



Welcome to the New CPIA. Proven Results.

Jan. 19, 2011

Dear %%listname%%,

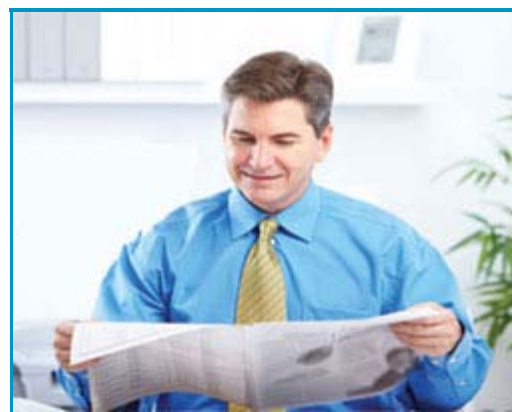
CPIA has made [significant progress](#) over the past year, aimed at better serving members across the country. With feedback from members like you, we have focused CPIA's services on four key undertakings:

1. [Reputation Enhancement](#): We create a more positive public and political climate for the industry by proactively promoting the economical, social and environmental benefits of plastics.
2. [Post-Use Resource Recovery](#): We work with government and the private sector to increase recycling and energy recovery rates.
3. [Innovation Stimulation](#): We foster growth of the plastics industry through ground-breaking innovation forums where plastics industry technologies as well as financial services are unleashed on the industry.
4. [Special Product Issues](#): We deliver programs to create a positive environment for products being challenged.

As a result of valued input from members, we are pleased to outline our **2011 initiatives** designed to promote, protect and build the plastics industry in Canada.

REPUTATION ENHANCEMENT

- Generate 30 million positive public impressions of plastic by issuing two news releases per month showcasing the economic, social and environmental benefits of specific plastic products. Target the public in general interest and special interest media including print, web and broadcast.
- Track public perceptions of plastic products through Neilson consumer survey to measure impact of reputation enhancement programs.
- Arrange 35 member interactions with Federal, Provincial or Municipal politicians to communicate the importance of the sector to constituents.
- Successfully launch Teachers Ambassadors Program involving 25 classroom presentations during the year.
- Roll-out four phase plan to showcase the benefits of vinyl building products starting with windows and doors in Quebec.
- Expand CPIA's annual awards to include Retailers, Brand-Owners and Stewards, enjoin all



stakeholders on judging committees and showcase award presentations in mainstream media. Awards will focus on characterizing industry as essential and good stewards.

- Continue building value in www.plastics.ca content rich web site designed to enhance the industry's reputation with consumers, media, teachers and government.

POST-USE RESOURCE RECOVERY

- Organize 8 member meetings with politicians in BC and Ontario to further communicate the importance to the plastics industry that Metro Vancouver and Durham energy recovery projects come to fruition.
- Conduct 4 tours on energy recovery (one each in Ontario, Quebec, British Columbia and Alberta) to expand elected officials, policy makers and other stakeholder support for energy recovery.
- Arrange presentations at 4 conferences (one each in Ontario, Quebec, British Columbia and Alberta) and distribution to all municipal politicians informing on the benefits of energy recovery & recycling plastics.
- Conduct 3 plastic recycling workshops involving plastic manufacturers, recyclers, equipment suppliers, brandowners, retailers, stewardship organizations and governments, to design plastic packaging recovery solutions that increase recycling of PET, film and tubs and lids.
- Organize an industry wide effort to ensure harmonization between Health Canada and FDA in their approach to using recycled plastics in food contact applications so that Canadian plastic manufacturers are not disadvantaged competitively.
- Evaluate the 5 PS recycling demonstrations & inform on successes to expand collection and increase quantities collected across Canada.
- Develop and distribute to all municipal politicians the facts on the plastic industry's compostable products to increase municipal organics diversion programs.
- Collect & publish 2011 statistics to demonstrate annual progress in diverting plastics packaging from landfill through recycling and energy recovery.



INNOVATION STIMULATION

- Two Plastics Innovation Forums in Canada (Ontario and Quebec), introducing 12 new ground-breaking technologies and facilitate partnerships between academia and companies wishing to grow their business through innovation and technology.
- Present a variety of innovative growth funding opportunities such as NSERC's Engage Grant Program, EDC's sources of financing for growth and exports as well as SR & ED tax credit approaches.
- Launch web based Plastics Innovation Portal for easy member access to innovative plastics technologies and funding opportunities.



SPECIAL PRODUCT ISSUES

- To anticipate issues, related to the selection, use and diversion of plastic products, through an early warning monitoring system.
- To mobilize affected industry sectors to address attacks on specific products related to plastic solid waste and recycling, public health and

environmental sustainability (eg. vinyl, brominated flame retardants and plastic bags).

- To secure the necessary funding and resources from affected industry sectors to ensure that the issues are properly managed; sound public policy directions are advocated; effective product stewardship initiatives are undertaken and public media is balanced in its reporting.



Our commitment to providing optimum value to all members can be best achieved through feedback from you. **Please take a moment to [complete this short survey](#) which aims to obtain your feedback and suggestions surrounding 2011 programs.**

Best regards,

Mark Badger, President and CEO
Cathy Cirko, Vice President
Marion Axmith, Director General, Issues

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