



Alberta Plastics Recycling Association (APRA) Briefing Note on the Value of APRA and Future Opportunities

2022 is APRA's 31st year of operations, plastics management and the advancement of a plastics circular economy is center stage for government and many organizations. APRA's recent project work, focused on plastics recycling and pollution prevention programs, has highlighted the essential role the organization plays in Alberta. As a convener and facilitator, many new and long-time members reach out to the Association for support on projects as well as resources, introductions, and information. There is currently no other organization operating with our specific purpose and mandate: *To advance plastic circularity and progress Alberta as a sustainable place to do business.* Our members represent stakeholders across the plastics value chain: processors, recyclers as well as material and virgin resin manufacturers from within Alberta and across Canada.

APRA's Recent Projects

- **Plastic Pellet Loss Problem Solving & Solution Implementation:** Implementation of Operation Clean Sweep® (OCS) with Alberta companies, to keep plastic pellets and flake out of the environment through workshops, outreach, and one on one support.
 - In 2018 APRA was quietly notified of a large quantity of plastic pellets and litter found on the banks of Chestermere Lake. The Association quickly mobilized to meet with the City of Calgary contacts, investigating the release with the plastics industry in the City and exploring where the pellets came from. We connected with the Cities of Calgary and Chestermere, along with Alberta Environment and Parks and other community groups and together we cleaned up the area, developed positive relationships with NGOs, government and industry, and received no negative publicity. Outcomes:
 - APRA reached out to our member and non-member contacts (+100) in the City and organized two education sessions as well as follow up webinars and workshops on the issue to support OCS implementation success.
 - APRA facilitated funds and volunteers to assist with the cleanup at a value of >\$150k. Direct costs (Hydrovac, landfill tipping fees): \$22.6k; indirect costs with organizations' in-kind and volunteer time: ~ \$132k.
 - The area was cleaned up in the spring of 2019 with no negative media or press.
 - The City of Calgary now uses this experience as a case study for successful industry collaboration across other sectors.
- **Agricultural Plastics Recycling:** After more than 10 years of focus and advocacy on the challenge of agricultural plastics management, APRA holds an executive position with the Agricultural Plastics Recycling Group (APRG), leading the implementation of a three-year, \$1M Alberta-wide agricultural plastics recycling pilot project for grain bags and twine. The program now has 90 collection sites across the province, with over 1700 MT of grain bags and 230 MT of twine collected and has actively engaged over 34 partners across the province. We are advocating for a permanent program.

- **Facilitating Communication & Solutions:** APRA’s focus is on facilitating solutions to plastic waste while respecting positive aspects and reputation of plastics e.g., Name recognition/connection within Alberta, project and issues awareness.
 - Expanding the profile of plastics and post-use plastics with the national industry association and NOVA at the Canada Winter Games in Red Deer (2018)
 - Local project for recycled plastic benches at Ellis Bird Farm (APRA connection between Dow and Full Circle)
 - Connection for the public, local businesses and municipalities with outreach questions and inquiries
 - Cooperation with the Chemistry Industry Association of Canada’s (CIAC) Plastic Division on national issues and opportunities.
- **Highly Engaged Board:** APRA is thankful for an extremely engaged volunteer Board of Directors of nine members. APRA has an operating budget of around \$90,000 per year. With the Board’s in-kind time included, this is greatly expanded to a total of approximately \$215,000 of direct funding and in-kind contributions. With this volunteer time, and leveraging partnerships across the industry, we are able to be extremely efficient and effective with a high return on investment.

APRA’s Ongoing & Future Projects

- APRA is leading the [Plastics Data Gathering Pilot Project](#) in the Edmonton region to characterize and quantify post-use plastic by industry and institutions and identify opportunities to advance a circular economy in the region - partly funded by Environment and Climate Change Canada’s Zero Plastic Waste Initiative with total financial and in-kind contributions at \$235,000. The advisory committee includes municipalities, industry, and academics.
- APRA is a founding participant in the Plastics Alliance of Alberta, a multi-stakeholder collaboration committed to providing policy recommendations for the Government of Alberta’s [Natural Gas Strategy](#) and advancing a circular economy for plastics in the Province. The main goal listed in the Strategy is to establish Alberta as the Western North American centre of excellence for plastics recycling by 2030.

APRA has 30 years of experience and success in advancing on and adapting to the challenges of plastic management. Through collaboration and a uniquely solution-oriented focus in Alberta, APRA has built a reputation and history of success that could not be easily replaced.