



WHAT HAVE WE DONE FOR YOU LATELY?

CPIA's 2018 Accomplishments on Behalf of our Members



SUSTAINABILITY

- Via our “**Canadian Plastics Watch**” e-newsletter for government officials, municipal staff and other stakeholders, provided quality information and communications insights into plastics industry actions that are supporting sustainable development goals and social responsibility.
- Offered a no-charge and expanded online “**ImageBank**” resource tool to plastic recyclers, municipal educators and others to encourage quality communications of recyclable plastics and support end markets needs for quality feedstocks for recycling. (www.plastics.ca/ResourcesAndEducation/ImageBankHome)
- With our partners, the University of Waterloo and Waterloo Institute for Sustainable Energy, City of London, PAC Next, The Institute for Chemicals and Fuels from Alternative Resources/University Western Ontario, celebrated the 5th anniversary and annual **Resource Recovery Partnership Workshop**. The two day conference brought together an international lineup of speakers and

stakeholders across academia, government and private sectors to develop a resource recovery framework to support society’s aspirational goals of achieving zero waste and a sustainable economy by making use of all options to manage waste resources including new and advanced technologies to recycle and recover plastic waste and identify opportunities and barriers associated within Canada’s resource recovery sector. (www.plastics.ca/NewsAndEvents/Events#)



- Launched a new micro website to support the **Resource Recovery Partnership** and policy development framework for supporting the circular economy and sustainable material management life cycle approaches and moving closer to a sustainable economy.

www.ResourceRecoveryPartnership.ca



- Working with our industry, municipal and government partners, successfully encouraged the province of Ontario to move to a **resource recovery framework that promotes all 4R's** (reduce, reuse, recycle and recover) with the addition and recognition of energy recovery to provide more options to divert valuable waste resources like plastics from landfill for productive use in a sustainable economy.
- Held a very successful webinar on **Resource Recovery** with over 200 registered participants and speakers from the City of London and the Government of Canada.
- Continued our partnership with PAC (Packaging Consortium) and PAC Next to recruit members of those groups to join the **Operation Clean Sweep™** program, the global plastics industry commitment to prevent resin pellets, flakes and powder from entering the natural environment.
- Actively participated in the **North American Plastics Recycling Alliance (NAPRA)** (www.plasticsrecyclingalliance.org) whose mission is to grow plastics recycling and recovery in the United States and Canada.
- Actively worked with the **Plastic Energy Recovery Team (PERT)** at the American Chemistry Council (ACC) to promote advanced processing

technologies for waste resources, energy recovery and plastics as diversion from landfill.

- Supported and participated in CPIA member DOW's Toronto Island Coastal Cleanup Event.



- Provided technical and financial support to a range of municipal and stewardship partners in support of **polystyrene recycling** through the **North American Polystyrene Alliance**, including outreach, education, technical guidance, and information related to quality and markets.
- Successfully located markets for material stranded by the China Sword ban on import of recyclable materials, working with new technologies developing advanced 21st century recycling systems to manage contaminated PS foam packaging.
- Established a website to **monitor stranded tonnes of recycled material** due to the China Sword import ban program. Provided market solutions to recyclers where possible to counter impact of lost plastics processing capacity worldwide. Due to plastic industry investment in recycling in Canada and producer responsibility programs, eighty-four percent of the material reported collected was reclaimed in Canada or the U.S., and only 12 percent was exported overseas.
- Implemented with SWANA Pacific a **First Nations Waste Management & Eco Depot Training Workshop** to assist First Nations in establishing sustainable and effective waste management

programs to keep plastics and other waste out of land and marine environments.

- Committed to be a funding partner of the **Canada Winter Games** in Red Deer Alberta taking place February 2019. The funding will support a lasting legacy project that will use locally collected plastics to make benches in the main pavilion meeting place.
- To promote the current and future sustainable benefits of plastics and solutions to manage it throughout the plastics value chain, CPIA and its national network of sustainability consultants **sponsored and presented at over 10 events**. Additionally, CPIA's national sustainability consultant team continued to address local plastic issues in all regions of Canada.
- CPIA Sustainability Committee and Consultants **developed new long-term goals for the Sustainability Program** industry resources to achieve the ambitious plastics industry societal goals to reuse, recycle and recover 100% of plastics packaging by 2040.

- Proud supporter of **Material Recovery for the Future (MRFF)** managed by the American Chemistry Council. Members of the MRFF collaborative share a simple vision: Flexible packaging is recycled curbside and the recovery community captures value from it. The project has been initiated with advanced recycling technology installed and launch in Feb. 2019. (www.materialsrecoveryforthefuture.com/)
- Published report on 2017 **Access to Residential Recycling of Plastics** (published May 2018)
- Financial supporter of the very successful **Plastic Bag Grab Challenge** with Walmart, Cascades, Recycling Council of Ontario, and others. This waste reduction program for elementary schools across Canada engages schools and students on the 3Rs hierarchy: reduce, reuse, and recycle of plastic bags.



ISSUES/OPPORTUNITIES

- As a result of our persistent, ongoing and collaborative work with Canadian Government policy makers, technology developers, industry and academia to educate, inform and disseminate information on technological advances and sustainable industry practices worldwide, opened window of opportunity to bring this well-informed perspective to government policies toward the management of plastic waste in Canada with the



announcement of the CCME (Canadian Council of Ministers of the Environment) **Strategy on Zero Plastic Waste**, and the Ontario government via the Ministry of Environment, Conservation and Parks "Made in Ontario" environment plan including plastic waste recycling/recovery.

- **Defended vigorously** against attempts to ban plastic carryout shopping bags, PS foam cups and containers, straws and other plastic products in various jurisdictions across Canada.
- CPIA, along with others, endorsed the G7 **Innovation Challenge to Address Marine Plastic Litter**. The Innovation Challenge will incentivize the development of new technology and processes, generate new ideas and build on the successes and innovations happening now in the plastics value chain.

- As an active participant in and supporter of **The Global Plastics Alliance (GPA)**, a collaboration among plastics industry associations and allied industry associations around the world, released the 4th Progress Report, summarizing the status of commitments made under The Declaration of the Global Plastics Associations for Solutions on Marine Litter, also known as the "Global Declaration." As of December 2018, approximately 355 projects have been planned, underway, or completed. (www.marinelittersolutions.com/)
- Announced new commitments to **OPERATION CLEAN SWEEP®** of which CPIA is the Canadian licensee. Announcement takes our commitment to reducing plastic waste to a higher level so that by 2022: All CPIA member companies will be signatories to OPERATION CLEAN SWEEP and 100% of Canadian resin manufacturing sites operated by CPIA members will participate in OPERATION CLEAN SWEEP Blue.
- Added 20 new pledge partners to the **Operation Clean Sweep** program (www.plastics.ca/OCS)
- With ACC, funded initial research and development by University of Toronto regarding the implementation of the **Toronto trash wheel** (based on the highly popular Baltimore trash wheel) which will be located at the base of the Don River in Toronto to collect plastics and other littered items before they enter Lake Ontario.
- Working with the Huntsman Marine Science Centre Nova Scotia, provided **financial support for shoreline cleanups, education on marine plastics litter** including a used plastic rope collection, and recycling markets development program.
- CPIA, along with others, offered support for the oceans and waterways focus of the **Ocean Plastics Charter**, which was endorsed by five countries at the G7 Summit on June 9.
- CPIA announced its members had **committed to goals** of 100 per cent of plastics packaging being

recyclable or recoverable by 2030 and 100 per cent of plastics packaging being reused, recycled, or recovered by 2040.

- 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).



- Established and **published a plastic straw stewardship position** that they shouldn't be provided automatically but only upon request.
- Shared with policy makers across Canada the **results from life-cycle assessments (LCA)** commissioned by the Quebec and Danish governments, namely that the thin plastic carryout bag is the best environmental choice.
- Announced the 2018/19 **CPIA Board of Directors** including Sarah Marshall of NOVA Chemicals as Chair and Joel Rudolph of Farnell Packaging as Vice-Chair.



OUTREACH

- Welcomed **10 new members** to CPIA in 2018.
- Promoted the economic, environmental and social benefits of plastic to the public and other stakeholders under our “**Intelligent Plastics**” campaign; as a result, issued 25 news releases that generated over **24 million positive media impressions** of plastics.
- Achieved **double digit growth** in CPIA and Intelligent Plastics social media presence and engagement on Facebook, Twitter and LinkedIn.
- Launched 2nd annual 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.
- 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.
- On behalf of the PFMAC (Plastic Film Manufacturers Association of Canada), awarded a **\$2,000 scholarship** to a deserving Conestoga College packaging student.
- Hosted a CPIA booth at the **Expoplast** trade show in Montreal, **NPE2018** in Orlando and **The G7 Ministers’ meeting** in Halifax.



- Celebrated the **seventh 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.
- **Sponsored/partnered on various industry events** including: NAPRA Webinar Series: Closing the Circle in Manufacturing by Eliminating Barriers to Using Recycled Content; 6th Estate - Breaking the Mold: Getting to Zero Plastic Waste; 6th Annual Global Plastics Summit; Re|Focus Summit; NPE2018: The Plastics Show.



BUSINESS SUPPORT

- **Held Montreal Meet & Greet / Info Sessions** with NAPA partners including CPIA, PLASTICS Industry Association and ANIPAC and CPIA members/guests to discuss NAFTA as well as other key industry topics.
- Hosted successful **Member & Industry Meetings** (2 with the CPIA Board) in Montreal, QC, Dartmouth, NS and Richmond, BC.



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- Continued our **partnership with UBM Canon** regarding the PLAST-EX and Expoplast Canadian trade shows, enabling CPIA members to enjoy a significant discount on their trade show booth.
- 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.
- Hosted CPIA **Annual General Meeting** of members.
- Held successful Plastic Film Manufacturers Association of Canada (PFMAC) **Spring Technical & General Meeting**.



- Hosted highly popular **CPIA Canada Night Reception at NPE 2018**.
- Continued to offer valuable **business support and discounts** to members through partnerships with PEO Canada, UBM Canon, AxiPolymer Inc., Raedan Freight Services, Bruce Power, gearedforGREEN and others.
- Delivered another outstanding **CPIA Annual Plastics Industry Leadership Awards Program and Celebration Dinner**; **Recognized fourteen 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.



- Provided members with timely **industry information and alerts** via weekly CPIA NewsBrief; Canadian Plastics Watch and Eye on Plastics newsletters; www.plastics.ca; regular e-blasts; and updates on social media including Facebook, Twitter, LinkedIn and YouTube.