



National Advisory Panel

February 15 and 16, 2022, 1:00-4:30 pm ET; via zoom

Day One

National Advisory Panel

Alex von Knobloch
Christopher Hilken
Jacob Westfall
Jane Lister
Nadine Blaney
Ron Ormson

Other Participants

Bob Masterson
Danielle Morrison
Emily Fattore
Isabelle Des Chênes
Jeff Stevens
Melissa DeYoung
Sanket Das
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. Isabelle highlighted:

- **Member projects:** Two major construction projects by Inter Pipeline and the NOVA Chemicals Corunna site, and several new projects announced in Alberta, Ontario, and Quebec.
- **Policy developments:** Key priorities for CIAC including the modernization of the Canadian Environmental Protection Act through Bill S-5, which CIAC hopes will achieve Royal Assent by summer, and recent negotiations that Isabelle participated in in Uruguay for an international legally binding instrument on plastic pollution.
- **CIAC staff:** Several members of the Corporate Services team (Cheryl Plummer, Sylvie Bentivoglio, and Gloria Zizek) retired at the end of 2022 and CIAC was pleased to welcome their replacements, Tina Burton and Wafaa Boukhrissi. Nancy Marchi, Bob's Executive Assistant, is planning to retire this Spring. CIAC also completed its biennial employee engagement survey at the end of 2022 and was pleased to receive positive results, despite a heavy workload.
- **NAP May meeting:** With CIAC's Responsible Care® workshops occurring in Toronto in May, CIAC announced that the NAP will be invited to participate in their first post-pandemic in-person meeting, in coordination with these workshops.

The February 2023 NAP agenda and September 2023 NAP Minutes were approved.

Shawna shared a Responsible Care (RC) Moment, presenting the East Palestine, Ohio train derailment and its poor and vague communication notices, which lacked detail about the event, including the source, hazard, time, or other protective actions.

2. Responsible Care® Update

Bob presented CIAC's 2023-2025 strategic intentions, which focuses on:

- **People:** CIAC will address the talent challenge by maintaining CIAC as an attractive and trusted employer with best-in-class level of employee engagement. CIAC will prepare for senior leadership

turnover by identifying internal candidates for succession and developing and executing individual development plans.

- **Members:** CIAC will retain and grow membership at all levels by enhancing the value proposition and by maintaining fiscal discipline.
- **Advocacy:** CIAC will sustain and enhance our reputation as a trusted, solutions-based, advocacy organization and will maintain a strict focus on agreed advocacy priorities (climate change and air quality, plastics circularity, transportation safety, security, reliability, and affordability, chemicals policy and health, and investment competitiveness).
- **Responsible Care**®: CIAC will continue to demonstrate global leadership for RC.
- **Reach:** CIAC will ensure social media activities enhance our access and influence with key decision-makers and influencers and monitor/explore new communication and engagement techniques.

Emily Fattore, Senior Director, Health, Safety and Environment at ERCO Worldwide and Vice-Chair of CIAC's Responsible Care Committee (RCC) then provided an overview of the RCC, including membership, purpose, mandate, structure, and accomplishments. The Committee has had three meetings to date, has developed their Terms of Reference and Workplan and is monitoring and approving several RC projects.

Question / Answer

Q: Is there a two-way communication channel between NAP and RCC? Traditionally, the NAP brings issues and recommendations to the Board.

A: A process still needs to be reviewed and discussed in camera, then shared back with CIAC and RCC. Any opportunity for NAP to be engaged is positive.

Q: Has the RCC considered a public communications or engagement strategy to share the good work by CIAC and member companies regarding RC?

A: CIAC has a new Public Affairs service provider, and this will assist in raising the profile of RC. CIAC wants to match the attention and recognition that is drawn by the Mining Association of Canada's Sustainable Mining program.

3. Operation Clean Sweep™ – 2022 Round Up

Sanket Das, Policy Manager in the CIAC Plastics Division was introduced to the panel as the Operation Clean Sweep (OCS) program lead. Sanket provided background on OCS, noting that it is a condition of membership in the Plastics Division (as of 2022). The Plastics Division is focused on building rigour around OCS, considering pledge-based OCS management practices without oversight are seen as insufficient.

Memberships' regular implementation engagement remains a top priority, and focusing on new and recent implementing companies has led to more consistent submissions. There has been an 18 per cent improvement in overall site issues from the first to second assessment and a 47 per cent improvement from 1st to 3rd assessments as well as a significant drop in total spills (over 0.5KG) between every reporting period.

OCS Transportation Partners play a vital role in broadening the value chain of CIAC members committed to best practices in resin containment. Development of transportation related material and recruitment of new partners will be a focus in 2023.

Question / Answer

Q: Can you walk us through the outreach process for members who are not meeting OCS requirements?

A: The Plastic Division Leadership Council (PDLC) allows a four-month extension. We are taking advantage of this by conducting significant outreach, noting that the four-month extension is a hard deadline. Should it not be met, Plastic Division membership will be cancelled.

Q: Is there a financial component that encourages members to avoid spills?

A: In terms of advocacy, members prefer to focus on financial impacts. Sanket, however, noted that he values both environmental and financial impacts and aims to consider both as part of plastics advocacy.

Q: Can pellets go back into manufacturing processes when they are spilled or can they only be disposed?

A: Pellets can be disposed or sold to a recycler. It depends on the application (e.g., food grade applications cannot use pellets that have touched the ground).

Q: For members who have not met OCS implementation requirements, what has the communication from CIAC looked like?

A: CIAC has reached out regularly to these members, the last time was in January. They have another letter that will be sent soon, notifying members of the extension and hard deadline for conformance.

Q: It is a good idea to keep audits streamlined to ensure no resistance from members.

A: Agreed. The true credibility piece comes from third party audits (to be developed in 2023). It will start with a small cohort in 2023, with larger numbers in years to follow. An OCS working group will also be formed with organizations that have significant experience in the program.

4. NAP Member Presentation

Christopher Hilkene and Melissa DeYoung from Pollution Probe delivered a presentation on their work pursuing solutions to plastic pollution. They provided an overview of Pollution Probe's background/history as Canada's longest-standing environment organization and their focus on working productively with government, industry, and the public. Their approach is to define environmental issues through research; build understanding through education; and advocate for practical solutions. Their recent work has been rooted in addressing plastic pollution in freshwater ecosystems and supporting the transition to a circular economy.

Key projects such as the Great Lakes Plastics Cleanup, work on Bill 228 (*Keeping Polystyrene out of Ontario's Lake and Rivers Act*), an Ontario Pre-Production Plastic Pellet Regulation, and an educational and interactive "Plastics Pathway" at the Toronto Zoo were highlighted.

Next steps for Pollution Probe include:

- building Great Lakes Plastic Cleanup network by adding more sites and using new technologies to reach a broader audience;
- exploring opportunities to build program hubs in other Canadian locations, similar to Vancouver Plastic Cleanup in collaboration with Swim Drink Fish Launching program for communities aimed at plastic pollution prevention; and
- continued efforts as Canada Plastics Pact Implementation Partner.

Question / Answer

Q: When discussing microplastics and additives, are consumer products in scope?

A: Pollution Probe is not taking that perspective yet, however, determining what those types of plastics are will be important.

Q: Are people or companies the problem in terms of plastic pollution?

A: There were varying opinions around the table, however, CIAC provided a positive example of a CIAC member who visits pellet buyers and provides a sustainability lesson before selling product to them.

5. Closing Remarks

One final question was asked regarding CIAC's progress towards circular economy targets. In response, CIAC shared a recent [announcement by NOVA Chemicals](#) on a new line of business focusing on lower-emission, recycled solutions and Imperial's launch of a new pilot project focused on recycling. CIAC noted that they plan to work with other industries to advance technologies to achieve plastics goals.

Day Two

National Advisory Panel

Alex von Knobloch
 Christopher Hilken
 Jacob Westfall
 Nadine Blaney
 Nadine Gudz
 Richard Janda
 Ron Ormson

Other Participants

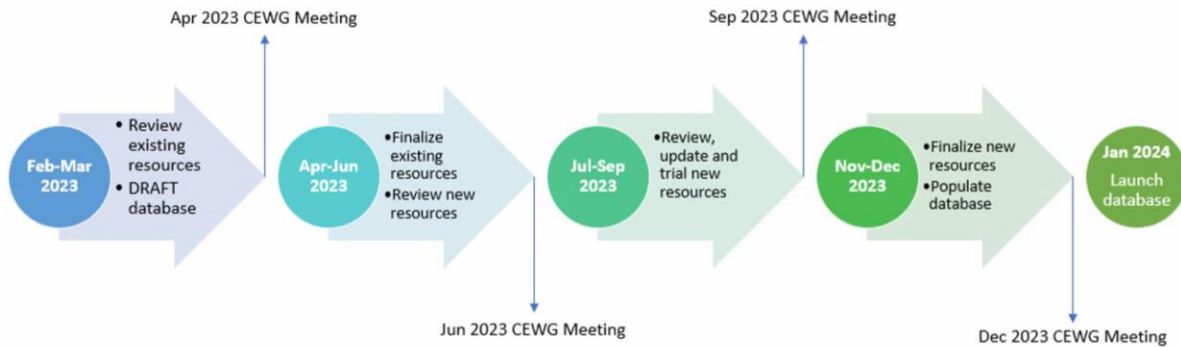
Daniella Muhanzi
 Danielle Morrison
 Isabelle Des Chênes
 Jeff Stevens
 Shawna Bruce (Facilitator)

6. Welcome Remarks

The panel was welcomed back for day two.

7. Community Engagement Update

Daniella Muhanzi presented a progress update on CIAC's Community Engagement project. The virtual World Café, collection of CIAC member practices, and summary document are all completed and the focus is now on existing tools and guides. Existing documents for review include Guidelines for Completion of Community Awareness Code, System for Community Outreach Planning and Evaluation (SCOPE), and Guidelines for Site Acute Risk Communications. Three sub-groups have been created to review each document. The 2023 workplan for these sub-groups in support of a new community engagement database is shown below. CIAC plans to borrow ideas from the American Chemistry Council's (ACC) Community Advisory Panel (CAP) toolkit, which is intended to be a place to find resources (not read from beginning to end). Daniella concluded by provided a brief walk-through of ACC's CAP toolkit.



The NAP asked if there will be any process to evaluate CIAC's approach and collect feedback on the effectiveness of these methods. Daniella indicated that a communications trial process will be conducted with company representatives to evaluate project feasibility and utility.

8. NAP Selection Review and 2022 Survey Results

a) NAP Selection Review

Shawna presented a proposed NAP recruiting process, given that over the past three years, the NAP has lost members through the course of natural attrition and the NAP needs to attract new membership to ensure a robust and diverse advisory panel. The target audience includes individuals who represent under-represented communities and support CIAC's diversity, equity, and inclusion (EDI) commitments.

In terms of a solution and strategy, Shawna suggested developing a targeted recruitment campaign and promote position availability on social media platforms as an amplifier for people to read more about the NAP (LinkedIn and Twitter, linking back to website) and reaching out to professional organizations and networks to inform them of the opportunity. Shawna and CIAC would also take intentional steps to ensure sufficient engagement and retention of the panel.

The panel noted that a campaign is worth doing, along with networking, however there should be a focus on finding people with a passion for the environment, which will be the hardest part, and a cross-selection of EDI considerations and expertise/knowledge (noting that credence in the NAP comes from the experience members bring to the table). The NAP suggested looking the current list of public verifiers/CAPs, however CIAC noted that CAPs are dissolving and creating an issue in the recruiting base. The panel suggested that CIAC create and maintain a directory of CAPs to do that outreach.

b) 2022 Survey Results

Shawna reviewed the 2022 NAP survey results, noting improvements in several areas compared to the previous survey, and sought further feedback from the panel. One member noted that they have missed member company engagement. The panel used to tour facilities and have fascinating presentations about members' innovative products. The panel noted that seeing these things in action really changes your perspective of the industry. Another NAP member suggested that more regular, shorter, and focused meetings interspersed with in-person meetings could be helpful, while recognizing that emissions from travel are a contributing factor.

9. Imperial Oil Community Outreach Update

Kristina Zimmer, Public and Government Affairs Manager at Imperial provided an update on Imperial's community engagement through impactful social media. She noted Imperial's goals for social media, which are incredibly important to them and are hung up in her office. They include:

- increasing awareness about Imperial in the community;
- boosting positive community engagement;
- building a community around the Imperial Sarnia site; and
- listening to community conversations about Imperial.

In every post, Imperial want their audience to see and feel that:

- Imperial cares about the community they operate in;
- Imperial has dedicated employees that are experts at what they do and are committed to safety – they live here and are actively involved in their community;
- Imperial is a leading and trusted community partner with many not-for-profit organizations;
- Imperial is a major employer providing economic benefits in the region and making quality products that society relies on; and
- Imperial is committed to being open and transparent with the community when operations are abnormal.

Kristina highlighted examples of social media content, campaigns, and collaborations that reflect this brand.

Question / Answer

Q: Is the strategic intent to use social media to engage the community if there is an incident? Have you had to do this?

A: Yes, there was a serious incident in April 2019. Imperial had a social media presence early on and throughout, sharing confirmed facts and updates right away. This shut down a lot of inaccurate online discussions and the community was thankful for Imperial's transparency and timeliness.

Q: Were you able to do any subsequent analysis to the 2019 incident to determine how social media played into the social media ecosystem (i.e., other news outlets sharing information to amplify your message)? How much should social media be relied upon as a mode of communication?

A: Imperial was pleased to see Global TV sharing their content. People were advocating for Imperial in the comments and speculative posts received no traction. Imperial was getting all the impressions, reach, and engagement. However, not everyone is on social media so it cannot be the only tool.

Q: Were you around during the 2017 flare incident? What has been your biggest failure using social media?

A: Kristina was not at Imperial in 2017 as she was working at Shell. Imperial completely changed the way they did outreach in response to that incident and this led to the creation of Kristina's role. One thing Imperial should have focused on earlier is reaching a younger demographic. Kristina is currently doing catch-up on this through Instagram.

Q: Do you track rival/alternative sources of information?

A: There are community pages (e.g., "State of the emergency Sarnia"). During the April 2019 incident, people were posting inaccurate information on these pages but were not getting a lot of engagement.

Q: Does Imperial have a strategy to coordinate with other sources of information and clarify points?

A: Imperial has not reached out to the “State of the emergency Sarnia” page; however, they may reach out to them for a drill that Imperial is planning.

10. Roundtable

Participants provided an update on what they have been working on since the last NAP meeting.

- **Richard:** Published a [report](#) for the David Suzuki Foundation on corporate purpose and how it should be stated in Canadian Law.
- **Isabelle:** Focused on delivering CIAC’s public communications campaign “Save Plastics” and looking at bringing on a new firm. More content is hopefully coming in April.
- **Ron:** Highlighted new Extended Producer Responsibility (EPR) phase in Ontario through O. Reg. 391. Through this Regulation, Circular Materials Ontario is taking over responsibilities that have traditionally been held at the municipal level. A province-wide roll-out is expected in 2026.
- **Nadine G.:** Shared that she is continuing her consulting practice and developing leadership courses, advising companies in ESG, EDI, sustainability, etc., and planning to attend the GLOBE Conference later in February.
- **Alex:** Highlighted his work in the automotive sector, which has a goal of being carbon neutral by 2030. This will be a lot of work, and notably, the top obstacle is chemistry. They are not chemistry experts, so CIAC can play a key role in supporting other industries achieve their net zero goals. In response, CIAC shared the following [fact sheet](#) they have developed for the automotive sector.
- **Nadine B.:** Shared that the Alberta Industrial Heartland is focusing on shifting from CAPs to regional advisory committees, which creates an open and transparent platform for communication with residents. Noted that many companies are RC companies and are therefore raising the bar.
- **Jacob:** Noted that the Bluewater CAP is undergoing a similar process to rejuvenate. They have returned to in-person meetings and are doing some re-structuring and recruiting. There are many opportunities to share and improve CAP processes, however, there is also some hesitancy due to time commitment and lack of topics. Suggested there is an opportunity for CIAC to hold a “State of CAPs” and bring facilitators together.
- **Danielle:** Highlighted her work on Bill S-5, including appearing before the House of Commons Standing Committee on Environment and Sustainable Development, and next steps for the Bill.

There be no further business, the meeting was adjourned at 3:42 pm ET and the panel headed into an in-camera session.