



# **Canadian Association of Recycling Industries**

## **New Members Package**

### **CARI**

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[www.cari-acir.org](http://www.cari-acir.org)



## **STAFF CONTACT INFORMATION**

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**CARI WEBSITE: [www.cari-acir.org](http://www.cari-acir.org)**



## OVERVIEW

The Canadian Association of Recycling Industries, the voice of the Canadian recycling sector internationally, nationally, provincially and locally, was established in 1941 as a classic industry association.

It is comprised of two classes of member: active and non-active. Active members are those engaged in the business of producing, purchasing, selling, processing, handling or otherwise dealing in or with recycled materials. Non-active member are companies engaged in allied activities that support the recycling industries, such as equipment and service providers. The only difference between the two classes is that representatives of non-active members do not have the right to vote or hold an executive position.

CARI is governed by a 12 person Board of Directors, 10 representatives from active member firms from defined geographical regions of Canada, 1 representative from the non-Canadian members, and the immediate Past Chair. The officers of the Association are the Past Chair, Chair, Vice-Chair, Secretary/Treasurer and President & CEO. The day-to-day activities, administration, and implementation of Board policy and directions is managed by permanent full-time employees.

CARI provides recycling companies and those associated with the industry ***the opportunity to exchange information*** of all types at meetings; it acts as the ***industry advocate, lobbying governments***; it ***develops promotional and educational materials***; it ***acts as a resource centre***; and it ***develops tangible services that save members money***.

Essentially everything that ***CARI undertakes is designed to reduce operating costs and/or expand markets, either directly or indirectly.***



## **GUIDING PRINCIPLES**

In the promotion of the optimal net economic and social impacts from commercial recycling activities, member companies of the Canadian Association of Recycling Industries commit to the following principles:

- The protection of people and the environment together with economic development, in other words, Sustainable Development
- Designing and operating business places based upon the efficient use of energy, resources and materials
- Complying with all legal requirements that affect their operations and products
- Refraining from making false or misleading statements about their products
- Ensuring all their employees understand and are able to fulfill their safety and environmental responsibilities
- Working actively, either directly or through the association, with the public and governments to develop equitable and attainable standards



## COMMUNICATION THEMES

The fundamental purpose and mission of the Canadian Association of Recycling Industries is **to promote the optimal net economic and social impact from commercial recycling activities.**

In the pursuit of this mission CARI promotes the following themes:

- Recyclable materials are not wastes
- Governments should focus on increasing the demand for recycled products, not the collection of recyclable materials
- Governments' legislation and regulations must be simple, must distinguish recyclables from waste, should prevent overlap in jurisdictions and support free trade
- Canada should have a national recycling policy
- Recycling creates jobs
- Recycling is a true sustainable development industry
- Recycling is an environmental solution



## **COMMUNICATIONS & SOCIAL MEDIA**

### **EMAIL NEWSLETTER SIGN-UP**

Individuals who wish to receive CARI email newsletters should be directed to the homepage of our website to enter their email address and provide consent to receive email communications.

[www.cari-acir.org](http://www.cari-acir.org)

### **CARI on Twitter**

CARI's Twitter handle is **@CARI\_Recycling**. Follow and engage with our profile by tweeting industry news and company media coverage to our account, and by sharing our tweets.

**CARI WEBSITE:** [www.cari-acir.org](http://www.cari-acir.org)

Registration and payment for major CARI events are offered online. Membership renewal, cost-saving resources, and access to the online directory are located in the password-protected Member's Area of the site.

### **MEMBER'S AREA ACCESS**

Access to the Member's Area of CARI's website requires a Username and Password. Contact [communications@cari-acir.org](mailto:communications@cari-acir.org) to request access.

### **SOCIAL MEDIA CONTACT**

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## **CARI EVENTS**

Each year CARI runs a number of events. These occasions have proven to be very cost-effective networking opportunities.

Presently CARI organizes the following events:

Annual Convention, Exhibition and General Meeting in June  
Consumers' Night in October  
National Golf Tournament in August  
Quebec Chapter Golf Tournament  
B.C. Chapter Golf Tournament  
Regional Chapter Meetings in the fall and possibly spring  
Special meetings as required (e.g., Electronics Recycling)

Relevant information is sent to members and posted on the website. Most of these events provide members with another opportunity to promote their company through sponsorship and by exhibiting.

Although non-members may usually attend CARI events, they must pay a 50% premium above the cost to members.

To attend events or enquire about promotional opportunities, please contact Donna Turner by e-mail at [donna@cari-acir.org](mailto:donna@cari-acir.org) or by telephone at (705) 835-1592.



## ADVERTISING OPPORTUNITIES

CARI offers companies the opportunity to advertise their products and services for modest costs, targeting their messages at the most significant sector of the Canadian recycling industry. Although a company may decide at any time to advertise in a CARI publication, we send out a notice each fall in order to assist firms in their advertising planning for the upcoming year.

These five CARI publications are emailed in both French and English to over 630 individuals:

***THE PULSE*** (12 issues the middle of each month)

***THE PROMPT*** (12 issues the beginning of each month)

***Convention Reminders*** (4 issues)

***Golf Tournament Reminders*** (4 issues)

***Consumers' Night Reminders*** (4 issues)

CARI also offers the opportunity to send out a company's individual material on an exclusive basis and offers the chance to place advertisements on its website, through its partnership with MultiView Inc.

One company may acquire exclusive advertising for a single publication (such as all 12 issues of the Prompt, or all four Reminders for the Golf Tournament). Exclusive advertising is allocated on a first-come, first-serve basis.

To purchase advertising space or for further information, please contact Marie Binette by email [communications@cari-acir.org](mailto:communications@cari-acir.org) or by telephone at (613) 728-6946.



## COST SAVING GROUP PROGRAMS



CARI Members may take advantage of lower cost group rates while tailoring a plan to suit their specific needs under the umbrella of the CARI Health Benefits Insurance Group Plan. Members and non-members may obtain quotations. [More Info Here!](#)



CARI Members are exempted from the membership fee for the NASCO-OP, a purchasing organization for the recycling industry since 1959, and can use the purchasing power of thousands to get to best prices on equipment and supplies that they use in everyday operations. NASCO-OP provides thousands of products in its online catalogs, and a purchase-based annual patronage dividend offers potential further benefits to members. [More Info Here!](#)



Only CARI Members can take advantage of the CARI Group Property & Casualty Insurance Program. This exclusive business insurance and risk management program for Canadian recycling companies can also be tailored to a member's specific needs. Members may obtain quotations at no cost or obligation from Cowan Insurance Brokers. [More Info Here!](#)



CARI members can take advantage of significant savings for gasoline and diesel prices and other services provided at Petro-Canada retail service stations through the use of SuperPass. In a most convenient and secure manner, members can control fuel costs through access to complete and detailed transaction activity. Card use may be restricted to certain drivers, certain vehicles, certain gas stations, certain times of day or days of the week and types of purchase. [More Info Here!](#)



## **SCRAP INDUSTRY MANUALS**

There are many aspects to running a scrap yard and very little relevant off-the-shelf information to assist companies. CARI has developed industry-specific material that can be accessed through the hyperlinks given below. Since each manual is a “living document” and will be periodically revised, we keep them on our website for downloading as required.

These documents are intended for reference purposes only and should not be relied on for legal advice. Members are solely responsible for their performance and compliance with relevant federal, provincial, and municipal legislation, regulations, guidelines or standards.

### **Environmental Management Handbook**

The purpose of this handbook is to assist member companies in the metal recycling sector to critique their facilities and establish and implement environmental practices and procedures. The simple check sheet format will help companies assess their need for environmental stewardship. <http://cari-acir.org/envhandbook/>

### **Human Resource Policy Manual**

This manual provides member companies who do not currently have an HR infrastructure, especially small- and medium-sized businesses, with a resource guide and a comprehensive set of forms and templates to use as workplace situations arise. <http://cari-acir.org/hrmanual/>

### **Occupational Health and Safety Manual**

This manual was developed with ISRI to accomplish one specific goal: to assist members in making their scrap operations a healthy and safe place for employees, customers, and visitors. Its primary focus is worker health and safety and how to create a health and safety culture within an organization. The secondary focus is regulatory compliance. <http://cari-acir.org/safetymanual/>

Feedback is always welcome!