator
- Christian Shelepuk, Wal-Mart, Senior Manager of Service Contracts and Waste Diversion in Wal-Mart's Western Canada corporate stores

12 Noon **LUNCH** – *Twitter Photo Mosaic and Design Fair*

– Check-out the Design Challenge in progress

12:45 pm **WORKSHOP HIGHLIGHTS** presented by Marvin Hunt, Director, Metro Vancouver Zero Waste Committee

ENERGIZING THE ZERO WASTE MOVEMENT

1:00 pm **Stimulating Social Change – Beyond Being Right**

Moving beyond dialogue about zero waste, so citizens, businesses and governments are taking action and accelerating progress toward a cradle to cradle economy.

- Panel Discussion
- Q&A

Panellists:

- James Hoggan, President, Hoggan & Associates
"The Advocacy Trap: Smashing heads doesn't open minds."
- Marc Stoiber, Creative Director, Brand Strategist at Marc Stoiber Enterprises
- Cara Pike, Director, The Resource Innovation Group's Social Capital Project and Climate Access
- Robert Gifford Professor, Department of Psychology, University of Victoria

2:15 pm **Break**

2:30 pm **Design Challenge – Re-inventing Our Future**

Host, Vanessa Timmer, Executive Director, One Earth

- Design Team pitch and Judges' Critiques
- People's choice
- Judges' Choice

3:30 pm **Closing Remarks**

Malcolm Brodie,
Chair, Metro Vancouver Zero Waste Committee

CONFERENCE PARTNERS

