

STEWARDSHIP GROWS UP!

1

EPR WORKSHOP VANCOUVER NOVEMBER 2010

**NEIL HASTIE
ENCORP PACIFIC
VANCOUVER-AN OLYMPIC GAMES CITY**

AT LAST!



- **Debate _{in BC} is Over:**
 - EPR is Permanent
- **Who Pays is Clear:**
 - The Consumer/User
- **Now it's Performance**
 - Green Economy

EMERGING VALUES



- 1. Performance Measures**
 1. Traditional
 2. New
- 2. Better Boards**
- 3. Right Structure**
- 4. Real Education**

TRADITIONAL MEASURES



- **Recovery (diversion)**
- **Drivers**
 - Awareness
 - Access
 - Experience

NEW MEASURES



- **Beyond=**
Diversification & Financials
- **Sustainability =**
New Elephant in the Room
- **Carbon =**
New Currency

BETTER BOARDS



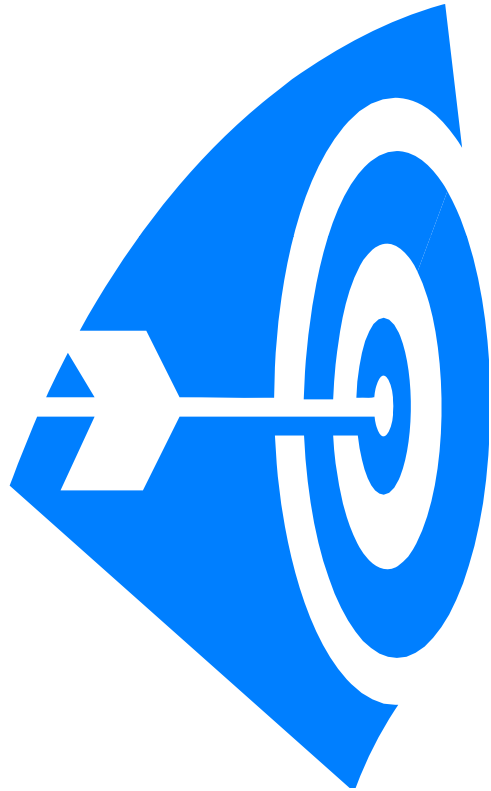
- **Generation 1 =
Representation & Control**
- **Generation 2 =
Strategy & Performance**

RIGHT STRUCTURE



- **Virtual PRO/IFO**
- **Service Provider**
- **Harmonization Possible**
 - Product Definitions
 - Producer Interface
 - Standards
 - Transparency

REAL EDUCATION



- **Continuous**
- **Social Marketing**
- **Cross Stream Coordination**
- **Spend: \$2.50/capita/year**