



PAPER & PACKAGING SYMPOSIUM

A Call to Action to Increase Recovery

AGENDA

Day One: December 10, 2013

9:00 – 10:00: Registration and Coffee

10:00 – 12:00: Morning Session

Welcome: Stephanie Baker, SERDC Chair

Welcome and Background: Will Sagar, SERDC Executive Director

Goals & Objectives: Keefe Harrison, Event Facilitator, Senior Consultant at Resource Recycling Systems

Recent Research Profiling Recovery Activity: Jim Frey, President and CEO of Resource Recycling Systems

Understanding a National Perspective: Jerry Powell, Resource Recycling Magazine

The Risk of Inaction: Anne Johnson, Vice President and Principal of Corporate Sustainability at Resource Recycling Systems

12:00 – 1:00: Networking Lunch

Lunch Speaker: Jay Bassett, Chief of Materials Management at USEPA Region 4



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1:00 – 3:00: Afternoon Session

Retail and Brand Panel – Facilitated Discussion and Questions from the Audience

Panel members:

- Elisabeth Comere, Director of Environmental and Government Affairs at Tetra Pak
- Rob Kaplan, Director of Product Sustainability at Walmart
- Jeff Meyers, Manager of Sustainable Packaging for Coca-Cola North America Group
- Laura Rowell, AMERIPEN and Global Sustainable Packaging Manager Consumer Products at Sonoco Packaging
- Beth Schmitt, Director of Recycling at Alcoa

Presenting a Proposal for Action

- Overviewing a Systems Approach: Keefe Harrison
- Where to Begin: Jim Frey
- Your Questions (please submit questions in writing to the facilitator)

3:00 – 3:30 Break

3:30 – 5:00 Late Afternoon Session



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Recycling Sectors Panel and Facilitated Discussion

Panel Members:

- Jeff Fielkow, Executive Vice President Revenue, Growth, Development at ReCommunity Recycling
- Scott Mouw, Recycling Section Chief, N.C. Department of Environment and Natural Resources
- Susan Robinson, Federal Public Affairs Director, Waste Management
- Steve Thompson, Director of Curbside Value Partnership

Small Group Discussion

- Your Feedback: What stands out as most appealing? What stands out as most worrisome? What needs more clarification?

5:00 Closing Thoughts for the Day

5:00 – 6:30 Reception



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Day Two: December 11, 2013

7:00 – 8:00 Breakfast

8:00 – 10:00 Morning Session

Welcome: Will Sagar

Review of the Proposal and Goals: Keefe Harrison

Understanding Collective Financing: Evaluating Return on Investment: Jim Frey

9:00 – 10:00 Small Group Discussions: Refining the Proposal

Discussion Topics:

- What are the biggest opportunities?
- What are the biggest barriers?
- What do we stand to gain from the meeting?

10:00 – 10:30 Break

10:30 – 12:00 Late Morning Session

Capturing Developments of the Day and Feedback from Teams: Keefe Harrison

Panel Members:

- Elisabeth Comere, Tetra Pak
- Jeff Fielkow, ReCommunity Recycling
- Jim Frey, Resource Recycling Systems
- Rob Kaplan, Walmart
- Scott Mouw, N.C. Department of Environment and Natural Resources
- Will Sagar, SERDC
- Beth Schmitt, Alcoa

Dec 10-11, 2013 GRAND HYATT, ATLANTA



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12:00 – 12:30 Break, Lunch

12:30 – 2:00 Working Lunch, Afternoon Session

Highlighting Outcomes from the Meeting: Stephanie Baker, SERDC

Next Steps: Collective Panel of Speakers

Closing Remarks Will Sager, SERDC