

**MIND
YOUR
PLASTIC**



**GRATITUDE
REPORT 2023**

LETTER FROM THE BOARD CHAIR

Dear Supporters,

We wanted to reach out and fill you in on Mind Your Plastic's activities so far in 2023. Our organization continues to grow and develop and to execute our core programming of influencing municipal policy, working with corporations to reduce plastic pollution, and educating Canada's youth to be future champions of plastic reduction nationally. All of these relate to our mission of ending plastic pollution in Canada - we believe that stopping plastic waste from entering our environment in the first place is a better solution than attempting to fix a polluted planet.

In line with this, some of Mind Your Plastic's 2023 highlights include finalizing our partnership with the Town of Ajax, working with other municipal councillors across Canada, building new corporate partnerships, and working with nearly 3,000 students across the country as part of our Circular Economy Ambassador Program. These all build along the successes that we saw in 2022, and we expect to continue to grow each of these programs in 2024.

While Mind Your Plastic has had considerable success addressing plastic pollution through our core programming, we acknowledge that success in our mission will require the buy-in and participation of many parties - including higher levels of government, industry, and other stakeholders. As plastic pollution continues to deteriorate our environment - with microplastics now found in heart tissue and unborn placentas as well as in clouds and at the peak of Everest - it's imperative that we tackle this issue in a coordinated fashion. In alignment with this, Mind Your Plastic works with leading organizations such as the Canada Plastics Pact and the National Zero Waste Council to ensure that the response to plastic pollution is as effective as possible - our Executive Director, Natasha Tucker, was recently invited to Canada Plastic Pact's advisory council.

Enclosed, you'll find more detail on how Mind Your Plastic is battling plastic pollution both individually and as part of a broader coalition. We hope that you'll be as proud as we are of the work that we're doing - and that if you're able, that you'll support us through donation.

With warm regards,

Max Wensel
Board Chair, Mind Your Plastic

**BY THE
NUMBERS**

3,000

**PEOPLE ENGAGED
IN CLEANUPS**

2,800

CEAP PARTICIPANTS

2,500

**PEOPLE REACHED
FROM EVENTS**

25+

**MUNICIPALITIES
ENGAGED IN
DISCUSSIONS ABOUT
PLASTIC POLLUTION**

12

**SPEAKING
OPPORTUNITIES**

5

IN PERSON EVENTS

4

**TOOLKITS CREATED
FOR BUSINESSES**

WHAT WE'VE ACCOMPLISHED SO FAR...

CIRCULAR ECONOMY AMBASSADOR PROGRAM (CEAP)

This year, over 2,800 students were engaged in the CEAP, removing close to 1,000 lbs of debris from their communities. We are thrilled to have grown this program to include schools from every Canadian province, which means more data and more action. This year, a Grade 5 & 6 class in Ontario went to their city council to ask for better policies on plastics because of how much plastic they collected during their cleanups. Our results report will be released later this Fall - stay tuned, we can't wait to share it with you!



DIRECT ACTION

We've had so much fun engaging with our community, both in person and virtually. From underwater and shoreline cleanups with our pals at GFL and [Torpedo Rays](#), to Trivia Nights at the [Oxford Taproom](#), a massive celebration of oceans at the [Oceans Week](#) event, and even a Charity Cycle event at [Just Cycle](#), we have been having a blast getting to know our community in Halifax. Virtually, we've engaged folks across Canada in how to reduce plastic at home, in businesses as well as at events!



WHAT WE'VE ACCOMPLISHED SO FAR...

MUNICIPAL POLICY

2023 has been a pivotal year as MYP has focused on connecting with municipalities and influencing policy change. So far this year, we have connected with 25+ municipalities on their efforts to reduce plastic pollution in their communities. We have continued the work we started with the [Town of Ajax](#) at the end of 2022 and officially launched toolkits for the public and our webinar series. Check them out [here](#)! We also began working with the [City of Nanaimo](#) to help reduce plastic waste at events through the development of a Green Events policy. We know plastic reduction is a big priority for municipalities and we are here to help make that happen! We also had the pleasure of attending our 2nd [Federation of Canadian Municipalities](#) Trade Show in Toronto where we had many opportunities to meet with municipal staff from across the country and discuss how they can be leaders in plastic reduction.



CANADIAN BUSINESSES

It's always a pleasure doing business without plastic and we have developed resources to help businesses do just that. In July, we launched our Plastic Awareness and Reduction Toolkits - these are completely free and provide helpful tips for 4 specific industries; Manufacturing, Retail, Office and Administration, and Food Services. Check them out [here](#). We've also launched exciting new partnerships that are sure to help eliminate plastic pollution along with our existing partners. We continue to make change alongside industry associations, like the [Circular Economy Leadership of Canada \(CELC\)](#) and the [Canada Plastics Pact \(CPP\)](#). This year, our Executive Director, Natasha Tucker, joined the CPP's Advisory Council. Additionally, we were recently welcomed to the [National Zero Waste Council \(NZWC\)](#). Working alongside these powerful industry associations means we can help influence larger corporations in making decisions that support our vision of plastic free land and seas.



WHAT WE'RE WORKING ON NEXT...

CONTINUING TO ADVANCE POLICY

With another phase of the Federal Prohibition on Single-Use Plastics coming into effect in December, we are continuing to work with municipalities to help them transition away from single-use plastics and towards policy that supports reduction and reusable infrastructure. We will be delivering 2 more of our webinars for the Town of Ajax to support public awareness and engagement, as well as delivering draft policies and stakeholder engagement sessions for the City of Nanaimo into 2024.

COMMUNITY ENGAGEMENT

We've loved getting back out into our community this year and we aren't slowing down yet! Coming up next is a place we've never been - we're cleaning up St. John's, Newfoundland and Labrador with our friends, Open Coast Gin.

In November, we will have the opportunity to connect and learn from industry peers at the National Zero Waste Conference and the Canada Plastics Pact Partner Summit.

OUR GOALS FOR 2024

Engage 5,000 students in the Circular Economy Ambassador Program across all Canadian provinces and territories.

Work with 5 more municipalities on policies related to plastic pollution.

Create valuable and impactful relationships with businesses using our Toolkits.

Add a permanent Communications Coordinator to help keep you in the know of what we're up to!

BUT WE NEED YOUR HELP.....

We are so grateful for this opportunity over the last year to establish our brand, and bring forward new programming to help work towards #PlasticFreeLandAndSeas. Everything we've accomplished so far would not have been possible without the support of you; whether you donated, subscribed, came to one of our events or even engaged on social media. Those small actions add up to make a big difference!

As we approach the end of year fundraising season, we hope you will consider Mind Your Plastic as an organization worthy of your support to help propel our mission of eliminating plastic pollution in Canada forward.

We are stronger together!

Thank you for being part of our work,

The Mind Your Plastic Team

