



Chemistry Industry Association of Canada (CIAC)

National Advisory Panel

May 31, 2022, 1:00-4:30 pm ET; via zoom

Attendance

National Advisory Panel

Alex von Knobloch
Beverly Osazuwa
Jacob Westfall
Jane Lister
Nadine Blaney
Nadine Gudz
Richard Janda
Ron Ormson
Pat McLean

CIAC Staff

Daniella Muhanzi
Danielle Morrison
Isabelle Des Chênes
Jeff Stevens
Kara Edwards
Kristina Adler
Shawna Bruce (Facilitator)

1. Welcome Remarks

Shawna welcomed all participating members of the National Advisory Panel (NAP) and Isabelle provided a personal welcome from CIAC. Specifically, Isabelle highlighted a number of ongoing advocacy activities, including advocacy on CEPA modernization in the Senate and the Emissions Reduction Plan, which was released at the end of March. Additionally, CIAC held its Responsible Care® Leadership Group meetings in May, along with its first in-person Board meeting in over two years. Several projects are still ongoing, including the governance review, which would see a number of new committees being formed to focus on specific areas, including Responsible Care and finance. CIAC staff are working hard, and the association continues to focus on being a great place to work throughout this year.

Shawna motioned to accept the May 2022 NAP agenda; Richard moved; Pat seconded.

Shawna motioned to accept the February 2022 NAP Minutes; Ron moved; Pat seconded.

Shawna shared a Responsible Care (RC) Moment, presenting a number of stories, including:








- Imperial Oil's Simulation Exercise during Emergency Response Week – a panel member commented that there was very little public awareness (more focused on industry response), and this was flagged as area for improvement;
- Methanex's support for search and rescue and their Earth Day clean-up;
- Dow's "clean-up and win" contest; and
- [Alberta Stories - Petrochemicals - Inter Pipeline.](#)

2. CIAC Strategic Plan

- a) Report card for 2021-2023 Strategic Plan

Isabelle presented an update on CIAC’s Strategic Plan for 2020-2023, which focused on the areas identified in the following chart. The only area that was identified as “not on track” was focus area 7, “Explore value chain integration opportunity”. This is due to limitations associated with the pandemic and ongoing efforts to fully integrate the Plastics Division within CIAC.

Regarding advocacy, since November 2021, on a cumulative basis, CIAC has prepared 46 written submissions as part of federal and provincial government consultation processes. This tracks well with the previous year’s 73 submissions (November 2020 to October 2021).

Focus Area	By 2023	Status
1. Plastics Division	New CIAC Plastics Division will be fully operational in a manner consistent with CIAC policies, culture and member expectations	
2. Governance Review	CIAC Governance will be reformed to integrate best practices and continual improvement, improve member engagement, and support increased diversity.	
3. RC Implementation and Certification	Fully adopt the ACC-based RCMS/RC14001 approach to Responsible Care implementation and certification – with the additional “Canada-specific” elements included.	
4. Succession and Development Plan	CIAC will have a Succession and Development Plan in place and underway for all senior management roles.	
5. RC Diversity and Inclusion Commitment	CIAC will update its Responsible Care commitments to explicitly incorporate code elements related to diversity and inclusion.	
6. Performance Data	CIAC will reinvigorate our performance data and establish goals and publicly report on a broader range of sustainability metrics tied to the UN Sustainable Development Goals (as per ACC, CEFIC, and some member companies).	
7. Explore value chain integration opportunity	CIAC will explore an additional value chain integration opportunity with a complimentary organization.	

QUESTION / ANSWER

Q: What is the approach CIAC is taking to prioritizing submissions?

A: CIAC prioritizes submissions that have the greatest impact to members and likelihood for influence. We also work with other associations (e.g., CME) to respond to cross-sectoral consultations.

b) Thought starters for 2024-2027 Strategic Plan

The following questions were asked in breakout rooms. Feedback will be used to inform the next strategic plan, which will be fleshed out and discussed in more detail at the September NAP meeting.

Breakout room 1: *Should Operation Clean Sweep™ (OCS) be integrated into CIAC’s Responsible Care? If so, how should this be conceived?*

- Participants discussed the idea of creating new Codes vs. integrating OCS within the three existing Codes.
- Participants cautioned about moving too quickly in this process.

Breakout room 2: How can we enhance Canadian-specific elements for RC audits?

- Participants discussed the importance of maintaining performance standards that are now an expectation for Canadian verified companies (specifically worst-case scenario and community dialogue requirements).

3. Advocacy Day on the Hill de-brief

CIAC held a Virtual Advocacy Day of the Hill on May 10, focusing on chemistry and plastics in the transition to net zero and a circular economy. Members also had the opportunity to tell their own stories about carbon sequestration, carbon capture, investments, etc.

With a virtual platform, CIAC and members found that it was easier to reach a wider array of officials. Meetings were evenly split between Conservative and Liberal MPs and included representatives from various Committees (e.g., Environment, Natural Resources, Finance, etc.).

CIAC messages were well-received, and members walked away with a terrific sense that officials are beginning to understand chemistry's position as a solution provider and the industry's duty to manage products responsibly. Overall, CIAC and its members are very pleased with the outcomes.

QUESTION / ANSWER

Q: You mentioned you are seeing a shift in government mindset. What do you mean by that?

A: This government has been attracting NDP supporters by working closely with environmental groups. We find that they have always been skeptical of industry goals to achieve zero waste, decarbonization, etc. However, in these meetings, we saw an openness towards opportunities we can present to them and how they can facilitate investments to decarbonize the chemistry sector, and the broader manufacturing sector who use our products to lower their own emissions.

Q: Can you provide more information about what industry is doing to reach net zero?

A: There are a number of different opportunities. Work is being done on feedstock side of things as well as production. For example: hydrogen, carbon capture, etc. More information can be found in CIAC's [net zero policy paper](#).

4. Virtual World Café on Community Engagement

Daniella Muhanzi presented an update on CIAC's Community Engagement Project, a 2022 Responsible Care priority. Project items include a Virtual World Café, collecting CIAC member practices, and through a working group, creating a summary document, updating existing tools and guidance, and creating new resources.

a) Virtual World Café

The Virtual World Café took place in early April as a collaborative conversation, meant to help members improve their community engagement through sharing of different approaches in geographies across Canada and within other industries.

The following summarizes the questions asked during the session and responses:

Question/prompt	Response
Describe what a safe and informed operating community means to you.	<ul style="list-style-type: none"> • Open and transparent communication <ul style="list-style-type: none"> • Communicating risk scenarios • Collaborating with first responders • Focus on public awareness <ul style="list-style-type: none"> • Operations • Major industry projects (i.e., expansions, closures, maintenance activities, etc.) • Opportunity to apply the information
What are companies doing well to engage and inform residents during emergencies? What are some opportunities for improvement?	<ul style="list-style-type: none"> • Best practices • Alert systems • Centralized phone number • Collaborative work • Opportunities for improvement • Ensuring the education process remains continuous • Good communication practices
What best practices are companies using to establish and sustain ongoing public engagement and dialogue in their operating communities?	<ul style="list-style-type: none"> • Developing and reviewing stakeholder engagement strategy • Using social media • Donating to the community (monetary, time, resources, etc.) • The Bluewater Association for Safety, Environment, and Sustainability (BASES) and Life in the Heartland
In your experience, are community panels/committees a practical approach to achieve responsive and proactive communication between industry neighbours and residents/stakeholders? What are some opportunities for improvement and/or alternative approaches?	<ul style="list-style-type: none"> • Important communication approach • External facilitator • Engaged company representative • Brings along the community • Suggestion for improvement • Conducting annual review and assessment • Alternative approach • Establishing company specific CAPS

b) CIAC Member Practices

The following practices were shared during the Spring 2022 Responsible Care Leadership Group meetings.

- Ontario East Leadership Group: Collaborating with first responders
- Ontario West Leadership Group: Partnering with city representatives and local associations
- Western Leadership Group: Hosting community outreach events
- Québec Leadership Group: Leading an acid spill simulation

c) Community Engagement Working Group

Members of the working group will include community members, CAP members, NAP members, verifiers, industry members.

Tentative Timeline and Deliverables

- June: Review summary document
- September: Review proposed changes to existing tools and guides (i.e., Accountability Code resources)

- November: Review and trial of new resources (e.g., guidance documents, digital toolkit, workshop material, webinar, etc.)

QUESTION / ANSWER

The panel shared a number of comments and suggestions:

- One possible gap was identified – the direct participation of community members (i.e., hands on, citizen science).
- A panel member highlighted that some organizations have invited social media staff to promote things like the Red Cross. It is important to look at ways to invite more citizen engagement.
- A panel member shared that the World Café process was excellent and shows just how creative people have become through the pandemic.
- A panel member noted that some outcomes look promising, while other are more informal outcomes and suggested that some of this work could help inform NAP focus areas.

Q: What is plan going forward for continuing to engage participants?

A: CIAC provided surveys after the event to understand how participants want to be involved. Many want to see the final resource. CIAC also wants to involve a selection of World Café participants in the working group.

5. Future meetings

a) Fall 2022

CIAC will hold an in-person panel meeting in Sarnia. CIAC has shared a potential draft agenda for an in-person meeting on September 28 and 29th that could coincide with the Fall Ontario West Leadership Group meeting on day two. As a number of Board members also sit on these Leadership Groups, this would also be an opportunity to feed into the Board of Directors and have important discussions with executive contacts.

Panel members flagged that there was talk about meeting with Bluewater CAP facilitator. Rather than meeting with the entire CAP, interest was shown in meeting with the facilitator specifically. Another panel member suggested meeting with other CAPs (e.g., ARLANXEO and TRANSCAER). There was also a suggestion to meet with AFN and ensure preparatory work and initially conversations happen in advance.

b) Winter 2023

CIAC will host a virtual meeting in February 2023. This will likely be an afternoon with the same timing as today's meeting (i.e., 1-4:30pm).

c) Spring 2023

This was initially due to be held in-person in conjunction with the 2023 Responsible Care Conference. Unfortunately, the Conference will not be happening due to limitations associated with member attendance, sponsorships, etc. CIAC will be re-working the Conference into workshops that can be held around the advocacy day and board meeting in May. CIAC will have a better idea of the plan in the coming months.

ACTION: Danielle to send a save the date for Fall meeting in Sarnia.

6. Final remarks

The CIAC team shared a few final remarks and updates on their files before departing the meeting.

- Kristina Adler shared that she is working with Transport Canada on the safety train and securing fund. She is also working on virtual reality (VR) side of the safety train – VR headsets have been developed which can be taken to event and saw its first use at an event in Salmon Arm, BC. There is also a web-based version, available on TRANSCAER.ca.
- Jeff Stevens shared that the draft EDI Responsible Care commitments are with the Canadian Centre for Diversity and Inclusion (CCDI) for review and a final version is expected to be delivered in September.
- Daniella Muhanzi shared that she has made up a list of members for CIAC's community engagement working group – the first meeting will be in late June or early July.
- Danielle Morrison shared that she is engaging with Senate on CEPA Modernization – the Senate Standing Committee on Energy, the Environment, and Natural Resources has studied Bill S-5 through a number of witness meetings (including one in which CIAC appeared) and is now focusing on clause-by-clause consideration of the Bill.
- Isabelle Des Chênes shared that CIAC is working on recruiting for regional director for Western Canada, given recent staff changes.

7. In-camera session

There be no further business, the meeting was adjourned at 3:35pm and the panel shifted to an in-camera session.