

A PLASTIC POLLUTION ELIMINATING PARTNERSHIP

ENVISIONING A CANADA WITHOUT PLASTIC POLLUTION



An underwater photograph showing a diver swimming through a sea of plastic waste. The diver is in the foreground, slightly out of focus, wearing a mask and fins. The water is filled with various pieces of plastic, including bags, bottles, and other debris, creating a chaotic and polluted environment. The overall tone is somber and highlights the impact of plastic pollution on marine life.

THE PROBLEM

Less than 10% of plastic produced worldwide is recycled.

As a result, an average of one garbage truck full of plastic enters our oceans every single minute.

We must do better for plastic free land and seas.
That's where Mind Your Plastic comes in.



WHO WE ARE

Mind Your Plastic is a registered Canadian charity that started in 2016. Mind Your Plastic's mission to eliminate plastic pollution in Canada.

Through our work advocating with municipal government for policies that better regulate materials used in our economy, working alongside Canadian businesses to give consumers better plastic-free choices, and our direct action programming, like our Circular Economy Ambassador Program, we are moving towards a plastic pollution-free future for #PlasticFreeLand&Seas.

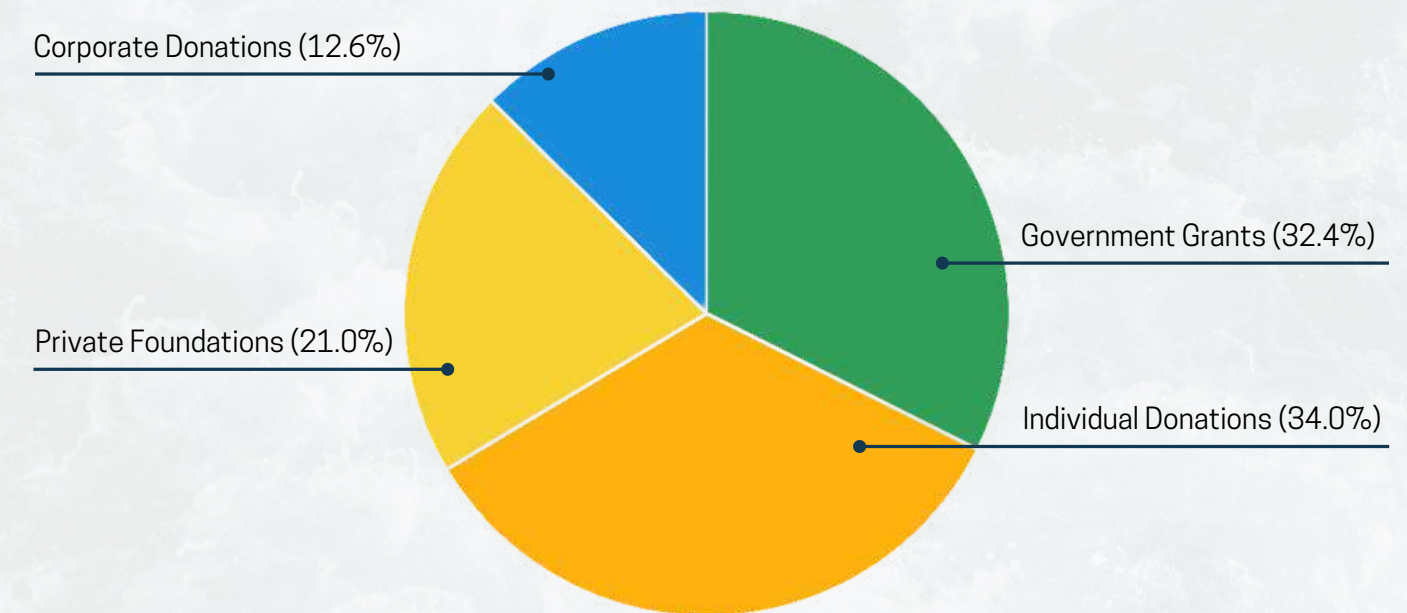
Annually, over 300 million tons of plastic is produced around the world and unfortunately, more than 90% of that plastic is not recycled. Distressingly enough, much of that plastic ends up in our oceans with at least 8 million tons of plastic being dumped into the ocean each year. While plastic has become pervasive in our environment and homes, there are changes each of us can make to improve the situation, and that is what Mind Your Plastic is here to do.

OUR IMPACT

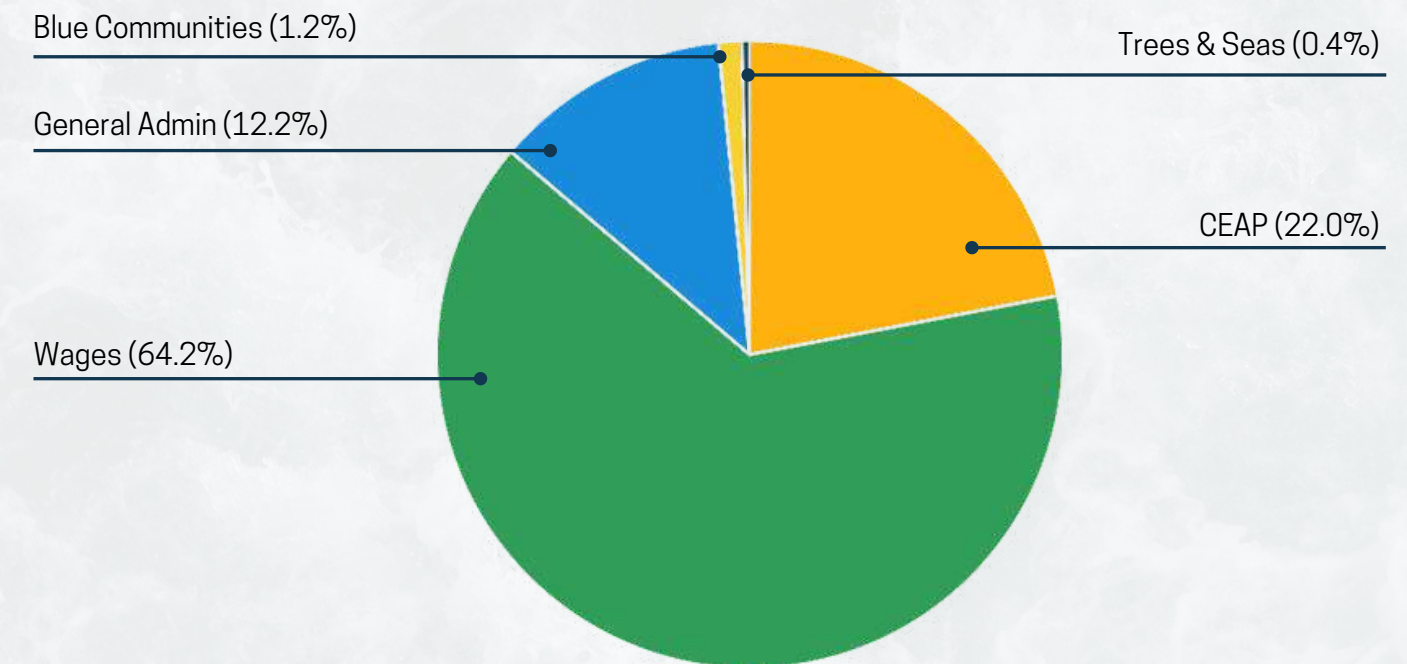
2021 Annual Report Statistics:

- 350+ volunteers involved in cleanups
- 40 cleanups
- ~3 million square metres cleaned
- ~5,000 lbs of debris removed
- 450+ participants for CEAP
- Over 50% of items collected are made up of, or contain, plastic

INCOME BREAKDOWN



SPENDING



WHO WE WORK WITH

In addition to our amazing supporters, we also work with a variety of groups that are putting their heads together on this issue.

We are actively involved in working with the following groups:

CANADA PLASTICS PACT (CPP)



The CPP unites Partners behind a vision of a circular economy for plastic, in which plastics stay in the economy and out of the environment.

CIRCULAR ECONOMY LEADERSHIP CANADA (CELC)



CELC is dedicated to bringing value to Strategic Partners by filling existing gaps in the market place and supporting efforts to accelerate the transition to a circular economy in Canada.

HOW YOU CAN HELP

When you partner with Mind Your Plastic, you are directly impacting the reduction of plastic pollution in Canada.

Organizations choosing to partner with us can choose to support the following campaigns:



**PLASTIC-FREE
EVENTS POLICIES
FOR MUNICIPALITIES**



**PLASTIC REDUCTION
TOOLKITS
FOR BUSINESSES**



**CIRCULAR ECONOMY
AMBASSADOR
PROGRAM (CEAP)**

PLASTIC-FREE EVENTS POLICY

HAVE FUN WITHOUT INVITING PLASTIC TO THE PARTY!

Did you know that a city the size of Montreal can produce up to 45,000 tonnes of waste annually just from events held on municipal property?

Smaller municipalities produce an average of 20,000 tonnes of waste. What's the solution?

We are working with Canadian municipalities to enact a Plastic-Free Events Policy that would hold event hosts accountable for plastic-waste and prohibit the excessive use of single-use items.

With your support, we can continue to work alongside municipalities to promote this policy work.

PLASTIC REDUCTION TOOLKITS FOR BUSINESSES

IT'S ALWAYS A PLEASURE DOING BUSINESS WITHOUT PLASTIC!

It's no surprise that businesses heavily rely on plastic for their operations.

However, with regulations becoming stricter on plastic-use, as well as increasing awareness of consumers, businesses must find more sustainable alternatives to plastic, especially single-use and hard-to-recycle plastics.

There is a lot of misinformation out there, but Mind Your Plastic is here to help simplify. We've created toolkits for specific industries that address challenges with real solutions. To date, we have toolkits for:

- Food & Beverage
- Manufacturing
- Office Administration
- Retail

Your support of this program means we can continue our research in designing more valuable toolkits for industries not yet listed and decreasing plastic pollution in our environment.

*This is a new program for us and in 2023 we hope to have a minimum of 1 partner for each industry to track success”.



CIRCULAR ECONOMY AMBASSADOR PROGRAM (CEAP)

YOUTH ARE THE FUTURE OF CANADA!

In 2021, we launched the Circular Economy Ambassador Program (CEAP).

CEAP is a voluntary teacher-led program that engages youth in community cleanups with a goal of:

- Cleaning up trash
- Sorting and tracking their findings
- Identifying where it came from
- Diverting as much as possible from landfill

Teachers are provided with a curriculum to support teaching the youth about the harmful effects of plastic on our environment and the importance of transitioning to a circular economy. Mind Your Plastic also provides resources for diverting waste specific to the school's municipality, as well as reusable cleanup materials.

In 2022, we have a goal of engaging 3,000 students across all Canadian provinces and territories. With your support, we can continue to expand access to environmental education and inspire our future leaders!

ENOUGH ABOUT US, NOW ABOUT YOU!

We are looking for partners who are focused on progress over perfection.

We know that plastic is chosen for a reason and is hard to get away from. Being a Mind Your Plastic partner is about more than sharing logos on our website. We want to work with you on your plastic-reduction journey to create lasting change.

Through our work with municipalities, businesses, producers, recyclers and consumers we are in the perfect position to do just that!



BENEFITS TO YOU AS A PARTNER

“Everyone has power. But it doesn’t help if you don’t use it.”

- Sylvia Earle



Have a stronger public image by showing your customers and stakeholders that you are actively working towards plastic pollution elimination.



Increase employee morale and reduce turnover by partnering by supporting a cause like ours.



Inspire others to join in on reducing their plastic pollution footprint!

OUR COMMITMENTS

Mind Your Plastic partners with organizations committed to reducing their plastic pollution footprint.

We acknowledge your company's investments in ways that best fit your interests and strategic goals. Acknowledgements vary depending on the level of support and your company's values. Some benefits include:

Before accepting any partnerships, Mind Your Plastic will complete an audit of the organization's sustainability plan as well as an in-depth look of materials used.



Complimentary plastic audit for your organization



Support to help you minimize your plastic



Mentions of your support on any program-specific publications or materials (t-shirts, reports)



Other mentions in relevant publications, such as blogs, newsletters, etc.



Press release announcing our partnership



Logo on our website, linking to your page

DIFFERENT WAYS TO PARTNER

You can support the program of your choosing when you partner with Mind Your Plastic with the following methods:



**ONE-TIME, LUMP SUM
DONATION**



**%/\$ FROM SALES ON A
MONTHLY, QUARTERLY OR
ANNUAL BASIS**



**IN KIND DONATION OF
SUPPLIES**

JOIN US

We are so much stronger together!

This issue affects all of us. Joining us means you are also joining alongside these innovative organizations working to reduce their plastic-pollution footprint:



CYCLE WATER

Cycle water is changing the on-the-go water industry with revolutionary cans of flat water, as well as sparkling.



BIOTHERM

Biotherm Canada has a goal to make the beauty industry “Blue” with a focus on sustainable packaging alternatives, innovative ingredients, and direct action efforts.



OPEN COAST GIN

Open Coast Gin's mission is simple, enjoy the moment while doing good for the Earth. They are committed to producing products 100% from Canada and serving their products in plastic-free packaging.

Are you ready to come on board
and lead the wave of change
towards plastic free land and seas?

We look forward to connecting with you and moving towards a
plastic-free Canada together. Send us an email at
info@mindyourplastic.ca to get started!

**WE
CAN'T WAIT
TO TALK TO YOU!**

