



WHAT HAVE WE DONE FOR YOU LATELY?

CPIA's 2017 Accomplishments on Behalf of our Members



SUSTAINABILITY

- Actively involved in **stakeholder consultations** around the Ontario government's Bill 151, Waste-Free Ontario Act and the Resource Recovery and Circular Economy Act, including written submissions on recycling and organics programs.
- Continued communications through "**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.
- Provided financial support to the **Great Canadian Shoreline Cleanup** for their annual outreach and cleanup campaigns and plastic specific communications to the public on the 3R's (reduce, reuse, recycle) of responsible plastic use to ensure plastics are not wasted or littered.
- With University of Waterloo and Waterloo Institute for Sustainable Energy held the 4th 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.
- Continued our partnership with PAC (Packaging Consortium) and PAC Next to recruit members of those associations to join **Operation Clean Sweep™**, and international program to keep plastic pellets, flakes & powder out of the marine environment.
- Further developed relationships with various provincial **Ministries of Environment** and other government ministries across Canada.
- Hosted a well-attended and highly successful "**Plastics Sustainability Within a Circular Economy**" information session which highlighted and celebrated successes achieved in the recycling and recovery of plastic packaging from select companies in the

plastics value chain with a focus on how plastics contributes to sustainability.

- Actively participated in the **North American Plastics Recycling Alliance** (NAPRA) whose mission is to grow plastics recycling in the United States and Canada.
- Actively working with the **Plastic Energy Recovery Team** at the American Chemistry Council (ACC) to promote advanced processing technologies for waste resources and plastics as diversion from landfill.
- Founded the **North American Polystyrene Foam Working Group** with CPIA members, ACC and the Foodservice Packaging Institute (FPI) to ensure and expand market opportunities for polystyrene foam by identifying advanced technologies to process foam into feedstocks for manufacturing.
- Provided technical and financial 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.
- Initiated the **Single Serve Plastics and Packaging Group** with CPIA members, Quick Service Restaurant (QSR) brand owners and other parties to address the Vancouver's Single Serve Reduction Strategy options. Responded in writing to Vancouver's discussion document and promoted a common approach with the Single Serve Plastics and Packaging Group.
- Attended the annual **Global Plastics Alliance meeting** in Penang Malaysia to address plastic waste management and marine litter solutions, along with progress made respecting the **Global Marine Litter declaration**.
- Ongoing monthly participation in the **Global Plastics Alliance on Marine Litter Solutions** to support and influence research, outreach, communications and advocacy around reducing marine debris.

- Developed an on-line "**Markets Reporting Tool**" for stranded plastic materials in Canada caused by China's import ban on recycled materials. The Tool's objective is to assist in finding markets for the stranded plastics and identify the volumes of plastics that require additional processing capacity in North America. This information could potentially assist processors of recycled plastics and manufacturers of plastic packaging and products to make investments in additional reprocessing capacity.
- Commissioned a new **2017 access to plastic recycling report** that now includes return to retail in addition to the municipal curbside and depot collection programs, with results to be released in early 2018.
- Released a report on 2015 post-consumer plastics recycling in Canada showing an additional 0.4% of plastic recycled in 2015. Updated report commissioned with results released in 2018.
- Continued monitoring of **Toronto's long term planning for solid waste management system** which now includes advanced technologies (energy) and building a partnership to manage polystyrene (PS) foam materials collected in the City.
- Continued our work with Recyc-Quebec and Eco Enterprise on **recycling depots and collection of plastics and PS foam**.



- Continued our work with and support for various **Quebec municipal PS Foam depot collections**.
- Participated and funded **Nova Scotia's province-wide waste composition study** including participation on the steering committee.
- Sponsored **Recycling Council of Alberta's conference and a session on the impacts of the China import ban** which included Joe Hruska, CPIA V.P. Sustainability as presenter/moderator with panelists Mark Badger of Urban Polymers and Bill Stitt of CASCADES RECOVERY.
- Sponsored **Recycling Council of British Columbia conference** and presented "Driving Improvements in Plastic Packaging's Environmental Performance Through The Circular Economy & Sustainable Material Management".
- Sponsored **Coast Waste Conference in Victoria B.C.** and presented "Garbage to Gold: The Challenges of China" and participated as a panelist on the China import ban issue.
- Spoke at the **Canadian Stewardship Services Alliance Annual General Meeting** on the challenges of plastics and plastics industry views on plastic recovery including the benefits of plastics.
- Conducted a **CPIA Webinar on "Plastics Packaging Recycling in 2018: The Frontier"** to a diverse audience of municipal, government, brand owners, consultants and environmentalists.
- Presented and met with Ontario Members of Provincial Parliament (MPP's), Minister of Environment and Climate Change Office on the need to include 'Life Cycle Thinking' and to supercharge the **Circular Economy Framework** with the complimentary Sustainable Materials Management (SMM) approach.

- Hosted with Region of Durham a **tour of the Durham/York Energy Facility** for Ontario MPP's to learn more about the value of advanced technologies to capture the full value of plastics waste resources in support of aspirational Zero Waste and Emissions goals. They learned through Durham's Integrated Waste Resource Recovery Systems all plastics are reused, recycled or recovered for energy with no plastics ending up in Durham landfills.
- Responded in writing and actively engaged in meeting/communicating with Ontario MPP's, Ministers Office and government staff on the **proposed Bill 173, An Act respecting the sale of single-use beverage pods** (Reducing Waste One Pod at a Time Act, 2017) that would ban recyclable plastic coffee pods.



- Attended and actively participated in the **Ontario Amended Blue Box Program Plan** consultations and through consultation with members, municipal stakeholders and stewards responded in writing resulting in PS Foam being accepted in the designated materials list and having a 50% target on the diversion of plastics.
- Responded to the **Ontario Organics Plan** and with members and other stakeholder partners successfully addressed **Certified Compostables** in the plan.
- Continued to improve and expand the range of plastics in CPIA's **Image Bank** available online to municipalities and recyclers free of charge; shared this resource with other plastics organizations in the U.S.

- Via **CPIA's Sustainability Committee and Program Plan**, continued to provide strategic advice and key metrics on the recycling, lifecycle, reuse and reduction potential and benefits of plastics to combat the deselection of plastics in various Canadian jurisdictions to individual member funded programs addressing restrictions/bans on foam packaging, film & bags and other plastics.
- Partnered with SWANA British Columbia to develop an educational workshop for First Nations Communities on how to establish effective **waste management programs in First Nation Territories**. The program having been successful will be expanded nationally.
- Partnered with ACC on **Materials Recovery for the Future – MRFF** which will investigate and

demonstrate the efficient and effective recycling of flexible film packaging in a demonstration Materials Recycling Facility.

- Communicated with Canada's Ambassador to the United Nations Environmental Program (UNEP) on the issue of **marine litter and the role effective waste management programs play** in reducing and eliminating plastics land and marine litter.
- Worked with the Alberta Plastics Recycling Association and City of Calgary to introduce **bag-in-bag programs for film plastic recycling to improve film plastic sortation at the MRF**.
- CPIA was a silver sponsor of the 2017 Canadian Stewardship Conference.

ISSUES/OPPORTUNITIES

- Continued discussions with the Canadian General Standards Board regarding **reaffirmation of the Vapour Barrier Standard** to allow vapour barrier manufacturers to continue with the 6 mil standard.
- Defended vigorously against attempts to ban, tax or apply fees to plastic carryout shopping bags in various jurisdictions across Canada.
- Through its Bag Ban Task Group, provided leadership and technical support to Quebec and Canada's first ever plastic bag Life Cycle Assessment (LCA) conducted by CIRAI; results are expected to mirror those of previously conducted LCAs (UK government and Clemson University), namely that the plastic bag is the best environmental choice compared to other bag alternatives.
- Surveyed CPIA members regarding the challenges and opportunities of a renegotiated NAFTA agreement. Participated in "**Three Amigos**" **NAFTA summit** in Mexico City with ANIPAC (Mexican national plastics association) and PLASTICS Industry Association of the USA;

released a joint statement opposing new tariffs and pushing for greater harmonization of regulations.

- Active supporter of and participant in **several coalitions** including ANCHOR (Alliance for Competitive Hydro Rates in Ontario), CMC (Canadian Manufacturers Council), and CEPA ICG (Canadian Environmental Protection Act Industry Coordinating Group).
- Announced the 2017/18 **CPIA Board of Directors** including Sarah Marshall of NOVA Chemicals as Chair and Rob Miller of Wittmann Canada as Vice-Chair.



OUTREACH

- Welcomed **eighteen new members** to CPIA in 2017.
- Promoted the economic, environmental and social benefits of plastic to the public and other stakeholders under our “**Intelligent Plastics**” campaign; as a result, issued 27 press releases that generated over **53 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.
- Launched Plasticurious video contest and website (www.plasticurious.ca) to **engage teens** and encourage them to explore the positive role that plastics plays in their lives.



- Celebrated the **sixth anniversary** of the formation of NAPA (**North American Plastics Alliance**) which includes Canadian Plastics Industry Association, the PLASTICS Industry Association of the USA, the American Chemistry Council, and Mexico’s Asociación Nacional de Industrias del Plástico. Throughout the year, worked collaboratively on four key areas of outreach, advocacy, energy recovery & recycling, and pellet containment, ensuring efficient and effective

representation of the 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.



- Staffed a CPIA booth at the **PLAST-EX** trade show in Toronto and spoke twice as a centre stage speaker (NAFTA; Plastics Sustainability).
- Attended and spoke at the **Plastics Pioneers** GTA book launch.
- On behalf of the PFMAC (Plastic Film Manufacturers Association of Canada), conferred a **\$2,000 scholarship** to a deserving Conestoga College packaging student.
- Conducted third party telephone interviews with PFMAC members to determine needs and wants going forward.
- Attended and spoke at two CPIA member events: 25th anniversary of Kal Polymers and grand opening of ReVital Polymers.

BUSINESS SUPPORT

- Welcomed **Joe Hruska** as CPIA's new Vice President, Sustainability.
- Launched a **new partnership with UBM Canon** regarding the PLAST-EX and Expo-Plast Canadian trade shows
- With the **Canadian Association of Mold Makers**, hosted a successful joint meeting focussed on plastics industry statistics and NAFTA updates
- Delivered a well-attended and well received **CPIA Annual Plastics Industry Leadership Awards Program and Celebration Dinner; Recognized fifteen outstanding individuals and companies** for their commitment and dedication to the ongoing success of the plastics industry in the areas of leadership, recycling, sustainability and more.
- Delivered highly successful CPIA **industry golf tournament** generating outstanding networking opportunities and net revenue to fund advocacy efforts on behalf of the industry including a charitable contribution to The War Amps of Canada and their CHAMPS (child amputee) program.
- Provided knowledge and information for members via a **series of webinars** which included *"Energy from Waste"*,



"Reducing the Global Adjustment's Impact on Ontario Plastic Manufacturer Costs", "Canadian Manufacturers Outlook and Available Assistance", and "Plastics Packaging Recycling in 2018: The Frontier".

- Provided members with timely **industry information and alerts** via "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 UBM Canon, AxiPolymer Inc., Raedan Freight Services, Bruce Power, 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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