

# Plastic-Free YYC

Rethink and Reduce

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## Who we are

- ▶ Reduce single-use plastic and top waste before it happens
- ▶ 100% volunteer-run
- ▶ Three-tiered approach
  - ▶ Inspire individuals
  - ▶ Collaborate with businesses
  - ▶ Encourage governing leaders



# Ocean Plastics?

Over

**80**  
PERCENT

of ocean plastic  
comes from  
land-based sources

Only **20 PERCENT** originates from ocean-based  
sources like fisheries and vessels

Among leakage that comes from land-based sources:

**75** PERCENT

comes from waste  
that remains uncollected



**25** PERCENT

leaks into the ocean  
after it's been collected



Ocean Conservancy



# Inspiring Calgarians



## Zero Waste Directory



## ZERO WASTE MEETUP

PRESENTED BY:



## Earth Day Cleanup



# Encouraging Operational Change in Businesses



# Leading the Change: Our Initiatives



# Single-Use Plastic Waste Reduction Strategy

## Single-use items waste reduction strategy

Help us decide if Calgary should consider developing programs to reduce waste from single-use items.





# Why do we need a strategy?

A waste *reduction* strategy will address:

- ▶ Low Recyclability
- ▶ Low Diversion Rate
- ▶ Reduced access to recycling markets
- ▶ High hidden costs

**What Can YOU Do?**



# How to reach us!



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