



# Design for Waste Prevention

A NATIONAL ROUNDTABLE

## Draft Agenda

- Date:** November 29, 2016  
**Working lunch:** 10am to 1pm (EDT)  
**Location:** MaRS Discovery District, CR-2, 101 College Street, Toronto ON

Too often, designers create without understanding either the market for circular economy products and zero waste design, or the end-of-life management context. Too often, end-of-life managers are not engaged with designers to share opportunities or limitations of designs that try to avoid a take-make-dispose pathway. The result is product or packaging design that sometimes achieves less than its original goal of waste prevention or reduction. Additionally, new global trends in waste prevention, and design technology, are impacting design and material management in a circular economy.

The Roundtable on November 29 will provide a forum for design decision-makers, manufacturers, and end-of life managers to participate in a dialogue on the importance of iterative design thinking that connects to new global trends, and which is based on collaboration along and across product lifecycles.

Questions that will be explored during the event include:

- How might we best design products and packages, as well as end-of-life infrastructure and technology, to embrace risk, accommodate innovation, but recognize current limitations of practice and infrastructure?
- How can designers and end-of-life managers better interface with circular design?
- What does designing for zero waste mean in a Canadian context? Is there such thing as pan-Canadian zero waste design, and how do designers and end-of-life managers best support design innovation in this context?

# Design for Waste Prevention

## Featured guest speakers

Alan Blake, PAC NEXT and the National Zero Waste Council

Alex Manu, Senior Partner, InnoSpa International Partners, and Faculty, Ontario College of Art and Design

## Moderator

Jim Downham, PAC

## Draft agenda

- 10:00am      **Welcome and Opening Remarks**
- National Zero Waste Council
  - PAC
  - CME
- 10:10am      **Presentations**
- Alan Blake
  - Alex Manu
- 10:45am      **Opening Discussion**
- 12:00pm      **Debrief**
- 12:15pm      **Working Lunch – Next Steps**
- 1:00pm      **Closing Remarks**

*A National Zero Waste Council event hosted in collaboration with  
PAC – Packaging Consortium, Canadian Manufacturers and Exporters, IIDEX Canada*