

MIND YOUR PLASTIC ANNOUNCES PARTNERSHIP WITH THE TOWN OF AJAX TO CREATE A PLASTIC AWARENESS AND REDUCTION TOOLKIT (PART)

Dec 15, 2022 — Mind Your Plastic is excited to announce its partnership with the Town of Ajax. Together, both partners are collaborating to create a Plastic Awareness and Reduction Toolkit (PART) to reduce plastic waste generated at municipal events.

The [Town of Ajax](#) is in Durham Region located in the eastern part of the Greater Toronto Area, on the north shore of Lake Ontario. With a population of approximately 127,000, Ajax proudly hosts inclusive and innovative events throughout the year to celebrate the richness and diversity of their community.

However, public events are major generators of plastic waste. Community events that serve thousands of people typically lead to the disposal of millions of single-use plastic waste items, further exacerbating the plastic crisis.

Through this partnership, the creation of the toolkit will provide valuable resources for residents and businesses to use as a guide when selecting materials for events on municipal property. The toolkit will educate the community about the problematic plastics used in common decorating materials and provide more circular alternatives as options to avoid those plastics altogether.

“I am proud that Ajax continues to be a leader in environmental sustainability. In 2019, Ajax Council declared a climate emergency and was the first municipality in the Region of Durham to implement a corporate ban on single-use plastics. I am looking forward to partnering with Mind Your Plastic to create a Plastic Awareness and Reduction Toolkit (PART) to eliminate single-use plastic waste at municipal events,” says Mayor Shaun Collier, Town of Ajax. “With a new year approaching and as we continue to run innovative events, it’s essential that we utilize this valuable toolkit as an important guide when planning and choosing alternative materials. Together, we will continue to be consistent in our steps to work towards eliminating plastic pollution and build a greener, cleaner and healthier Ajax for all”.

Mind Your Plastic is a registered Canadian charity that was established in 2016. Annually, over 300 million tons of plastic are 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.

Mind Your Plastic's mission is to eliminate plastic pollution in Canada. Through their work of advocating with municipal governments for policies that better regulate materials used in the economy, working alongside Canadian businesses to give consumers better plastic-free choices, and direct action programming like the Circular Economy Ambassador Program, Mind Your Plastic is moving towards a plastic pollution-free future.

"We are extraordinarily excited to work with the Town of Ajax on reducing municipal plastic waste. This opportunity is entirely aligned with our goals of eliminating plastic pollution before it enters the environment and of championing a minimally wasteful economy. We believe that this program, along with the Town's existing sustainability initiatives, will create lasting positive change for the municipality's residents. Furthermore, we hope that the Town's leadership in this field galvanizes other communities across Canada to enact similar policies," says Max Wensel, Chairman of the Board of Mind Your Plastic.

Mind Your Plastic and the Town of Ajax will be able to help residents and businesses understand the options available to them to comply with Ajax's new policy, improve local knowledge about the importance of plastic waste reduction through short webinar series, and create a Plastic Awareness and Reduction Toolkit (PART) to provide information about plastic reduction habits and eliminating single-use items.

Mind Your Plastic will simultaneously use the lessons learned from this partnership to work with additional municipalities in the future to work towards eliminating plastic pollution in Canada.