



Stewardship Ontario

**TUESDAY**  
JUNE 21, 2011  
TORONTO  
8AM - 1PM

**2011** STEWARDSHIP  
ONTARIO'S  
SUSTAINABLE  
PACKAGING SUMMIT

# SUSTAINABLE PACKAGING TRENDS.

**GLOBAL. NORTH AMERICA. ONTARIO.**

## AGENDA

8am: Registration opens  
8:30am - 12pm: Sustainable Packaging Summit  
12pm - 1pm: Networking Lunch

Please register online.  
[www.stewardshipontario.ca/summit](http://www.stewardshipontario.ca/summit)

**St. Andrew's Club & Conference Centre**  
150 King St. W., 27th Floor, Toronto  
Directions & parking:  
<http://standrewsclub.ca/map.html>

***Space is limited.***  
*Registration closes Monday, June 13th  
or earlier if venue capacity is reached.*

For brand owners and manufacturers, packaging must protect their products from physical damage, help maintain consistent product quality, and facilitate product handling and shipping. When choosing packaging, there are trade-offs and critical decisions that companies need to consider in order to stay viable and profitable. Today and in the future all of these factors must be in alignment with environmental concerns because conscientious consumers are looking for a better packaging experience and municipal recycling programs must be able to manage the material.

Stewardship Ontario's half-day Sustainable Packaging Summit features guest speakers who will share their experience, insight and information about global trends in sustainable packaging and what it means to consumers and recycling systems in Ontario.

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**KEYNOTE SPEAKER:**  
**ANNE JOHNSON**  
**SUSTAINABLE PACKAGING COALITION**

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## STEWARD SUMMIT: SUSTAINABLE PACKAGING GUEST SPEAKERS

### Stewardship Ontario: Looking Back and Moving Forward

Speaker: Jim Quick  
Board Chair  
Stewardship Ontario

For the seventh consecutive year, Stewardship Ontario has exceeded its targets for the Blue Box Program. And, in just the second year of Phase 1 of the MHSW (Orange Drop) Program, we met or exceeded collection targets for the majority of the materials in the program. Jim will speak frankly about this uniquely challenging year, ongoing issues and SO's strategic plan to meet the future needs of our stewards.

### KEYNOTE SPEAKER

#### Update on the SPC and the Future of Sustainable Packaging

Speaker: Anne Johnson  
Program Director  
Sustainable Packaging Coalition  
GreenBlue

With emerging international initiatives around sustainability and packaging, there is growing momentum within the business community to standardize approaches and metrics for assessing the environmental performance of packaging. The Sustainable Packaging Coalition (SPC) is involved in many of these discussions and has a uniquely broad view to consider how these trends will influence business and the packaging industry. In addition, the SPC continues to break new ground with its member driven projects. Anne will provide insights into some of the emerging trends that will impact the industry as well as some of the current work of the SPC.

### Ontarians and their Blue Boxes: An Evolving Relationship

Speaker: Robert Hutton  
Executive Vice-President  
Pollara Consumer Research

How do residents view the Blue Box Program? Do they feel it's too complicated? Does it still hold a soft place in their hearts, and make them feel good about their contribution to sustainability? How do they rate retailers, brands and products on being environmentally-friendly? What could stewards and municipalities be doing to get their messages across to consumers in a more effective manner? Stewardship Ontario has completed an extensive survey with Ontarians regarding these topics. Robert will share an overview of key findings.

### Can Our Municipal Infrastructure Support the Latest Packaging Innovations?

Speaker: Mike Birett  
Manager  
Continuous Improvement Fund

Once stewards have made the crucial decision to alter their packaging and consumers have done their part of placing it in their Blue Box, the final step in the supply chain kicks in. Learn how new packaging materials, material mixes and fluctuating material volumes affect the processing and "resale" of these materials as commodities.

### Panel Discussion

Participate in the panel discussion with the presenters and members of Stewardship Ontario's Senior Management Team.

**FOR MORE INFORMATION, PLEASE GO TO**  
**WWW.STEWARDSHIPONTARIO.CA/SUMMIT**