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CPIA President’s Update - June is Bustin' Out All Over!

By Carol Hochu, President & CEO, CPIA
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It’s nearly June and that means a plethora of special days on their way, including World Environment Day (5th), Father’s Day (19th), and International Yoga Day (21st) to name but a few.

June is also filled to the brim with a number of plastic industry events including:

- **June 2 – Bruce Power Webinar** on leveraging real time sub-metering to take control of your energy costs (for Ontario-based members only)

- **June 7 – Quarterly conference call meeting of CPIA’s Post-Use Resource Recovery Committee.** Contact Krista Friesen, CPIA’s VP
Sustainability at kfriesen@plastics.ca to learn more.

**June 16 – CPIA Annual General Meeting** of Members at Lionhead Golf & Country Club, Brampton, ON. Open to all CPIA members, this no-charge event is where the important annual business of the association is conducted including approving the audited financial statements, appointing the auditors, electing the CPIA Board of Directors, and hearing reports from the CPIA President and Chair of the Board. There is no charge for this event but registration is required. If you can't attend please complete and send us your proxy by June 10.

**June 16 – CPIA Annual Golf Tournament** at Lionhead Golf & Country Club, Brampton. Enjoy a day of golf and networking with industry colleagues. Includes breakfast, dinner, contests, prizes and more! Click here to register, sponsor, or for more information.

**June 21 & 22 – SPI’s Fly-In**, Washington, D.C. This industry-wide event will bring together the collective voices of nine plastics industry trade associations in the USA and Canada. In 2014, the plastics industry participated in over 90 meetings with Members of Congress. Help SPI once again educate U.S. lawmakers about the critical issues and unique contributions of the plastics industry.

**June 23 – Resource Recovery Partnership Workshop.** CPIA, the University of Waterloo and the Waterloo Institute for Sustainable Energy are proud to announce our 3rd annual event. This workshop will bring together stakeholders from the academic, government and private sectors to identify opportunities and barriers associated with data and research within Canada's current resource recovery sector. Click here for more information or to register.

For more information or to register for any of these important industry events, click on the links above, contact any member of the CPIA staff team, or go to www.plastics.ca/events.

Wishing you a productive and enjoyable month of June, and happy aquarium, candy, dairy, gay pride, rose and turkey lovers' month too!

**Update on City of Montreal's Consideration of a Plastic Bag Ban**

By Carol Hochu, President & CEO, CPIA
Montreal Mayor Denis Coderre met in early March with CPIA bag representatives who proposed a thicker bag solution (25 microns thick with 25% recycled content, now referred to as the 25/25 solution) that would mitigate the heavy environmental footprint of the City’s proposed 50 micron bag. As a result, a Community Metropolitan Montreal (CMM) Technical Committee was struck to investigate the environmental impacts of bags and bag options.

CPIA presented the facts on bags, its 25/25 bag solution, and along with the Retail Council of Canada (RCC), proposed that a provincial Life Cycle Analysis (LCA) of bags should be completed. In addition, CPIA and RCC have managed to bump the issue up to the provincial level by persuading the Quebec government and RECYC-Quebec (https://www.recyc-quebec.gouv.qc.ca/), the environment agency of the provincial government, to request that all municipalities hold off from any bag ban decisions until the LCA is completed in November 2016.

CPIA just completed its review of the LCA proposal by the International Reference Centre for the Life Cycle of Products, Processes and Services (CIRAIG http://www.ciraig.org/en/index.php) and provided our feedback to RECYC-Quebec to ensure the LCA terms of reference being developed take into account the complex nature and science of bags.

We believe this study will be critically important to advancing our position on the current 17 micron bag being environmentally acceptable when compared to other bag options, total bag bans and reusable bags (which are not recyclable).

In the interim, CPIA’s Montreal local plastics and bag members have volunteered to meet with City of Montreal councillors to educate them on bags, plastics and the industry’s proposed 25/25 bag solution. As part of our municipal and Montreal bag education plan, the CPIA Bag Task Force has also launched our bilingual BagSmart (www.monsacintelligent.ca) website to state the facts to our target audiences and update on our activities with the City of Montreal, media, RECYC-Quebec and Quebec government.
In summary, we are making good progress on this very difficult and complex issue. As a reminder, to undertake this important work, we need the support of everyone in the plastics industry. You may not realize that de-selection attempts like bag bans are a totally self-funded activity within CPIA. This means financial support is not funded from CPIA general revenues but from generous donations made by all companies within the plastics value chain. It takes substantial dollars to hire a team of top-notch government relations, public relations, polling, legal and other experts to make headway on this issue. If your company has already contributed financially to our bag ban fight, please accept my thanks. If you haven’t yet contributed, please contact me for a pledge form.

Host a Plant Tour For Your Local Elected Officials This Summer!

By Carol Hochu, President & CEO, CPIA

Tel. 905.678.7748 ext. 229 e-mail: chochu@plastics.ca

The House of Commons in Ottawa rises for the summer on June 23 while the various provincial legislatures adjourn at different times.

There’s no better time than those lazy, hazy, crazy days of summer to host a plant tour because it gives your various elected officials an opportunity to gain greater insights into your business and to hear about plastics industry issues firsthand outside the hurly burly of legislature.

Tours will enable you to reinforce and personalize your message by having elected officials interact with your employees while showing them what your company is all about.

You make a powerful argument for your concerns when your elected officials and their key staffers tour your plant facilities, learn about your products, and see how you boost their constituency/riding with economic activity and jobs.

A tour and time to meet with select workers provides elected officials with a better sense of how potential legislation and regulation could impact your company and its employees. In short, plant tours can offer a real "win–win" opportunity for both the elected official and the company providing the tour.
CPIA has a **wealth of resources** in the CPIA website **Member’s section > Government Ambassador’s Program** to help you host such a tour including:

- PowerPoint presentation on the social, economic and environmental benefits of plastics;
- plant tour how-to guide; and a
- draft letter of invitation to politicians.

If you need further assistance **let me know**.

And if you do host a plant tour this summer, take plenty of pictures and **let me know** so we can share your success story with the rest of the CPIA membership!

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**GOLF, BREAKFAST, LUNCH, DINNER, $5,000 HOLE-IN-ONE CONTEST, PRIZES & MORE!**

**ALMOST SOLD OUT!**

Don't miss this exciting annual plastics industry golf tournament at our new location including contests, breakfast, lunch, dinner and networking with your industry colleagues!
CPIA Post Use Outings and Speaking Opportunities in April and May
By Krista Friesen, VP, Sustainability, CPIA
Tel. 905.678.7748 ext. 234, e-mail: kfriesen@plastics.ca

As many of you can attest, springtime is a busy time in the world of conferences, workshops and consultations. And it’s been no different for the CPIA Post Use team since early April, as you can see from the list of events below:

- April 6-8: I attended and presented at the SWANA Pacific Chapter meeting in Vancouver, BC
- April 20-22: Joe Hall, CPIA Post Use consultant, attended and presented at the Saskatchewan Waste Reduction Council Annual Conference in Regina, SK
- April 25-27: Carol Hochu, CPIA President and CEO, attended and presented at the SPI’s First Annual ReFocus Conference in Orlando, Florida
- April 26-28: Joe Hruska, CPIA Post Use consultant, participated in the Canadian Waste Resource Symposium (hosted by SWANA Atlantic/WRANS) in Halifax, NS
- April 26-27: I presented and participated in the International Joint Commission’s Workshop on Microplastics in the Great Lakes, in Windsor, ON
- May 10: I participated in a Toronto-based consultation workshop hosted by the Canadian Council of Ministers for the Environment on opportunities to harmonize EPR programs across Canada
- May 10-12: Joe Hruska, CPIA Post Use consultant, participated in the Municipal Waste Association’s Annual Spring Workshop in Huntsville, ON
- May 12-13: I attended and presented at the SPI’s Annual North American Flexible Film and Bag Conference in Houston, Texas
- May 12-13: Stephen Tramley, CPIA Post Use...
consultant, participated in the **Union of Municipalities of Quebec Annual Conference** in Quebec City, QC

- May 17: Along with Craig Foster, CPIA Post Use consultant, I hosted a **Western Canada Members’ Meeting** at the Layfield facility in Richmond, BC
- May 18-20: I attended and presented at the **Annual Conference of the Recycling Council of British Columbia** in Whistler, BC

All of these events provided opportunities for the Post Use team to emphasize the importance of plastics in our modern lives and to highlight the projects, partnerships and initiatives that we are supporting to increase the amount of plastic being diverted from landfills through recycling programs and energy recovery activities.

If you are interested in specific details from any of these events, please [contact me](mailto:kfriesen@plastics.ca) directly.

Stay tuned for updates from future events including the upcoming **AGM for the Alberta Plastics Recycling Association**, CPIA's **June 23 Resource Recovery Partnership Workshop** with the University of Waterloo, and a session we are holding at the **Annual Conference of the Association of Municipalities of Ontario** in August, to name just a few.

### CPIA Energy Recovery Outreach

**By Krista Friesen, VP, Sustainability, CPIA**

Tel. 905.678.7748 ext. 234, e-mail: kfriesen@plastics.ca

In support of the Post Use program’s mandate to **increase the amount of plastics being diverted from Canadian landfills**, CPIA has been an active advocate for energy recovery as an end-of-life management option for plastic packaging that can’t be recycled through traditional recycling channels.

Since February 2016, we have been working on an outreach strategy that includes the development of educational resources, facility tours and one-on-one meetings with key decision and policy makers.

The latest resources that have been developed include four one-page fact sheets that provide information on some of the more common misconceptions related to energy recovery. Specifically, the one-pagers focus on:

1. **The complimentary nature of energy recovery with recycling activities**
2. The opportunity for emissions controls and reduction when waste is used as an alternative fuel source/feedstock
3. An overview of the various energy recovery technologies and the potential for diversion in Canada
4. Highlights of stakeholder support for energy recovery across various sectors

To date, CPIA has also visited a number of energy recovery facilities across Canada, including two municipal EFW facilities in Quebec, Ontario’s Emerald EFW facility, Covanta’s EFW facility in Burnaby (BC) and Lafarge’s Richmond plant that all use unrecycled plastics as feedstock and/or alternative fuel sources.

The 2016 one-on-one meetings have primarily focused on Ontario, as a result of the development of Bill 151 – with meetings being held with political staff and officials at the Ministry of Environment and Climate Change as well as the environment critics from both the NDP and Conservative parties. We have also engaged in conversations with stewardship agencies and individual brandowners about the role and opportunity for them to advocate for energy recovery as part of the regulated EPR programs for packaging. In addition to ongoing advocacy in Ontario, our efforts in the remainder of 2016 will also reach to other jurisdictions to continue to raise awareness of and support for the opportunities associated with energy recovery in Canada.

For further details or to request copies of the one-pagers, please contact me directly.

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**Update on the Waste-Free Ontario Act (Bill 151)**

By Joe Hruska, CPIA Post Use Consultant

Earlier this month, the Standing Committee on Social Policy finalized its amendments and sent the amended Bill 151 to the House for third reading. Click here for the amended Bill. Third reading debate started May 17, 2016 with the bill expected to pass in early June 2016.

CPIA and its members have been engaged in consultations during the development of the Bill, representing the plastic industry’s position and providing direction on a new framework for waste diversion that is intended to move Ontario to a circular economy. Krista Friesen, CPIA’s VP of Sustainability, presented the plastic industry’s suggested amendments to the Standing Committee on Social Policy for consideration on April 18, 2016. Click here for CPIA’s Comments to Government.
CPIA has reviewed the amendments that passed in Bill 151, and believe that none pose a direct threat to plastics, but we must be reminded that this is enabling legislation with details to come through regulation. CPIA will monitor and keep a close eye on the regulatory development as the Act is rolled out.

Some of the specific amendments that were passed by the Standing Committee resulted in the following:

- Clearer definitions as to the objectives and goals of a circular economy.
- Formalized opportunities for municipalities to engage in consultation regarding ministerial policy statements and other areas of the Bill in a more expansive fashion than originally envisioned in legislation.

It is relevant to note that the government did retain the following:

- The ability of the minister to make binding policy statements.
- The ability to include transport packaging; however, they defined that this obligation rests with the party the caused the transport packaging to be included.
- The ability to influence product design, as per regulations

The ability for the minister to issue binding policy statements creates a vehicle to expand plastic collection outside of the new authority’s strategic plan, while the amendment to transport packaging will protect CPIA’s single-serve packaging manufacturers from a prospective fee levy.

The last point on design is an issue for industry. It will be defined by regulations, but since the government is not expert in packaging design, we are confident that industry can use its science-based facts to ensure industry, the environment and economy is protected in this process.

City of Dollard-des-Ormeaux, Quebec Sees Great Success from Pilot Project for Polystyrene Collection

By Stephen Tramley, CPIA Post Use Consultant

On April 30th and May 1st, 2016 the City of Dollard-des-Ormeaux (DDO) – a suburb outside of Montreal – included a polystyrene (PS) collection depot at their
ecocentre as part of their Household Hazardous Waste (HHW) days. It is estimated that more than 200 citizens used the opportunity to recycle PS packaging, which was sorted into three categories (EPS, XPS and rigid). By the end of the two-day event, DDO had collected enough PS collected to fill up the floor of a 53-foot trailer.

The feedback after the collection event from the City of DDO and its citizens has been overwhelmingly positive where citizens have been calling to say thank you and to ask when the next collection event will happen. DDO staff and officials are very pleased with the results and are proud to have kept the PS out of landfill. And DDO has already decided to continue the pilot project as part of their next collection event in September 2016. They may also be interested in a full-time, long-term PS collection operation starting in 2017.

Both CPIA and our Granby-based member, Polyform, aided with this DDO event. Polyform supplied the boxes, trailer and material pick-up, while CPIA was involved in the event coordination, trained the DDO employees on PS sorting methods, and supplied the collection bags and promotional flags for the event.
The University of Waterloo, Canadian Plastics Industry Association and the Waterloo Institute for Sustainable Energy are proud to announce the 3rd annual Resource Recovery Partnership Workshop will take place in Waterloo, Ontario on June 23, 2016.

The workshop, which is being delivered in partnership with PAC and Ontario Waste Management Association, will bring together stakeholders from the academic, government and private sectors to identify opportunities and barriers associated with data and research within Canada’s current resource recovery sector.

This one-day workshop is being offered free-of-charge at Federation Hall, University of Waterloo.

Click here to visit the website for more information.
Fri, Oct 21, 2016 - Save the Date

CPIA Montreal Members’ Breakfast Meeting
Tue, Nov 29, 2016 - Save the Date

OTHER INDUSTRY EVENTS
WEBINAR: CPIA Member, Bruce Power Leveraging Real Time Sub-metering to Take Control of your Energy Costs
Thu, Jun 02, 2016

SPE North-East TopCon Conference
Thu, Aug 18, 2016 - Fri, Aug 19, 2016