

## **PROGRAM-AT-A-GLANCE**

### *“Driving Toward the Circular Economy”*

The “circular economy” is no longer just a buzzword of environmentalists or futurists – it is now an industrial imperative, and no material is better suited to lead this charge than rubber. This will not be a surprise to many within the industry who know the science and wondrous polymeric properties of this extraordinary material. And yet, if we are honest with ourselves, have we really utilized post-consumer rubber – more specifically tire rubber – to its best use? More importantly, and for the purposes of this symposium, we will explore both the obstacles to full resource recovery and the innovations that give us hope for the circular economy.

#### **WEDNESDAY OCTOBER 5, 2016**

**11:00 am Delegate Registration**

**1:00 pm Opening Ceremonies**

**1:15 pm Global Overview – Legislative and Regulatory Environment**

Our panel of international experts will identify the global challenges, trends and legislative environments affecting tire recycling activities. Special attention will be paid to regulatory initiatives that promote tire recycling markets or offer incentives or other innovative ideas to drive the circular economy.

**Speakers:**

**Jeff MacCallum** CEO, Divert NS

**Kees van Oostenrijk** President, RecyBEM BV, Netherlands

**John Sheerin** Director, End-of-life Tire Programs,  
Rubber Manufacturers Association

**2:45 pm Refreshment Break**

**3:00 pm Tire Manufacturing – Driving the Circular Economy**

At first glance, incorporating recycled rubber back into new tires is the epitome of building the circular economy. Were it that simple! The reality is much more complex. Yes, recycled rubber is used in new tire manufacturing; however, it is nowhere near 100 per cent substitution for virgin material. This panel of tire manufacturers and suppliers

will explain the challenges and showcase differing solutions and approaches to building sustainable products and being part of the circular economy.

**Speakers:**

**Jeffery A. Sussman** Senior Manager, Global Remediation and End-of-Life Tires, Goodyear Tire and Rubber Company

**Ben Galizio** Section Manager, Compound Development, Bridgestone Americas, Inc.

**Kedar Murthy** Vice President & General Manager, Lehigh Technologies

**5:00pm**      **Networking Reception**

**THURSDAY OCTOBER 6, 2016**

**8:30 am**

**Rubber in the Ground – Synthetic Turf Field Studies**

Over the past several years, scrutiny over sports fields with synthetic turf has increased due to anecdotal accounts that led some to suggest that crumb rubber has caused cancer in younger players either by inhalation, ingestion or contact with the skin. To-date, there has not been definitive research to support such claim; nonetheless, the authorities, and rightly so, are taking proactive steps to conduct research in this field. The panel will review the most recent work in this area and share their findings to-date.

**Speakers:**

**Billy (William H.) Johnson** Chief Lobbyist, ISRI (Institute of Scrap Recycling Industries)

**Daniele Fornai** R&D Manager, Ecopneus ScpA

**Rubber in the Ground – TDA Engineered Products**

We sometimes forget that Tire Derived Aggregate (TDA) can be an important engineering product for a host of markets, particularly in civil engineering projects. This session will focus on specific applications in the housing market that draw on TDA's unique properties as a lightweight fill and an insulation barrier.

**Speakers:**

**Shokry Rashwan, Ph.D.** Paul Charette–Manitoba Applied Research Chair in Sustainable Construction, Red River College

**10:30 am Refreshment Break**

**11:00 am Remaking Tire Stewardship in Ontario – Part I: Wind-up and Transition**

Bill 151, Waste-Free Ontario Act, 2015, fundamentally changes the landscape of tire stewardship in Ontario, as it triggers the wind-up of Ontario Tire Stewardship (OTS), and transitions producers to an “individual producer responsibility” model for tire collection and recycling in the name of resource recovery and building the circular economy. This session will entail three distinct segments: in the first segment, the Ministry of Environment and Climate Change will describe the initial policy objectives of the Waste-Free Ontario Act; in the second segment, OTS will describe, at a high level, its draft approach to wind-up. The third segment is a panel discussion of processors and rubber recycling manufacturers who will share their concerns that OTS must consider as it transitions to wind-up.

**Speakers:**

<b>John Armiento</b>	Manager, Waste Diversion, Ministry of the Environment and Climate Change
<b>Andrew Horsman</b>	Executive Director, Ontario Tire Stewardship
<b>Leighton Friesen</b>	President and CEO, North West Rubber Ltd.
<b>Vince Capotorto</b>	President & CEO, Nexxsource Recycling Inc.

**12:30 pm Lunch**

**2:00 pm Remaking Tire Stewardship in Ontario – Part II: Transition**

In some ways, the Government of Ontario and Bill 151 have given the tire recycling industry a gift—while they will take away what the industry created in OTS, they also provided a “tabula rasa,” a blank slate to build something entirely new. This panel will discuss the producer obligations under the new legislation and various approaches to discharging these obligations, including the potential creation of a new entity or entities to replace OTS. In addition, delegates will be reminded of competition law provisions that must be respected as this new model is created.

**Panelists:**

<b>Glenn Maidment</b>	President, Tire and Rubber Association of Canada
<b>Xavier Mercier</b>	Competition Law Officer, Competition Bureau Canada
<b>Michael Packer</b>	Competition Law Officer, Competition Bureau Canada
<b>Robin Hunter</b>	Corporate Secretary, Goodyear Canada Inc.
<b>Usman Valiante</b>	Partner, Corporate Policy Group LLP.
<b>David Adams</b>	President, Global Automakers of Canada

**3:15 pm Refreshment Break**

**3:30 pm**

**Rubber Devulcanization**

There are no stops when it comes to technology. Just a few short years ago rubber devulcanization may have been nothing more than a mad idea and wishful thinking, but today, a number of companies have developed and continue to perfect the process of “un-baking the cake.”

**Industrial Applications of Rubber Devulcanization**

Tyromer and AirBoss partnered on realizing the vision of sustainable tire recycling in a real-world application. Tyromer will describe their proprietary devulcanization technology to produce Tire Derived Polymer; and AirBoss Rubber Compounding will discuss using this product in various tire and non-tire applications, meeting or exceeding performance, price and sustainability targets for its customers.

**Speakers:**

**Sam Visaisouk, Ph.D.** CEO, Tyromer Inc.  
**Graham Choonoo** Technical Director, AirBoss Rubber Compounding Inc.

**Process and Potential of Rubber Devulcanization**

RUBRECO has developed its own rubber waste devulcanization process, culminating in an industrial-sized reactor specifically designed to meet the devulcanization conditions with the ability to process thousands of pounds of scrap rubber daily.

**Brian Harrison, Ph.D.** Chief Technology Officer, Rubreco Inc.  
**Hurdon Hooper** COO and Founding Member Rubreco Inc.

**5:00 pm**

**Networking Reception**

**FRIDAY OCTOBER 7, 2016**

**8:30 am**

**Innovations Panel**

Back by popular demand, this panel will offer a hotbed of new ideas, innovative thinking, and new approaches to solve existing tire recycling problems and issues. This panel offers a diverse range of topics that hold up the symposium theme: Driving Toward the Circular Economy.

**Panelists:**

**Paul Newton** President, Titan Tire Reclamation Corp.  
**David R. Parker** CEO, New Rubber Technologies  
**Eliot Sorella** Chairman/CEO, Ecolomondo Corp Inc.

**10:15 am**

**Refreshment Break**

**CEO Panel: Challenges, Opportunities & Outlook**

Always one of our most popular panels, in this session we will hear major tire processors opine about their unique perspectives on tire recycling markets, the challenges they face, and about removing obstacles that may hinder their ability to innovate, prosper, and be part of the circular economy solution.

**Panelists:**

<b>Emmie Leung</b>	President & CEO, Emterra Tire Recycling Inc.
<b>Barry Takallou Ph.D., P.E.,</b>	President & CEO, CRM
<b>Scott Whitney</b>	President & CEO, Liberty Tire Recycling
<b>Daniel Gosselin</b>	Vice-President, Ani-mat Inc.

**12:00 pm**      **Program Concludes.**