

APRA

ALBERTA PLASTICS RECYCLING ASSOCIATION

ADVANCING PLASTICS CIRCULARITY

STRATEGIC PLAN *APRA EVOLVED* 2026 - 2028



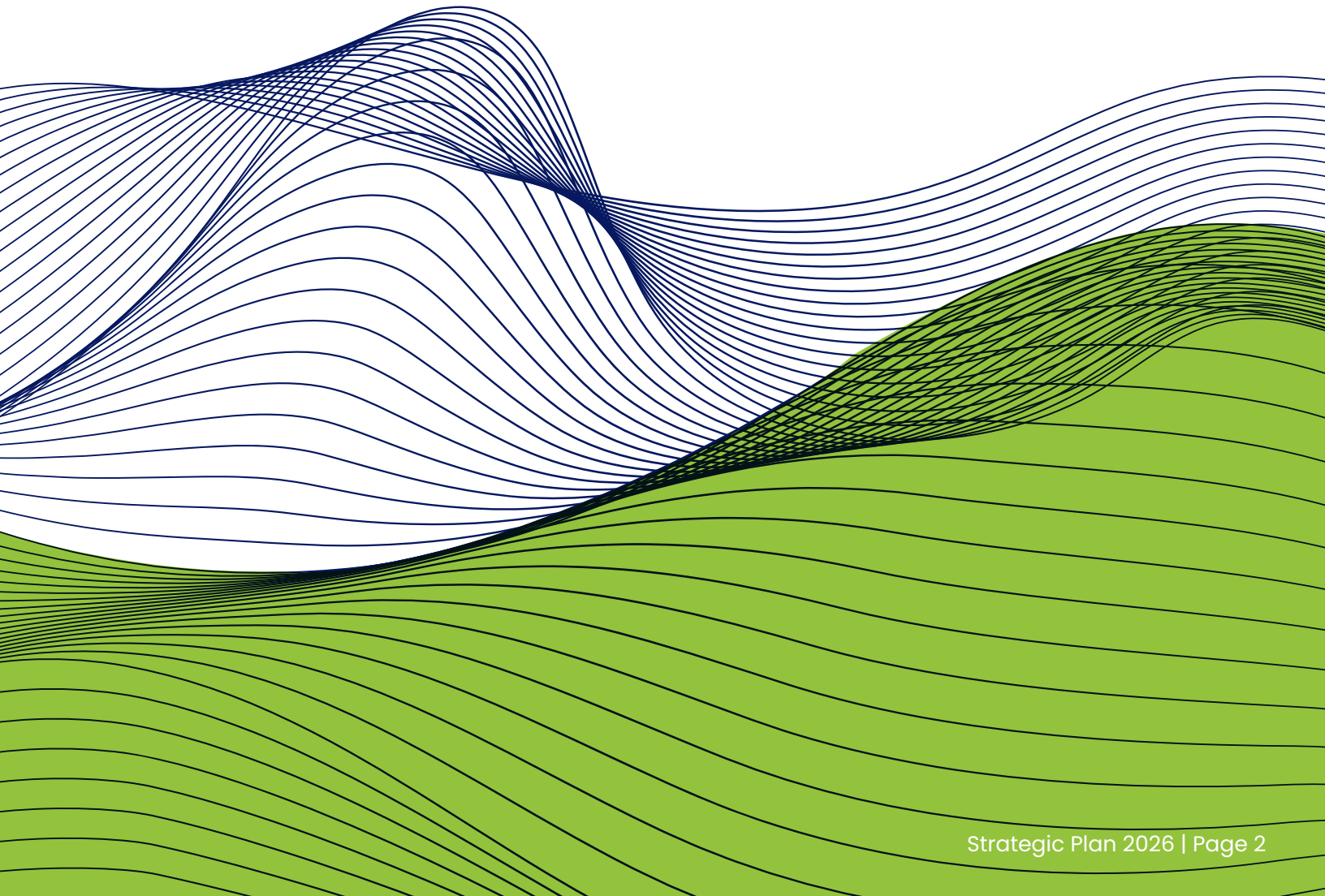
Why we exist...

Our Vision

APRA envisions a future where Alberta is at the forefront of an innovative and sustainable plastics circular economy.

Our Mission

APRA advances the circular economy for participants in the plastics value chain in Alberta by fostering collaboration that drives economic growth and environmental stewardship.



KEY VALUES

Environmental Sustainability: Elevate circular economy principles to design for circularity and keep plastics in the economy and out of the environment.

Education/Knowledge Sharing: Increase knowledge across the plastics value chain through initiatives like Alberta Circular Plastics Day.

Collaboration: We can do more together – unite all segments of the plastics value chain to co-create solutions that strengthen the plastics value chain.

Leadership: Exemplify plastics stewardship by driving systemic change through advocacy and engagement.

Innovation: Promote forward-thinking solutions that enhance plastics circularity and reduce environmental impact.

FOR ALL: Integrity to act with transparency, accountability, and an ethical commitment to advance a sustainable plastics economy.

FOCUS AREAS

Members

Programs

Advocacy

***Themes through these areas: collaboration, networking, education, leadership, environmental sustainability.*

WHAT WE WILL DO – GOALS

Enable Initiatives – Focus on initiatives/projects that can build the circular economy for plastics.

Advocacy – APRA is the voice of our members with government and advocates for policies that promote the circular economy while improving the position of Alberta organizations in the plastics circular economy.

Education – Foster knowledge-sharing across the plastics value chain in Alberta.

Communication – Effectively communicate industry information and developments to members and partners.

Financial Stability – Create a diversified funding mechanism so the organization can meet its sustainability goals.



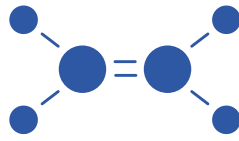
ACROSS ALL:

CAPACITY BUILDING

Develop tools and partnerships that enhance member experience and strengthen APRA's ability to lead in plastics circular economy initiatives.

GROWTH

Demonstrate leadership in plastics circularity by expanding APRA's influence, growing membership, aligning with national initiatives, and delivering industry-focused value that distinguishes APRA from other industry organizations.



STRATEGIC PRIORITIES

A next step from this strategic plan will be for APRA to develop its 2026 workplan.

Strategic priorities that APRA plans to advance starting in 2026 include creating plans for advocacy, communication, education and funding diversification (exploring revenue sources outside of membership and sponsorship). 2027-2028 will see the full implementation and benefits of these plans for members.

APRA will continue to create member value through networking by hosting member and networking opportunities including its annual Alberta Circular Plastics Day (March 11, 2026 at U of C), quarterly member socials and tours and webinars.



APRA also plans to advance initiatives including a plastics circular economy (PCE) roadmap for Alberta. This will involve collaboration with industry and government on what actions we can take to advance a PCE and bring business opportunities and investment to Alberta while building Alberta's role as a petrochemical hub.



STRATEGIC PRIORITIES CONTINUED...

The Association will focus on understanding metrics for industrial, commercial and institutional (ICI) plastics in the province to identify areas and opportunities where projects could advance the further capture, redesign and recycling of materials used in these sectors.

Beyond 2026, we have identified opportunities to establish an incubator project where group funds are leveraged to support development (to incubate tech or resources needed) within member companies.

Through all of these strategic initiatives, APRA plans to build capacity by procuring the appropriate resources through internal or external consultant time. As we ramp up activities, capacity building will be critical to ensure we can continue to grow member benefit and expand opportunities for the Association.