



TYRE INDUSTRY SUMMIT 2015

SUMMIT PROGRAMME

Towards sustainable outcomes for end-of-life tyres in New Zealand



2-3 June 2015 – Crowne Plaza, Auckland

TYRE INDUSTRY SUMMIT 2015

Welcome from summit organisers

Welcome to New Zealand's inaugural Tyre Industry Summit, focusing on sustainable outcomes for end-of-life tyres (ELTs).

Everyone attending this summit is motivated to improve outcomes for ELTs in some way: by reducing waste and environmental impact, creating commercial opportunity, developing new products, exceeding consumer expectations, or perhaps all of the above. Whatever your motivation, we're sure there is plenty in the programme to inspire you over the next two days.

A special welcome to our opening and keynote speakers - Scientia Professor Veena Sahajwalla, Michael Blumenthal and Glenn R. Maidment. Each are global experts in their chosen areas. We thank them for coming to New Zealand and look forward to them sharing their knowledge and insights.

Collaboration is key in our respective organisations and we are keen to carry that theme forward into this event. Our presenters and panel participants are from a wide range of public and private sector groups, bringing their experience and views to the table. We expect and encourage an equally diverse range of views from the audience; therefore please contribute to each discussion as much as you can.

Finally, we wish to acknowledge and thank our summit sponsors. It is very gratifying to see such strong industry support for an event focused entirely on the ELT situation. Let's make the most of this opportunity to progress!

Best wishes



Adele Rose

Chief Executive, 3R Group
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Paul Evans

Chief Executive, WasteMINZ
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About 3R

At 3R we see waste as an opportunity for both environmental and economic benefit. We're passionate about helping businesses help their customers responsibly dispose of used products and packaging.

Combine these with expertise in bringing together individual businesses, industry and government to find innovative outcomes for waste, and it's a recipe for some seriously good product stewardship solutions.

www.3R.co.nz



About WasteMINZ

WasteMINZ is the largest representative body of the waste and resource recovery sector in New Zealand. It is membership-based, with over 1,000 members – from small operators through to councils and large companies.

We are the authoritative voice on waste and resource recovery in New Zealand and seek to achieve ongoing and positive development of our industry through strengthening relationships, facilitating collaboration, knowledge sharing and championing the implementation of best practice standards

www.wasteminz.org.nz



This collaborative industry event is supported by:



Opening Address



Scientia Professor Veena Sahajwalla

Scientia Professor Veena Sahajwalla is the Founding Director of the SMaRT Centre (Sustainable Materials Research & Technology), the Associate Dean (Strategic Industry Relations) faculty of Science at UNSW Australia, and an Australian Research Council (ARC) Laureate Fellow.

Respected as an internationally award-winning scientist and engineer, Veena's research focuses on the sustainability of materials and processes with an emphasis on environmental and community benefits. One of her most celebrated achievements is the invention of a process of recycling

plastics and rubber tyres in steelmaking, now known around the world as green steel.

Veena works collaboratively with companies and institutions in Australia and overseas and has established strong partnerships and a deep knowledge of industrial processes and problems. As the Director of the SMaRT Centre, she provides leadership for research programs on sustainable materials, placing a strong emphasis on the skills and knowledge that are urgently needed to enhance sustainability.

Passionate about science and engineering and very active in communicating her ideas to industry, government, students and the wider community, Veena has presented widely on her research and experiences in Australia and overseas and has published in excess of 250 papers in leading scientific journals.

Keynote Speakers



Michael Blumenthal

Michael is an expert in the important initiatives going on in Europe, the US and Canada to create and update rubber recycling standards.

He is a Director of Marshay Inc which he formed in 2014 with a

goal to provide practical advice on all scrap tyre matters. Michael's 28 years of experience provide a unique insight and understanding of how the scrap tyre industry works and how it relates to the larger, solid waste and recycling industry.

Michael began working in the scrap tyre industry in 1986 for Oxford Energy. In 1990 he became executive director of the Scrap Tyre Management Council, and later vice president of the Rubber Manufacturers Association (RMA). In his 24 years with the RMA, Michael is credited with the creation and expansion of viable end use markets for scrap tyres and assisted in the reduction of the nation's stockpiles.

Over the course of the last 24 years Michael has worked with all 50 state regulatory agencies, the Federal Highway Administration, the United States Environmental Protection Agency (USEPA), as well as ancillary solid waste, recycling and automotive industry groups and associations. Michael has authored over 120 articles on various facets of scrap tyre management issues.



Glenn R. Maidment (CAE)

Glenn is a 35-year veteran of the rubber industry, having started his career in Kitchener Ontario, working for a major tyre company. Following progressively senior positions in Sales and Marketing, Glenn joined the Tire and Rubber Association of Canada in 1991 and was appointed President in 2001.

In his current role, he manages the overall affairs of the rubber industry association, acts as the industry's chief spokesman, and develops and implements their strategic direction in concert with the Association's Board of Directors.

In addition, he represents Canada, through the Standards Council of Canada, on the International Standards Organization Technical Committee 31 (TYRES and RIMS) and is International Chair of TC31/SC6, Off-The-Road Tyres. Glenn is also a member of three provincial tyre stewardship boards in Ontario, Manitoba and B.C.

Glenn graduated from Wilfrid Laurier University with a degree in Economics and earned his Certified Association Executive (CAE) designation from the Canadian Society of Association Executives.



TYRE INDUSTRY SUMMIT 2015

Summit Speakers



Wendy Bell

Investigator, Waikato Regional Council, Hamilton, NZ

Wendy has been employed by the WRC since 2008 investigating and prosecuting more serious breaches of the Resource Management and Maritime Transport Acts. She has a Bachelor of Management Studies from Waikato University and, prior to working for WRC, had an 11 year career with the NZ Police, qualifying as a detective and working in the CIB investigating serious crime.



Nic Bishop

Environmental Manager, Fonterra Brands

Nic has been Environmental Manager at Fonterra since 2007. His responsibilities include environmental compliance, eco-efficiency, hazardous substance management, packaging recyclability, sustainability implementation (training and mentoring), carbon & water footprint, energy & water efficiency and the Milk for Schools Recycling Programme. Nic is the Fonterra representative on the Packaging Council.



Andrew Christie

CEO, Pacific Rubber

Company Director and Shareholder of Pacific Rubber and CMA – NZ's second largest metal recycler – which combined, recycle 80,000+ tonnes of waste per annum into export commodities. Co-founded Pacific Rubber in 2009. Instigated buying 3 tyre waste collection companies and financed, built and commissioned NZ's only tyre recycling facility in Auckland in 2010.



Caroline Gabolinscy

Investigator, Waikato Regional Council, Hamilton, NZ

Caroline has been with the WRC since 2007 where she is responsible for investigating more serious breaches of the RMA, pursuing cases through the courts and assisting with mentoring and training of other staff in this area. Caroline has a Bachelor of Social Science (Geography) from Waikato University and spent 12 years with the NZ Police.



Marty Hoffart

Chairman, Community Recycling Network

In addition to Chairman at CRN, Marty is also Director of Waste Watchers Ltd and Chairman of Environmental Education for Resource Sustainability Trust. Marty straddles diverse sectors of the waste industry – commercial, community and education. He is an advocate of product stewardship and extended producer responsibility, particularly around end-of-life tyres.



Andrew Horsman

Executive Director of Ontario Tire Stewardship (OTS)

Andrew leads the OTS team and supports the Board of Directors as OTS formulates and implements strategies to foster innovative, high-value and sustainable markets for recycled rubber. OTS recycles 100% of the 130,000 tonnes of used tires generated every year and envisions a marketplace that embraces scrap tires as a valuable raw material rather than a waste, and therefore values them accordingly.



Jo Knight

Facilitator, NZTRACA

Formed in 2011, NZTRACA (NZ Tyre Recyclers and Collectors Association) is an incorporated society with the aims of promoting the environmentally safe and beneficial collection, recycling and reuse of waste tyres, and to provide a collective voice for the tyre collection and recycling industry as we move towards product stewardship. Jo acts as their facilitator and is also Director of Zero Waste New Zealand Ltd.

Summit Speakers



Rod Lovegrove
Owner, Tyre Removals

Rod and Diana Lovegrove established Tyre Removals 12 years ago. They operate a collection model using in-house resources within Auckland Region from Pukekohe to Orewa. They predominantly collect tyres for export - some for reuse and some for recycling.

Rod will be joined in his presentation by Jim Laughton. Jim established J & J Laughton Shredding Services Ltd with his wife Janene in 1996 becoming pioneers of tyre recycling in NZ. Jim has 19 years previous experience in the solid waste refuse industry. They recycle tyres for a variety of applications.



Mike Mendonça
Director of Operations, Ministry for the Environment

Mike has many years of experience in the waste and resource recovery sector with a thorough understanding of this topic from a local and central government perspective.



Gerry Morvell
Chair and Director, Tyre Stewardship Australia

Gerry is a company director and consultant on energy and environment issues including renewable energy, low emission technologies, waste management and conservation. He has experience as a senior executive in the Australian Government where he was responsible for high level policy and program advice to Ministers on a range of issues.



Graeme Norton
Director, 3R Group Ltd

Graeme is founder and a director of 3R Group. His business background is in banking, business consulting, recycling and sustainability. Graeme's passion is helping organisations and industries create more sustainable supply chains and bringing together coalitions to achieve effective action. Graeme recently attended the Montreal Tyre Summit.



Bill Prebble
Head of Technical Product & Aviation, Goodyear Dunlop Tyres (NZ) Ltd

Bill is a 40 year veteran of the NZ tyre industry. His background has been in tyre engineering, testing and development, field service, and product management. His desire is to see the NZ tyre industry uphold its place in the community as a responsible industry supporting a robust and sustainable end of life tyre collection and recycling scheme.



John Staples
Group General Manager, Bridgestone NZ Ltd

Over 30 years in the NZ tyre industry and the last 15 in general management roles covering Export, Marketing, Consumer Sales, Commercial Sales, Retreading and Logistics currently Group General Manager, New Zealand Business.

TYRE INDUSTRY SUMMIT 2015

Summit Agenda - Tuesday 2nd June

Day 1: Setting the scene

8.30-9.00	Registration and refreshments		
9.00-10.00	Welcome and introduction of keynote speakers Opening address		Applying science to waste materials to increase value and build new markets Scientia Professor Veena Sahajwalla <i>Founding Director, SMaRT Centre (Sustainable Materials Research & Technology), University of NSW</i>
10.00-11.00	Global Overview: Legislative and Regulatory Environment	Glenn Maidment <i>President, Tire and Rubber Association of Canada</i>	Michael Blumenthal <i>President, Marshay Inc.</i>
11.00-11.30	Bridgestone morning tea & networking		
11.30-12.30	NZ Regulatory Environment: Progressing ELT Stewardship for NZ Facilitated panel discussion followed by Q&A	Update on Priority Waste Streams for Product Stewardship Intervention Mike Mendonça <i>Director of Operations Ministry for the Environment</i>	
12.30-13.30	Bridgestone Lunch <i>Hosts: John Staples, Group General Manager, Bridgestone NZ Ltd, & Andrew Moffatt, Managing Director for Australia and NZ</i>		
13.00-13.30	Goodyear Dunlop Hot Spot Conversation: (DURING LUNCH) <i>Hosts: Bill Prebble and Campbell Gough, Goodyear Dunlop</i>	The Ballroom Increasing recycling rates through promotion of economic uses for recycled rubber Led by Gerry Morvell, <i>Tyre Stewardship Australia</i>	Hobson Room Progressing Crumb Rubber in pavement applications Led by Jeremy Wu, <i>Scientist, Opus International Consultants</i>
13.30-14.15	The future for ELT feedstock: The tyre profile in 2017 and insights for infrastructure investors, global examples	John Staples <i>Bridgestone NZ Ltd, Group General Manager</i>	Bill Prebble <i>Goodyear Dunlop Tyres (NZ) Ltd, Head of Technical Product & Aviation</i>
14.15-15.00	Impact of Tyre Stockpiles	Outline of recent abandoned tyre clean up in Hamilton <i>Caroline Gabolinscy & Wendy Bell Investigators, Waikato Regional Council</i>	
15.00-15.30	Bridgestone refreshments		
15.30-17.00	ELT Processing Insights of existing ELT processors & Panel Discussion		
	Closing the Loop: Fonterra ‘Tanker Tyres’ and Pacific Rubber		Sourcing investment and markets for the NZ tyre industry Rod Lovegrove
	Nic Bishop <i>Environmental Manager, Fonterra Brands (NZ) Limited</i>	Andrew Christie <i>CEO, Pacific Rubber</i>	Jo Knight <i>Facilitator, NZTRACA</i> Jim Laughton <i>Owner, J & J Laughton Shredding Services Ltd</i>
17.00-18.30	Motor Trade Association networking drinks and finger food <i>Hosts: Greig Epps, Industry Relationship Manager & Liezel Jahnke, Environment and Fuel Services Manager</i>		



Summit Agenda - Wednesday 3rd June

Day 2: Taking action

8.30-9.00	Networking tea & coffee		
9.00-10.00	Case Study: Ontario Tire Stewardship Followed by Q & A	Rethink your relationship with tires Andrew Horsman, <i>Executive Director, Ontario Tire Stewardship</i>	
10.00-10.30	Bridgestone morning tea & networking		
10.30-11.30	End-of-life tyre management: What can NZ learn from other countries at this phase of stewardship? Facilitated Q&A with presenters	Glenn Maidment <i>President, Tire and Rubber Association of Canada</i>	Michael Blumenthal President, Marshay Inc.
11.30-12.00	The role of Community Recycling Network and other observations	Marty Hoffart <i>Chairman, Community Recycling Network</i>	
12.00-13.00	Bridgestone lunch		
12.30-13.00	Goodyear Dunlop Hot Spot Conversation: (DURING LUNCH) Host: <i>Campbell Gough, Country Manager, Goodyear Dunlop</i>	The Ballroom Councils managing stockpiles & landfill controls <i>Led by Marty Hoffart and council representative</i>	Hobson Room EECA and fuel efficient tyres Led by Jörn Scherzer <i>Relationship Manager Light Vehicles Energy Efficient & Conservation Authority</i>
13.00-13.30	Building new industries through R&D		Gerry Morvell <i>Chair and Director, Tyre Stewardship Australia (TSA)</i>
13.30 - 14.00	Rubber Recycling Standards: The case for global harmonisation Panel Discussion / Q&A with infrastructure providers		Michael Blumenthal President, Marshay Inc.
14.00-15.00	Challenges, opportunities & outlook Facilitated Q&A session with presenters		
15.00-15.30	Viewpoint: Summit close		Graeme Norton <i>Director, 3R Group and attendee at Montreal Rubber Recycling Symposium 2014</i>

This collaborative industry event is supported by:



Notes & Ideas

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Tyre Industry Summit 2015 - Registration List

First Name	Last Name	Position	Organisation
Adele	Rose	CEO	3R Group Ltd
Alan	Copsey	Business Development	Ecoversion
Alan	Stevens	Technical Manager	Civil Contractors New Zealand Inc
Alvin	Cobb	Director	Tyre Recycling Waikato
Anaru	Marshall	CEO	WISE Better Homes
Andrew	Christie	CEO	Pacific Rubber
Andrew	Dick	Owner	Scrap Tyre Movements Ltd
Andrew	Moffatt	Managing Director	Bridgestone Australia & New Zealand
Andrew	Peake	General Manager	Radial Imports NZ Ltd
Andrew	Horsman	Executive Director	Ontario Tire Stewardship
Anna	D'Angelo	Product Development Leader	Road Science
Antony	Verkleij	Senior Commercial Analyst	Envirowaste Services Limited
Bill	Prebble	Manager Product, Aviation, Development & Field Engineering	Goodyear Dunlop Tyres (NZ) Ltd
Bruce	Donaldson	Managing Director	Value Tyres Limited
Bruce	McDowell	Director	Southern X Press Ltd
Cameron	Carpenter	Journalist & Online Producer	Autofile
Cameron	Officer	Editor	Editor for the Scrap & Demo Australasia magazine
Campbell	Gough	Country Manager	Goodyear & Dunlop Tyres (NZ) Ltd
Carl	King	Post Collections General Manager	EnviroWaste Services Ltd
Carl	Prescott	Director	Tyreline Distributors
Caroline	Gabolinscy	Investigator	Waikato Regional Council
CJ	Dooner	Office Manager	WasteMINZ
Colin	Knox	Chairman	Waste Transformation Ltd
Corrie	Carnahan	Owner	Elite Exhausts Limited
Craig	Shaw	Director	Tyre Disposal Services Limited
Daryl	Shackleton	Director	Tyre Collection Services Limited
David	Crawford	Chief Executive Officer	Motor Industry Association (MIA)
David	Vinsen	CEO	Imported Motor Vehicles Industry Association (IMVIA)
Dominic	Salmon	Waste Minimisation Officer	Hastings District Council
Duncan	Scotland	Marketing & Development Manager	3R Group Ltd
Gareth	Mentzer	GM Operations	3R Group Ltd
Garry	Perriam	Operations Manager	Value Tyres Limited
Gary	Olney	Business Development	South Waikato Achievement Trust
Gerry	Morvell	Chairman	Tyre Stewardship Australia
Glenn	Maidment	President	Tire Recycling Association of Canada
Glynn	Holleran	National Binders Advisor	Fulton Hogan Ltd
Graeme	Norton	Director	3R Group Ltd
Greig	Epps	Industry Relationship Manager	Motor Trade Association Inc
James	Ayling	Policy Analyst	Ministry for the Environment
James	Elliott	Director	XLELT
James	Francis	Project Manager	Re Energize nz
Jeremy	Wu	Research Scientist	Opus International Consultants
Jim	Laughton	Director	J & J Laughton Shredding Services Ltd
Joan	Knight	Facilitator	NZTRACA
John	Forbes	Director	JJ International Ltd
John	Staples	Group General Manager NZ Business	Bridgestone New Zealand Ltd
Jon	Spencer	Director	Ecoversion Logistics Ltd
Jonathan	Moore	Director	Tyremax
Jörn	Scherzer	Senior Advisory Transport	EECA NZ Ltd
Justin	Edgington	Sales Manager	Tyreline Distributors
Liesel	Jahnke	Environmental & Fuel Services Manager	Motor Trade Association (Inc.)
Marianna	Tyler	Regional Waste Minimisation Facilitator	Waikato Regional Council
Mark	Pidduck		Enviro Tyres Limited
Marty	Hoffart	Chairman	Community Recycling Network
Matthew	Spataro	Operations Manager	Beaurepaires NZ Ltd
Michael	Blumenthal	President	Marshay Inc

Tyre Industry Summit 2015 - Registration List

First Name	Last Name	Position	Organisation
Michelle	Begbie	Scientist, Land and Soil	Waikato Regional Council
Michelle	Duncan	Project Manager	3R Group Ltd
Mike	Mendonça	Director of Operations	Ministry for the Environment
Nic	Bishop	Fonterra Brands Environmental Manager	Fonterra Co-Operative Group
Nicholas	Harford	Managing Director	Equilibrium
Nick	Hanson	Managing Director	Pacific Rubber
Pat	Holt	Area Manager	Tyremax
Paul	Evans	CEO	WasteMINZ
Peter	Bray	Technical and Engineering Manager	Golden Bay Cement
Peter	Thorne	GM Business Development	Reclaim
Rod	Lovegrove	Manager	Tyre Removals
Russell	Dyer	Co-processing engineer	Golden Bay Cement
Sam	Weiss	Senior Project Implementation Officer	Bay of Plenty Regional Council
Sandra	Murray	Waste Minimisation Project Manager - Solid Waste	Auckland Council
Scott	Yoon	Manager	Upcycle Limited
Steve	Hawkins	Account Manager/Shareholder	Ecoversion Logistics Ltd
Steve	Matthews	Owner/Director	Rubber Solutions Asia Pacific Ltd
Steve	Roberts	Founder / Director	Ecoreps Pyrolysis
Theda	Hall	Environmental Coordinator	Golden Bay Cement
Tristan	Lavender	Environment Officer	Toyota NZ
Vanessa	Brown	Principal Environmental Specialist	NZ Transport Agency
Veena	Sahajwalla	Scientia Professor	SMaRT, NSW
Victor	Howe	Operations Manager - Recycling	Waste Management New Zealand
Warren	Blair	Manager	Kumho Tyres
Wendy	Bell	Investigator	Waikato Regional Council
Zac	Jordan	Manager, Operations Directorate	Ministry for the Environment