



# ADVANCING A CIRCULAR ECONOMY IN CANADA

## LEADERS AND EXPERTS ROUNDTABLE

March 15, 2018, 8:00 – 10:00 am (breakfast at 7:30 am)

Coal Harbour Room, Pan Pacific Hotel

*Convening international and Canadian thought leaders and executives in a strategic conversation around the opportunities to advance the circular economy in Canada*

**Moderator:** Greg Moore, Chair, Metro Vancouver Board and Founder, National Zero Waste Council

### ROUNDTABLE AGENDA

7:30 AM	<b>REGISTRATION, BREAKFAST, NETWORKING</b>
8:00 AM	<b>Welcome, Objectives, and Introductions</b>
8:30 AM	<p><b>International and National Landscape</b></p> <p>Opening remarks, followed by plenary discussion, to understand how and why organizations are advancing the circular economy, and to identify the opportunities and key elements required to set a circular economy roadmap for Canada.</p> <p><i>Opening Reflections:</i></p> <ul style="list-style-type: none"> <li>• Iain Gulland, Chief Executive Officer, Zero Waste Scotland</li> <li>• Kari Herlevi, Circular Economy Project Director, Sitra</li> <li>• John Ortiz, Director of Product Stewardship, HP / Frances Edmonds, Head of Sustainability, HP Canada</li> </ul>
9:15 AM	<p><b>A Circular Economy Roadmap for Canada - Identifying Strategic Opportunities</b></p> <p><i>Roundtable Discussion:</i></p> <ul style="list-style-type: none"> <li>• What solutions and innovations are being advanced in various sectors?</li> <li>• What private and public sector strategies are needed to advance this agenda?</li> <li>• How can Canada leverage international momentum and solutions?</li> </ul>
9:55 AM	<b>Closing and Next Steps</b>

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### SPEAKER BIOS



#### MODERATOR

**Greg Moore** *Chair, Metro Vancouver Board, and Founder, National Zero Waste Council*

Greg Moore is the Mayor of the City of Port Coquitlam and Chair of the Metro Vancouver Board of Directors. His long career in public service – he spent a decade as a City employee, both in Recreation and Planning Departments and has served on Port Coquitlam Council since 2002 – is a testament to Mr. Moore's long-time personal commitment to affecting real and lasting positive change in the lives of others.

Recent accomplishments as an elected official include the development of a 10-year, \$7.5 billion vision and plan for transit in the Metro Vancouver region; and the creation of the National Zero Waste Council, a cross-sector leadership initiative that seeks to advance a national waste prevention and reduction agenda in Canada and beyond. Recently, Greg chaired the Union of BC Municipalities Housing Committee that released *A Home For Everyone: A Housing Strategy for British Columbians*. This strategy makes 32 recommendations to address the housing crisis in BC. Greg is currently leading a cross-sector initiative for a Regional Prosperity Initiative, which will bring together stakeholders from around Metro Vancouver to work collaboratively on the regional economy.

Mr. Moore is also involved in a number of charitable causes in his home town of Port Coquitlam, including the "Homes for Good Society", whose purpose is to end chronic homelessness; and "I Am Someone", a society dedicated to ending bullying through community awareness and support; technology; and advocacy. Mr. Moore was also nominated to Vancouver magazine's Power 50 2014 list and the Clean 50 in Canada.



**Iain Gulland** *Chief Executive Officer, Zero Waste Scotland*

Iain Gulland is Chief Executive of Zero Waste Scotland, a not-for-profit company, which exists to create a society where resources are valued and nothing is wasted. Its work supports delivery of Scottish Government strategies for resource efficiency and a more circular economy.

Iain has more than 20 years' experience in sustainable resource management in the public and not-for-profit sectors, including leading the Community Recycling Network Scotland from 2004-2008 and working as WRAP's Director for Scotland from 2008 – 2014.

Iain is a Vice President of the Association for Cities and Regions for Recycling and Sustainable Resource Management (ACR+) and a Fellow of the Chartered Institution of Wastes Management (CIWM).

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### SPEAKER BIOS continued



**Kari Herlevi** *Circular Economy Project Director, Sitra*

Kari Herlevi is a versatile multi-talent in the field of circular economy. He is currently leading the circular economy area at Sitra, the Finnish innovation fund. Previously responsible for the resource efficient economy area in Tekes, the Finnish funding agency for innovation, he managed the Green Growth – Towards a Sustainable Future - Programme, which aimed to identify potential new growth areas for the sustainable economy business. Previously Kari led the Vigo Accelerator Programme at Tekes and supported Tekes management. Kari also previously worked in the Tekes silicon valley office and his special interests are circular economy, fast growing cleantech firms and developing countries like BRIC.



**John Ortiz** *Director of Product Stewardship, HP*

John Ortiz leads the global product stewardship organization for HP Inc. Ortiz's organization drives environmental design of printing hardware products, ink and toner supplies, and paper products to minimize the impact of HP products throughout the product lifecycle. Ortiz is championing circular economy thinking and action across HP's Print, PC, and 3D printing businesses. Among many successful circular economy projects, working with a global cross organizational team, Ortiz's team recently enabled closed loop recycled plastic in HP's recent Envy printer launches.



**Frances Edmonds** *Head of Sustainability, HP Canada*

In her role as Head of Sustainability, Frances Edmonds is responsible for overseeing HP's full suite of corporate social responsibility programs including strategic partnerships with key nonprofit organizations and an industry leading volunteer program. With Frances's leadership HP is able to state that HP Canada is the most environmentally responsible IT company. Frances sits on the Board of Learning for a Sustainable Future, is on the Schulich Centre for Responsible Business Advisory Board and lectures at most of the GTA's higher education institutions.