

**HALIFAX, July 12<sup>th</sup>, 2022:** Mind Your Plastic has joined the Canada Plastics Pact (CPP) as an Implementation Partner. Through this partnership, Mind Your Plastic will connect with industry leaders and policymakers to eliminate plastic pollution in our oceans through innovative technology, increase focus on packaging design, and raise awareness through education and policy recommendations. The CPP is a collective of approximately 90 organizations and companies united by the goal of advancing a circular economy for plastics packaging in Canada, as outlined in their [Roadmap to 2025](#). Mind Your Plastic hopes to achieve this goal through education, awareness, and activism. With similar visions, we believe that both the Canada Plastics Pact and Mind Your Plastic can amplify their parallel mission statements.

"Mind Your Plastic has made considerable efforts to keep our coastlines free of plastic waste. We're very pleased to have them join the Canada Plastics Pact as an Implementation Partner, where we can look to find synergies and learn from each other as we progress towards building a circular economy for plastics together," says Sinead King, Director of Partner Engagement, Canada Plastics Pact.

"Mind Your Plastic is thrilled to join the Canada Plastics Pact! Our mission is to solve plastic pollution in Canada through municipal plastics regulation, working alongside Canadian businesses to help them transition away from plastic, and engaging Canadians in direct action programs such as our Circular Economy Ambassador Program. Aligning with CPP as an Implementation Partner will ensure we can continue our work by sharing our knowledge and increasing our network to solve this issue together," says Natasha Tucker, Executive Director at Mind Your Plastic.

### **About the Canada Plastics Pact**

The Canada Plastics Pact (CPP) is tackling plastic waste and pollution, as a multi-stakeholder, industry-led, cross-value chain collaboration platform. The CPP brings together Partners who are united behind a vision of creating a circular economy in Canada in which plastic waste is kept in the economy and out of the environment. It unites businesses, government, non-governmental organizations and other key actors in

the local plastics value chain behind clear actionable targets for 2025. The Canada Plastics Pact is a member of the Ellen MacArthur Foundation's Global Plastics Pact network. It operates as an independent initiative of The Natural Step Canada, a national charity with over 25 years of experience advancing science, innovation and strategic leadership aimed at fostering a strong and inclusive economy that thrives within nature's limits.

Further information: [www.plasticspact.ca](http://www.plasticspact.ca) | @CanadaPact

### **About Mind Your Plastic**

[Mind Your Plastic](#) is a registered Canadian charity whose goal is to end plastic pollution in Canada. Its mission is to inspire and incite action that leads to changes in consumer behaviour, corporate practices and public policy. Collectively, these changes will reduce plastic pollution and create regenerative communities for a healthier planet for many years to come.

