



Overview of Program

The plastic pollution crisis is one that is incredibly pervasive, but Mind Your Plastic Canada is trying to fix that through direct action and education centered around creating a circular economy. With less than 10% of the world's plastic produced being recycled, something more needs to be done. We commend those who take action through cleaning up our shorelines, but the unfortunate part is that much of what is collected ends up in landfills again, which inevitably makes its way back into our environment. Our goal is to create change through educating our young leaders of the future on the importance of a circular economy, which is why we've created the Circular Economy Ambassador Program.

In 2021 the Circular Economy Ambassador Program (CEAP) connected with 243 high-school students across the country and engaged them in litter cleanups of their local waterways in exchange for mandated volunteer hours. While completing these cleanups, students collected 6400 items in which over 50% were composed of plastic material. Students collected data about what type of debris they found, and sorted the materials. Aside from plastic, one of the most collected items by the participants were 1226 cigarette butts. Once the materials were sorted, participants used the provided resources to divert waste to the appropriate facility to be repurposed with the end goal of avoiding landfill whenever possible, thus creating a Circular Economy. In the 2022 program we aim to reach over 1000 participants with students representing every province and territory within Canada to teach them the importance of a circular economy.

This program will take place starting Monday, September 19th until October 28th. The cleanups do not need to continuously be happening throughout this time frame, but instead it should be conducted, completed and the data should be sent to our staff, by the specified end date.

Given the success of our inaugural year of the Circular Economy Ambassador Program in 2021, we are overjoyed to lead the program again in 2022.

Act fast to be one of the first 20 classes signed up to be entered into a draw to win reusable, stainless-steel water bottles for you and your class!



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CIRCULAR ECONOMY AMBASSADOR PROGRAM

What's Included?

Mind Your Plastic Canada will distribute all required resources for the cleanups including:

- Intro Information Package for Students including all forms for Mind Your Plastic
- How to Organize A Cleanup
- Data Tracking Sheet
- How to Sort Materials
- Where the Materials Go (based on your municipality requirements)
- Curriculum supports for teachers to utilize in their classrooms to support this activity
- T-shirts and cleanup materials

Conditions

- Must track all data and enter into spreadsheet
- Must record events with photos (students do not need to be in them, photos/video can be of the location and trash collected)
- Students must sort all of the debris as per our provided guideline and recycle accordingly.
- Plastics meeting specific criteria can be packaged up and sent to our Plastic Recycling Partner to be repurposed.
- Data collected must be sent in to our staff before the end date of the program.

Covid-19 Considerations

With COVID-19 keeping us on our toes, the wonderful thing about this program is that it can be adapted to many different COVID-19 restrictions.

- If there are no gathering limits on outdoor activities, the cleanups can proceed as normal
- If there are small gathering limits and your group exceeds these, cleanups can be split into multiple groups.
- If there are limits on all gathering, clean ups can happen independently

We will provide all of these suggestions in greater detail in provided resources!



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Whats Next?

If you'd like to participate, kindly express your interest by signing up on our [website](#), or contacting education@mindyourplastic.ca to reserve your spot. Once we receive your commitment, we will send you an introduction package.

Academic resources and all other documents mentioned above will be sent at the beginning of the school year.



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