

Circular Economy, Plastic Pollution, and Municipal Action

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OUR MISSION

Mind Your Plastic is a registered Canadian charity dedicated to **solving plastic pollution in Canada.**

We create change by **advocating for Canadian businesses to take impactful steps towards eliminating their plastic pollution footprint, driving towards implementation of changes with government, producers, recyclers and consumers and supporting and implementing programs to promote the circular economy.**

THE ISSUE

Less than 9% of the plastic produced around the world is recycled.

By 2050, there will be **more plastic in the ocean than fish.**

Every minute, **1 dump truck of plastic** enters the ocean.

A photograph of a beach heavily littered with plastic waste, including bottles, bags, and fragments, along with a large amount of driftwood. The background features a lush, green forested hillside under a clear sky. The text "WE MUST DO BETTER BUT HOW?" is overlaid in the center in a bold, yellow font.

**WE MUST DO BETTER
BUT
HOW?**

HOW DOES PLASTIC GET INTO THE ENVIRONMENT?

LITTERING

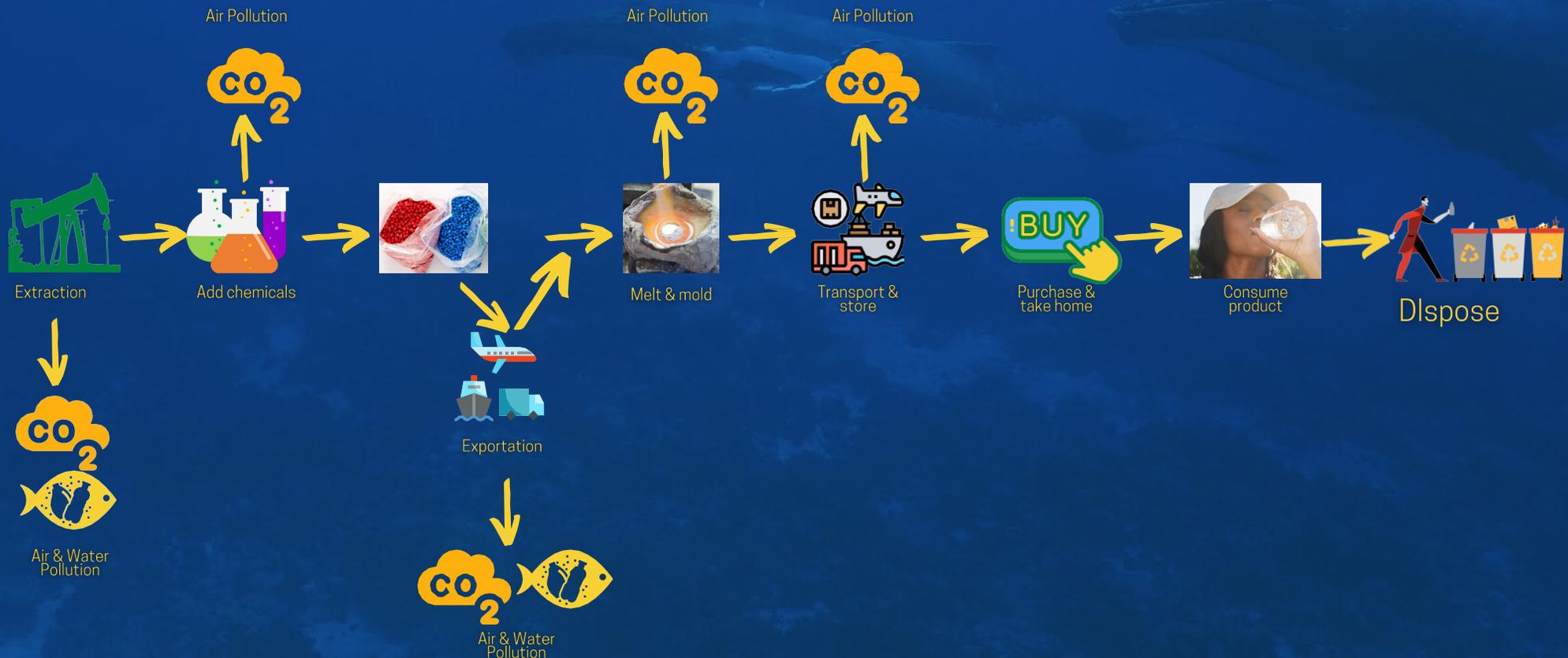
POOR WASTE
MANAGEMENT

WIND

LINEAR ECONOMY VS CIRCULAR ECONOMY

LINEAR ECONOMY

AN ECONOMIC SYSTEM BASED ON "TAKE-MAKE-DISPOSE"

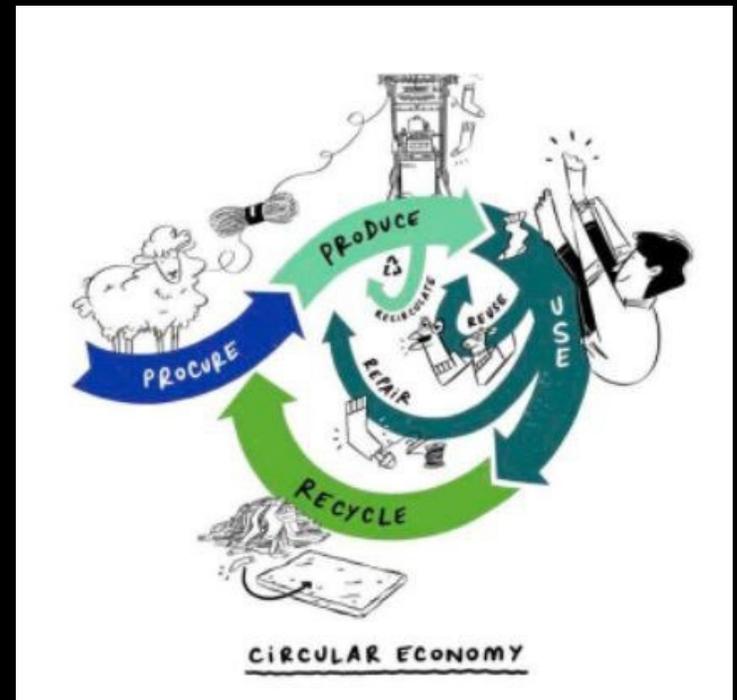


LINEAR ECONOMY VS CIRCULAR ECONOMY

CIRCULAR ECONOMY:

an economic system based on using renewable resources, eliminating waste, and reusing and recycling material goods

- Reduces material / resource use
- Uses waste as a resource to produce new materials /products
- Decreases and hopefully, eventually eliminates the creation of waste



CIRCULAR ECONOMY AMBASSADOR PROGRAM

Mind Your Plastic's free program that teaches your students about the **harmful impacts of plastic pollution** and the **importance of a circular economy**



- Over 3500 students enrolled across Canada for the 2022 program
- Educating youth about the circular economy and how they can make a difference!



WHAT'S THE MUNICIPALITY'S
ROLE IN PLASTIC WASTE
REDUCTION?



A MUNICIPALITY'S ROLE IN PLASTIC POLLUTION REDUCTION

ADVOCACY and COLLABORATION

Working with local partners and advocating for change at municipal level and beyond

LEADERSHIP

Taking bold action and leading the way to reduce plastic pollution in your region

POLICY

Adopting policy to ensure that businesses and residents in your municipality are partaking in important measures to prevent plastic waste

MUNICIPALITIES are CHANGEMAKERS and LEADERS in plastic waste reduction

POLICY ACTION BY MUNICIPALITIES

Municipalities across Canada have taken action against plastic pollution:

- Bans on single-use plastic items**
- Plastic-free procurement strategies**
- Investment in public plastic-free initiatives**
- Plastic-free event policies***

PLASTIC POLLUTION PROBLEM AT LOCAL EVENTS

Local events such as food festivals, outdoor concerts, and other community gatherings are **MAJOR** contributors to plastic waste

Many large municipalities host more than 100 community events during the outdoor season with millions of attendees

The result? Festival and event season generates **more than 20,000 tonnes of waste** annually per municipality

MUNICIPAL PLASTIC-FREE EVENT POLICY

The potential solution? A **Single-Use Plastic-Free Event Policy**

Adopt a policy to encourage plastic waste reduction and hold event planners accountable for the plastic waste produced

May include the prohibition of single-use plastic items such as: cups and serviceware, sachets, plastic wraps, balloons, and more!

REUSABLE ALTERNATIVES

A **Single-Use Plastic-Free Event Policy** is an opportunity to promote **reusable alternatives**

There are so many effective and innovative reusable systems that work well for community events:

- reusable cup and serviceware systems
- deposit-refund systems
- BYO containers



**THANK
YOU!**