



Chemistry Industry Association of Canada

National Advisory Panel

Delta Ottawa City Centre

October 21 – 22, 2015

National Advisory Panel:

Michelle Adams
Jane Lister
Brenda Lorenz
Pat McLean
Errol Mendes
Andre Morriveau
Ken Ogilvie
Ron Ormson
Bruce Walker

CIAC:

Kara Edwards
Pierre Gauthier
Kevin Henderson (Methanex)
Gilles Laurin
Bob Masterson
Richard Paton
Luc Robitaille
Lauren van den Berg

Regrets:

Nadine Gudz
Richard Janda
Gail Krantzberg
Keith Purves

PDA:

Francis Gillis
John Vincett

Agenda Item 1: Introductions and Comments

John Vincett congratulated Bob Masterson on his forthcoming move into the position of President and CEO of the Chemistry Industry Association of Canada (CIAC). He said that this is a very positive development, given Bob's background in Responsible Care. He welcomed Luc Robitaille, who will be assuming the role of Vice President of Responsible Care at CIAC, and Kara Edwards, CIAC Manager, Transportation Safety and Security

John also welcomed Michelle Adams to her first meeting as a National Advisory Panel member. Michelle is an Associate Professor at the Dalhousie School for Resource and Environmental Studies.

John noted that Alex von Knobloch's company has posted him to China for two years. In informing us of this development, Alex said that he greatly enjoyed his experience of the Panel.

Participants around the table introduced themselves.

A Panel member expressed concern that CIAC's Reducing Emissions Report would be allowed to go out of production. He urged the Association to ensure that this valuable information source is sustained.

The member also suggested that a briefing on Responsible Care verification be presented at the next Panel meeting. Bob Masterson encouraged as many Panel members as possible to participate in one or more future verifications as representatives of the broad public.

Agenda Item 2: CIAC Environmental Scan 2015

The Panel commented on the draft Environmental Scan for CIAC's 2015 – 2018 Triennial Plan. Drawing on their own sense of the current economic and social environment in Canada and around the world, Panel members saw opportunities for CIAC in a number of areas:

Municipal and local issues:

- Municipalities agree that it is time for the federal government to have serious discussions with them about investing in infrastructure and municipal services. There is an opportunity for CIAC to advocate for industry infrastructure interests via municipalities.
- A Panel member noted that there are fewer industrial accidents today at the local level but still a lack of trust in industry. If the chemical industry can win the trust of municipal politicians, that will increase the general public's trust.
- A formalized process for addressing community grievances would be a way for chemistry companies to engage local communities. Within this context, companies need a way to respond to queries and complaints immediately.

Aspirational as well as shorter term sustainability goals:

- The Association needs aspirational goals in terms of radical transparency and green chemistry (the use of alternative chemicals) to bring in new members. Currently, large retailers are leading the setting of aspirational goals at the global level, and companies (rather than industry associations) are setting specific targets. Bob remarked that there are still risks with green chemistry, which is why industry prefers to talk about biochemistry (he referred to his article on Linked-in about the emerging bio-industrial hybrid chemistry cluster).
- There was a call for the aspirational goal of a “circular society,” based on recycling of materials rather than end products. It was noted that some companies no longer sell products but rather services; the companies always maintain responsibility for the materials involved.
- There were calls for the chemistry industry to look for opportunities to contribute to carbon reduction in producing energy and in other areas.
- People are skeptical of the mining sector. A lot of chemical issues involve mining. There is an opportunity for the chemical industry to come up with innovations that would make mining more sustainable. This would be one way for CIAC to differentiate itself from the chemistry industry in general. Another opportunity has to do with pipelines, a lot of opposition to which is based on what's in them. Can CIAC foster ways to reduce the potential harm of pipeline contents?

Aboriginal engagement:

- The Canadian Council for Aboriginal Business delivers a Progressive Aboriginal Relations Program (PAR), a certification program that recognizes improving Aboriginal relations among Canadian companies. Rather than developing a separate program, CIAC member companies should look at joining PAR and working within that program to achieve their Responsible Care goals related to participation with Aboriginal communities.
- Social values play an important role in CIAC's public face. Aboriginal people are an increasingly important factor in the social values universe.

Communicating with the general public:

- Companies need to increase their involvement in social media.
- There is also a need for a broader information process, one that would include a Google-like search process, so users can chase down company policies and activities in specific areas.

Raising the profile of CIAC and Responsible Care:

- It was remarked that the draft Environmental Scan was effective as an internal document but, in a time of widespread concern about climate change, there is significant pressure on the Association to take a

more public position on the issue—something “new and different.”

- The Triennial Plan represents an opportunity to show how the Association can translate science into policy.
- On the road to the climate change conference in Paris (Nov. 30 – Dec. 11), industry is coming together as never before, which is raising expectations of associations for pre-competitive collaboration and pre-competitive research.
- There should be some promotion of the Responsible Care brand.
- The new government in Ottawa has promised a focus on evidence-based policy. Beyond government, we are moving from a “tell me world” to a “show me world.” Responsible Care is a good fit with that.
- Publicize Responsible Care verification as part of the new “show me” world.

Attracting talent to the chemistry industry:

- There is an opportunity for CIAC to work with the higher education system to support scientific literacy—“chemistry is cool.”
- There is also an opportunity to support women in science and to present alternatives to the image of the spinster in a white lab coat.
- Elmira is trying to get chemistry on-line training into the high school curriculum.
- Educational systems have millions to spend on curriculum; but compatibility and partnering with non-profit organizations make adoption more likely.
- Provide on-line training at the university level regarding the cradle to cradle concept. There is not a year in which this comment has not been voiced at the Panel table, yet the scale of the activity has meant that only a small number of programs have been initiated at universities, usually involving an interested professor and an interested company that sees the value of this kind of interaction.

The new government in Ottawa:

- CIAC's job is to connect government policy makers to the bureaucracy; i.e. the connection between policy goals, regulatory approaches and practical implementation. There is also a need to rebuild the science capacity of government.
- Bob noted that, to get a meeting with politicians, CIAC representatives have to have an issue, even though they just want to talk about Responsible Care. A Panel member suggested talking with politicians about goals and bring in Responsible Care that way with examples. “Always begin with solving problems.”

Agenda Item 3: Federal Update – Elections 2015

Pierre Gauthier talked about the recent federal election and its implications for the chemistry industry. He also talked about CIAC's government relations strategy going forward (Appendix 1). He said that the Liberals will likely focus on economic growth, investment/infrastructure, jobs and climate change. CIAC's policy strategy will be to align the Association's policy framework with the governing party's agenda and priorities; i.e., work with government as a partner. CIAC will focus on building an informed and engaged base of political support by:

- Establishing and nurturing working relationships with the Prime Minister's Office, targeted ministers and senior policy advisers, House of Commons committee chairs and members, and chemistry riding MP's.
- Focusing on policy issues that are important to the industry, and have the potential to get results.

The Panel expressed appreciation for Pierre's succinct summary of the election results and CIAC's strategy going forward.

A new Panel member asked if there are there any specifics in Responsible Care around greenhouse gases. Bob noted that CIAC members have been reducing greenhouse gas emissions for 30 years. A Panel member remarked that CIAC should be seen as a leader in this area; but to do so, this achievement will need to be brought forward constructively.

It was remarked that CIAC can be a positive force by showing that it is working with NGOs and other interested parties, a level of collaboration that will make CIAC stand out among industry associations.

John heard the Panel saying that there is an opportunity to position CIAC and Responsible Care as collaborators with the new government. As an early step in this process, it's important for CIAC to work with the government on the road to the upcoming climate change conference in Paris.

Bob remarked that it is very clear that business as usual is not sufficient. He heard the Panel saying that that point is there in the Environmental Scan but needs to be made much clearer. This Panel, he said, has provided "the most robust and actionable input we've gotten on the document thus far."

Asked what is chemicals management, Bob said it referred to the framework Canada has set up to deal with thousands of chemicals in commerce and no longer in commerce. He suggested that an update on this process would be a good topic for a future Panel meeting.

John thanked Kevin Henderson for participating in the meeting.

John expressed the Panel's appreciation to Richard Paton for his leadership of the CIAC and his support of Responsible Care over many years. Richard said that the Panel has played a vital role in keeping Responsible Care alive and well. He expressed appreciation for the Panel's commitment and dedication.

Agenda Item 4: Raising the Voice of the Chemistry Industry

Bob Masterson talked about the strengths of CIAC and challenges the association is currently facing (see diagram in Appendix 2).

Bob noted that the chemistry industry has to compete on the market for investment share as much as ever, a message that CIAC is trying to get across to government. To be competitive is one of the three themes of the Triennial Plan, the other two being to be responsible and to be credible.

The membership of CIAC is well engaged and very comfortable with the mechanics of the Association, Bob said.

Panel members made a couple of suggestions about investment:

- Present to government data from old plants versus new plants to show what new investment means in environmental terms and in jobs. Bob noted that CIAC has never gone to government with their hand out; rather the Association has looked for a level playing field. (John Vincett suggested that at a future meeting a Panel field trip could visit a plant to see the difference that investment in new technologies can make.)
- Big institutional investors are a potential source for environmental projects.

Bob noted that the chemistry industry has become increasingly global through mergers and acquisitions, reducing considerably the "head office" capability in Canada. This has hollowed out the sweat equity available for the association. It is therefore urgent to increase membership in CIAC while maintaining standards. It is also important to strengthen the Association's representation of the broader chemical manufacturing industry.

Panel suggestions for drawing new members into the Association:

- Put on a public conference once a year, like the recent Responsible Care Conference in Toronto. Include such events as a CIAC-sponsored award to women showing leadership in chemistry.
- Look for members beyond the chemical manufacturing sector.
- Recruit education partners (Bob noted that CIAC brought in Golder Associates (human health and toxicology consultants) as an Associate Member this year. CIAC is interested in recruiting more such organizations.)

- To draw in those high risk operators who have not yet joined CIAC, there has to be something in the Association that they otherwise can't get.

Bob said that, in February, CIAC staff will give the Board of Directors two options: bring in more members or become the voice of the 20 largest companies in Canada, probably just focusing on the federal government.

Bob referenced several suggestions for bringing in additional members that have been discussed within CIAC. For example, there are 25 companies that practice Responsible Care in Canada but don't belong to the Association. Could they join CIAC for a small fee, say \$20,000 per year?

A Panel member suggested that interested companies could pay a small fee to join the Association and watch Responsible Care in action for a couple of years. They then join at the regular fee. If they decide not to join at that point, CIAC interviews them as to why not. Luc Robitaille remarked that, if a company were to suddenly drop out of Responsible Care, they would have to explain this decision to their community. It was emphasized that this would be a one-time, limited term offer. Regular CIAC members would need to be sold on the logic of the concept. Luc Robitaille remarked that, if the Association had 70 members (versus the current 35 members and 11 associate members), the annual fee would be \$100,000 rather than \$200,000.

Another Panel member mentioned the concept of Responsible Care as a separate organization rather than one managed by a particular association. Any company from any sector could apply to join such a version of Responsible Care. The international, multistakeholder Forestry Stewardship Council was cited as an example of such an approach.

While there was strong support among Panel participants for innovative measures to attract more members for CIAC, there was also a continuing concern about the risk of diluting the standards of Responsible Care. One Panel member, for example, cautioned against sacrificing credibility for visibility.

There was general support for a Responsible Care award for community involvement as a good way to raise the profile of Responsible Care. Suggestions included:

- Important that the community be involved in the award
- Show evidence of the award winner's involvement in the community (Luc Robitaille noted that the requirement for consistency in a public annual progress report attracted his company to develop a very similar industry sustainability initiative in the first place.)

Agenda Item 5: TransCAER in Canada

Operated by CIAC for many years, the Transportation Community Awareness and Emergency Response initiative (TRANSCAER) is today led by CIAC and the Railway Association of Canada. TRANSCAER members work with municipalities, emergency responders and residents in communities along transportation routes to make sure they are informed about the products being moved through their area, and are prepared to respond to potential incidents involving dangerous goods. Kara Edwards presented an update on TRANSCAER achievements in Canada and committee updates in Quebec, Ontario, the Prairie Region, British Columbia and at the national level. She also talked about 2015 TRANSCAER event locations and participants in each of the four regions, and listed TRANSCAER goals for 2015–2016 (Appendix 3).

Kara responded to Panel questions:

- *Is there no participation in TRANSCAER on the east coast?*
We don't have a regional committee in Atlantic Canada but do have individual participants out there.
- *Is TRANSCAER part of Responsible Care?*
Yes, it has been part of Responsible Care pretty much from the beginning. TRANSCAER has its own website: www.TRANSCAER.ca. (Kara also referred Panel members to www.teap3.ca, the website of CIAC's Transportation Emergency Assistance Program (TEAP), which aims to maintain a national

emergency response network capable of safely and efficiently mitigating the impacts of a chemical transportation incident anywhere in the country. TEAP assessment teams can evaluate a service provider's ability to effectively respond to a chemical transportation incident.)

- *Does TRANSCAER do actual emergency response drills?*
Yes. These drills are one of the most visible aspects of Responsible Care.
- *What's different today from when the Mississauga train derailment occurred?*
Railcars today are much more robust. (Bob added that railcar safety measures have been further enhanced since the Lac-Mégantic disaster. and considerably more attention is paid to verifying the shipment of goods in a safe and effective manner by Responsible Care companies.)
- *If there are no transportation incidents over the next 10 years, safety efforts will probably decline.*
(Bob noted that a number of companies are drastically reducing their movement of high-hazardous goods, which will have a permanent positive effect on safety.)

Panel members were impressed with the TRANSCAER program and saw it as vital to the public interest.

Agenda Item 6: Future Agenda Topics

John Vincett said that Panel meetings in 2016 would include a webinar in early February, another webinar in May or June (before the Triennial Plan is put to bed) and an in-person meeting in September/early fall.

The following potential agenda topics were put forward:

- Tour of TRANSCAER's converted railcar (the Safety Train); timing of fall meeting would need to coincide with a railcar showing in the fall, scheduled to be in Alberta or B.C.
- The role of the community Responsible Care verifier
- Opportunity for Panel members to be public verifiers
- Follow-up on the Aboriginal discussion of 2014
- Canada's Chemicals Management Plan
- Chemistry industry contribution to reducing greenhouse gas emissions

It was remarked that meeting with a local community advisory council would be very useful for the panel.

John remarked that the next Panel letter to the chemistry industry could be tied into the publication of the Triennial Plan.

John noted that Panel members regularly receive CIAC's ChemExec newsletter (by email) and the quarterly Catalyst (by email and in hard copy by regular mail). He also noted that Panel members are always welcome to attend CIAC Leadership Group meetings in their area. A Panel member who has attended Leadership Group meetings remarked that they are an opportunity to hear from plant officials and member companies about the challenges they are facing.