



WHAT HAVE WE DONE FOR YOU LATELY?

CPIA's 2016 Accomplishments on Behalf of our Members



SUSTAINABILITY

- Commissioned and released a new report which demonstrated that **Canada's plastic packaging recycling rate saw 3% growth** year-over-year.

- Continued participation in and monitoring of Toronto's long term planning for **solid waste management system**.
- Actively involved in **stakeholder consultations** around the Ontario government's *Waste-Free Ontario Act, 2016* (Bill 151) including submissions of written comments to the Environmental Bill of Rights and a deputation at the Standing Committee on Social Policy.
- Actively involved in Ontario files of **Climate Change and Cap & Trade** for past two years, participating in consultations with government and other industry groups.
- Continued ongoing support for Walmart's **consumer facing recycling program for plastic bags, film and overwrap** and partnered with the Recycling Council of Ontario in the "The Plastic Bag Grab Challenge" engaging elementary students across Canada to collect plastic bags.
- Held a highly successful **Resource Recovery Tour** providing a first-hand recycling and recovery experience for a wide range of stakeholders.
- Held a communications webinar on "**Creating Recycling Communications that connect with Residents and Customers**" aimed at enhancing municipal communications efforts around recycling.
- Held an Information Session on "**Plastics in a Circular Economy**" at the Association of Municipalities of Ontario Conference in Windsor, Ontario.



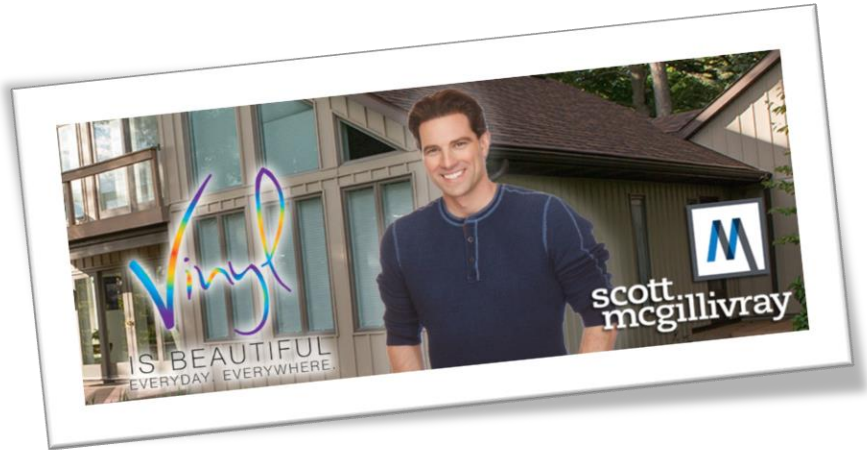
- Joined Niagara Region in unveiling new leading-edge technology that will enhance the Region's ability to **divert polystyrene from landfill** and produce high quality end products out of recyclable material.
- Supported **municipal polystyrene collection** efforts in Quebec starting with a pilot project when PS collection was added to the in-community special waste collection events.
- Launched "**Canadian Plastic Watch**" e-newsletter for government officials providing information and insights into how CPIA and the plastic industry are striving for and supporting social responsibility and sustainability.
- Participated in **Waste Association of BC Winter Conference** with a presentation on "Plastics Possibilities – Tools To Enhance Sustainability Through Increased Recovery".
- Continued to develop **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.
- Provided financial support to the **Great Canadian Shoreline Cleanup** for their annual outreach and cleanup campaign, and participated in a CPIA member and staff cleanup event on Mississauga's Credit River in Oct. 2016.
- Along with University of Waterloo and Waterloo Institute for Sustainable Energy held 3rd annual **Resource Recovery Partnership Workshop** bringing together stakeholders from academia, government and private sectors to identify opportunities and barriers associated within Canada's resource recovery sector.
- 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 Plastics Alliance on Marine Litter Solutions** to support and influence research, outreach, communications and advocacy around reducing marine debris.
- Continued our partnership with PAC and PAC Next to recruit members of those associations to join the **Operation Clean Sweep™** program.
- 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 marathon event in 2016.
- Involved in co-ordinating City of Dollard-des-Ormeaux, Quebec successful pilot project for **polystyrene collection**.
- Further developed relationships with Ontario Ministries of Environment & Climate Change, Economic Development & Growth; Premier's office, and others.
- Hosted a well- attended and well received workshop on the Circular Economy for industry, government and other stakeholders.
- Active participant in the **North American Plastics Recycling Alliance** whose mission is to grow plastics recycling in the United States and Canada.



ISSUES/ OPPORTUNITIES

for vinyl. The campaign included a guest appearance at CPIA's annual awards event, ongoing social media campaign, writing and publishing of six vinyl building products related articles as well as producing and promoting a second vinyl building products video.

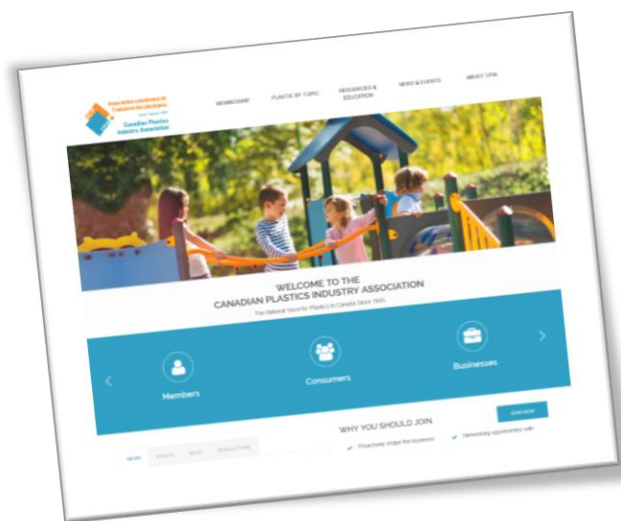
- Delivered highly successful **CPIA industry golf tournament** generating outstanding networking opportunities and net revenue to fund advocacy efforts on behalf of the industry.
- Defended vigorously against attempts to ban, tax or otherwise applies to plastic carryout shopping bags in various jurisdictions across Canada.
- On behalf of all vinyl compounding facilities using tin stabilizers in Canada, continued to meet our obligations under the *Environmental Performance Agreement Respecting the Use of Tin Stabilizers in the Vinyl Industry* with Environment Canada & Climate Change to prevent the release of tin stabilizers into the environment.
- CPIA's foam plastics group finalized a listing related to firewall assembly testing to inform national building code issues.



OUTREACH

Launched completely **redesigned and refreshed plastics industry website** www.plastics.ca. The new website was developed to enhance the CPIA resources available to the plastics industry; showcase the economic, social and environmental importance of plastics to all industry stakeholders; detail the value of CPIA membership; and provide CPIA members with an exclusive member portal containing information and tools exclusively for them.

- Welcomed ten **new members** to CPIA in 2016.
- 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 133 **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.



- Celebrated five year anniversary of and continued participation in the **North American Plastics Alliance (NAPA)** which includes Canadian Plastics Industry Association, the PLASTICS Industry Association (formerly SPI), the American Chemistry Council, and Mexico’s Asociación Nacional de Industrias del Plástico. 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 North American plastics industry.
- Participated in PLASTICS Industry Association’s “**Plastics Industry Fly-In**” in Washington DC, bringing together the collective voices of nine plastics industry trade associations in the US and Canada advocating for effective legislation and regulation.

BUSINESS SUPPORT

- Delivered **CPIA’s Annual Plastics Industry Leadership Awards Program and Celebration Dinner**, providing the opportunity to recognize 15 outstanding individuals and companies for their commitment and dedication to the ongoing success of the plastics industry.
- Provided **knowledge**

and information for members via a series of **webinars** which included: “Controlling Your Energy Costs”, “The Art of Finding Government Funding”; “Understanding New Waste-Free Ontario Framework”, and “Creating Recycling Communications” for municipalities.

- Hosted popular industry **networking events** including Annual General Meeting; sold-out Plastics Industry Leadership Awards Dinner; highly successful industry Golf Tournament; Quebec Member Meeting, Western Canada Member Meeting, Canada Night at K Show Reception in Germany and CPIA booth at Expoplast trade show.
- 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, Career Corner, gearedforGREEN and others.



LET US KNOW!

Have an area, topic or concern
you’d like to see CPIA involved in?

Contact CPIA:

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