



THE CIRCULAR ECONOMY, PLASTIC POLLUTION, AND MUNICIPAL ACTION

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THE ISSUE

The background of the entire image is a photograph of various pieces of plastic waste floating in dark green water. The waste includes several clear plastic bottles of different sizes, a blue bottle, a yellow bottle, and some brownish debris. The water is calm, and the items are scattered across the frame.

Less than 9% of the plastic produced around the world is recycled.

By 2050, there will be **more plastic in the ocean than fish.**


Every minute, **1 dump truck of plastic** enters the ocean.

By 2030, plastic production is set to double and to **triple by 2050.**

OUR MISSION

Mind Your Plastic is a registered Canadian charity dedicated to **eliminating plastic pollution in Canada.**

We create change by **advocating for reduction strategies and bans at a municipal level,** working alongside **Canadian businesses** and encouraging them **to take impactful steps towards eliminating their plastic pollution footprint,** and delivering **direct action and education programming.**



OUR PROGRAMS

PLASTIC-FREE EVENTS POLICY

Advocating for municipal policy change to reduce the amount of plastic and single-use item waste generated by local events.

PLASTIC AWARENESS AND REDUCTION TOOLKITS

Providing resources to help Canadian businesses reduce their plastic waste footprint (4 sector toolkits available).

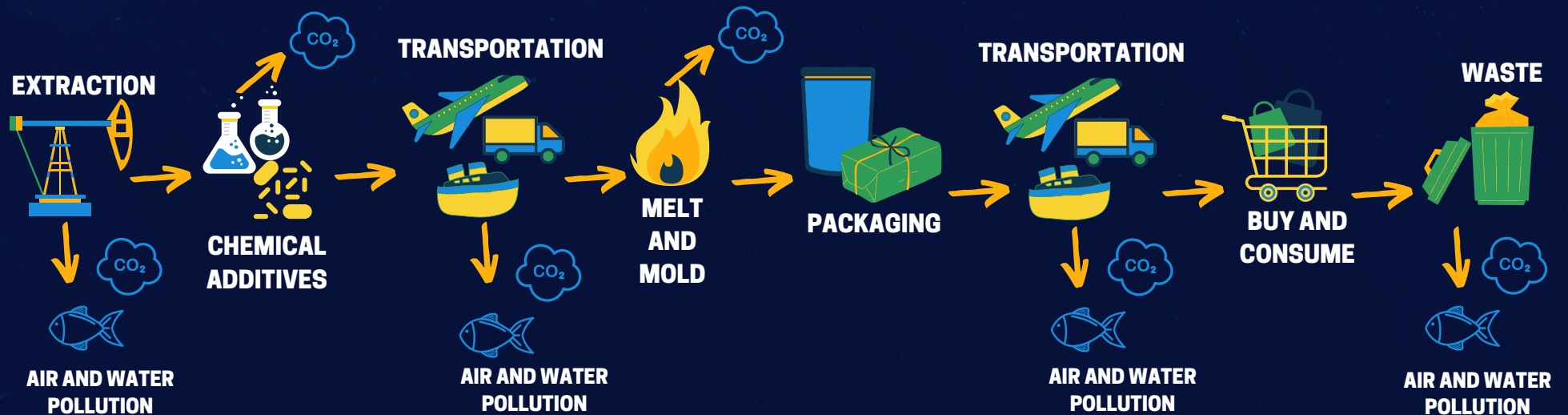
CIRCULAR ECONOMY AMBASSADOR PROGRAM

Educating students across Canada about the impacts of plastic pollution on our environment and the benefits of a circular economy.



LINEAR ECONOMY VS CIRCULAR ECONOMY

LINEAR ECONOMY:
an economic system based on
"TAKE-MAKE-WASTE"



LINEAR ECONOMY VS CIRCULAR ECONOMY

CIRCULAR ECONOMY:

an economic system based on using renewable resources, eliminating waste, and reusing and recycling material goods

- Uses waste as a resource to produce new materials / products
- Decreases and eliminates waste
- Prioritizes the value of materials based on the waste hierarchy



A sea turtle is shown swimming underwater, with a piece of clear plastic in its mouth. The water is dark blue and filled with various pieces of plastic waste, including bottles and bags, some of which are floating near the surface. The overall scene is one of environmental pollution.

A MUNICIPALITY'S ROLE IN PLASTIC POLLUTION REDUCTION

ADVOCACY and COLLABORATION

Working with local partners and advocating for change at municipal level and beyond

LEADERSHIP

Taking bold action and leading the way to reduce plastic pollution in your region

POLICY

Adopting policy to ensure that businesses and residents in your municipality are partaking in important measures to prevent plastic waste

MUNICIPALITIES are CHANGEMAKERS and LEADERS in plastic waste reduction

POLICY ACTION BY MUNICIPALITIES

Municipalities across Canada have taken action against plastic pollution:

- **Bans on single-use plastic items**
- **Plastic-free procurement strategies**
- **Investment in public plastic-free initiatives**
- **Green teams and waste sorting stations**
- **Plastic-free event policies***

PLASTIC POLLUTION PROBLEM AT LOCAL EVENTS

Local events such as food festivals, outdoor concerts, and other community gatherings are **MAJOR** contributors to plastic waste

Municipalities often host many different community events throughout the year with thousands of attendees

The result? Festival and event season can generate **more than 20,000 tonnes of waste** annually per municipality

MUNICIPAL PLASTIC-FREE EVENTS POLICY

The potential solution? A **Single-Use Plastic-Free Event Policy**

Adopt a policy to encourage plastic waste reduction and hold event planners accountable for the plastic waste produced

May include the prohibition of single-use plastic items such as: cups and serviceware, sachets, plastic wraps, balloons, and more!

REUSABLE ALTERNATIVES

A **Single-Use Plastic-Free Event Policy** is an opportunity to promote **reusable alternatives**

There are so many effective and innovative reusable systems that work well for community events:

- reusable cup and serveware systems
- deposit-refund systems
- BYO containers

WHY IS REUSABLE BETTER?

Reusables outperform single-use options across all environmental metrics

Transportation and washing of reusables have minor impacts on sustainability of reusables when compared to impacts of single-use

Benefits of reusable systems: a) savings on disposables, b) savings on waste management costs, c) savings on clean-up and litter, d) opportunities for brand partnerships and brand loyalty, and e) opportunities for tech integration and special offers



THANK YOU!



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