

[Water Wise \(freshwaterwise.com\)](http://freshwaterwise.com)

LET'S CREATE CHANGE - ONE SHOPPING BAG AT A TIME

IT STARTS WITH WHAT WE PUT IN

From the manufacturing process, to our consumer decisions, product use and right through to waste disposal, we make an impact on our waterways.

WATER WISE CLEANUP GOAL

To clean up 1000 shopping bags full of garbage. To reduce our plastic use and rethink our plastic habits, one shopping bag at a time. To create community connection and collective impact to protect our water for today and future generations.

PLEASE JOIN US AND BE A FRESHWATER AMBASSADOR

Did You Know?

- That water is used to make plastic in the first place?
- Those tiny plastic microfibers shed off synthetic clothing in the wash and microbeads from some of our personal care products, entering our waterways.
- That approximately 10,000 tonnes of plastics enter the Great Lakes every year - equivalent to the weight of about 9 Blue Whales.
- That chemicals and toxins from plastic dissolve in water and end up in our drinking water and food chain.

Our Challenge to Reduce and Cleanup Plastic, One Piece at a Time

PLASTICS NEVER FULLY DISAPPEAR

[Researcher finds microplastics in every sample of Great Lakes water - Bing video](#)

What Can This Look Like?

- Saying no to a plastic grocery shopping bag and bringing our own cloth one instead.
- Choosing products that aren't individually wrapped, opting for reusable containers instead.
- Getting into the habit of bringing our own water bottle with us everywhere.
- Making our own cleaning products and sourcing natural personal care products that are good for the planet and good for people.
- Thinking about the labels on the products we purchase. Ones with hazard warnings like skulls, should not enter our waterways (in other words our drinking water and food chain)
- Regifting, reusing and second hand shopping go a long way to reduce excess plastics.

TOP TIP - Check out [Clean North](#) 'How to Go Green'

This a great spot to get you started [Green shopping - Clean North](#)

Looking for earth friendly, plastic free products? Check Out [Hearterra](#)

We are all connected by water. Be Plastic Wise, this Plastic Free July [Ocean Wise](#)

Why Should We Care?

We live at the heart of the Great Lakes, comprising 20% of the world's freshwater. On this planet where only 0.3% of it is accessible to all beings. An incredible region so rich in forests, water, culture and history. Water means a lot of things to a lot of people here.

It's in the fabric of our stories. The ones that we share and show that we care.

For these moments and memories mean a lot.

[Show a Little Heart Video Contest - Call of the Lake - YouTube](#)

[Incredible by Any Measure... the Great Lakes - YouTube](#)

It's in the stories, the connection and the wisdom of those who came long before us.

On these lands that we acknowledge, with respect, that we are in Robinson-Huron Treaty territory, the traditional territory of Anishnaabeg people, known as Baawaating. In particular the Anishinaabeg of Sault Ste. Marie Tribe of Chippewa Indians, Kinoozhekaaning; also known as Bay Mills Indian Community, Batchewana First Nation, Kitagan Ziibing also known as Garden River First Nation, and their kinship relatives of the Metis Nation. We acknowledge these peoples as the traditional custodians of the land, water, and all species. We pay respects to their ancestors and to them as original and current land protectors.

[7 Ojibway Teachings Free Video | Canada First Nations \(first-nations.info\)](#)

[Michipicoten Water Ceremony \(500 DAYS IN THE WILD\) - Bing video](#)

Does A Clean Up Matter?

Every piece of plastic that we do not use and every piece of plastic that we clean up, does make a difference.

“Shoreline cleanups are an essential part of the battle to end plastic pollution. By taking part in Shoreline Cleanups you are not only stopping the leak of plastic into the ocean by recovering plastic debris and litter, but in recording what you find, as a citizen scientist, you are collecting critical data that is used by the Great Canadian Shoreline Cleanup to inform and raise awareness amongst individuals, researchers, businesses, and policymakers in developing and implementing solutions and interventions to stop the leak of plastic at source.” - *Laura Hardman, Director, Plastics at Ocean Wise*

Much attention has been given to the issues of plastics in oceans and thank goodness.

The problem is prolific and our knowledge of it keeps increasing.

We need to learn from what's happening in our oceans, due to our human behaviour and impact. The Great Pacific Garbage Patch, animal entanglements and plastics in seafood.

It's time for a greater lens on plastics and freshwater.

For action to protect this life source, the Great Lakes, providing drinking water to over 30 million of us in Canada and the United States.

[The Great Lakes Have a Great Big Plastics Problem - Ocean Conservancy](#)

“ In fact, the concentration of plastics in Great Lakes surface water are some of the highest found in the world. The maximum count of plastic from the Great Lakes surface waters (approximately 1.2 million particles/km) is higher than the maximum count in the [North Pacific “Garbage Patch”](#)! Researchers have also reported microplastic contamination in surface waters, sediments and nearly all species of Great Lakes wildlife that they've examined.”

TOP TIP - CLEAN NORTH

[How you can make the Sault/Algoma a "litter" bit better — SAFELY - Clean North](#)

BE INSPIRED

[The McGuffins | Journeys and Saving Places](#)

What Can We Do?

- Join the Water Wise Cleanup on **Saturday July 17th, between 10-2**. Register and clean up a shopping bag of garbage! [The Great Canadian Shoreline Cleanup](#)

- Participate in other cleanups, lead our own, pick up bits of litter found at the shoreline or in the water so they don't become micro or macro plastics.
- Learn more about plastics and ways that we can change, one piece at a time.
- Share our learning with others, widely.
- Get out to our shorelines and these places that we love.
- Ask our favourite grocery store or retailer to provide better options.
- Call or write to our government leaders, at all levels, asking for laws and sustainable alternatives to significantly reduce the levels of plastics.
- CARE. It goes a long way in making a difference.

GREAT GRATITUDE,
THE WATER WISE TEAM

ATTACH THE FULL WATER WISE CLEANUP DOCUMENT