

Welcome letter:

Hi everyone, and thank you so much for this opportunity and all who support this foundation.

I've been away from Canada the better part of the past 19 years, working in developing countries. It's great to come home and see so much positive action towards fixing our global crisis of waste plastics in the ocean.

We all still have a long way to go, however working with our mission statement of "Building Awareness and Fostering Solutions" I strongly believe we can fix this issue one generation.

It all comes down to who's with us? I see Canada as the perfect place to implement change and lead by example. We already have excellent recycling infrastructure (hopefully just getting better by the day) and a social conscience throughout the nation to really just do the right thing. I mean isn't that what Canadians are known for?

Plastic Oceans Foundation Canada (POFC) is already offering excellent resources for community and school education. We have a 22 minute condensed version of the film "A Plastic Ocean," educational supplements to accompany it, a social enterprise guideline for students/communities to start their own project and more informative videos coming soon.

Our next step is offering all Canadians the opportunity to be the solution and compiling a list of the organizations in this country that actively work on this topic.

We are now working with schools and local businesses to phase out single use plastics in their lives. Our country and local municipalities are working on "bans," however we still need the tools to operate our everyday lives without single use plastics. If you are interested in joining us, reach out and learn how we can supply you and your community with the right products to phase out single use plastics and support our foundation.

This can be a small business purchasing these supplies to on-sell their clients, 1 passionate person in an office setting who signs up their fellow employees or schools working with us to phase out single use plastics in students lives.

I'd love to see Canada known for our tourists all showing up in countries with a plastic free travel kit. Much like the days of sewing a Canadian flag on your back-pack. When people show up in a country with their 8 piece cutlery set and a collapsible mug, everyone nudges and whispers "the Canadians are here."

By collecting the data on who is working on what, we aim to not re-invent any wheels. This frustrated me to no end working in remote islands and having every foreign organization show up and do the same as the last, then to leave projects half finished. Lets all work together and support people in their departments, harness each others strengths and work towards positive change.

By supplying Canadians with the tools to go plastic free and learning who is out there working on the ground locally, we are looking forward to announcing a small grants program. There is never a one size fits all here. After 7 years working on this topic in varying locations and seeing all of the new innovation everyday by amazing engineers and talented social entrepreneurs around the world, I'm sure we can find a local project suitable for any location these days.

That's it from my side, thanks again for welcoming me home to this amazing opportunity and look forward to working with all Canadians to BE the solution.

Sincerely:

Adrian Midwood

"Do the best you can until you know better. Then when you know better, do better.

Maya Angelou