

# 8<sup>th</sup> Canadian Pollution Prevention Roundtable

Ottawa Marriott Hotel • Ottawa, Ontario, Canada

April 28 & 29, 2004



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Canada's foremost pollution prevention (P2) event of 2004 is set. What better setting than our Nation's capital where mainstreaming P2 into the national policy and regulatory framework is becoming commonplace. Pollution prevention has demonstrated itself as a managerial catalyst, paradigm reformer and a bridge connecting economic development and environmental protection. P2 has become one of the most effective ways to put the concept of sustainable development into *practice*.

The Canadian Pollution Prevention Roundtable provides a platform to stimulate, develop and share new initiatives and ideas amongst pollution prevention practitioners that lead to the implementation of P2 concepts and approaches. Learn how others are strengthening linkages between pollution prevention and clean air, energy, emerging pollutants and toxics reduction.

Join leading practitioners and the most pre-eminent P2 experts to:

- learn how others are using pollution prevention concepts in solving issues across the globe
- dialogue on the effectiveness of environmental management strategies for your key areas of activity
- share your thoughts on the challenges and opportunities for leveraging the supply chain to integrate sustainability into strategic planning



Photo by Marc Fowler

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## Greening the 8th CPPR

Efforts have been made to continue to make the Canadian Pollution Prevention Roundtable the “greenest” event yet. Activities related to communications, conference catering, materials, travel offsets, accommodation facilities were coordinated to make the event as environmentally friendly and sustainable as possible. A few of these activities include:

- To minimize the environmental footprint of the conference, the Canadian Pollution Prevention Roundtable is sponsoring the planting of trees in Ontario through the Tree Canada Foundation to offset the estimated CO<sub>2</sub> by travel and accommodations.
- CPPR participants traveling by air are encouraged to take the Ottawa Airport Shuttle Bus from the airport to the hotel.
- The hotel selected has an Audubon Green Leaf™ Eco-Rating Program designation.

## Networking Reception

Wednesday, April 28, 2004 – 7:00 p.m. to 10:00 p.m.

This reception welcomes roundtable participants and sponsors. It is a great chance to meet friends – old and new – on the first evening of the conference. Join us in the Sussex Salon (27/28th Floor) at the Ottawa Marriott.

## 2004 Steering Committee

### Co-chairs

- |               |  |
|---------------|--|
| James Riordan | Environment Canada – National Office of Pollution Prevention |
| Chris Wolnik  | Canadian Centre for Pollution Prevention                     |

### Steering Committee

- |                  |  |
|------------------|--|
| Wayne Barchard   | Environment Canada – Atlantic Region                         |
| Brent Baxter     | Nova Scotia Department of Environment & Labour               |
| Lori Fryzuk      | Environment Canada – Ontario Region                          |
| John de Gonzague | Environment Canada – National Office of Pollution Prevention |
| Cheryl Gonsalves | University of Toronto  |
| Fred Granek      | Ontario Centre for Environmental Technology Advancement      |
| Sue McKinlay     | Canadian Centre for Pollution Prevention                     |
| Allan Mumby      | City of Edmonton   |
| George Murphy    | Alberta Environment  |
| Nina Novak       | Datacomp Ltd.  |
| Fariha Pannu     | Ontario Ministry of the Environment                          |
| Sarah Palmer     | Canadian Vehicle Manufacturers' Association                  |
| Anjanette Tomac  | Canadian Council of Ministers of the Environment             |



## Workshop

Tuesday, April 27, 2004

1:00 p.m. – 5:00 p.m.

### Engaging Industry – Are the tools to improve environmental sustainability working?

Pollution prevention, eco-efficiency, lean manufacturing, green procurement, eco-labeling, clean production and other such concepts and tools have always been at the forefront of industrial competitiveness strategies, environmental performance measures and are a means to help operationalize sustainability. Those firms that have adopted these tools and concepts have benefited widely. The purpose of this session is to engage industry to provide their insights on what works, highlight what trends are influencing these tools and dialogue on what activities may stimulate further adoption of these tools and concepts. The session will present the latest thinking in this important subject area.

Participants will:

- learn what other companies have done to improve their business and environmental performance
- learn what are the trends that may impact my organization
- have the opportunity to advise what the government can do to help my organization address these environmental sustainability concepts, tools & trends.

**CCME**

Canadian Council  
of Ministers  
of the Environment

Le Conseil canadien  
des ministres  
de l'environnement

## CCME Pollution Prevention Awards

The Canadian Council of Ministers of the Environment's (CCME) 2004 Pollution Prevention Awards will be presented at the Canadian Pollution Prevention Roundtable. The CCME P2 Awards recognize businesses and organizations showing leadership and innovation in pollution prevention in up to six categories.

- Small Business
- Medium Business
- Large Business
- Organization, Institution or Group
- Pollution Prevention Innovations
- Pollution Prevention – Greenhouse Gases



## CCME Pollution Prevention Awards Gala Dinner

**Tuesday, April 27, 2004**

Come take part as national recognition is given to companies and organizations showing cutting-edge accomplishment and leadership in pollution prevention. This exciting evening will be held at the...

National Arts Centre  
53 Elgin Street, at Confederation Square  
Ottawa, Ontario

The CCME P2 Awards Gala Dinner is not included in the conference fees. The additional costs are \$60 for members and \$75 for non-members.

*Gala Dinner tickets must be purchased in advance!*

For more information on the CCME P2 Award program or the Gala Dinner visit:  
[www.c2p2online.com/CPFR](http://www.c2p2online.com/CPFR)

# 8th Canadian Pollution Prevention Roundtable Agenda



## Tuesday, April 27, 2004

1:00 p.m. to 5:00 p.m.

**Engaging Industry Workshop** – 1/2 day

Cartier II Room

7:00 p.m. to 10:00 p.m.

**CCME P2 Awards GALA Dinner**  
(Note: Dinner is not included with conference fee)

National Arts Centre

## Wednesday, April 28, 2004

7:30 a.m. **Registration and Continental Breakfast** – Victoria Ballroom Foyer

TIME	PLENARY – Victoria North		
8:30 a.m.	<p><b>Welcoming Remarks &amp; Introductions</b> <i>Canadian Pollution Prevention Roundtable Co-chairs</i></p> <p><b>Opening Remarks</b> <i>Hon. David Anderson, Minister, Environment Canada (invited)</i></p> <p><b>Keynote Speaker</b> Cleaner Production and Eco-Efficiency: Complementary Approaches to Sustainable Development <i>Rebekah Young, World Business Council for Sustainable Development (WBCSD), Switzerland</i></p>		

10:00 a.m. **BREAK** – Coffee/Tea

TIME	BREAKOUT – Cartier III	BREAKOUT – Victoria South	BREAKOUT – O'Connor Salon
10:30 a.m.	<p><b>Municipal P2</b> ICLEI – Canadian Initiatives <i>Megan Jamieson, International Council for Local Environmental Initiatives (invited)</i></p> <p>Evaluation Criteria for Sustainable Communities in Guangdong Province, China <i>You-Zhi Tang, Jacques Whitford</i></p> <p>P2, Environmental Responsibility, and EMS for Sustainable Communities <i>Phil Webber, EnAble Performance Inc.</i></p> <p>Municipal Infrastructure – Where is the P2? <i>Nancy Schepers, National Guide to Sustainable Municipal Infrastructure</i></p>	<p><b>SME P2</b> Community-Based SME Programs – The Path Forward <i>Dan Roumbanis, Environment Canada Ontario Region</i></p> <p>Management Systems as a Means to Prevent Pollution and Add Value to Small Business <i>Stewart Sears, Hydro One Remote Communities Inc.</i></p> <p>Levels of Eco-Efficiency in Some Atlantic Canada Businesses <i>Ray Côté, Eco-Efficiency Centre</i></p> <p>Business Case for P2 Projects <i>Linda Varangu, Canadian Centre for Pollution Prevention</i></p>	<p><b>Air Quality</b> Region of Waterloo Air Emission Inventory &amp; Reduction Strategy <i>David Roewade, Region of Waterloo Public Health</i></p> <p>A Case Study of Air Quality Improvement and the Use of P2 Methods and Reporting in a Legal Government Instrument <i>Joanne Di Caro, Ontario Ministry of the Environment</i></p> <p>The Particulate Matter and Ozone – SMOG – Management Framework for Alberta <i>George Murphy, Alberta Environment</i></p> <p>Do Your Share for Clean Air <i>Diane Szoller, Thames Region Ecological Association</i></p>

12:30 p.m. **LUNCH** – Victoria North  
Engaging the Ad Industry to Help Communicate Sustainability  
*Guest Speaker: Craig Strong, J. Walter Thompson Company Ltd.*

TIME	BREAKOUT – Victoria North	BREAKOUT – Victoria South	BREAKOUT – O'Connor Salon
2:00 p.m. to 4:00 p.m.	<p><b>Government Initiatives</b> P2 Database: Accessing Facility-Based P2 Planning Information in Canada <i>John De Gonzalez, Environment Canada – NOPP</i></p> <p>Economic Instruments for Pollution Prevention <i>Valerie Sexton, Environment Canada</i></p> <p>A Business Planning Tool for P2 Assistance Initiatives <i>Francois Bregha, Stratos Inc.</i></p> <p>First Nations Sustainability Plan – Rainy River <i>Martin Nantel, Rainy River First Nations</i></p>	<p><b>Case Studies in International P2 Activities</b> Roundtable Activities from São Paulo, Brazil <i>Tânia Gasi, São Paulo Cleaner Production Roundtable</i></p> <p><b>Canadian Climate Change Development Fund</b> Clean Energy Projects and CDM in Argentina <i>Anna van der Kamp, The Delphi Group</i></p>	<p><b>Canadian Pollution Prevention Café</b> Participants in this session will engage in collaborative dialogue around thought provoking questions that encompass pollution prevention. The Café conversation will be based on the principles and format developed by the World Café (see <a href="http://www.worldcafe.com">www.worldcafe.com</a>), a growing global movement to support “conversations that matter”.</p>

7:00 p.m. **Networking Reception** – Sussex Salon

# 8th Canadian Pollution Prevention Roundtable Agenda



**Thursday, April 29, 2004**

8:00 a.m. **Continental Breakfast** – Victoria Ballroom Foyer

TIME	BREAKOUT – Victoria North	BREAKOUT – Victoria South	BREAKOUT – O'Connor Salon
8:30 a.m.	<b>Energy Efficiency</b> P2 & Energy Conservation in Canadian Industry <i>Peter Van Wesenbeeck, Statistics Canada</i> An Update on Canada's ENERGY STAR Initiative <i>Kathy Deeg, Natural Resources Canada</i> Energy Efficiency in Canada: Obstacles and Opportunities <i>Dana Silk, Envirocentre</i>	<b>Emerging Pollutants</b> EcoSystem Hypertension Prevention – Getting Our Rivers Off Salt <i>Jennifer Hounsell, RiverSides Stewardship Alliance</i> Emerging Pollutants – A Binational Toxics Strategy Perspective <i>Ted Smith, US EPA/Great Lakes National Program Office</i> Emerging Pollutants – A Perspective From the Front Line <i>Nick De Carlo, Canadian Auto Workers (CAW)</i>	<b>Sustainable Consumption / Community Based P2</b> The S.P.I.N. Program: Promoting Household Sustainable Consumption in Worcester, MA, USA <i>Anne Blackman, Toxics Use Reduction Institute</i> North American Sustainable Consumption Projects <i>Tania Del Matto, Canadian Centre for Pollution Prevention</i>
10:00 a.m.	<b>BREAK</b> – Coffee/Tea		
10:30 a.m.	<b>SME P2</b> P2 Practices in SME Metal Finishers in GTA <i>Meena Hassanali-Bourdeau, Student, York University</i> Insights on Adoption and Implementation of P2: Toronto Region Sustainability Program Case Studies <i>Fred Granek, Ontario Center for Environmental Technology Advancement</i> Encouraging Sustainable Tourism Practices at Protected Area Lodging Facilities <i>Fergus Maclaren, Consulting and Audit Canada</i>	<b>Municipal P2 – Pesticide Reduction</b> Halifax Regional Municipalities' Residential Pesticide Bylaw Implementation <i>Brad Anguish, Halifax Regional Municipality</i> Bylaws v. Public Education – Impact on (Residential) Pesticide Use <i>Jay Kassirer, Cullbridge Marketing &amp; Communications</i>	<b>Industrial, Commercial And Institutional P2</b> Pollution Prevention in the Health Care Field <i>Marion White, Cape Breton District Health Authority</i> High Efficiency Combined Heat and Power Facilities in Canada – Benefits and Barriers <i>Manfred Klein, Environment Canada – NOPP</i> On the Path to P2 2004 CCME Award Winner
12:00 p.m.	<b>LUNCH</b> – Merlot (29th Floor)		
TIME	BREAKOUT – Victoria North	BREAKOUT – Victoria South	
1:15 p.m.	<b>Strengthening Linkages...</b> Canada's Need for an Electromagnetic Levitation Rail Infrastructure <i>Alex Martin, Student, University of Western Ontario</i> P2 and YOU @ School: A Broader Perspective <i>Heather Birchard, Environment Canada – NOPP</i> Clean Energy – An Untapped Source of P2 <i>Michael Gerbis, The Delphi Group</i> Use the Web to Supercharge your P2 Program <i>Tomas Vinson-Peng, Texas Commission on Environmental Quality</i>	<b>Industrial P2</b> Pollution Prevention Pays in Food Industry <i>Alex Keen, The ALTECH Group</i> Assessment & Implementation of P2 Measures for CEPA Toxic Compound <i>Bruce Taylor, Enviro-Stewards inc.</i> Trends & Opportunities for EMS Uptake in Ontario & Beyond <i>Steve Neville, Ontario Ministry of the Environment</i> Petro-Canada's Use of Life Cycle Value Assessment as a P2 Tool <i>Andrea Walter, Petro-Canada</i>	
3:00 p.m.	<b>Closing Session</b> Strategic Management for Sustainability <i>Jack Luskin, University of Massachusetts Lowell</i>		

4:15 p.m.

**Roundtable Concludes**



## Hotel and Travel Information

### Accommodations – Ottawa Marriott Hotel

A group of rooms has been blocked at the Ottawa Marriott Hotel at a special rate of \$149. Please make your reservation directly to the hotel by calling 1-800-853-8463. Room availability at this special rate for the conference is available until March 25, 2004. Book ASAP to avoid disappointment. After this date, reservations will be subject to availability, and higher rates may apply.

It is imperative that CPPR delegates identify themselves as being with the 'Canadian Pollution Prevention Roundtable.'

Ottawa Marriott Hotel  
100 Kent Street  
Ottawa, Ontario  
Canada

For reservations, phone 1 800-853-8463 or call the hotel directly at (613) 238-1122.

For additional information about the Ottawa Marriott check out their website at [marriott.com/property/propertyPage/YOWMC](http://marriott.com/property/propertyPage/YOWMC)

## Travel

### Airport Shuttle

The Ottawa Airport Shuttle Bus provides timely and affordable service between the Ottawa International Airport and the downtown hotels in Ottawa. Tickets are available from the airport kiosk on the 'Arrivals' area of the terminal building

### Ticket Prices:

\$12 Adult – One Way  
\$20 Adult – Return Trip

Check the Shuttle Bus website for further details at [www.ottawa-airport.ca/groundTransportation/hotelShuttle-e.php](http://www.ottawa-airport.ca/groundTransportation/hotelShuttle-e.php)

## Registration Fees Chart

	Members* & Speakers	Non-Members
Two Day Session – Payment received by March 25, 2004	\$325	\$385
Two Day Session – Payment received after March 25, 2004	\$385	\$445
One Day Session	\$250	\$275
Two Day Session – ENGO **	\$250	\$275
Two Day Session – Student Rate ***	\$200	\$250
Engaging Industry Workshop	\$50	\$60
CCME P2 Awards Gala Dinner Tickets	\$60	\$75

\* You must be a member of the C2P2 to receive the member registration rate. A single C2P2 membership allows 5 people from an organization the discounted rate, in addition to many benefits throughout the year. See "Membership Rates" below.

\*\* To qualify for the ENGO rate you must be a representative of an environmental "grass roots" registered charity. This excludes para-governmental organizations and professional trade associations.

\*\*\* To qualify for the student rate you must:

1. be a full-time student at a college or university in an environmental related discipline.
2. attach a copy of both sides of your student i.d. card to your registration and present the original on-site.

## Membership Rates

### Corporate:.....\$350

- private industry, trade associations, consultants
- annual revenues > \$ 300 K

### Small Business:.....\$250

- private industry, trade associations, consultants
- annual revenues < \$ 300 K

### Government:.....\$350

- Federal / Provincial

### Municipalities:

- population > 50,000 .....\$ 350
- population < 50,000 .....\$ 250

### Institutions: .....\$250

- healthcare and academia

### Non-governmental Organizations (ENGO): .....\$200

- specifically environmental "grassroots" organizations

# Registration Form



To register, complete the registration form below and mail with your payment to the Canadian Centre for Pollution Prevention at 100 Charlotte Street, Sarnia, ON N7T 4R2. Fax your completed registration form to Sue McKinlay at 1-519-337-3486 or, for a paperless registration, register on-line at [www.c2p2online.com/CPPR](http://www.c2p2online.com/CPPR).

Cancellations made before April 8, 2004 will receive a 50% refund and cancellations made after April 8, 2004 will not receive a refund. Cancellation requests must be made in writing and will be treated on the basis of the mailing or fax date.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov.: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Special Dietary Needs: \_\_\_\_\_

## Please Indicate Event Preferences:

- Yes, I will attend the networking reception on Wednesday, April 28, 2004
- Yes, register me for the workshop (*additional charge will apply*)
- Yes, I require a receipt
- Yes, I would like to become a member (see membership rates on above page)

## Roundtable Registration:

Registration Fee (see above page for prices)	\$ _____
Engaging Industry Workshop	\$ _____
CCME P2 Awards Gala	
Dinner Tickets (prices above) – Qty. _____	\$ _____
C2P2 Membership – (see above page for prices)	\$ _____
Subtotal	\$ _____
GST (7%)	\$ _____
Total Amount Enclosed	\$ _____

GST #137 639 407

All registrations must include payment information.

Cheque     Visa     MasterCard

## Credit Card Payment:

Visa/MasterCard No.: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

## For more information,

call the Canadian Centre for Pollution Prevention  
at 1-800-667-9790  
or visit our website at [www.c2p2online.com/CPPR](http://www.c2p2online.com/CPPR)

# Sponsors



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