



Chemistry Industry Association of Canada (CIAC)

## National Advisory Panel

September 21, 2022, 1:00-4:30 pm ET; via zoom

### Attendance

#### National Advisory Panel

Alex von Knobloch  
Christopher Hilken  
Jacob Westfall  
Jane Lister  
Nadine Blaney

#### CIAC Staff

Daniella Muhanzi  
Danielle Morrison  
Isabelle Des Chênes  
Jeff Stevens  
Shawna Bruce (Facilitator)

### 1. Welcome Remarks

Shawna welcomed all participating members of the National Advisory Panel (NAP), expressing regret for the transition of the meeting from in-person to virtual and noting the importance of submitting availability to ensure maximum participation. Isabelle provided a personal welcome from CIAC, noting changes in CIAC staff with the arrival of Kai Horsfield (Director, Government and Stakeholder Relations – Alberta) and departure of Elena Mantagaris (Vice President, Plastics Division). In terms of advocacy, Parliament has returned for the Fall session and CIAC will remain focused on key areas such as circular economy and chemicals management. CIAC continues to find ways to support staff, including with a partial return to office on Tuesdays, where lunch is provided.

Shawna motioned to accept the September 2022 NAP agenda; Alex moved; Christopher seconded. Shawna motioned to accept the May 2022 NAP Minutes; Alex moved; Nadine seconded.

Shawna shared a Responsible Care® (RC) Moment, presenting two stories, including:

- recent neighbourhood cleanups, demonstrating how Operation Clean Sweep (OCS) is 'sweeping' across the nation; and
- a flash fire during a biofuel conversion at Newfoundland refinery and corresponding community engagement and emergency response.

### 2. CIAC Strategic Plan

Isabelle provided an overview of the CIAC Strategic Plan 2023-2025: Discussion Paper and welcomed feedback from the NAP. The following table summarizes the discussion.

Topic	NAP Discussion Summary
Advocacy and communications	NAP members noted that the listed advocacy priorities are focused on guarding industry and staying competitive. More impactful, specific, and "exciting" goals and challenge statements are needed (e.g., focus on 2030 targets in addition to 2050 targets).

Communications	<p>NAP members wondered if there was value in expanding communications to be more public facing. CIAC noted that they have never focused on communications with general public in the past because it is quite costly, so a corresponding increase in budget and resources will be needed if this becomes a priority. That being said, CIAC noted that Plastics Division members are funding a public communications campaign that should go live this Fall. It will be focused on sharing information about the innovation taking place in the plastics sector. NAP members also noted that there is no mention of community in the current discussion document and that CIAC should be thinking about reputation management as part of their communications. CIAC suggested an ad hoc meeting of the NAP once communication pieces are more fine-tuned.</p>
Responsible Care	<p>NAP members suggested the creation of a comparison document between verifications and audits to demonstrate how each meet the requirements of RC. NAP members wondered if there was a cost impact difference for member companies, however CIAC noted that shifting to audits is not cost-driven, but rather efficiency-driven, particularly for multi-national companies. In terms of recalibrating RC in association activities, one NAP member highlighted the apparel sector as an excellent model to follow – <a href="#">Sustainable Apparel Coalition</a>. Finally, the NAP noted that Ron Ormson’s comments are needed on the verification discussion questions, given his direct experience as a verifier. These have since been shared with the NAP.</p>
RC Partners Program	<p>NAP members were interested in better understanding the issue/gap to be addressed with the Partner Program, noting that the RC verification should make them prime transportation candidates. CIAC noted an increase in other methods of transportation and transportation suppliers over the years, which has led to less selection of them as carriers, and highlighted that Responsible Distribution Canada (RDC) provides a similar verification to RC. NAP members suggested that there might be an opportunity for RC to acknowledge partners’ <a href="#">scope 3</a> carbon emissions and apply a supply chain lens to membership (e.g., hydrogen). One member highlighted an example in the maritime sector with <a href="#">net zero ‘green corridors’</a>.</p>
Membership	<p>NAP noted important questions such as, “Where is innovation money going and to which companies?”. There was interest in bringing in <a href="#">hydrogen members</a> as this would help deliver in a number of areas, including TRANSCAER and climate change/air quality.</p>
Other topics and ideas raised by NAP	<p>NAP members commented on member employee retention and concerns about possible recession and potential desire to continue working from home. This is also a key factor to consider when it comes to plant expansions and securing the necessary expertise/skilled employees for such projects. CIAC agreed that this is an important point to include in the discussion paper.</p> <p>A NAP member suggested that the association itself develop sustainability targets, particularly in terms of scope 1-3 emissions. CIAC agreed that while they adhere to RC, there are opportunities to do more.</p> <p>Finally, NAP members suggested placing more focus on translating sustainability and chemistry solutions to value chain partners (<a href="#">example</a>).</p>

Next steps include presentation and discussion of this Discussion document with the Responsible Care Leadership Groups and preparation of an updated document reflecting stakeholder discussions for the October Board of Directors meeting.

### 3. Responsible Care Committee of the Board

Isabelle provided an overview of the new RC Committee, appointed by the Board of Directors to provide more governance, oversight and strategy support for RC. The Committee will have their first business meeting on October 11<sup>th</sup> to review key areas such as:

- Terms of Reference
- Finalized Equity, Diversity, and Inclusion (EDI) Code elements
- Community engagement project
- Verifier recruitment and continuous learning strategy
- KPI metrics
- Annual RC report
- Verification reports
- New opportunities (e.g., ESG landscape and emerging areas to include in RC codes)

The NAP examined the interconnection between their role and that of the RC Committee and identified the following opportunities:

- Meet with RC Committee in-person at Spring 2023 RC workshop in Toronto
- Include updates from RC Committee as a standing agenda item at NAP meetings
- Select one member of the RC Committee to regularly attend NAP meetings
- Hold an annual joint NAP - RC Committee meeting
- Add NAP interconnection as an agenda item at the RC Committee's October 11<sup>th</sup> meeting (the Committee can task the NAP with homework to create a fruitful discussion)
- Hydrogen and community engagement noted as critical discussion topics between the two groups

**ACTION:** NAP members to share any other suggestions and feedback with CIAC prior to the October 11<sup>th</sup> RC Committee meeting.

### 4. Final remarks

#### NAP membership review

Shawna noted that with recent NAP member departures, there is need to find a youth representative, Indigenous representatives, and fill gaps in East Coast representation on the NAP.

- **ACTION:** NAP members to share suggestions with Shawna, CIAC to go back to World Café participant list for ideas and consider advertising through LinkedIn.

#### Roundtable

NAP members shared a few final remarks and updates:

- Jacob: Busy turnaround season in Sarnia-Lambton is beginning to wind down. The Bluewater Community Advisory Panel (BCAP) recently met and is facing COVID-19 related challenges with membership on the community side. The Bluewater Association for Safety, Environment, and Sustainability (BASES) is also facing challenges with the departure of General Manager Vince Gagner

and unknowns regarding path forward. There are also concerns about the environmental monitoring BASES is doing locally and whether it's delivering any results or insights to the community.

- Nadine: A new designated industrial zone project in the industrial heartland will coordinate approval processes and provide shared access to resources, therefore minimizing environmental impacts. Additionally, Life in the Heartland is establishing a regional advisory committee to communicate with residents, following a similar approach to an existing panel in Texas – 2-3 meetings per year, 2-3 industry representatives to provide updates at meetings and other industry representatives to fill out a questionnaire that will be shared with participants prior to meetings.
- Alex: Automotive industry customers are pushing the industry to take sustainability very seriously. Canada has 2030 targets and Europe has 2025 targets rather than looking further out to 2050.
  - **ACTION:** CIAC to pull members' sustainability targets together and share with NAP for information.
- Chris: Great Lakes Plastic Clean-Up – an MPP in Ontario noted foam from shorelines coming from floating docks using encapsulated foam. This led to him introducing a Private Members Bill, which was supported by the entire legislature, to ban the use of unencapsulated foams in docks. This is one more source of plastics that won't be getting into Lake Ontario. Pollution Probe is also working with CIAC on the creation of an Ontario regulation that would recognize OCS equivalency and encourage more participation in OCS and CIAC.
- Jane: In the academic world, green growth was a popular topic, but now it's all about post-growth and shifting from corporate social responsibility (CSR)-type initiatives to transformation, noting that incremental steps won't get us there fast enough. The following leading individuals were highlighted:
  - [BASF interview with Tim Jackson](#) (post growth professor).
  - [Mariana Mazzucato](#) (suggested bringing her in to discuss CIAC strategic plan and positioning CIAC as a leader in transformation)

#### Next meetings

The next meetings are expected to take place around January, May (in-person), and Fall 2023.

- **ACTION:** Shawna and CIAC will look into locking in all of these dates early.

There be no further business, the meeting was adjourned at 3:40 pm ET.