



## AGENDA

**OECD GLOBAL FORUM ON  
ENVIRONMENT**

Focusing on

**SUSTAINABLE MATERIALS  
MANAGEMENT**

Hosted by the Public Waste Agency of Flanders (OVAM)

25-27 October 2010

Lamot Conference Centre, Mechelen, Belgium

---



# OECD GLOBAL FORUM ON ENVIRONMENT

Focusing on

## Sustainable Materials Management

25-27 October 2010

Mechelen, Belgium

### CONTEXT

The past two centuries have seen unprecedented growth in human population and economic well-being. This growth has been fed by equally unprecedented material resource consumption and its associated negative environmental impacts. Economic and trade integration among countries has enlarged the size of markets, allowed greater specialisation and mobility in production, increased the role of multinational enterprises and led to an overall increase in international flows in raw materials and manufactured goods.

Making sure that material resources are managed sustainably and used efficiently through their life-cycle is vital to economic growth, environmental quality and sustainable development. It would also help reduce the negative environmental impacts associated with the production, consumption and end-of-life management of material resources -- a concern that has long been on the policy agenda of OECD countries. A shift from "end-of-life" thinking towards a more integrated life-cycle approach is therefore needed.

The OECD Environmental Strategy for the 1<sup>st</sup> Decade of the 21<sup>st</sup> Century, adopted by Environment Ministers in May 2001, clearly outlined the need for governments to look for integrated management solutions which link resource use and prevention of waste into a coherent policy approach, such as the one embodied in the Sustainable Materials Management (SMM) paradigm. Policy integration is also most likely to be improved by a structured "partnership" approach, involving all actors in the materials life-cycle (especially business, NGOs, and consumers).

This challenge also has a *global* scope. The growing interdependence of countries and economies and globalisation of trade in materials and goods associated with increasing negative environmental impacts necessitate an approach that would take global effects directly into account.

## SCOPE AND OBJECTIVES

In line with the need to shift towards more integrated “life-cycle” approaches, the WGWPR has refocused much of its waste management work towards an SMM perspective. In particular, two Workshops dealing with SMM have been held:

- The first one in Seoul in 2005, whose objective was to take stock of what exists to date in relation to this new concept, define the concept and explore the potential elements of SMM.
- The second one in Tel Aviv in 2008, whose objective was to learn about SMM experiences from governments, the private sector and NGOs. Existing methodologies to assess material use in terms of its potential impacts on the environment, benefits to society and value for the economy, were also analysed.

The outcomes of both workshops, as well as a survey carried out among OECD governments and several “stocktaking” reports and case studies, have laid the basis for the completion of this in-depth and multi-faceted study of the SMM paradigm. Time has now come to propose concrete steps and measures to put SMM into practice or to extend it to new areas.

This will be achieved through a Global Forum on Environment (GFENV), focusing on Sustainable Materials Management, with the following objectives:

- To draw conclusions from the results of three policy-oriented reports (on target setting, policy principles, and policy instruments), as well as from the results of four case studies (on aluminium, critical metals, wood fibres and plastics);
- To learn from new examples of “innovative SMM practices” from the private sector, governments and NGOs (particularly those involving “systems” innovations);
- To link the discussions to the OECD Green Growth Strategy and implementation of the OECD Council Recommendation on Resource Productivity [C(2008)40] and the 2008 G8 Kobe 3R Action Plan; and
- To discuss possible “policies for implementing SMM” and to delineate the form of possible actions to be taken (Council Recommendation, report on policy options, compilation of best practices, etc.).

## TARGET AUDIENCE AND MAIN CONTRIBUTORS

Participation is open to OECD countries, to delegates from invited non-member economies and to other invited experts. The UN Resource Panel, as well as key representatives from the business and NGO communities, are also invited, and expected to play key roles.

Additional information:

There is a possibility for poster presentations at the premises of the Global Forum, to illustrate some practical examples of SMM implementation by the private sector.

# AGENDA

Monday 25 October 2010



9:00 – 10:00: Registration

## Opening Session – Background for the Workshop

10:00-11:00

- Welcome by **Henny de Baets**, Administrator General of the Public Waste Agency of Flanders (OVAM) and by **Simon Upton**, OECD Environment Director.
- Context and objectives of the Global Forum by the Chair, **Victor Dries**, Head of the Strategic Unit of OVAM.
- Keynote speech by **Joseph Fiksel**, Executive Director of the Centre for Resilience of the Ohio State University, who will present the SMM paradigm, its advantages and disadvantages and possible avenues to put it into action, followed by discussion.

## Session 1:

### Good SMM Practices in Priority Materials

11:00-13:00

#### **Objective:**

*To discuss and draw conclusions from the results of four case studies (aluminium, critical metals, wood fibres and plastics) which analyse these priority materials at all stages of their life-cycle, from extraction of materials, processing of raw materials, to the recovery and reprocessing of recycled products.*

*The case studies are exploring good SMM practices and focussing on those parts of the life-cycle where opportunities exist for optimising policy interventions.*

**Moderator:** John Atherton, International Council on Mining and Metals (ICMM)

**Rapporteur:** Raimund Bleischwitz, Wuppertal Institute

11:00-12:00

Presentation of four case studies on priority materials (15min for each presentation followed by 5min for questions and answers):

- ✓ **Rob Sinclair**, Natural Resources Canada for critical metals
- ✓ **Kate Johnson**, US Geological Survey for aluminium
- ✓ **Deanna Lizas**, ICF International for wood fibres
- ✓ **Ingo Sartorius**, PlasticsEurope Deutschland for plastics

12:00-12:30



Coffee

12:30-13:30

**John Atherton** will present his summary on the findings of the four case studies and moderate the panel discussion including:

- ✓ **Mike Levy**, American Chemistry Council (private sector perspective)
- ✓ **Derry Allen**, US EPA (OECD government perspective)
- ✓ **Raimund Bleischwitz**, Wuppertal Institute (NGO perspective)
- ✓ **Jason Potts**, International Institute for Sustainable Development (IISD) (NGO perspective).

This will be followed by a discussion with the floor. The Chair will summarise the discussion.



13:30-14:30

Lunch

## **Session 2:**

### **Innovative SMM Practices in the Private Sector, Governments and NGOs**

14:30-18:00

#### ***Objective:***

***This Session will build on the momentum created at the 2<sup>nd</sup> SMM Workshop in Tel Aviv, in 2008, which reviewed SMM experiences in industry, government, and NGOs. This proved to be a very valuable “stocktaking” initiative – an initiative that is worth repeating at the 2010 GFENV.***

***While some “front-runners” have already made impressive progress on SMM, much remains to be done in industry as a whole. SMM initiatives carried out to date by “front-***

*runners” show that better management of materials and resources are accompanied by cost reductions and increased revenues – because consumers are also demanding more environmentally friendly products, associated with sustainable management of materials over their whole life-cycle.*

*This Session will therefore explore new examples of “good and innovative SMM practices” from the private sector, governments and NGOs (particularly those involving “systems” innovations), focusing on particular aspects of SMM such as greening the supply chain, closing the loop, eco-design, or innovative business models.*

**Moderator:** Jason Potts, International Institute for Sustainable Development (IISD)

**Rapporteur:** Chris Peterson, Five Winds International

14:30-15:30

Presentation of innovative SMM practices in the private sector (15min for each presentation followed by 5min for questions and answers):

- ✓ **Frédéric Rabain**, Peugeot (example from the automobile industry)
- ✓ **Tammy Ayers**, Steelcase (example from the office furniture industry)
- ✓ **Frans Beckers**, Van Gansewinkel (example from the waste processing and energy sector)

15:30-16:30

Presentation of innovative SMM practices in governments and NGOs (15min for each presentation followed by 5min for questions and answers):

- ✓ **Anne Johnson**, Sustainable Packaging Coalition in US (NGO perspective)
- ✓ **Dorah Nteo**, Department of Environmental Affairs, Republic of South-Africa (a non-OECD government perspective)
- ✓ **Art Dewulf**, University of Wageningen, Netherlands (OECD government perspective)

16:30-17:00



Coffee

17:00-18:00

Wrap up of Session 2 by the Chair, followed by a general discussion.

## END OF DAY 1

18:00-19:00

The Secretariat, the moderators and the rapporteurs of Sessions 1 and 2 will prepare a draft summary of the 1<sup>st</sup> day discussions.

19:00

Dinner hosted by OVAM at the Conference Centre



Tuesday 26 October 2010

**Session 3:**

**Putting SMM into a Broader Perspective**

09:30-12:30

**Objective:**

*Several international initiatives exist, such as the OECD Council Recommendation on Resource Productivity [C(2008)40], the Declaration on Green Growth by OECD ministers in June 2009 and the Kobe 3Rs Action Plan. Work is also carried out on concepts whose objectives are close to, or complementary to, SMM strategies, for instance on Eco-efficiency, Sustainable Consumption and Production, etc. At this Session the linkages between all these initiatives/work areas will be explored to see how they could be articulated and how to optimise their complementarities. More specifically, it is expected to find how and to which extent SMM policies could contribute to these other existing policy initiatives.*

**Moderator:** Werner Bosmans, European Commission - DG ENV.

**Rapporteur:** Kevin Brady, Five Winds International

09:30-10:00

Linkages and complementarities of SMM-related paradigms and policies by **Kevin Brady**.

10:00-11:00 Panel discussion with:

- ✓ **Shaoyi Li**, United Nations Environment Programme (link to UNEP initiatives)
- ✓ **Yuichi Moriguchi**, Research Center for Material Cycles and Waste Management, at National Institute for Environmental Studies (link to Japan's 3R initiative)
- ✓ **Kazunobu Onogawa**, United Nations Centre for Regional Development (link to Asian initiatives and Asia 3R Forum)
- ✓ **John Wante**, OVAM, Belgium (link to EU initiatives)
- ✓ **Caroline MacIntosh**, Public Works and Government Services Canada (Government perspective)
- ✓ **Myriam Linster**, OECD (link to OECD initiatives).

11:00-11:30



Coffee

11:30-12:30

General discussion and conclusions of the Session by the Chair.

12:30-14:00



Lunch

## **Session 4:**

### **Policies for Implementing SMM**

14:00-17:30

#### **Objective:**

*During 2009-10, the WGWR has three “thematic” SMM studies underway – on: i) Setting and Using Targets for SMM; ii) Key Policy Principles for SMM; and iii) An overview of available Policy Instruments for SMM (including their respective advantages and disadvantages when actually applied in an SMM context).*

*This Session will profile the results of these three studies, and draw appropriate conclusions for possible SMM policies.*

**Moderator:** Jim Fava, Five Winds International

**Rapporteur:** Dominic Hogg, Eunomia

14:00-14:30

Main outcomes of the three policy-oriented reports by **Chris Peterson**, Five Winds International.

14:30-15:30

Five panellists will give their reflections on the report, based on their experiences with the implementation of SMM policies:

- ✓ **François Grosse**, Veolia Environnement (industry perspective)
- ✓ **Pawel Kazmierczyk**, European Environment Agency (EEA), (preliminary SMM related findings from the 2010 State and Outlook Report on the European Environment)
- ✓ **Robbert Droop**, Ministry of Housing, Spatial Planning and the Environment, Netherlands (an OECD government perspective)
- ✓ **Ujang Solihin Sidik**, Ministry of Environment, Republic of Indonesia (non-OECD country perspective)
- ✓ **Harvey Houg**, Environmental Protection Administration, Chinese Taipei (non-OECD country perspective)

15:30-16:00



Coffee

16:00-17:30

General discussion and conclusions of the Session by the Chair.

## **END OF DAY 2**

17:45-18:45

The Secretariat, the moderators and the rapporteurs of Sessions 3 and 4 will prepare a draft summary of the 2<sup>nd</sup> day discussions.

18:45-20:30

(Optional side event) A taste of Mechelen: a guided tour with snack.

## Wednesday 27 October 2010

### **Session 5:**

#### **Concluding Panel**

09:00-12:00

#### ***Objective:***

***Based on the knowledge gained from the two previous SMM workshops, on the outcomes of all studies carried out so far (in particular the latest three policy reports) and the discussions of the previous Sessions, a panel will discuss concrete actions that different stakeholders (industry, government, NGOs, consumers, etc.) could take to promote and implement SMM.***

09:00-10:00

Effective environmental policies and the move towards SMM policies by **Joseph Fiksel**, Centre for Resilience of the Ohio State University.

10:00-11:30

Interactive discussion between the panel and the floor, conducted by **John Twitchen**, Sauce Consultancy Ltd, UK (environmental communications company), with:

- ✓ **Ana Quiros**, Eco-Global, Costa Rica
- ✓ **Cecilia Mattsson**, Environmental Protection Agency, Sweden
- ✓ **John Hontelez**, European Environmental Bureau (EEB)
- ✓ **Bjarne Pedersen**, Consumers International
- ✓ **Per Sandberg**, World Business Council for Sustainable Development, Vision 2050
- ✓ **Anthony Cox**, OECD Environment Directorate

11:30-12:00

Conclusions of the Global Forum by the Chair:

- key findings from the Global Forum; and
- next steps and possible actions to be taken by OECD and its member countries (Council Recommendation, report on policy options, compilation of best practices, etc.).

### **Site visits:**

Wednesday afternoon

The host country will organise site visits focusing on sustainable materials management. More details about this can be found on the [logistical note](#) for the Forum and on the Forum website [www.oecd.org/environment/gfeny](http://www.oecd.org/environment/gfeny).