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NEWS RELEASE

## **Canadian Plastics Industry Association Announces New Commitment to OPERATION CLEAN SWEEP®**

HALIFAX, NS, Sept. 20, 2018 – The Canadian Plastics Industry Association (CPIA), the national voice for and leader in plastics sustainability across Canada since 1943, is pleased to announce their new commitments to OPERATION CLEAN SWEEP® of which CPIA is the Canadian licensee.

OPERATION CLEAN SWEEP is an international program designed to prevent resin pellet, flake and powder loss and the potential introduction of pellets to the environment including oceans and waterways.

OPERATION CLEAN SWEEP is focused on the steps before plastic becomes a hygienic package, a safety helmet or a critical medical device.

The program helps each segment of the plastics industry including resin producers, transporters, bulk terminal operators and plastics processors implement containment practices that achieve zero pellet, flake and powder loss.

Today's announcement takes their 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.

OPERATION CLEAN SWEEP Blue is a new, data-driven member offering available to current pledge partners.

This new premium member level will recognize companies that are excelling within the existing program.

It will allow them to showcase and share data and metrics, which will be helpful reporting tools as OPERATION CLEAN SWEEP continues to grow and gain even broader industry support.

Today's announcement builds on the CPIA's June announcement regarding ambitious targets to achieving a future without plastic waste.

Together with the Chemistry Industry Association of Canada, CPIA and their members announced:

- A new aspirational goal of 100 per cent of plastics packaging being reused, recycled, or recovered by 2040, and
- An aggressive interim goal of 100 per cent of plastics packaging being recyclable or recoverable by 2030.

The industry's view is that plastic and other litter in the environment is unacceptable.

At the same time, plastics deliver significant societal benefits, including:

- Energy, Green House Gas and resource savings, and
- Innovations that improve health care, reduce food spoilage & improve quality of life

"It's in everyone's interest to retain and expand plastic's benefits, but we can do so while also keeping plastics out of our natural environment. CPIA and the plastics value chain is an innovative partner to help reduce waste." said Carol Hochu, President and CEO of CPIA.

To learn more about OPERATION CLEAN SWEEP and OCS Blue go to [www.plastics.ca/OCS](http://www.plastics.ca/OCS).

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Since 1943, the Canadian Plastics Industry Association has served as the national voice for and leader in plastics sustainability across Canada and beyond, representing the interests of the plastics value chain including resin and raw material suppliers, processors/converters, equipment suppliers, recyclers and brand owners. Visit [www.plastics.ca](http://www.plastics.ca) for more information.

**For More Information:**

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