



Chemistry Industry Association of Canada (CIAC)

National Advisory Panel

February 1 and 4, 2021, 1:00-4:30 pm ET; via zoom

Day One

National Advisory Panel

Beverly Osazuwa
Christopher Hilken
Jane Lister
Richard Janda
Ron Ormson
Pat McLean
Jacob Westfall

CIAC Staff

Bob Masterson
Danielle Morrison
Elena Mantagaris
Gilles Laurin
Isabelle Des Chênes
Shawna Bruce (Facilitator)

1. Welcome Remarks

Shawna welcomed all participating members of the National Advisory Panel (NAP). Bob also provided a personal welcome, highlighting that the panel has been rejuvenated over the past nine months and that there is a need to increase engagement between the NAP and CIAC's Board of Directors. Bob noted that the NAP usually meets at member sites, however the pandemic has not allowed in-person meetings. Bob challenged the NAP to make efforts to engage CIAC members and staff before hopefully returning to in-person meetings in the Fall.

Andre Morriveau joined the meeting for a few minutes to share that he is leaving the NAP. Bob expressed his appreciation for Andre's six years on the NAP and his role in finalizing the Indigenous elements of the Responsible Care® (RC) Accountability code. Andre shared that this has been a great journey, and now there is an opportunity for someone new to step into his role. He shared a final thank you to the panel and to CIAC.

Question: "Freeriders" fly under the radar of government. Is this still top of mind?

Answer: Bob stated that CIAC's membership strategy continues to be active and that growing membership is top of mind. CIAC's strategy places emphasis on three groups of companies – those who have signaled support for RC, those with new projects, and those that come to CIAC on a reactive basis.

CIAC is working with its Regional Directors to influence public policy and to get more support for RC, with a key message of ‘if you want to meet government expectations, RC is the way to do it’.

Q1. Panel Participation: What is one thing you did to support your mental wellbeing over the holidays during COVID-19?

- NAP members and CIAC staff have been involved in various activities, including dancing, cooking, crafts, skiing, exploring locally, and kayaking.

2. Open Meeting

Shawna shared an RC Moment, focusing on NOVA’s partnership with the Pet Sustainability Coalition to help launch their flex forward pilot project. NOVA Chemicals is providing funding and expertise to expand the Coalition’s leading packaging work to address opportunities to advance the circular economy for flexible plastic pet food and treat packaging materials. This is important work, especially as more people have been adopting pets during the pandemic.

Shawna motioned to accept the February 2021 NAP agenda; Chris moved; Jane seconded. Shawna motioned to accept the October 2020 NAP Minutes; Ron moved; Richard seconded.

3. CIAC Status Report

- a) Update on John Vincett Memorial Award

Bob shared that he had spoken with John’s family about the [Women Building Futures](#) organization. They are supportive of CIAC’s proposal, and the agreement was finalized last week to provide \$10,000 per year over the next four years to Women Building Futures. The launch date is not yet finalized; however, it will eventually be shared on social media. CIAC also sent a thank you letter and handmade pen to Francis for his time with the NAP.

- b) Presentation on CIAC Employee Engagement

Bob shared a presentation on CIAC Employee Engagement, highlighting that the association now has eight new staff since the last survey in 2018. In general, CIAC had above average scores compared to the benchmark (data from similar associations of a comparable size). Areas of improvement include work-life balance, Plastics Division integration, diversity and inclusion, and communication and information sharing. The NAP expressed that this was a good thing to share and that other organizations can learn from this.

- c) CIAC Advocacy Update

Isabelle Des Chênes provided the following update on federal and provincial advocacy priorities for 2021.

Federal	
Climate Change and Clean Air	<ul style="list-style-type: none"> • Net-zero by 2050 • Carbon border adjustments • Hydrogen strategy
Competitive Investment Environment	<ul style="list-style-type: none"> • Investment attraction / COVID Recovery (Chemistry / Plastics as essential) • Transportation - rail as essential service

Plastics	<ul style="list-style-type: none"> • Integrated management approach for plastics • Circular economy for plastics
Chemicals Management	<ul style="list-style-type: none"> • CEPA Modernization • CMP Post 2020
Ontario	
Competitiveness	<ul style="list-style-type: none"> • Investment attraction • Sector strategy development (Ministerial Council on Advanced Manufacturing) • Red Tape Reduction
Environment	<ul style="list-style-type: none"> • Blue Box Modernization/EPR • Advanced Recycling • Hydrogen strategy • GHG regime • SO2 • Sarnia Health Study
Alberta	
Competitiveness	<ul style="list-style-type: none"> • Natural Gas Strategy announced • Investment Supports - Alberta Petrochemical Incentive Program (APIP) Red Tape Reduction Panel
Plastics	<ul style="list-style-type: none"> • Extended Producer Responsibility – expecting launch of consultations • Significant focus of Natural Gas Strategy – establishing Alberta as a Centre of Excellence for plastics diversion and recycling. • Plastic Alliance of Alberta – CIAC and members contributing
British Columbia (monitoring only)	
Competitiveness	<ul style="list-style-type: none"> • BC Oil & Gas Commission finalizing Oil & Gas Processing Regulation including permitting of downstream petrochemical facilities • Petchem terminal in Prince Rupert under construction, downstream project announced and in permitting – West Coast Olefins.
Plastics	<ul style="list-style-type: none"> • Province approving municipal plastic bag bans. Working to develop a province-wide framework for implementing bans on single-use plastic items. • Signaled changes to RecycleBC (EPR) to expand the number of products that can be recycled through recycling programs to include items like plastic cutlery, stir sticks and sandwich bags (January 2021).
Quebec	
Competitiveness	<ul style="list-style-type: none"> • Electricity rates (price flexibility, Green Economy) • Financial support programs – potential post-COVID opportunities to support economic recovery
Climate Change	<ul style="list-style-type: none"> • Carbon pricing (2024-2030) <ul style="list-style-type: none"> ○ Potential modifications to Cap and Trade deposits based on new economic reality • Environmental Quality Act – achieved gains regarding assessments
Plastics	<ul style="list-style-type: none"> • Blue box modernization plan consultation

Question: How much of the Blue Box Modernization/EPR efforts are curbside?

Answer: BC is expanding their work into Industry, Commercial, and Institutional (IC&I) Recycling. Consultations should have started Q2/Q3 but were delayed due to COVID-19. Ontario and Quebec are moving to full EPR, and will still have curbside pickup, with costs displaced from municipalities to producers.

Question: How is the sector looking as a whole?

Answer: Globally, the industry has already recovered to pre-pandemic levels. Markets are tight, and there is not a lot of capital investment – we usually see at least one new plant each year. We are at global records for chemical shipments, and North America/Canada has mostly recovered to pre-pandemic levels of production.

d) Summary of CIAC Strategic Plan and Final Outcomes

Isabelle provided an update on the CIAC Strategic Plan. Final priorities for 2021-2023 were agreed to by the Board of Directors at their October meeting to which CIAC has added key milestones and timelines. Five key priorities are:

1. Advocacy – with a focus on those issues that are material to the industry.
2. Plastics Division – successful integration of new staff, members.
3. Governance – identify improvement opportunities.
4. Responsible Care – integrate Diversity and Inclusion into RC commitments.
5. Responsible Care – communicate industry performance in line with UN SDGs.

Isabelle expressed her appreciation to the NAP for being involved in the strategic planning process.

Question: What do the Diversity and Inclusion timelines look like?

Answer: The document that was shared (see Appendix) shows implementation milestones but the hope is to shorten the timeline that currently sits at 2023.

Question: For RC verification, are we maintaining our current practices?

Answer: The global industry is going the American route and the Canadian system has incorporated a few key pieces. CIAC must keep RC verifiers on board and rejuvenate the program to continue the Canadian version of RC.

Question: Five out of nine decisions are going forward – are there deliverables on the other decisions that were not pursued?

Answer: Two of the decisions fit into the governance review (diversity and inclusion of the Board and CEO succession planning), the third was not pursued (integration of American version of RC), and a more informal decision was made to take stock of relationships with other organizations.

4. CIAC Plastics Division Update

Elena Mantagaris presented an update on CIAC's Plastics Division and progress on their own Strategic Plan.

a) Current Context

Elena shared insights about the challenge for Canadian plastics packaging material that flows dominantly to landfill and other waste disposal as well as the negative membership trend of the predecessor CPIA, which was one of the drivers for the creation of the new Plastics Division.

Looking ahead at 2021, a number of expected policy developments were enumerated, both at federal and provincial levels. The CIAC Plastics Division will leverage relationships with a system of related associations, both in Canada and internationally, and the support received through CIAC to benefit CIAC Plastics Division members and to drive positive results in these policy areas.

b) Strategic Plan Summary

Strategic Objective – *the future state we aspire to*

Federal and Provincial public policy that values plastics and supports responsible industry growth in a more circular economy.

Goals – *key ambitions and metrics*

- **Public Policy** – An enabling public policy environment
- **Sustainability** – 100 per cent of plastic packaging recyclable/recoverable by 2030, 100 per cent reused/recycled/recovered by 2040
- **Stewardship** – Operation Clean Sweep (100 per cent of members are signatories and implementing by 2022; 100 per cent of Canadian resin manufacturing sites operated by CIAC members in Operation Clean Sweep Blue)
- **Reputation** – Perceived as credible “Go To” resource by stakeholders
- **Industry Engagement** – Membership retention and growth in underrepresented sectors of the value chain

Strategic Actions – *how we plan to achieve our goals*

- An integrated and targeted approach to the plastic waste challenge in Canada. We will:
- Champion the value of plastics and circular solutions to increase the visibility of the industry and the association with key decision makers
 - Engage in key Federal and Provincial forums to advocate for a policy framework that supports plastics in a growing circular economy
 - Be the leading catalyst for a new platform to align stakeholders and partners on policy, funding, and implementation actions for circularity
 - Develop and implement credible pellet retention stewardship
 - Expand Division membership and resources and integrate members, CIAC and CIAC Plastics Division capabilities

Issue Priorities – *how we prioritize the work*

Highest and broadest priorities – CIAC PD will lead	Narrower Priorities – CIAC PD members will lead	Not CIAC PD priorities – CIAC PD will monitor
<ul style="list-style-type: none"> • Federal and Provincial Government Relations • National harmonization of EPR and standards • Pellet stewardship (Operation Clean Sweep) • Advocacy for recycling infrastructure growth (advanced and mechanical) • Recycled content mandates • Plastics Circularity • Media outreach and response • ENGO relationships 	<ul style="list-style-type: none"> • Local engagement and advocacy • Local environmental stewardship and CSR • Individual product or application issue management – examples: <ul style="list-style-type: none"> ○ Compostables (aerobic and anaerobic) ○ Bio-based plastics ○ Vapour barrier ○ Foam insulation 	<ul style="list-style-type: none"> • Trade • Tax • Labour policy • Transportation • Climate change • Chemicals management • Overall sector competitiveness • Microplastics (via ACC and Plastics Europe) • International issues (via ACC and Plastics Europe)
What CIAC Plastics Division will not do		
<ul style="list-style-type: none"> • Networking exclusive events 		

- Non-plastics specific public policy
- Individual municipal engagement

Question: It is wise to focus outreach and advocacy on provincial and federal governments. Do you think there is an opportunity to engage with the Federation of Canadian Municipalities (FCM)?

Answer: Given limited resources, engaging with municipalities directly is not feasible but we might consider engagement with FCM which could bring together a range of key representatives.

Question: Will the CIAC Plastics Division be creating this separate entity (consolidating efforts with a number of partners) that you mentioned?

Answer: No, CIAC Plastics Division needs to advocate for this entity, but the Plastics Division will not lead this entity. The plan is to connect aspirational goals with concrete solutions by consolidating our efforts with other organizations.

Question: The media is rooted in false idealism, what is the strategy to address this?

Answer: CIAC does not typically lead on public education campaigns, so this is a new area for CIAC. There is a need to show Canadians that the concern they have over plastic waste is being addressed. This takes more than just the plastics sector and we need to work together with other sectors.

Question: To what extent is the plastics agenda focused on substitution as a solution?

Answer: We do not have an answer to that today – the starting point is lifecycle assessments. CIAC was dismayed by fact that federal government did not include lifecycle assessment in their own review of science and rationale for bans and challenged Mr. Wilkinson’s office on this.

Question: Is there a thought to or equivalent to electric vehicles in field of plastics – something new that we can be doing?

Answer: Advanced recycling technologies (reusing the same molecules) is the direction we are moving towards and want to see advancements in.

5. NAP information Session

Nadine Blaney shared a presentation on Alberta Airsheds Council’s (AAC) Stop Needless Idling Campaign. This is a coordinated campaign that utilizes consistent key messaging and resources to create a more effective impact throughout the province. It advances the collective goal of the Airsheds to *help Albertans understand air quality issues, how they impact human health and the environment, and how to become agents for change and advocates of clean air.*

Question: How does the overall air quality in each of these regions compare to the rest of Alberta?

Answer: AAC looks at Air Quality Health Index (AQHI) ratings and this information is communicated to the public. Alberta’s air quality was impacted by wildfires in the summer, but in general the province experienced good air quality during this time.

Question: Is this campaign focused on winter idling or year-round idling?

Answer: The campaign targets wintertime idling, however they could extend to a year-round campaign as there are other reasons to idle besides to keep cars warm.

Question: What is the role of wood stoves in creating particulate matter?

Answer: Fireplaces do have a role to play, maybe not as much in more populated areas.

6. NAP Information Update

Shawna opened the discussion to panel members to share interesting topics and projects that they would like to discuss or share this year.

Jane: It would be interesting to hear from some of the local advisory panels across country. There is an opportunity to invite guests and experts from municipalities to speak about their recycling programs.

Pat: An issue that is local to Elmira is residential development near chemical companies. I could speak to municipal zoning developments.

Chris: Pollution Probe is one of the founders of the Great Lakes plastics cleanup, where new technologies are used to remove *some* plastics from the Great Lakes. NOVA Chemicals is the lead corporate sponsor of that initiative.

Richard: Has been in touch with BASF regarding their reciChain project – would be interesting to hear about this project and to share best practices from industry. Richard has been in touch with Amita Sandhu who gives excellent presentations on this topic.

Beverly: Works for the Federation of Black Canadians. She could lead a session on community-led solutions and consultations and present about anti-black and anti-Indigenous racism and its impact on the environment.

Ron: A theme that will emerge over the next few years will be post-pandemic recovery. The panel should challenge ourselves to monitor that and see how we can provide support for CIAC and member companies to get back to a new normal.

Shawna: At the government level, we see an impact on air travel (e.g., the Edmonton international airport is not flying internationally anymore). Downstream impacts on business and cargo will be immense. Vaccine hesitancy and workplace ethics may be an important discussion as well.

Jacob: An important discussion is the renewal of verifiers and turnover at the RC level.

Day Two

National Advisory Panel

Beverly Osazuwa
Christopher Hilken
Jane Lister
Nadine Gudz
Richard Janda
Ron Ormson
Pat McLean

CIAC Staff

Danielle Morrison
Gilles Laurin
Isabelle Des Chênes
Shannon Watt
Shawna Bruce (Facilitator)

7. Opening Remarks

Shawna shared a welcome back messaging, expressing her appreciation to the speakers from the last half day and to Nadine for her presentation as a NAP member, and the willingness of other members to present in the future.

A small change was made to the agenda, with the addition of a roundtable with NAP members and the CIAC team before the in-camera session.

8. Responsible Care Update

a) Outcome of Board Review of NAP Request

Since the NAP met in October, CIAC has brought issues around the NAP to the Board and discussions have taken place between CIAC, Shawna, the Sarnia Lambton Environmental Association (SLEA), the Bluewater Association for Safety, Environment, and Sustainability (BASES), and other associations. Some work has been delayed, especially as SLEA has been onboarding Vince Gagner, Shannon only became involved in the initiative within the past year in her new role as Vice President of Sustainability, and the pandemic has made it difficult to do community outreach. Vince was unable to attend this NAP but is very open to sharing progress with NAP.

Since the 2018 Challenge Letter from the NAP, CIAC has felt the primary concern is the integrity and credibility of RC – are we doing the right thing and living up to the RC ethic and principles? CIAC will bring this issue to the Board at their February meeting and will do reverse direction approach, asking them to engage on this piece. The recommendation will be for CIAC to review the actions of this Challenge Letter, how we are doing in this area, and how we can make continuous improvements. Bob will come back to the NAP after the May Board meeting to report on what has happened with the Challenge Letter.

Of note, Brian Lucas from INEOS Styrolution has taken an active role in this issue, working with SLEA, and bringing in non-RC members to build trust. Non-RC members did not have a full picture of RC in the past and felt CIAC was trying to direct them on community advocacy, however they now have a better understanding of these engagements and their importance.

Question: Community outreach has been delayed during the pandemic, is there any guidance on how it may be adapted?

Answer: We are not there yet with SLEA – we need to build more trust. We are trying to convey the message that we are here and trying to help, but CIAC may need to task itself instead. Our regional representative, Don Fusco has said SLEA has lots of communications pieces that will be launching in the next weeks and they plan to bring this to CIAC. This has been delayed through 2020 and they must get approval from their Board before sharing with us.

Comment: At a meeting in 2018, there was a plant member from the US, and it was interesting to hear his lack of community engagement (i.e., one way communication). There needs to be progress on this Challenge Letter – it is encouraging to hear it is moving ahead.

Response: That plant member has ended his term and gone back to the US. We will be briefing the incoming manager to ensure they are aware of their RC commitments.

Question: I understand that we have to be political, however the NAP has to remain focused on the community. If we are trying to be political now for the sake of the members, are we paying adequate attention to how community is perceiving this? We need to respect these community members and what they have given to organization and community in the past.

Answer: Shannon had an interesting conversation with Marcelo Lu and spoke about an explosion incident in Germany. This type of event is awful and human error will always be a problem. When an incident happened at BASF, the media went after them, and it was the community that defended them. This comes back to crisis communications, and this is when RC really shows itself as they had a relationship with their community before the incident happened. We need to ensure that information in Sarnia is being well communicated, and that our members are embracing the ethic of RC and covering all of the Accountability Codes.

Comment: The problem is when there is no communication coming through to the community when there are events (not just worst-case).

Response: CIAC's primary concern is our members and making sure they are adhering to RC. BASES and SLEA are secondary, however, hopefully our members can influence other companies to follow the heart of RC.

Question: The purpose of the NAP is to provide an independent orientation to Board. Would it be challenging for us to say we would like to have an update on where we stand on this and the timing of that can be left open to allow for some diplomacy? It would be good to maintain some soft pressure, so the Challenge Letter remains a matter of urgency.

Answer: If the NAP comes forward with some sort of recommendation letter, that will help support the staff recommendation.

Question: Have we heard from someone like Jacob, on the community side, about what they have heard? Right now, we are getting one side from CIAC but not the other.

Answer: Shannon has spoken with Debbie Krukowski, and she commended members about their Facebook pages and other measures to communicate with the community – particularly Imperial. We have yet to see anything happening on the SLEA/BASES side, which is not surprising as they will initiate things this spring. ECCC has started the process to initiate an Environmental Emergencies working group with ECCC, so all these pieces are slowly coming together.

b) RC Strategic Direction Update and Next Steps

Shannon updated the NAP on the start of the RC Strategic Direction. For the first phase, the CIAC RC team has developed questions and is conducting 35 interviews with our members and stakeholders to better understand the strengths and opportunities for RC. A workshop is planned for later in the spring with the intention of providing a finalized plan for approval at the May Board meeting.

Question: Can you provide more detail around diversity and inclusion? How else should RC deal with this issue?

Answer: One member shared that at their international sites, they try to hire from that community and represent the community where they work. Proctor & Gamble is good example of diversity in Toronto. This will be difficult to take to the Board – each member is different based on where they are located, however, there is a real commitment around the table.

Question: Many people in the chemistry industry are highly educated. Indigenous communities have barriers to education– has anything come up in interviews on how people are approaching that, and lessons learned?

Answer: One member said they try to pull from Indigenous communities where they work, however as soon as they get them trained to a certain level there is a trend of moving to another community where they can get a better job. On the CIAC side, we will be providing donations to Women Building Futures to support Indigenous education.

Comment: The chemistry industry is a traditionally male-led industry, so it can be hard to find women that are trained for certain roles. Our solution is to look at diverse individuals and Indigenous communities when doing contract work (i.e., catering, etc.). There is an opportunity for inclusivity in contracts that are not specific to core employment opportunities.

Question: Is it worth getting feedback from places where we are not getting enough acknowledgement, such as the retail sector? Potential membership could come in through the lifecycle of plastics.

Answer: We can work off the Plastics Division's efforts and bring this into the fold, however they do not follow RC as they have Operation Clean Sweep (OCS). In terms of branding and knowledge of RC, we had a suggestion to carry the RC logo through value chain. What is possible vs. what is realistic is an important consideration.

Comment: When you did this research, it is all under RC, however sometimes I feel that we have gone the other way, and everything is now falling under sustainability.

Response: RC is under Sustainability on our website, but it really needs to be its own tab. We want RC to be interchangeable with the word sustainability, but right now, the definition of sustainability is too narrow and does not encompass what RC is all about.

Comment: There is a chance to work with community members on equity, diversity, and inclusion. There is an Emerging Black Scientists Association with researchers across the community, working on workshops and focus groups. Including them in those conversations will be valuable to RC.

9. NAP Discussion: Survey Results and Area of Improvements

a) Presentation of Survey Results

Shawna presented the results of the NAP 2020 Evaluation Survey, with all questions scoring between four and five out of five. Areas of improvement/adjustment include:

- Number of meetings per year: This is dependent on what is going on. Some panel members supported three meetings per year with half days spread over two weeks. Other suggested meeting when we need to, with a preference of two meetings per year. Advance planning is appreciated.
- Engagement: To keep panel members actively engaged, panel members suggested using small breakout groups.
- Information vs. Discussion: NAP members do not want meetings to be like a town hall with only information sharing. Leave time for deliberation for particular issues that they can provide advice on.
- Survey frequency: Panelists have not been shy about providing feedback, so regular surveys are not needed but are always welcome.
- NAP contact information: Will be updated annually. Link to be shared with all members to provide and/or update current contact details, including preferred pronouns.

b) Roundtable with NAP members and CIAC Staff

NAP members and CIAC staff provided some final thoughts before heading into the in-camera session.

Shannon shared that she will be coming back with various RC pieces and will look for reflections based on the panel's expertise. Isabelle also shared that some CIAC staff had the opportunity to sit in on the American Chemistry Council (ACC) Board meeting, and all the things they want to enhance in the US are part of the Canadian version of RC, so we are well ahead of the game.

One panel member encouraged CIAC to touch on turnover at the plant manager level and the lack of Canadian RC experience that comes with staff from other countries. There is an opportunity for CIAC to stretch their resources to provide executive level training on RC in these circumstances, perhaps getting retirees to come in and mentor executives.

Another panel member shared that there might be an opportunity to highlight that Canadian RC is already responding to concerns in the US. This may help with some of the dynamics CIAC has encountered with Canada-US relations.

10. In Camera Session: Update on Sarnia Conversation

CIAC staff exited the meeting, and the NAP was left to discuss matters related to Sarnia and the 2018 Challenge Letter.

11. Next Meeting and Roundtable

The in-camera session resulted in a robust discussion regarding the current Sarnia issue and the last Challenge Letter written to the CIAC Board of Directors from the NAP. It was agreed that a second Challenge Letter was not required, however, a follow-up to the 2018 letter was warranted.

A draft letter was created, and all NAP members were given the opportunity to provide their input and feedback. A second final draft was created and circulated for approval by NAP members. A final version was shared with the CIAC team for forwarding to the CIAC Board on February 12, 2021.

The NAP has respectfully requested our next meeting be held in May, 2021 for one half-day session. Save the Dates calendar invites will be sent out for May 21. 22 (as per the availability of the Sarnia team.)

APPENDIX

Double click on this document to see the slides and supporting documents from this meeting.



Appendix to NAP
Minutes (Feb 2021).pc

- RC Moment: page 1-8
- Employee Engagement Survey: page 9-22
- CIAC Advocacy Update: page 23-29
- CIAC Strategic Plan: page 30-43
- CIAC Plastics Division Strategic Plan: page 43-60
- Stop Needless Idling Campaign: page 61-69
- Responsible Care Strategic Plan: page 70-76
- NAP 2020 Evaluation Survey: page 77-101