

# 2022 Annual Report

December 2023

**Tomorrow starts today**



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To view a list of definitions,  
please visit our website:  
[plasticspact.ca/definitions](https://plasticspact.ca/definitions)



This is an interactive document. Click on the navigation and contents to explore.

## About the Canada Plastics Pact

The Canada Plastics Pact is leading 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 98+ 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 is a solution space of The Natural Step Canada in partnership with the Smart Prosperity Institute, whose shared vision is a strong and inclusive economy that thrives within nature's limits.

# Foreword

The Canada Plastics Pact (CPP) exists to create a Canada without plastic waste or pollution.

That's no small goal. And yet, we live in unprecedented times that call for unprecedented efforts — a bold vision, big thinking, and historic levels of collaboration.

So we choose to embrace that purpose fully and to mobilize towards it every day.

It didn't take much time in my new role as the Managing Director to witness first-hand the hard work and determination of our Partners, as well as their commitment to that purpose.

CPP works across the entire plastics value chain to create a circular plastics economy. We strive to bring every voice to the table. Not because we seek to create consensus, actually quite on the contrary, because we recognize that there is no rule book for how to create a circular plastics economy and that the only way to figure it out is if we all work together.

We encourage different viewpoints. We believe in the power of a diversity of perspectives. We hold space for each part of the plastics industry to disagree agreeably, and by doing so, to create opportunities for new ideas to emerge, for new dots to be connected, and for the solutions we all need to have a sandbox in to be tested and then scaled.

The data in this annual report is from 2022 and the story it tells is of a supply chain doing just that. It shows progress that is slow, acknowledging that the challenge is huge and that the answers are far from being figured out yet. But it also tells the story of a new organization (CPP was only established in 2021) taking on something unprecedented and going through the process of storming, norming and forming to figure out how to do it.

From my vantage point today, I can reassure you (should you need it) of both the excitement I feel at how our Partners are coming together to tackle the challenge ahead and the optimism generated from the proliferation of small wins that, over time, will create the compounded effect that can 'move mountains'.

Our focused efforts on establishing a list of unnecessary and problematic plastics, Golden Design Rules and PCR are a good illustration of just that. The work is working. Even if we would all like to move faster.

It is also clear that we need to double down on source reduction, design for recyclability, infrastructure investment and the alignment of good policy with the data to validate progress and impact. Without laser focus on these areas, we know that impact at the level we seek will continue to evade us.



**Cher Mereweather**

*Managing Director  
Canada Plastics Pact*

## But momentum is increasing.

In 2023 we are already seeing high quality and much needed guidance being published by CPP's Working Groups. Circular finance and government are coming to the table with renewed vigor, and we have just launched our first of several new Accelerator Pods. These innovative platforms are designed to leverage what CPP does best — bringing people together to fast-track the scaling of real, on the ground solutions that meet the most pressing needs of our Partners (and hence the whole plastics value chain).

So I sign off this foreword with both a sense of realism and optimism. The size of the mountain we have to climb together is so daunting that it is often difficult to believe that we could ever reach the top. And yet, as Darwin so wisely observed,

**“...in the long history of humankind, those who learned to collaborate and improvise most effectively have prevailed.”**

I thank you all for your engagement as, together, we collaborate and improvise towards a circular plastics economy in Canada.



# Canada Plastics Pact Partners (2022)

90 CPP Partners submitted information for the 2022 Annual Report, of which 51% were Signatory Partners who provided both quantitative and qualitative data, and the rest were Implementation Partners providing only qualitative information.

## The CPP has two primary member categories

**CPP Signatories** consist of businesses operating within the plastics packaging value chain, ranging from manufacturers and producers to converters, retailers, recyclers, and processors.

**Implementation Partners** who represent the wider system of associated research, policy and standards development, stewardship, and other relevant ecosystem activities.



Annual Partner Summit, 2022

## 90 CPP Partners\*

-  **30** Retailers/Brand Owners
-  **4** Packagers/Converters
-  **9** Processors/Recyclers
-  **3** Chemical/Resin Producers
-  **13** Stewardship Agencies
-  **7** Government Bodies
-  **10** Associations
-  **8** NGO/Academic Orgs
-  **6** Advocacy NGOs

For a current Partner list, visit [plasticspact.ca/partners](https://plasticspact.ca/partners)

\*As of December 2022

# 2022: A Year of Progress

CPP launches the Compostables Rapid Action Group

UN Environment Programme works to develop Global Plastics Treaty

**January**



CPP launches the Source Reduction Rapid Action Group

**March**

## OUR STARTING GATE 2020 Baseline Report

Data to inform a circular plastic packaging future for Canada  
JULY 2022



Release of CPP 2020 Baseline Report

**July**

CPP hosts first in-person Partners Summit

UN Global Plastics Treaty negotiations begin in Uruguay

**November**

**February**

CPP hosts a meeting with Minister Guilbeault to discuss the collaborative work and goals of the CPP

**April**

CPP launches the Canadian Guidance for the Golden Design Rules for Plastics Packaging



**August**

Canada Joins the Global High Ambition Coalition to End Plastic Pollution

**December**

Canadian Government's Single-Use Plastics Ban takes effect

Industry News

# 2022

# Progress Towards 2025 Targets



## TARGET 1

Define a list of plastic packaging that is designated as unnecessary or problematic and take measures to eliminate them by 2025.

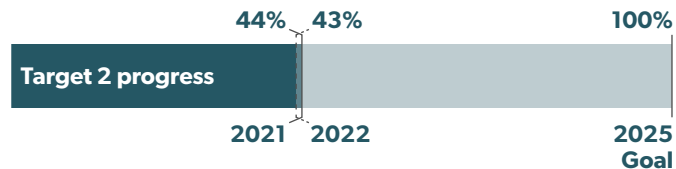


**100%** of CPP Signatories have plans to eliminate eight problematic items. A *Guidance Document to Support the Elimination of Unnecessary & Problematic Plastics* is scheduled to be released in January 2024.



## TARGET 2

Support efforts towards 100% of plastic packaging being designed to be reusable, recyclable or compostable by 2025.



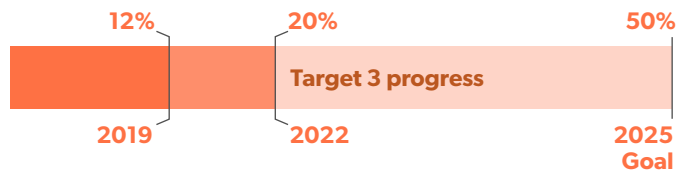
**43%\*** of plastic packaging placed on the market by CPP Partners is designated as reusable, recyclable, or compostable.

\*The 1% decrease from the prior year can be attributed to the increase in CPP Signatory Partners who joined in 2022.



## TARGET 3

Undertake ambitious actions to ensure that at least 50% of plastic packaging is effectively recycled or compostable by 2025.

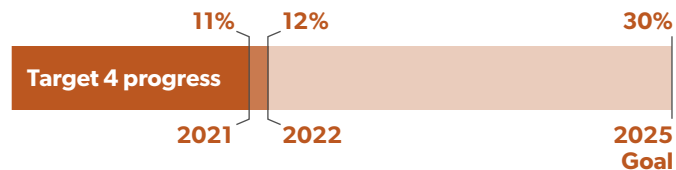


Based on the most current and reliable data available, it is estimated that **20%** of plastic packaging was recycled in Canada in 2022, with flexible packaging having a recycling rate as low as **4%**.

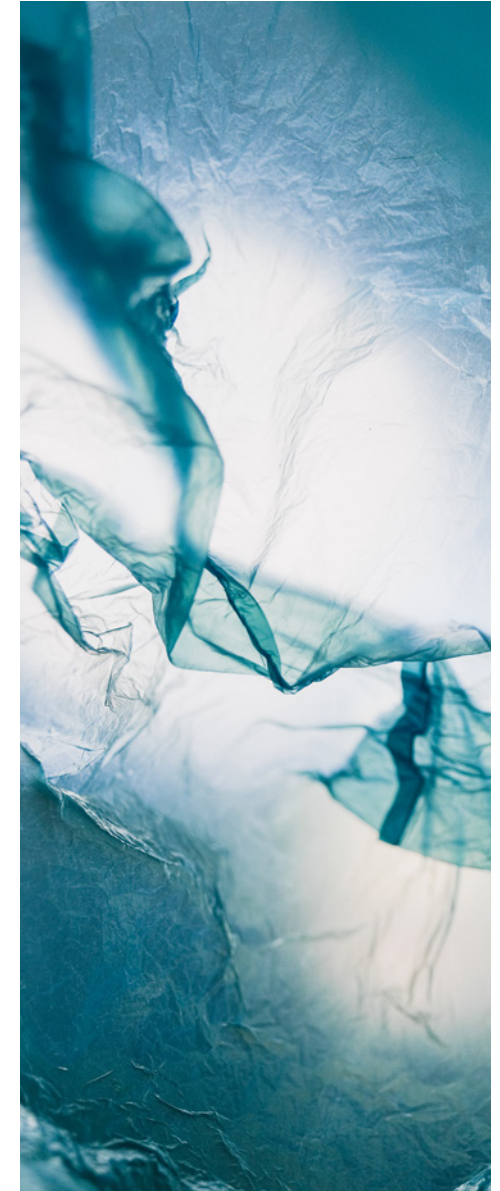


## TARGET 4

Ensure an average of at least 30% recycled content across all plastic packaging (by weight) by 2025.



**12%** was the average amount of post-consumer recycled (PCR) content (by weight) across plastic packaging used by CPP Partners. This is nearly 11,000 MT more PCR than was in CPP Partners' portfolios in 2020, which is a **32%** increase in PCR use.



In 2023, CPP funded research to update the 2019 Foundational Report. This 2023 Progress Report will aim to provide CPP with a current state analysis of the plastics packaging flow. Currently, we have updated data regarding Canada's residential sector and from provincial and territorial deposit return systems (DRSs), including an assessment of changes to that flow since the 2019 Foundational Report.

The 2023 Progress Report found an increase in plastic packaging production in the residential area from 839,196 metric tonnes in 2019, to 978,743 metric tonnes in 2023. In order to ensure this is a fully comprehensive assessment, the 2023 Progress Report will also consider the Industrial, Commercial, and Institutional (IC&I) sector. This data has proven more complex to obtain as key stakeholders are challenged to track and share data under the transition to EPR.

This data analysis will be finalized in the coming months. As we await the comprehensive data, which will include IC&I figures, we've opted to incorporate the latest residential and DRSs data into our 2022 Annual Report. This decision aligns with the annual reporting focus of CPP partners, specifically addressing residential plastic packaging.

**We look forward to sharing the complete data in 2024 and using it in our 2023 Annual Report.**





# Target 1

Define a list of plastic packaging that is designated as unnecessary or problematic and take measures to eliminate them by 2025.



Throughout 2022, extensive collaborative efforts across CPP Partners were invested in creating the Unnecessary and Problematic Plastics List. The Guidance document is slated for release in January 2024 and will set the foundation for the next phase of Target 1 as we look to accelerate progress towards elimination by 2025.

As the Federal Government's Single-Use Plastics Ban came into effect on December 20, 2022, we anticipated a notable shift towards the reduction of banned single-use plastics, including checkout bags, beverage six-pack rings, and cutlery.

As expected, there was significant progress made in 2022. We are pleased to report that, out of the 15 problematic items identified, **100%** of Signatories have plans for the elimination of eight including:

- Checkout bags
- Stir sticks
- Beverage six-pack rings
- Cutlery
- Straws
- PETG
- EPS or PS
- Stirrers

This swift action is a promising sign of accelerated progress.

**100%** of CPP Signatories have plans to eliminate eight problematic items.



Problematic items	Signatories selling item(s) with a plan to reduce or eliminate 2021	Signatories selling item(s) with a plan to eliminate 2022
Checkout bags	67%	100%
Stir sticks	50%	100%
Beverage six-pack rings	80%	100%
Cutlery	50%	100%
Straws	50%	100%
PETG	83%	100%
EPS or PS	90%	100%
Stirrers	no data	100%

**The Unnecessary and Problematic Plastics Guidance document will serve as a valuable tool for CPP Partners in identifying and subsequently removing these materials from their operations into 2025 and onward.**

## Target 1: Success Story



### Federal Government Introduces Single Use Plastics Ban

On June 22, 2022, Environment and Climate Change Canada released the Single-use Plastics Prohibition Regulations, marking a significant step to curb plastic waste and pollution. The regulation banned certain single-use plastics, including plastic checkout bags, straws, stir sticks, cutlery, and six-pack rings as part of its commitment to keep plastics out of the environment.

Although the ban was overturned in November 2023 and faces an appeal, data within this report shows that CPP Partners have made strides in charting the course towards removing unnecessary and problematic plastics. It's clear that CPP Partners and other key stakeholders within the



plastics value chain understand the urgency to act on plastic pollution and their commitment has remained unchanged to challenge the status quo and drive innovation forward.

Keeping plastics in our economy and out of people, animals, and nature is a complex challenge that requires action and innovation at all levels, from all sectors. Just as no single decision can solve this issue, no single decision can prevent solutions from moving forward.

## Target 1: CPP In Action in 2023

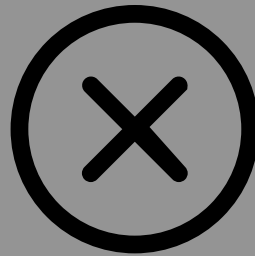


### CPP's Materials in Transition

The Unnecessary and Problematic Plastics Guidance document will provide a framework for identifying and eliminating plastic packaging that is unnecessary or problematic. It outlines clear criteria for assessment and defines categories for such plastics.

#### Unnecessary Plastic

Packaging items that can be removed without compromising supply/operational efficiencies; exploring reuse models or alternative materials; using post consumer content where plastic is essential.



#### Problematic Plastic

Packaging items that are currently not recyclable and are not likely to have a sustainable and efficient system in practice and at scale in place to be recyclable, reusable, or refillable by 2025.



In addition, this work led CPP to introduce a “materials in transition” category into its guidance, as it was found that some materials were problematic in 2023 but recognize that significant investment is underway. CPP will continue to monitor these materials closely in 2024–25.

In addition, this work underscored the importance of source reduction and the role it will play in meeting targets. As a result, CPP has enhanced its source reduction efforts in the next iteration of its roadmap.

It is expected that this work — and the list — will continue to evolve as our knowledge, practices and systems do. It is an important tool to help CPP Partners and other key stakeholders to eliminate the plastic packaging we do not need; innovate so the plastic packaging we do need can be safely reused, recycled, or composted; and circulate all the plastic items we use to keep them in the economy and out of people, animals and the environment.



## Target 2

Support efforts towards 100% of plastic packaging being designed to be reusable, recyclable, or compostable by 2025.



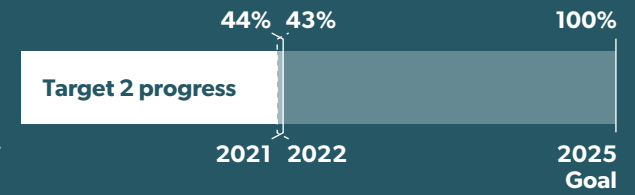
There has been an overall increase in the amount of plastic packaging being produced by CPP Partners. This is explained by the increase in the number of CPP Signatories. The good news is that despite more plastic packaging being produced, the CPP has maintained or improved the amount of packaging being recycled.

In 2022, CPP introduced the Canadianized version of the [Golden Design Rules \(GDRs\) for Plastics Packaging](#), which aims to drive innovation and scalable actions that will result in less plastics packaging overall and easier to recycle plastics packaging.

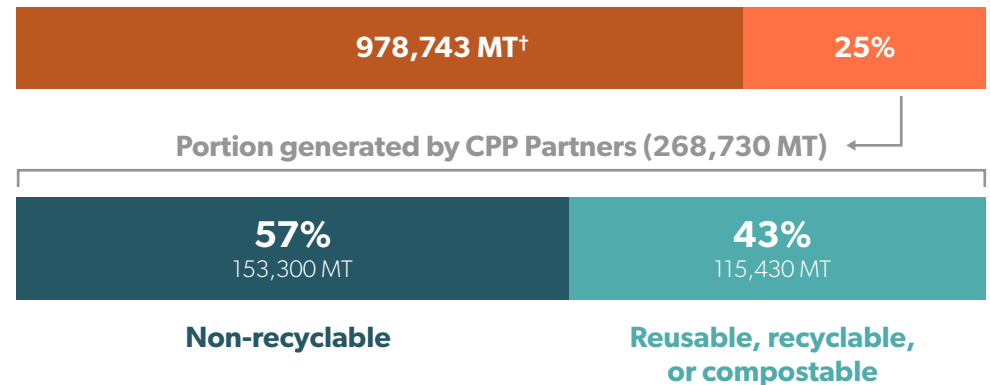
Encouragingly, the GDRs have gained traction, with 52% of Signatories embracing the design rules. Additionally, more than half have taken proactive steps to ensure effective implementation, such as establishing compliance processes and providing training for packaging engineers. Of the 52% of Partners who have adopted the GDRs, all of them plan to ensure all packaging adheres to the GDRs, including new packaging innovations. The 'other' column in the adjacent table accounts for Partners who did not submit data pertaining to the implementation of the GDRs.

† *Canada-wide Plastic Packaging Flows: A Progress Report (Deposit Return and Residential Recycling Systems Performance)*: This research was undertaken by Policy Integrity on behalf of the CPP in November 2023 and will be published in January 2024. It is intended to be an update to the 2019 Foundational Report.

**43%** of plastic packaging placed on the market by CPP Partners is designated as reusable, recyclable, or compostable.



### Total plastic packaging generated in DRs and residential systems in the Canadian Market in 2022



### GDR Adoption amongst CPP Signatories

	Yes	No	In Progress	Other	Total	% of total signatories saying "yes"
Adoption of GDRs	14	2	2	9	27	52%
Process to ensure compliance with GDRs	15	2	2	8	27	56%
Plan to ensure all packaging adheres to GDRs	14	2	2	9	27	52%
Training for packaging engineers	14	5	0	8	27	52%

## Target 2: Success Story



### Loblaw Companies Ltd.



### Loblaw announces that by 2025, all of its control-brand packaging and in-store will be aligned to the Golden Design Rules

Loblaw communicated to its hundreds of control brand vendors, outlining new packaging standards and highlighting the Canadianized Golden Design Rules developed in partnership with the Consumer Goods Forum.

By the end of 2022, Loblaw had assessed more than 10,000 products plastic packaging details, per the Golden Design Rules, and confirmed 35% of its control brand and in-store packaging complied.

Loblaw has since established a roadmap to convert the balance of its control brand and in-store plastic packaging products by 2025.

## Target 2: CPP In Action in 2023



In 2023, CPP acknowledged the need for a fresh approach to swiftly scale solutions in order to achieve Target 2. This spurred the development of Accelerator Pods, strategically designed to expedite and amplify solutions. These Pods serve as a catalyst by aligning committed companies, enabling solution providers to meet demand and securing investments for scaling, and leveraging outcomes to drive impact and influence policy decisions.

### Reuse and Refill of Plastic Packaging Study Published

A national ecosystem scan was completed to evaluate and highlight opportunities to implement reuse and refill systems. The [report](#) calls for a systemic change in the way we produce, use, and dispose of plastic, with a focus on reducing plastic waste and increasing the use of recycled and renewable materials.

It outlines a number of solutions, including the elimination of unnecessary single-use plastics, the redesign of plastic products to make them more recyclable and reusable,

the development of new business models that prioritize sustainability, and highlights the need for governments to take a leading role in implementing policies and regulations that support the transition to a circular economy for plastics packaging.

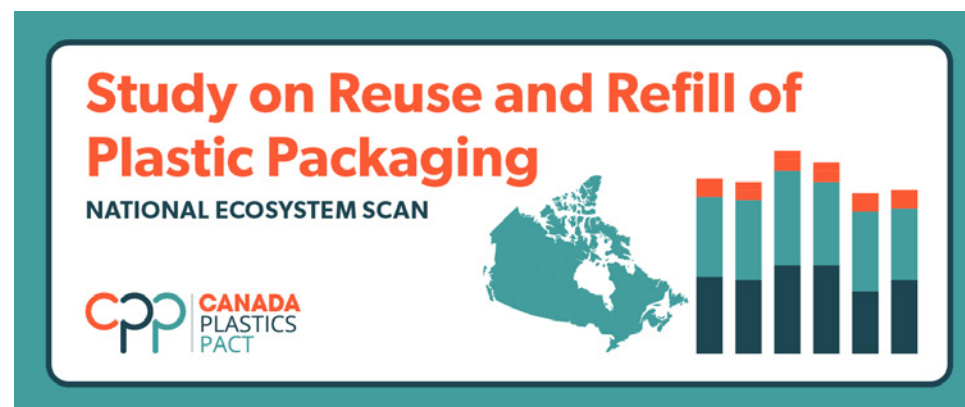
The study's findings emphasized the need for change to maximize these systems' potential, prompting CPP to establish its first Accelerator Pod. This initiative aims to broker partnerships and convene key stakeholders to scale reusable packaging models.

### Launch of Reuse Accelerator Pods to Scale Reuse Models in Canada



There is growing interest in reusable packaging models in Canada and globally to reduce plastic waste and environmental impact.

Supported in part by the Government of Canada department of Environment and Climate Change, the Reuse Accelerator Pod is the first step in realizing CPP's vision of a robust reuse-refill system for packaging in Canada. It serves to scale reuse-refill packaging models, establish reuse/refill standards for Canada, and expand pilot projects



## Target 2: CPP In Action in 2023



and regional models. Over the next 18 months, CPP will launch two Reuse Accelerator Pods across the country. The first will be regionally focussed (for densification of reuse/refill) and the second will address a specific barrier in reuse/refill models.

The Accelerator Pod concept is designed to expedite and amplify solutions by aligning committed

companies, enabling solution providers to meet demand, securing investment for scaling, and leveraging results to drive impact and influence policy decisions.

**The Ellen MacArthur Foundation (EMF) sees reusable packaging as a global innovation opportunity worth USD 10+ billion.**



### Upcoming Guidance: Navigating Certified Compostables in Canada



By understanding the present context and anticipating future requirements, CPP Partners can make informed decisions about its use, ensuring it becomes a viable and sustainable solution within the Canadian context.

Through this work, we have gained a deeper understanding of the complexities surrounding compostables.

- **Part 1** of this work will help CPP Partners understand the current context of certified compostable plastic packaging in Canada, so they can make informed choices about where to consider its use in Canada.
- **Part 2** will explore the future state requirements for certified compostable plastic packaging to determine if it can be a viable solution in Canada.

Compostable plastic packaging is increasingly gaining traction as a possible alternative. While compelling at first glance, replacing plastic packaging with compostable alternatives is complex and requires careful consideration.

This guidance document, slated for release in Q1 2024, will be a vital resource equipping CPP Partners with the necessary knowledge to navigate the complexities of certified compostable plastic packaging in Canada.

## Target 3

Undertake ambitious actions to ensure that at least 50% of plastic packaging is effectively recycled or compostable by 2025.

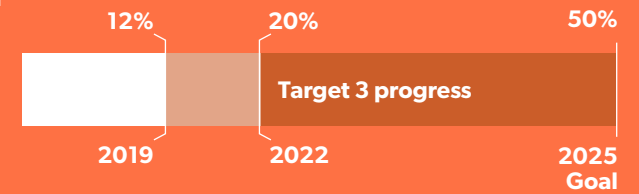


Historically, the CPP has relied on its Foundational Research & Study on Canadian Plastic Packaging Flows to measure progress on this target. In November 2023, the CPP updated this report and we continue to find that PET bottles, rigid PP, and larger mono-material flexible packaging are the top-three plastic packaging materials represented within the CPP by tonnage. Based on this new data, the national recycling rate, in DRSs and Residential systems, is estimated at 20%, with flexible packaging having a recycling rate as low as 4%. Target 3 continues to be a challenging target to quantify because it is an external measurement.

CPP's foremost objective is to lay the groundwork for a more robust data collection and reporting framework, which is key to achieving Target 3. This work encompasses the establishment of standards and protocols for defining, collecting, and reporting data.

Producer Responsibility Organizations (PROs), are actively working to identify and address infrastructure gaps and seek investment for capital projects, which will help address the challenge of quantifying target 3 in the coming years. CPP is actively collaborating with Partners to shape Canada's future plastics data system, including a robust collection system that provides a panoramic view of the entire plastics landscape.

Based on the most current and reliable data available, it is estimated that **20%** of plastic packaging was recycled in Canada in 2022, with flexible packaging having a recycling rate as low as **4%\***.



\* This data is taken from the Canada-wide Plastic Packaging Flows Progress Report, which measures Deposit Return and Residential Recycling Systems Performance. This research was undertaken by Policy Integrity on behalf of the CPP in November 2023 and will be published in January 2024. It is intended to be an update to the 2019 Foundational Report.



## Target 3: Success Story



### Recycle BC



## Recycle BC's Multi-Laminated Plastics Breakthrough: A Milestone in Sustainable Recycling

After four years of intensive research and development, Recycle BC, a not-for-profit organization overseeing residential recycling in British Columbia, has successfully integrated multi-laminated plastics into their recycling process.

This breakthrough allows for a unified collection category for all flexible plastics, simplifying the recycling process for residents. In 2022, 78% of the collected flexible plastic (3,941 tonnes) was successfully sent to recycling markets, marking a significant step towards pollution prevention and increased recycled content in new product manufacturing. Moving forward, Recycle BC is partnering with CPP Partners to transition multi-laminated materials into mono-materials, further enhancing the recyclability and value of flexible plastics.

[Learn more.](#)

## Target 3: CPP In Action in 2023



### Five-Year Flexibles Roadmap

The 5-Year Roadmap for Advancing a Circular Economy for Flexible Plastic Packaging in Canada released in 2023 outlines what is required to create real progress in accelerating solutions for flexible plastics. Built through collaboration between companies, organizations, and governments across the entire plastics value chain, this Roadmap presents a shared vision for a circular economy for flexible plastic packaging and a collaborative action plan to drive tangible change between now and 2027.



## Target 3: CPP In Action in 2023



In 2023, the CPP delivered two outputs resulting from the Roadmap:

### Output 1: Guide to Support Pathway to Mono-Material Flexible Plastic Packaging

This supplementary guidance document provides practical information on the design and manufacturing pathways that enable moving from complex, multi-material flexible plastic packaging to more recyclable mono-material polyethylene (PE) or polypropylene (PP) flexible packaging, where and when it makes sense. It equips both internal and external stakeholders with the information they need to evaluate the conversion of multi-material flexible plastic packaging into a mono-material structure.

### Output 2: PRFLEX Study

The Canada Plastics Pact co-invested alongside other ecosystem leaders, to launch PRFLEX, an initiative aimed at improving the recovery and recycling rates of flexible plastics collected from Canadian households. The first PRFLEX study assessed the current recycling system to identify opportunities and barriers to improving the residential collection, sortation, and recycling of flexible plastic packaging (FPP) in Canada. Achieving regulatory targets with the current infrastructure will be a challenge, we know that sorting film at a Material Recovery Facility (MRF) will require either important changes in the collection and sorting process, investments in infrastructure, or in some cases, both. The report provides recommendations on the next steps to improve the current FPP recovery and recycling activities.

## PRFLEX Partners



CHEMISTRY INDUSTRY ASSOCIATION OF CANADA | ASSOCIATION CANADIENNE DE L'INDUSTRIE DE LA CHIMIE

## Target 3: CPP In Action in 2023



### Improving Data Collection and Reporting Transparency within the Plastics Packaging Value Chain

Data plays a crucial role in addressing the issuing of plastic packaging waste. Not only does accurate data collection and reporting transparency allow us to quantify the problem, it also helps us to develop effective strategies and solutions. These might relate to identifying focused waste reduction efforts, life cycle analysis, innovation and design, supply chain optimization, policy development, or behavioural insights. It enables evidence-based decision making to foster innovation and implement effective strategies and policies.

A national data system is a key requirement for the successful measurement, reporting and verification of Target 3 (and all CPP targets).

In partnership with [Circular Economy Leadership Canada](#), a sister solution space of The Natural Step Canada, CPP released a Discussion Paper that highlighted the existing hurdles, risks, and challenges in plastics data management. It identifies core issues that need attention for establishing streamlined and cost-efficient data collection and reporting methods.

In 2023, CPP's primary focus has been on establishing a foundation for enhanced data gathering and reporting to support the reporting requirements for Target 3, as data is seen as a key enabler for the successful execution of CPP's Roadmap. This involves the development of consistent methodologies for definitions, collection, reporting, standards & requirements, as well as shaping Canada's envisioned future for a data system and standard that allows us to see the whole picture.

### First Ever Provincial ICI Waste Flows Study Completed Paving the Way for a National Study

CPP worked with the Government of British Columbia (a CPP Implementation Partner) to commission a [packaging waste flows and recycling study](#) for the BC Industrial, Commercial & Institutional (ICI) sector. While this project was focussed on developing an ICI Packaging and Paper Products (PPP) profile for BC, this study provided a foundational

approach and methodology that will now be replicated nationally. CPP has received funding from Environment and Climate Change Canada to expand data and reporting efforts on a nationwide scale. Drawing from the BC ICI wasteflow study, this initiative focuses on Consumer and Residential sectors as well as the ICI sector. The end result will be a comprehensive analysis of plastics data flow in Canada, which is expected to be available for release in the spring of 2024.



# Target 4

Ensure an average of at least 30% recycled content across all plastic packaging (by weight) by 2025.



Of the 268,730 MT total plastic packaging produced in 2023 by CPP partners, 33,170 MT came from recycled content sources. This is a significant jump that results in PCR making up 12% of the total amount of plastic packaging produced by CPP Partners and representing a 32% growth overall in the use of PCR plastic since 2020.

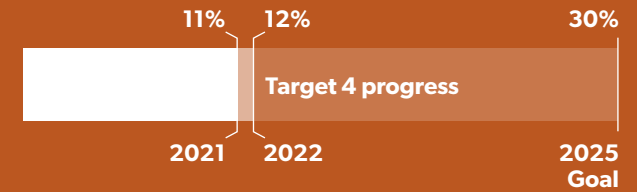
CPP now has 48% of its Signatories with publicly stated PCR goals and commitments; those who have not stated public goals are likely to have internal goals they are working to meet.

This surge in PCR usage reflects a shift from mere goal-setting to actual implementation, marking a significant milestone. Plastic

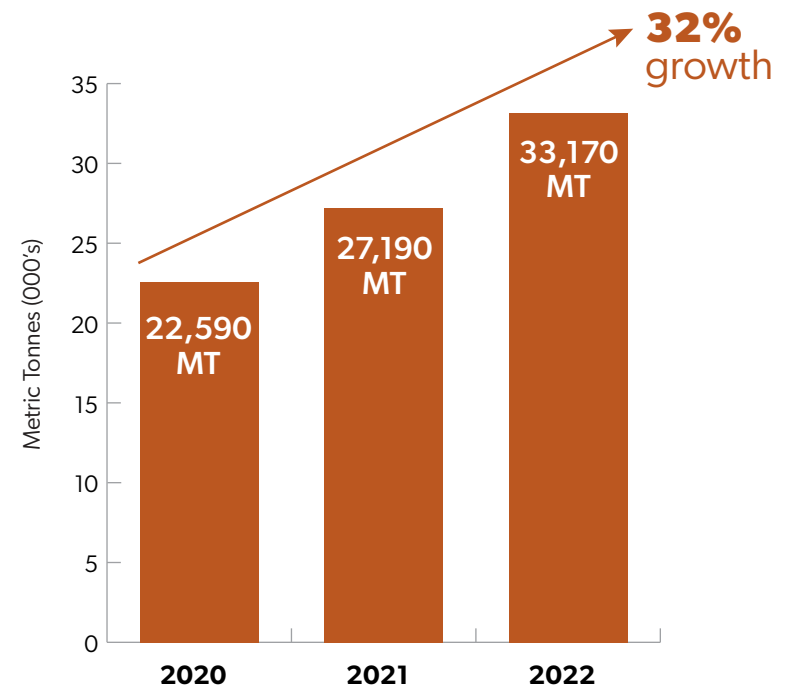
packaging materials with the highest PCR content in 2022 included: PE tubes (58%), PET Bottles (38%), and PET Thermoforms (20%).

Both rigid and flexibles had less than 5% PCR content, and in some cases, none at all. Continuing to focus resources and efforts (as outlined in the 5 Year Flexibles Roadmap) on these materials could lead to a notable increase in PCR content in these packaging types in the future.

12% was the average amount of post-consumer recycled (PCR) content (by weight) across plastic packaging used by CPP Partners. This is nearly 11,000 MT more PCR than was in CPP Partners' portfolios in 2020, which is a 32% increase in PCR use.



## Recycled Content Tonnage (MT)



## Target 4: Success Story



### NOVA Chemicals



### First FDA Compliant Recycled Polyethylene Resin Released by NOVA Chemicals

NOVA Chemicals, a supplier of polyethylene for food packaging, introduced its first commercially available Federal Drug Administration (USA)-compliant high-density recycled polyethylene (rPE) resin. This innovative resin, sourced from recycled HDPE milk jugs, offers a lower-emission alternative to virgin polyethylene and enables converters and brand owners to incorporate rPE into various types of flexible and rigid food packaging.

This resin has recently received written non-objection confirmation from the Canadian Food Inspection Agency.

[Learn more.](#)

## Target 4: CPP In Action in 2023



### Guidance Document: Integrating Post-Consumer Recycled (PCR) Content in Plastic Packaging

This CPP Guidance Document on *Integrating PCR Content in Plastic Packaging* is designed to support CPP Partners in their efforts to achieve a minimum of 30% recycled content across all plastic packaging. The Guide is slated for release in December 2023 and is written for brand owners, producers, manufacturers, and plastic packaging converters, providing them with the knowledge needed to make informed decisions with respect to incorporating recycled content into plastic packaging.



### Literature Review Underway for Consumer Insights on Plastic Packaging & Recycled Content

A literature review will be undertaken to understand Canadian consumer behaviours and attitudes towards plastic packaging and recycled content. The review will consolidate and draw on key research findings from previous work completed including surveys, research projects and consumer insight studies.

# Key Takeaways

In reflecting on the progress made in 2022 and the actions of 2023, we can take pride in the essential groundwork that has been laid by many committed CPP Partners that is fundamental to accelerating the transition to a circular plastics economy and yet, we must acknowledge that the pace of progress may not be as swift as initially anticipated.

In response to these realities felt not only by CPP, but others around the world, the Ellen MacArthur Foundation (EMF) is currently reviewing and redefining the timelines of some of the targets set forth by Plastics Pacts, with details expected to be released in mid-2024. In turn, CPP will adapt the sequencing of Roadmap 2.0 to align with these updated objectives.

Roadmap 2.0, the next phase of our journey is currently being finalized. Building on the incredible foundation established, including the successes and key learnings from the original roadmap, this 12-year Roadmap will be a living document that is executed in two-year action plans. It will focus on four core priorities:

## Core Priorities



1. Reducing, reusing, and redesigning



2. Optimizing the recycling system



3. Utilizing data to improve the whole system



4. Establishing a Centre of Excellence for plastics knowledge transfer

To accelerate our progress and meet the objectives in Roadmap 2.0, there is an urgent need for substantial infrastructure investment and rapid scalability. CPP will also begin to examine the interplay between biodiversity, climate, human health, and plastics.







The Canada Plastics Pact unites **98+ 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 is a solution space of **The Natural Step Canada** in partnership with the **Smart Prosperity Institute**, whose shared vision is a strong and inclusive economy that thrives within nature's limits.



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

Interested in joining the conversation, learning more or becoming a CPP Partner?

[Get in touch](#)



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# TAKING ACTION

