

WHY PPEC MATTERS



**Paper and Paperboard Packaging
Environmental Council**

www.ppec-paper.com



We are Canadian ...



- Focused on Canadian issues from our Brampton, Ontario offices
- We deal with Canadian politicians, Canadian civil servants, Canadian industry associations, and the Canadian public
- We are staffed by Canadians and our member fees stay in Canada

...while operating in a North American marketplace

We recognize the importance of relationships with our US neighbours and work closely with related industry associations such as the American Forest & Paper Association (AF & PA), Fibre Box Association (FBA) and AICC.

We represent Canada on the North American “Expert Panel” on Sustainability (an informal grouping of industry associations including among others AF & PA, FBA, and the Paperboard Packaging Council).



PPEC has greater political clout



Governments of whatever stripe (federal, provincial, municipal) hate dealing with multiple associations representing what they see as the same industry.

They like to work with one body representing the whole sector. It cuts down on confusion and provides greater political clout for the industry as a whole.


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because it speaks with one voice ...

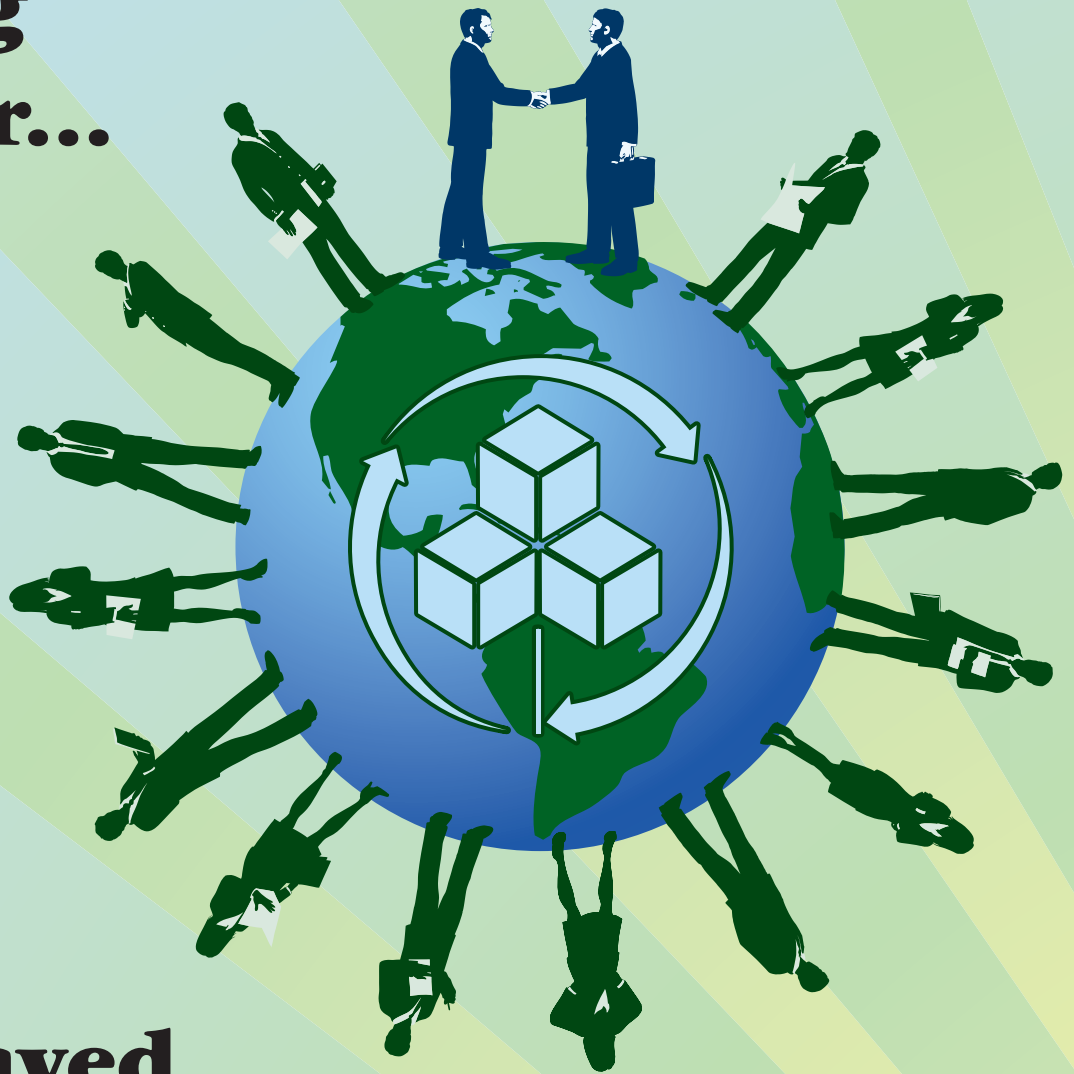


The PPEC “umbrella” has all the paper packaging players around the same table (mills, converters, integrateds and independents, and all three substrates: containerboard, boxboard, and kraft paper).

No matter what its size, each sector of the industry is represented equally on the PPEC board, ensuring that the council works on a consensus basis. In its almost 20-year existence, PPEC has never advanced the cause of one sector of the industry over another. The council would not survive if it did.

Working together...

By pooling their resources to fund PPEC, the various sectors of the paper packaging industry have avoided the costs of staffing and funding the environmental work of their own separate sector-specific associations where one (PPEC) could do it for all.



...has saved members' money big time...

Through prudent cost controls, PPEC has ensured that its member fees have not increased in an amazing 10 years!



We doubt any industry association can beat that for cost-effective service!



PPEC's focus is on a single (if large) issue: Environment & Sustainability...

The council is not distracted by the traditional concerns of a typical industry association. It is focused solely on the environment and sustainability, issues of great importance to our customers.

We've been involved in these issues for almost 20 years, building up an expertise and knowledge and breadth of contacts that is unsurpassed.

Our history is that of a leader, pro-actively coming up with practical solutions, and strongly protecting the industry's environmental interests, right here in Canada.



In summary:

- We are Canadian... while operating in a North American marketplace
- We have political clout and provide a single-industry voice to governments and the public
- We reduce member costs by working together
- We are focused on issues of great importance to our customers: environment, sustainability
- We have unsurpassed expertise and knowledge in this area.



History of Leadership

Leading member of Canada's National Packaging Task Force for 10 years (dealing with issues such as life cycle analysis, recycled content, packaging regulations, and the monitoring of national packaging waste diversion targets).



Closely involved with stewardship issues across Canada, ensuring that any policies and/or fees are fair to the paper packaging industry. Saved the industry millions of dollars by persuading Ontario brandowners to apply activity-based costing principles to the determination of residential Blue Box recycling fees rather than a simple predominantly weight-based approach that would have penalized (heavier) paper materials.

Have directly represented the industry on the boards of directors of Waste Diversion Ontario and the Recycling Council of Ontario, and represents Canada on the North American Expert Panel on Sustainability.



FIRST

to prove that waxed corrugated and old boxboard could produce acceptable compost (an alternative to recycling in regions far from recycling mills)



FIRST

to trial and promote the further recycling of old boxboard in Ontario in 1990. Today, 83% of Canadians have access to its recycling.



FIRST

to apply activity-based costing principles to residential recycling (otherwise stewardship fees would have unfairly penalized packaging of heavier weights, i.e. paper).



FIRST

to develop a Food Packaging Protocol for mills using recycled board (providing a checklist for mills and giving confidence to brandowners to use more residential-sourced board).

FIRST
to provide a detailed cost comparison of corrugated containers and reusable plastic crates for produce shipped into Canada (this was adapted by the FBA to become the first version of Full Disclosure, a software tool that headed off an imminent threat by produce distributors and retailers to get out of corrugated).

World or North American Firsts

What has PPEC done for its members lately?

- Provided input to the proposed national strategy on packaging that provincial and federal ministers of the environment (CCME) are developing for Canada; arguing that the focus should be on packaging waste disposal rather than its generation; that any sustainability criteria should be valid and defensible; that caution should be exercised in developing green procurement and/or recycled content policies; and that Extended Producer Responsibility (EPR) is one of several policy tools (not the only one) and should only be applied after a comprehensive analysis has shown it is the appropriate approach.
- Made submissions to the Ontario government on the revision of the province's Waste Diversion Act and on Waste Diversion Ontario's recommendations on Ontario's Blue Box system; arguing that no comprehensive analysis has proven that 100% industry-pay is the right way to go, and that if there are going to be material specific recycling targets then they should be the same for all material groups. We have also taken issue with the accuracy of low industrial/commercial recycling numbers that are being used by politicians and civil servants to justify targeting the industrial sector with more regulations.
- Produced a simple four-page summary on the sustainability of boxboard for circulation to customers. The brochure is in similar format to an earlier one PPEC did on corrugated and is available to member companies in both English and French.
- Researched the availability of recycling to Canadians of corrugated and boxboard. The results mean that most customers don't have to go to the huge expense of tracking what thousands of municipalities offer in the way of recycling across Canada and then have to list them on their box or carton so as to meet new environmental labeling rules.
- Hosted a very successful seminar on Cutting through the Greenwash, bringing together the key players on forest and chain-of-custody certification, environmental claims, life cycle analysis and the Walmart scorecard.
- PPEC is representing the industry on Walmart Canada's Sustainable Value Network (SVN), providing input to the rollout of the scorecard to Canada. The council has been invited to participate in working groups being set up to ascertain how to measure Canadian energy inputs, recycling rates and recycled content levels.



For more detailed information on
what PPEC is doing for its members,
join now and share the inside
intelligence of the members-only
Infosheet newsletter and Special Reports.

Receive discounts on
PPEC-sponsored events.

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