

Advancing a Circular Economy for Flexible Plastic Packaging in Canada

5-YEAR ROADMAP

(2023–2027)





Advancing a Circular Economy for Flexible Plastic Packaging in Canada

Introduction	3
Flexible Plastics Roadmap	6
Thematic Areas	8
Upstream Innovation & Design for Circularity	9
Collection & Consumer Communication	11
Sorting, Recycling & End Market Development	14
Timelines & Key Stakeholders	17
Taking Action	22

About the Canada Plastics Pact

The Canada Plastics Pact is spearheading Canada's response to the escalating plastic crisis. We exist to eliminate plastic waste by accelerating and scaling the solutions that will keep plastics in the economy and out of people, animals and the environment. Through fostering innovation and collaboration, our 95+ Partners from across the plastics value chain are taking meaningful steps to eliminate unnecessary and problematic plastics, redesign packaging and bolster their usage of recycled plastic. CPP is a member of the Ellen MacArthur Foundation's Global Plastics Pact network and operates as an independent initiative of The Natural Step Canada.

www.plasticspact.ca | [@CanadaPact](https://twitter.com/CanadaPact)

To view a list of definitions, please visit our website: plasticspact.ca/definitions

Introduction & Context

Flexible packaging is a package or container made of flexible or easily yielding materials that, when filled or closed, can be readily changed in shape. This packaging is recognized for its lightweight, durability, versatility, low cost, superior functionality, efficient extension of food shelf-life, and resource efficiency – thereby offering sustainability advantages.

The use of flexible plastic packaging has grown significantly over the last couple of decades as it can be used for a wide variety of applications – from fresh and frozen goods, to lawn and garden products, dry goods, medical products, and liquid products. Given its light weight and adaptable configurations, it can deliver additional product, cost, and climate benefits.

“...challenges exist with respect to the recyclability of flexible plastic packaging.”





However, given its structure is often complex – being made up of multiple resins and other materials – challenges exist at present with respect to the recyclability of flexible plastic packaging.

In fact, despite flexible packaging and films making up 47% of the plastic packaging placed on the Canadian market (equal to 1.89 million tonnes in 2019), less than 2% was effectively recycled in Canada today (see Table 1 and Table 2). Household / residential sector access to the collection of flexible packaging and films is also a factor that affects recycling and varies considerably by province / territory (see Table 3), with an average collection rate of 15% for consumers / households and only 6% for the Industrial, Commercial and Institutional (IC&I) sector.

TABLE 1: Estimated tonnages of flexible plastic packaging generated, collected, sorted, and recycled in deposit returns and households in Canada in 2019.

Household & Deposit Stream	Generated (tonnes)	Collected (tonnes)	Sorted (tonnes)	Recycled (tonnes)	Collection Rate	Sent for Recycling Rate	Sorting Efficiency Rate	Recycling Rate	Recycling Efficiency Rate
PE Film	130,607	25,430	13,961	8,726	19%	11%	55%	7%	63%
Laminates	80,147	10,672	59	10	13%	0.07%	0.6%	0.01%	16%
Unclassified	117,395	12,345	—	—	11%	0%	0%	0%	0%
Total Flexibles	328,149	48,446	14,020	8,735	15%	4%	29%	3%	62%

TABLE 2: Estimated tonnages of flexible plastic packaging generated, collected, sorted, and recycled in Canada’s IC&I sectors in 2019.

IC & I	Generated (tonnes)	Collected (tonnes)	Sorted (tonnes)	Recycled (tonnes)	Collection Rate	Sent for Recycling Rate	Sorting Efficiency Rate	Recycling Rate	Recycling Efficiency Rate
PE Film	0	0	0	0	0%	0%	0%	0%	0%
Laminates	0	0	0	0	0%	0%	0%	0%	0%
Unclassified	568,018	36,858	11,084	6,928	6%	2%	30%	1%	63%
Total Flexibles	568,018	36,858	11,084	6,928	6%	2%	30%	1%	63%

Source: CPP’s Foundational Study on Canadian Plastic Packaging Flows (May 2021)

TABLE 3: Percentage of the residential population in Canada with access to recycling for flexible packaging and films (curbside, depot collection, or deposit / refund) in 2021.

Province	HDPE/LDPE Film and Bags	Retail Shopping Bags	Other Flexible Plastic Packaging	Multi-Laminate Beverage Pouch
British Columbia	99%	99%	99%	100%
Alberta	63%	65%	0%	100%
Saskatchewan	4%	6%	0%	0%
Manitoba	1%	1%	0%	0%
Ontario	55%	57%	0%	0%
Quebec	90%	94%	0%	0%
New Brunswick	24%	66%	0%	100%
Nova Scotia	85%	100%	0%	100%
Prince Edward Island	100%	100%	0%	100%
Newfoundland and Labrador	0%	0%	0%	100%
Canada	66%	69%	13%	32%

Source: 2021 Access Report: Study Commissioned by Circular Materials.

Flexible Plastics Roadmap

The Canada Plastic Pact (CPP) is uniquely positioned to address areas of the plastic packaging system that are highly under-optimized and turn them into major opportunities - with flexible packaging and films being one such underperforming area. As was outlined in the CPP's broader Roadmap to 2025, Key Opening Move 1.4.1 identifies the need to urgently galvanize CPP Partners and outside experts to build a comprehensive plan for addressing the complex challenge of flexible plastic packaging.

To tackle the challenge, the CPP established a Working Group tasked with building a Flexible Plastics Roadmap to advance a circular economy for flexible plastic packaging in Canada, in alignment with the work of other Plastic Pacts and other leading examples (with

The CPP has made flexibles and films a special cross-cutting focus across its strategic priorities and is committed to playing a leading role in the implementation of the Flexibles Roadmap, including enabling the engagement and collaboration of all stakeholders from across the plastics packaging value chain.

specific reference to the UK WRAP's Flexibles Roadmap and the European programme Circular Economy for Flexible Packaging or 'CEFLEX').

Purpose

The purpose of this 5-year Roadmap is to outline a framework across the entire plastics value chain for advancing the circularity of flexible plastic packaging in Canada. This Flexibles Roadmap provides a set of underlying objectives, outcomes, activities, and milestones across three thematic areas: Upstream Innovation & Design for Circularity, Collection & Consumer, and Sorting, Recycling & End Market Development.

The CPP recognizes that a first step to addressing the challenge for flexible packaging and films involves evaluating the packaging options on a product by product basis, **including whether opportunities exist to eliminate the package, as well as exploring reusable formats or other alternatives**, that will not affect the product or create unintended consequences such as increased economic, environmental or social impacts.

In many cases, flexible plastic packaging remains the best option and, as such, this Flexible Plastics Roadmap provides a viable pathway for industry and other stakeholders to improve the overall sustainability and recyclability of flexible plastic packaging and films over the next five years in Canada.

Audience

While the Flexibles Roadmap was developed by CPP Partners, it is meant for broader target audiences and stakeholders across Canada - including manufacturers, producers and brand owners, retailers, stewardship agencies, recyclers, and governments - with the intention of bringing alignment and focused action along ambitious yet realistic timelines.

We recognize that we are at the start of the journey to developing a recycling system for flexible plastic packaging in Canada - but with this Flexibles Roadmap, we look forward to engaging with all relevant stakeholders to move at an accelerated pace toward solutions.

“This Flexible Plastics Roadmap is meant for broader target audiences and stakeholders across Canada.”



Thematic Areas



1 Upstream Innovation & Design for Circularity

Objectives:

All household flexible plastic packaging placed on the Canadian market has been confirmed as the optimal packaging solution and is designed for recyclability (predominantly mechanical recycling of mono-PE or mono-PP with compatible barriers)¹ where functionality can be met.

To ensure that when flexible packaging is used, it is the best option for the product while minimizing environmental impacts.²

Outcomes:

By the end of 2025, all CPP Signatories (in particular producers, brand owners, and retailers) have evaluated their use of flexible packaging across their portfolios and worked to design their flexible plastic packaging portfolios in line with industry agreed-to guidelines (including the [Golden Design Rules for Plastics Packaging](#), the [Association of Plastic Recyclers](#), and [RecyClass guidance for PE and PP](#)) with respect to recycle-ready best practices.



THEMATIC AREA 1

Upstream Innovation & Design for Circularity Activities and Milestones:

1. All CPP Signatories to undertake an assessment of their flexible plastic packaging portfolios **by end of 2024** to:
 - a. Explore and identify opportunities where source reduction / elimination and redesign for recyclability changes can be made following the Golden Design Rules (GDRs) Canadian Guidance, in line with GDR #2 (removing problematic elements), GDR #3 (eliminate excessive headspace), and GDR #4 (reducing plastic overwraps), followed by GDR #6 for moving to mono-material polyethylene (PE) and polypropylene (PP), with preference for mono-material PE as per the Canadian Guidance.
 - b. Continue investing in innovation, technologies, and infrastructure to ensure that flexible packaging formats are easily identifiable during the sorting or recycling processes to ensure they can be effectively separated from the target materials.
2. Producer Responsibility Organizations (PROs) (with support from CPP and other stakeholders) to gather important characterization data on the types and quantities of household flexible plastic packaging placed on the market and available for collection in Canada, through the support of waste characterization studies across Canada.

Ongoing (Note: Data will be available from studies in BC, ON, and QC by end of Q3 2023.)
3. CPP Partners to leverage [CPP's Pathways to Mono-Material Flexible Plastic Packaging Guidance document](#)³, as well as promote it to a broader set of stakeholders.

Starting Q2 2023 and ongoing.
4. All CPP Signatories to prioritize GDR 8, aimed at reducing virgin plastic use, and also align their flexible plastic packaging with Golden Design Rules number 2, 3, 4, and 6 (with preference for the Canadian Guidance), and in accordance with the current [APR Design Guide on PE films](#)⁴, with first priority for mono-PE (with up to 5% non-PE compatible components) and mono-PP as the second preferred option. **By end of 2025.**

2 Collection & Consumer Communication

Objectives:

Consumer awareness and trust is established, along with effective collection systems, in order to ensure that all household flexible plastic packaging is collected for recycling in Canada⁵.

Establish and promote a comprehensive system for collection for household flexible plastic packaging across all provinces and territories of Canada (including a combination of curbside collection, return to retail, and/or depot programs) **by the end of 2026**.

Establish a foundational understanding of the IC&I sector's generation and collection opportunities to inform future actions within the Flexibles Roadmap for Canada⁶.

Outcomes:

90% of the Canadian population has access to flexible plastic packaging collection programs, which leads to the capture of the majority of household generated material that is available for collection **by the end of 2026**.

Consumers / the public are aware that the material can be effectively recycled and support its collection **by the end of 2026**.



THEMATIC AREA 2

Collection & Consumer Communication Activities & Milestones:

1. Producer Responsibility Organizations (PROs) with support from CPP and other stakeholders) to evaluate and implement the preferred system / model for curbside collection and processing of flexible plastic packaging in single-stream (SS) and dual-stream (DS) collection programs. Promote the alignment of the preferred model with key decision-makers (i.e., EPR / stewardship program operators, collectors, municipalities, processors).
Q2 2023 – Q1 2024 (foundational research); Q2 2024 – Q4 2026 (including implementation)
2. CPP, PROs, and other stakeholders to explore the role of on-pack labelling, in line with evolving federal labelling rules, and how it can be used to promote the acceptance of flexible plastic packaging once packaging has been designed for recyclability and the preferred collection systems have been established **(Q1 2024 – Q4 2025)**.
3. PROs to develop simple, clear, concise, and consistent messaging to consumers / households for their provincial programs as it relates to flexible packaging (with a goal to increase consumer awareness and acceptance), and to work together with other PROs to align messaging at a national level to the extent possible given the nuances within each regional program. Messaging should be aligned with EPR communication campaigns, considering a phased communication approach in line with the rollout and acceptance of flexible packaging within provincial / territorial EPR programs, as per the suggested timeline in Table 4 **(2024 onward)**.
4. CPP to conduct research to better understand the current state of flexible plastic packaging and films in the IC&I sector in Canada, including tonnages generated / produced versus collected, with an opportunity to add a focus on the IC&I sector to the Flexibles Roadmap in a future iteration **(2024 onward)**.

TABLE 4: Proposed implementation timeline with respect to the roll-out of consumer communications related activities for flexible plastics.

Province / Territory	EPR Status	Implementation Timeline
British Columbia	Maturing EPR	Currently implementing
Ontario	Maturing EPR	2024
Quebec	Maturing EPR	2024
New Brunswick	Maturing EPR	2024
Saskatchewan	Recently launched EPR program	2025
Alberta	Recently launched EPR program	2025
Manitoba	Recently launched EPR program	2025
Nova Scotia	No EPR in place*	2027
Prince Edward Island	No EPR in place*	2027
Newfoundland and Labrador	No EPR in place*	2027
NWT / YT / NVT	No EPR in place*	2027

Source: 2021 Access Report: Study Commissioned by Circular Materials.

*Under consultation.



3 Sorting, Recycling, & End Market Development

Objectives:

To have an established recycling system for all flexible plastic packaging that is collected from households in Canada, including stable end markets that incorporate post-consumer resin (PCR) into both new packaging and product applications, including food applications, while ensuring there are no negative effects on human health.”

Outcomes:

Significant increase in Canadian flexible plastic packaging sorting and recycling capacity, enabling over 30% of household flexible plastic packaging placed on the Canadian market being effectively recycled **by end of 2027** and **50% by end of 2030**.

Clarity on the role of chemical or advanced recycling as a possible pathway for the fraction of flexible packaging/ films where it cannot be eliminated or replaced with a suitable alternative, and cannot be mechanically recycled.

Established and stable end markets for flexible packaging and films that enable high-quality PCR / recycled content for the integration into new packaging and products, including food applications.



THEMATIC AREA 3

Sorting, Recycling, & End Market Development Activities and Milestones:

1. PROs (with support from CPP and other stakeholders) to undertake an assessment of the additional sorting equipment, and equipment re-configurations, required at Material Recovery Facilities (MRFs) to effectively capture increased quantities of flexible plastic packaging that will be collected curbside from households **(Q2 2023 – Q1 2024)**.
2. CPP, PROs, and other stakeholders to conduct research on existing recycling infrastructure for PE flexible plastic packaging across Canada. This research will include an assessment of capabilities to process PP flexible packaging and films. Additionally, they will consider if and where advanced recycling technologies could play a role in processing fractions that are not suitable for mechanical recycling. The research will examine the current and potential future end markets for PCR use in both flexible and food / non-food applications. The goal is to gather this information and share it with others to identify effective recycling options for the material **(Q2 2023 – Q1 2024)**.
3. CPP, PROs, and other stakeholders to conduct research on various end markets for flexible packaging by resin type, including sectors, companies, capacity to use PCR, volumes, and other requirements **(Q2 2023 – Q1 2024)**.
4. CPP, PROs, and other stakeholders to work closely with end markets, to find agreement on the appropriate level of sorting of flexible plastic packaging at MRFs versus downstream at plastic recycling facilities **(Q2 2023 – Q1 2024)**.
5. Provincial recycling organizations (e.g., recycling councils) and other stakeholders to encourage policy-makers and EPR program operators in all provinces and territories to adopt minimum material specific recycling targets for flexible plastic packaging in EPR Programs for residential Packaging and Paper Products (PPP) as they roll-out across Canada, similar to Ontario, Quebec, and British Columbia **(Q3 2023 and on-going)**.
6. CPP to connect and engage brand owners and producers to (i) educate them on the opportunities for incorporating PCR content

into their flexible packaging and (ii) connect them with access to PCR supply (from both household and the IC&I sector) in order to integrate PCR content back into flexible or rigid plastic packaging applications **starting in 2023**.

7. CPP to support opportunities for brand owners to increase the uptake of PCR content from household sources in products and packaging applications not necessarily tied to their own products through market-based instruments such as Attributes of Recycled Content credits (ARCs) **by Q1 2025**.
8. CPP, PROs, and other stakeholders (e.g., Chemistry Industry Association of Canada (CIAC), etc.) to lead advocacy efforts aligned with EPR programs requesting government funding and investments supporting collection, sortation, and recycling infrastructure and related innovation (e.g., Canada Infrastructure Bank, relevant federal government departments, Alberta's Circular Economy Innovation Fund, BC's Plastics Action Fund, etc.) **(Q1 2023 onward)**.



Timelines & Key Stakeholders:

The below table outlines the timeline based on activity and milestone, as well as the key target audiences / stakeholders for each activity, organized by thematic areas.

CPT – Circular Plastics Taskforce

THEMATIC AREA / ACTIVITIES	TIMELINE																KEY STAKEHOLDERS			
	2023				2024				2025				2026					2027		
1. Upstream Innovation and Design	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4

All household flexible plastic packaging placed on the Canadian market has been confirmed as the optimal packaging solution and is designed for recyclability (predominately mechanical recycling of mono-PE inline with GDRs where functionality can be met, otherwise designed for advanced / chemical recycling) by end of Q2 2025.

1. All CPP Signatories to review their flexible plastic packaging portfolios by end of 2024 to:																					
<i>1a. Explore and identify opportunities to reduce / eliminate and switch to mono-PE and mono-PP (without creating unintended consequences).</i>																					Brand owners, retailers, manufacturers, converters.
<i>1b. Continue investing in technologies and infrastructure for easily identifiable packaging.</i>																					Brand owners, retailers, manufacturers, converters.
2. Gather characterization data.																					CPP, PROs, CPT.
3. Publish and widely promote CPP’s Pathways to Mono-Material Flexible Plastic Packaging Guidance Document.																					CPP Partners.
4. All CPP Signatories to align their flexible plastic packaging with GDRs #2, 3, 4, 6, and 8.																					Brand owners, retailers, manufacturers, converters.

Timelines & Key Stakeholders:

The below table outlines the timeline based on activity and milestone, as well as the key target audiences / stakeholders for each activity, organized by thematic areas.

THEMATIC AREA / ACTIVITIES	TIMELINE																KEY STAKEHOLDERS				
2. Collection and Communication	2023				2024				2025				2026				2027				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	

Comprehensive curbside collection and/or depot programs are established and promoted for household flexible plastic packaging across all provinces and territories of Canada by the end of 2026.

1. Support the process of developing a preferred collection and sorting model for flexibles and ensure alignment with EPR program operators and actors.																					PROs, Foundational Research.
2. Explore the role of on-pack labelling.																					CPP (lead) and support from all Partners - Coordinate with CPP Roadmap - 1.3.4 and 1.3.5, consider in line with ECCC labelling regulations.
3. Develop and roll-out simple, clear, concise and consistent messages to consumers / households across Canada.																					PROs (lead).
4. Conduct research to better understand current state of IC&I sector in Canada (tonnages generated/produced vs collected).																					CPP (lead).

Timelines & Key Stakeholders:

The below table outlines the timeline based on activity and milestone, as well as the key target audiences / stakeholders for each activity, organized by thematic areas.

CPT – Circular Plastics Taskforce
CIAC – Chemistry Industry Association of Canada

THEMATIC AREA / ACTIVITIES	TIMELINE																				KEY STAKEHOLDERS
3. Sorting, Recycling and End Market Development	2023				2024				2025				2026				2027				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	

Significant increase in Canadian flexible plastic packaging sorting and recycling capacity, enabling over 30% of household flexible plastic packaging placed on the Canadian market being effectively recycled by 2027 and 50% by 2030.

1. Assessment of additional sorting equipment required at MRFs to effectively sort flexibles.																					CPP, PROs, CPT, CIAC - i.e., PRFLEX Project.
2. Conduct research on existing recycling infrastructure (mechanical and chemical) for PE and PP flexible plastic packaging across Canada.																					CPP, PROs, CPT, CIAC - i.e., PRFLEX Project.
3. Conduct research on various end markets for flexible packaging by resin type.																					CPP, PROs, CPT, CIAC - i.e., PRFLEX Project.
4. Work closely with end markets to find agreement on the appropriate level of sorting at MRFs versus at plastic recyclers																					CPP, PROs, CPT, CIAC - i.e., PRFLEX Project.
5. Promotion of separate recycling targets for flexible plastic packaging in EPR programs.																					Recycling councils (as leads), CPP, Provinces, PROs, Others.
6. Connect and engage brand owners to explore opportunities to incorporate PCR.																					CPP, PROs, US Plastics Pact
7. Support opportunities for brand owners to increase uptake of PCR through market-based instruments.																					CPP - e.g. APR Demand Champions Program, US Plastics Pact.
8. Support advocacy efforts aligned with EPR rollouts, requesting government funding and investments to support collection, sorting, and recycling research and implementation.																					CPP, PROs, CIAC, Others.

Endnotes

¹ Mono-PE & Mono-PP – The Flexibles Roadmap is aligned with the [Canadian Guidance of the Golden Design Rules](#), in which GDR #6 currently states that design choices should strongly preference mono-PE in the Canadian market (versus mono-PP or mixed polyolefins), with preference for >95% mono PE and a minimum >90% mono PE. However, since PP continues to provide specific benefits, and since industry will require sufficient time to convert from PP to PE (e.g., equipment conversions, polymer supply considerations, and logistics), this Flexibles Roadmap proposes a feasibility study during 2023 to better understand the potential for Canadian end markets for mono-PP flexible packaging to be developed as a viable future pathway. This is consistent with CPP’s [Pathways to Mono-Material Flexible Packaging Guidance Document](#).

² Minimizing Environmental Impacts – Efforts must focus on reducing virgin plastic use through the elimination of unnecessary plastic (defined as unnecessary if it can be removed without compromising supply/operational efficiencies), utilizing post-consumer recycled content where plastic is essential, and exploring reuse models or alternative materials.

While the Flexible Plastics Roadmap aims for enhanced circularity in flexible plastic packaging, it is important to ensure that the package is also sustainable across its life-cycle and that no unintended consequences are created in the process (e.g., increased food waste, greater greenhouse gas emissions, and/or more plastic waste and pollution). This is especially relevant when switching to a heavier packaging format or material that may result in increased transportation GHG emissions, as well as for food applications where changing the package may result in decreasing shelf-life and increasing GHG emissions. It is recommended to consider using screening tools and/or undertaking a life cycle assessment (LCA) on the package for selecting the best option when uncertainties exist. Lastly, with respect to alternative materials and flexible packaging:

- Compostable Flexible Packaging and Films – Compostable packaging is a type of biodegradable plastic that needs to comply with strict compostability standards in Canada (e.g., must fully compost within ~ 180 days and leave no harmful residuals). At present, the current challenges with compostable plastics and packaging are limiting their acceptance. These challenges include false claims around compostability rates, the risk of compostables becoming a contaminate in the recycling stream, the risk of increased litter / pollution (as people think they will degrade in the natural environment), and the lack of acceptance in

industrial compost facilities (i.e., they can be a contaminate and/or they don’t compost at the current rate of food). For these reasons, compostable flexible packaging and films are considered an unsuitable alternative to flexible plastic packaging in Canada at the present time. However, it is recognized that the compostable packaging landscape is evolving, including work currently underway by the CPP and its Compostables Rapid Action Group to develop guidance, as well as infrastructure investments and evolving policy, labelling, and extended producer responsibility efforts. As such, this footnote may be revised as part of future updates to the Flexibles Roadmap should the guidance change.

- Fibre-based Flexible Packaging - Paperboard that is PE-coated (typically LDPE) is commonly used for packaging containing liquids, such as paper cups, aseptic packaging, juice cartons, and take-out food packaging such as from restaurants. Although the PE helps the paperboard from becoming moist and unusable, it makes the fibre difficult to recycle as the fibre is embedded in the PE film and is not fully recovered at the re-pulping stage. Alternatives are being developed and the innovation in this space is evolving. Fibre packaging without PE-coating may be considered a suitable alternative to flexible packaging, so long as it is the best option for the product without unintended environmental impacts, and assuming it is placed in the correct collection stream for fibre recycling to avoid risk of contaminating the recycling stream.

³ CPP’s [Pathways to Mono-material Flexible Packaging Guidance Document](#) is a tool to support internal and external engagement in line with efforts to improve the recyclability of flexible plastic packaging and films in Canada.

⁴ APR’s [‘Critical Guidance Protocol for PE Film and Flexible Packaging’](#) - Plastic film is generally defined as plastic items with a thickness of less than 10 millimeters (i.e., 0.25 mm) that are at least 95% plastic (by weight) with up to 5% other closely bonded or impregnated material, which may include printing, coatings, or fillers. The ‘Critical Guidance Protocol’ is a comprehensive laboratory scale evaluation that can be used to assess the compatibility of PE-based films and flexible packaging innovations with film reclamation systems. This test can be used to evaluate the impact of innovative PE film packaging components for which recycling compatibility is unknown. As examples: mono and multi-layer constructions, coatings, additives (including compatibilizers along

with innovative material), printing inks and pigments, labels with polymer substrate, adhesives, or new PE resin co-polymer or multi-material compositions.

⁵ Collection Options – The Flexibles Roadmap currently focuses on consumer / household collection options including from curbside, depot drop-off, and return-to-retail. Over the medium to longer-term, once collection, sortation, and recycling systems have been established across Canada, and viable end markets are further developed, the primary collection source is anticipated to be curbside.

⁶ IC&I Sector – The Flexibles Roadmap focuses on consumer/household collection primarily. Given that some of the IC&I sector is already investing in its own collection and processing where economically feasible, it is not a primary focus of the current Flexibles Roadmap, apart from undertaking some baseline data collection and analysis, and consideration for its integration into PCR streams. This will be reviewed in the future for possible inclusion in the Flexibles Roadmap 2.0.

⁷ EPR Consumer Communication Implementation Plan (for flexible packaging) – See Table 4 for a proposed implementation timeline with respect to the roll-out of consumer communication related activities at a provincial / territorial level, in line with EPR efforts in each jurisdiction.

⁸ Every minute, one garbage truck of plastic is dumped into our oceans. this has to stop (2016) World Economic Forum. <https://www.weforum.org/agenda/2016/10/every-minute-one-garbage-truck-of-plastic-is-dumped-into-our-oceans/>

⁹ Plastic Waste Makers Index. Minderoo Foundation. <https://www.minderoo.org/plastic-waste-makers-index>

Taking Action

Working together to create a Canada without plastic waste or pollution

Every 60 seconds, another 20 tonnes of plastic enter our oceans, putting us on a path where plastic could outnumber fish by 2050⁸. On land the situation is similar, as microplastics permeate our soils and infiltrate our food supply and bloodstreams.

The data shows we are going in the wrong direction. In just two years, from 2019 to 2021, global plastic waste increased by an equivalent of 1 kg for each person on the planet, and the forecasts are equally disturbing - single-use plastics are projected to surge to nearly 150 million metric tonnes by 2027⁹.

In the face of this escalating plastic crisis, the Canada Plastics Pact (CPP) exists to eliminate plastic waste in Canada.

We are committed to aligning solutions with the companies, markets, governments, NGOs and investors who can scale them. We are accelerating innovative ways to reuse, recycle or compost essential plastics and pushing for robust policies to foster a circular plastics economy.

Addressing this global issue necessitates collective action. From raw material producers, plastic and consumer goods manufacturers, to distributors, retailers and waste management, the entire value chain must work together.



This is CPP's ethos, and the evidence shows it's working.

Despite the global rise in plastic waste, CPP Partners are taking meaningful steps to eliminate unnecessary and problematic plastics, redesigning packaging and bolstering their usage of recycled plastic.

The plastic crisis is escalating, but together, we can reverse it.

Join CPP in accelerating towards a future where plastics are no longer a threat, but a sustainably managed resource. By focusing efforts on specific areas where we can make the most impact now, CPP and its members will help keep plastics in the economy and out of people, animals and the environment.

The plastic crisis is escalating, but together, we can reverse it.

The Canada Plastics Pact unites **95+ companies, governments, institutions and NGOs** in accelerating the elimination of plastic waste in Canada.

CPP is a member of the **Ellen MacArthur Foundation's Global Plastics Pact Network** and operates as an **independent initiative of The Natural Step Canada**, a national charity with over 25 years experience advancing science, innovation and strategic leadership aimed at fostering a strong and inclusive economy that thrives within nature's limits.

Founding CPP Partners include:

- | | |
|--|---------------------------------|
| Canadian Tire Corporation | Ice River Sustainable Solutions |
| Circular Innovation Council | Loblaw Companies Limited |
| Club Coffee | Maple Leaf Foods Inc. |
| Coca-Cola Canada | Unilever Canada |
| Danone Canada | Walmart Canada |
| EFS-Plastics Inc. | |
| Emterra Group | |
| Environment and Climate Change Canada | |
| Food, Health & Consumer Products of Canada | |
| General Mills Canada | |



[A full list of partners is available here.](#)



Interested in joining the conversation, learning more or becoming a CPP Partner? **Get in touch:**



info@plasticspact.ca



[@CanadaPact](https://twitter.com/CanadaPact)



[@CanadaPact](https://www.facebook.com/CanadaPact)



[Canada Plastics Pact](https://www.linkedin.com/company/canada-plastics-pact)



[plasticspact.ca](https://www.plasticspact.ca)



[canadapact](https://www.instagram.com/canadapact)