



המשרד להגנת הסביבה
وزارة حماية البيئة
Ministry of Environmental Protection



שלום עם הסביבה

FINAL AGENDA

31 March 2008

**2nd OECD Workshop on
Sustainable Materials Management (SMM)
Front-runners' experience on SMM**

Hosted by the Government of Israel and
Ministry of Environmental Protection

7-9 April 2008

Venue:

[Dan Panorama Hotel](#)

Tel-Aviv, ISRAEL

2nd OECD Workshop on
Sustainable Materials Management (SMM):
Front-runners' experience on SMM

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Tel-Aviv, Israel

CONTEXT

For the last 25 years the OECD Working Group on Waste Prevention and Recycling (GWPR) has been developing and promoting international policies aimed at minimising waste generation and managing the residues in an environmentally sound manner. It is evident that waste minimisation policies which address only end-of-life products and materials are not effective in reducing increasing amounts of waste associated with economic activity and material consumption. This accentuates the need for creative and far-sighted solutions, using life-cycle thinking to reduce the negative environmental impacts of materials in a cost-effective manner.

As a response, the OECD has introduced a new work area on Sustainable Materials Management (SMM), with emphasis on integrated material and waste policies, addressing environmental impacts over the whole life-cycle of materials.

This work was started in 2005 with a workshop to: i) set the scene for this work area; ii) explore the present understanding of, and status of activities aiming at sustainable materials management in member countries; iii) define the key terms; and iv) determine the most pressing areas for future work.

Workshop participants proposed, among other things, the following **working definition** of Sustainable Materials Management (SMM), upon which the GWPR delegates subsequently agreed:

"Sustainable Materials Management is an approach to promote sustainable materials use, integrating actions targeted at reducing negative environmental impacts and preserving natural capital throughout the life-cycle of materials, taking into account economic efficiency and social equity."

It was also considered useful to organise a second workshop on SMM which would focus on the contribution that the private sector is providing to SMM.

SCOPE AND OBJECTIVES OF THE 2ND WORKSHOP ON SMM

The private sector, which produces, distributes and markets goods and services, plays a fundamental role in the management of materials. Society therefore heavily depends on the private sector for "sustainable" management of materials. In addition, various non-governmental organisations (NGOs), regardless of whether they aim at protecting the environment, human health or consumer's interests, are invested in SMM. It is therefore of great interest to investigate the private sector's and NGOs' awareness of SMM, including their perception of the concept, the kind of initiatives they have actually put into practice, and the advantages they may derive from SMM, not only from an economic, but also from an environmental, point of view.

The two main objectives of the 2nd workshop are therefore to present the results of the work carried out in 2006-2007 on SMM, and to learn from the private sector's and NGOs' SMM experiences. Conclusions will then be drawn based on these reports and discussions held on how to increase awareness of SMM and how the OECD can assist member countries to develop SMM policies.

More specifically, the workshop will:

- Take stock of major existing initiatives related to SMM within
 - i) The public sector, through a survey;
 - ii) The private sector, through representative case studies; and
 - iii) International organisations, through an inventory.
- Identify and analyse methodologies or combinations of methodologies to assess environmental impacts of materials use, thus to reveal which materials or activity sectors should be targeted first by policies;
- Discuss the potential contribution of the WGWP to the future development of SMM activities within OECD countries.

TARGET AUDIENCE AND MAIN CONTRIBUTORS

The primary audience will be government officials in both the OECD and selected major non-member economies who formulate and implement SMM policies.

The main contributors to the workshop will be:

- Representatives of the private sector who develop or apply SMM programmes at the level of the firm or sector;
- Representatives of civil society with an interest in SMM, e.g. industry associations, environmental NGOs, consumer associations);
- Representatives of selected major non-member economies; and
- Representatives of OECD countries who work on waste policies.

Additional information:

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

AGENDA

Monday 7 April 2008



9:30 - 10:00: Registration

Opening Session - Background for the Workshop

10:00-11:00

Welcome by **Mr. Gideon Ezra**, Minister of Environmental Protection, Israel and by **Mr. Tom Jones**, Head of National Policies Division, Environment Directorate, OECD.

The Chair (**Dr. Miriam Haran**, Head of M.B.A. Environmental Management Specialisation at ONO Academic College) will present the Workshop context and objectives.

Keynote speech by **Prof. Michael Braungart** (Environmental Protection and Encouragement Agency, EPEA). He will present current environmental challenges and reasons for moving toward sustainable use and management of materials.

Session 1:

Taking Stock of Major Current Initiatives related to SMM

11:00-12:00

1-1: SMM Initiatives by the EU and UNEP/SETAC:

Sustainable Consumption and Production: the EU Action Plan (20min) (**Mr. Jakub Wejchert**, European Commission), followed by key questions from the floor (5min).

The UNEP/SETAC Life-Cycle Initiative - Bringing science-based life-cycle approaches into practice worldwide (20min) (**Dr. Sonia Valdivia**, UNEP, Division of Technology, Industry and Economics), followed by key questions from the floor (5min).

12:00-13:00 **1-2: SMM Initiatives by some OECD Member and Non-member Countries**

Presentation by some member and non-member countries (15min each) on their SMM initiatives, followed by discussion:

- **Dr. Andreas Kunsleben** (Efficiency Agency of the German State North Rhine-Westphalia, EFA): Resource Efficiency Strategies for Small and Medium-sized Enterprises - Experiences of public funding in North Rhine-Westphalia, Germany;
- **Dr. Harvey J. Houg** (Environmental Protection Agency, Chinese Taipei): SMM in Chinese Taipei;
- **Ms. Angie Leith** (US Environmental Protection Agency): Moving from Waste Management to Materials Management.



13:00-14:15

Lunch

14:15-14:50 **1-3: SMM Initiatives by the OECD Member Countries:**

Report by the OECD Secretariat (**Ms. Soizick de Tilly**) on the outcome of the in-depth survey on the development and implementation of SMM policies or programmes in OECD member countries (20min presentation, 15min discussion)

The survey is expected to:

- Provide information on the scope of existing SMM policies/programmes, the instruments used, etc.; and
- Report on the implementation of SMM policies/approaches, barriers met, and the environmental effectiveness and economic efficiency of these policies.

14:50-15:30 **1-4: Inventory of SMM Activities in International Organisations**

Report by **Mr. John Wante** (Flemish Public Waste Agency, OVAM, Belgium) on the inventory of international SMM activities (20min presentation, followed by 20min discussion).

The report is expected to:

- Provide information on the nature and scope of identified activities, and instruments currently having applied to promote SMM;
- Identify overlaps and gaps between the different initiatives;
- Assess how OECD can learn from these initiatives for its own SMM programme; and
- Identify opportunities for co-operation with particular organisations.

15:30-16:00



Coffee

16:30-17:45

1-5: SMM Initiatives in the Private Sector

To what extent is the SMM approach pursued within the industry, with special reference to metal industry;

Opening presentation (20min) by **Dr. John Atherton** (International Council on Mining and Metals, ICMM), followed by key questions from the floor (5min).

Case study on Electric and Electronic Equipments (25min) (e.g. electric appliances, personal computers, portable phones, etc.) (**Mr. Maarten ten Houten**, Philips Lighting), followed by key questions from the floor (5min).

- Discussion (20min).

END OF DAY 1

17:45-18:15

On the basis of 1st day's discussions, the Chair, the Secretariat, and the Session 1 Rapporteur (Mr. John Wante, Belgium) will prepare a draft summary of the 1st day discussions.

Tuesday 8 April 2008

Session 1 (continued):

Taking Stock of Major Current Initiatives related to SMM

9:00-10:30 1-5 (cont.): SMM Initiatives in the Private Sector

Presentation of two case studies:

- Food industry case study (25min) by **Mr. Henry King**, Sustainability Manager, UNILEVER), followed by key questions from the floor (5min).
- Cement Sustainability Initiative (CSI): Concrete Recycling (25min) (**Mr. Josep Bernat Garcia**, Cementos Portland Valderrivas), followed by key questions from the floor (5min).

- Discussion (30min).

10:30-11:00



Coffee

11:00-12:30 1-5 (cont.): SMM Initiatives in the Private Sector

Presentation of two case studies:

- Aviation industry case study (25min) by **Dr. Dan Lando**, Project Manager Environmental Excellence Programme, Israel Aerospace Industries Ltd, followed by key questions from the floor (5min).
- Automobile industry case study (25min) by **Mr. Kazuya Shishido**, NISSAN, followed by key questions from the floor (5min).

- Discussion (30min).

12:30-14:00



Lunch

14:00-15:30 **1-6: NGO Initiatives and Views relevant to SMM**

Presentation of NGO initiatives and views:

- Sustainable construction (15min) by **Mr. Ronald Rovers** (International Initiative for a Sustainable Built Environment, IISBE), followed by key questions from the floor (5min)
- Environmental NGO (15min) (**Dr. Lauren Heine**, Clean Production Action), followed by key questions from the floor (5min)
- Environmental NGO focusing on consumption (15min) by **Dr. Michael Warhurst** (Friends of the Earth), followed by key questions from the floor (5min).
- Discussion (30min).

15:30-16:00



Coffee

Session 2:

Methodologies to Assess Environmental Impacts of Materials Use

16:00-17:00

Presentation (20min) by **Dr. Tom Gloria** (eEquilibrium Solutions Corporation) on a study of different methodologies which are relevant to the OECD SMM approach. The report is expected to:

- Identify methodologies relevant to the OECD approach on SMM; and
- Describe advantages, disadvantages and complementarities between the various approaches and the areas of their application.

Discussion (40min) would then focus on the applicability and practical experiences on the use of these methodologies and how they could satisfy particular needs of the OECD approach to SMM.

END OF DAY 2

17:00-18:00

On the basis of 2nd day's discussions, the Chair, the Secretariat and the Session 2 Rapporteur (Ms. Josée Lanctôt, Canada) will prepare draft summary of the 2nd day discussions.

Wednesday 9 April 2008

Session 3:

Where do we go from Here on SMM?

9:00-12:00

Panel discussion (15min per panellist followed by 1 hour general discussion). The panellists will focus mainly on future directions for SMM work.

Panel members:

- Panel moderator (**Mr. Tom Jones**, OECD)
- Industry representative (**Mr. Ross Bartley**, Bureau of International Recycling)
- NGO representative (**Dr. Lauren Heine**, Clean Production Action)
- OECD member country delegate (**Mr. John Wante**, Belgium)
- WGWPR Chair (**Mr. Marco Buletti**, Switzerland)



Coffee (30min from 10:30 to 11:00)

12:00-12:30

Chair's summary of the Workshop, Closing remarks and Adjournment.



12:30-13:45

Lunch

14:00-evening

Excursion to Jerusalem

(Note: the Chair, the Secretariat, and the Session 3 Rapporteurs (Mr. Tom Jones and Mr. Henrik Harjula, OECD) will meet at the end of the day to finalise a draft Chair's Summary, to be presented to the WGWPR).

Technical Visits and Social Events

Sunday 6 April 2008:

SMM within the private sector:

2 visits of concrete examples of facilities: Hiriya LF - Transfer station and the INTEL company site.

09:00 leaving the hotel by bus.

09:30-12:00 Hiriya Transfer station and recycling park (presentation by Attorney Doron Sapir, Chairman of the Dan Region Association of Towns and Deputy Mayor of the Municipality of Tel-Aviv - Jaffa.

Visit to the new installations and the landfill site being rehabilitated (biotechnological and hydro-mechanical technology).

http://www.hiriya.co.il/hiriya/default_e.asp

12:00-13:00 Journey to Kiryat-Gat where the INTEL facility is located.

13:00-14:00 Lunch

14:00-15:30 INTEL-Israel overview presented by the factory manager.
INTEL's environmental management presented by INTEL-Israel Environment Manager

15:30- 16:30 Visit to the plant.

16:30-17:30 Journey back to Tel Aviv

Monday 7 April 2008 (19:00-21:30):

Guided tour to two famous touristic sites close to Tel-Aviv: Neve Tzedek and Jaffa (old city and harbour). Possibility for a light dinner during the tour.

Wednesday 9 April 2008 (14:00-21:00):

Excursion to Jerusalem

14:00 Leaving the hotel by bus

15:30-20:00 Tour in Jerusalem and dinner offered by the Ministry.

20:00-21:00 Journey back to Tel-Aviv .