



WHAT HAVE WE DONE FOR YOU LATELY?

CPIA's 2015 Accomplishments on Behalf of our Members



POST USE

- Released **2014 annual report for tonnes of plastic packaging** collected in Canada for recycling, and undertook similar annual report for 2015 (results in 2016).
- Released the 2014 annual report that documents the **access to recycling** for a range of plastic packaging categories for the Canadian population.
- Entered into partnership with Metro Vancouver to undertake a **waste compositional study** to document the types and range of plastics that are still entering the municipal waste stream.
- Undertook a **survey of municipal and private MRFs** to document what plastic materials are being collected and how they are being managed, and to investigate opportunities to work proactively with MRFs across Canada to increase the types and volumes of plastic packaging being diverted from landfills.
- Documented the wide range of collection and management programs that are in place across Canada for the **recycling of polystyrene**, and developed an internal decision-making tool that will be promoted to municipalities.
- Participated in a variety of **conferences and events** across Canada that were focused on municipal and brandowner outreach related to resource recovery and waste management, including speaking opportunities at five different events that allowed CPIA to promote the overall value of plastics and our commitment to increasing diversion in Canada.
- Partnered with the University of Waterloo to deliver a **second annual workshop** in June 2015 that engaged participants from academic, government and waste management sectors to identify current gaps in resource recovery and energy recovery, and to discuss collaboration opportunities.
- Continued to develop the **resources available on the Image Bank** and promoted these to stakeholders in the municipal and private recycling sectors through newsletters, speaking opportunities and two webinars.
- Held a successful **information session and facility tour at the Edmonton Centre for Waste Management**, in partnership with the City of Edmonton and the Alberta Plastics Recycling Association.



- Developed **two new online postal code searchable directories** that enable residents to find 1) Canadian retail locations that collect plastic bags and film for recycling – www.plasticfilmrecycling.org and 2) North American private and municipal programs that collect polystyrene via depot and curbside collection – www.recyclingmoreplastic.org.
- Continued a partnership with PAC and PAC Next, and developed a new partnership with Quebec-based FEPAC, to recruit members of those associations to join the **Operation Clean Sweep®** Program.
- Provided financial support to the **Great Canadian Shoreline Cleanup™** for their annual outreach and cleanup campaign, and participated in a CPIA staff cleanup event on Mississauga’s Credit River in September 2015.
- Responded to **proposed regulation from the federal and Ontario governments related to microbeads**, including official comments in partnership with the American Chemistry Council, a review of the Environment Canada Science Summary, and a number of stakeholder meetings with government officials.
- Ongoing participation in the **Global Action Team on Marine Litter Solutions** to support and influence research, outreach, communications and advocacy around reducing marine debris.
- Expanded upon CPIA’s ongoing partnership to **collect and recycle polystyrene with the City of Montreal** by supporting four in-community collection events. Developed new depot-based programs and a media outreach campaign to remind Montreal residents about the ability to recycle polystyrene via the LaSalle and Pointe-Claire depot operations.
- Provided ongoing support to Walmart Canada and SC Johnson for the **return-to-retail collection of plastic bags and film** at 395 stores across Canada.
- Partnered with Stewardship Ontario and Waste Diversion Ontario’s Continuous Improvement Fund to undertake **two pilot projects for hard-to manage plastic packaging**.
- Provided support to a range of **municipal and stewardship partners in dealing with polystyrene recycling**, including support through outreach/education, technical guidance, and information related to quality and markets.
- Partnered with Ottawa Race Weekend, Canada Army Run and Wittmann Canada to **enhance the recycling infrastructure and education at two marathon events** in 2015.
- Developed a partnership with Wheatley Harbour on Lake Erie that included a research project to collect baseline information about the types and volumes of plastic being generated at the commercial fishery, undertake a collection and recycling pilot, and development of a plan to educate and engage additional **commercial fisheries on the Great Lakes** in 2016.
- Participated in a **range of consultations across Canada**, including the Manitoba government’s proposed framework for waste and recycling, the Ontario government’s low-carbon fuel regulation, climate change strategy, cap and trade design tools and the new waste-free regulation and strategy, and the 2015/16 stewardship fees proposed by Eco Enterprise Quebec.



ISSUES/ OPPORTUNITIES

- Successfully negotiated “**Reaffirmation**” for the **Vapour Barrier Standard** with the CGSB allowing the vapour barrier industry to continue on with the 6 mil standard. The reaffirmation is set to begin in March 2016, and will include members of the vapour barrier industry on the technical committee to ensure that industry practices are well represented.
- Delivered most successful **CPIA industry golf tournament** to date generating significant revenue to fund new **CPIA Advocacy and Education committee** to pursue more advocacy work on behalf of the industry and the PFMAC (Plastic Film Manufacturers Association of Canada) members.

- Delivered popular **PFMAC Annual Fall General Meeting & Technical Seminar** featuring impressive presentations and networking opportunities for members.
- Managed ongoing **plastic bag ban issues** in the cities of Montreal, QC and Victoria, BC.
- CPIA's Vinyl Council of Canada (VCC) launched an exciting **new consumer campaign and website** to promote the value and beauty of vinyl in home renovations. In addition, VCC partnered with "Income Property" celebrity, Scott McGillivray to be the Canadian spokesperson for vinyl.
- Successfully negotiated the 2nd **Environmental Performance Agreement** with Environment Canada on the management of **Tin Stabilizers**. This agreement took effect in March 2015, and will protect the vinyl industry in this context until 2020.
- Created two new committees to address **recycling messaging for the vinyl industry** and **building code issues** which prevent many sectors of the vinyl manufacturing industry from being able to bid on municipal projects; from windows and doors, siding, pipes, being the key areas affected by code issues.
- Established a new **Chemicals Management Plan (CMP)** platform to develop a series of educational webinars for CPIA members in 2016 to help members navigate through the very technical demands of the CMP.

OUTREACH

- Welcomed **13 new members** to CPIA in 2015.
- Promoted the economic, environmental and social benefits of plastic to the public and other stakeholders under our "**Intelligent Plastics**" program; as a result, generating over **138 million** positive media impressions of plastics.
- Enjoyed **double digit growth** in CPIA and Intelligent Plastics social media presence and engagement on Facebook, Twitter and LinkedIn.
- Continued participation in NAPA (**North American Plastics Alliance**) which includes the Society of Plastics Industry (SPI), the American Chemistry Council (ACC), Asociación Nacional de Industrias del Plástico (ANIPAC) and CPIA. A joint force working together on four key areas of outreach, advocacy, energy recovery & recycling; and pellet containment, NAPA is focussed on creating efficiencies and being effective as representatives of this large and diverse industry.



BUSINESS SUPPORT

- Provided **knowledge and information** for members via webinars on topics such as credit insurance; recycling grocery rigid plastics; how to get the most out of tradeshows; sustainability throughout the plastics life cycle; reshoring - taking back manufacturing; and Trans-Pacific Partnership Agreement.
- Hosted popular industry **networking events** including Annual General Meeting; sold-out Industry Leadership Awards Dinner; highly successful industry Golf Tournament; and more.
- Provided members with timely **industry information and alerts** via monthly "Plastics Perspectives" newsletter, weekly CPIA NewsBrief; www.plastics.ca; regular e-blasts; and updates on social media including Facebook, Twitter, LinkedIn and You Tube.
- Continued to offer valuable **business support and discounts** to members through partnerships with Plastics Protect Insurance Program, Bruce Power, Raedan Freight Services, Career Corner, Resin Gear and others.

LET US KNOW!

Have an area, topic or concern you'd like to see CPIA involved in? Let us know by email: memberrequest@plastics.ca



Association canadienne de
l'industrie des plastiques

since • depuis 1943

Canadian Plastics
Industry Association

plastics
industry
leadership **AWARDS** 2015

2015 Award Recipients

LEADER OF THE YEAR:

Jim Ellies,
Gracious Living Innovations

PLASTIC INNOVATOR:

Rob Miller, Wittmann Canada
Terry Rochfort, Bericap North America
Protoplast Inc.

PLASTICS SUSTAINABILITY:

Cascades

CANPLAST:

Steven Wood, Vintex Inc.
Veso Sobot, IPEX Management Inc.

LIFETIME ACHIEVEMENT:

Judith Nancekivell, Canadian Plastics
Vic De Zen, Vision Extrusions Group

WATCH FOR 2016 AWARD DETAILS & NOMINATION OPPORTUNITIES COMING SOON

Congratulations to all the winners!