

Fair Trade Calgary: Plastic-Free YYC Support Letter

Jan 5, 2020

Erin Bird
Fair Trade Calgary

Dear Ms. Bird,

Plastic-Free YYC supports the campaign to have Calgary recognized as a Fair Trade Town and supports raising awareness about the benefits and opportunities of fair trade for our community and for producers around the world.

Plastic-Free YYC is a non-profit organisation, run completely by volunteers striving to reduce the amount of single-use plastic waste and other unnecessary waste in our city. Our approach is to engage all sectors of society by inspiring individuals, collaborating with businesses, and communicating with leaders to create change in their respective worlds.

A large piece to our messaging includes the promotion of conscious consumerism. When we as buyers at any level make more educated, thoughtful purchases good things happen. We encourage Calgarians to not only consider the packaging of their items, but to look at where the items and materials were sourced, how it was shipped, how and who made it. Sustainability and humanity are interlinking and come together to create a better world. It is for this we wholeheartedly support Fair Trade Calgary and your mission.

Sincerely,

Briana Loughlin

Briana Loughlin

Co-Founder, Director of Inspiration & Change

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