



## Inspiring global change through local action

AHOI's plastic-reduction efforts lead to the establishment of the newest BlueCommunity - 5th for Canada, first for the Province of NL.

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**Norris Point, N.L.**- Atlantic Healthy Oceans Initiative (AHOI) is honoured and excited to partner with [Plastic Oceans](#) to add the Gros Morne region to its global network of BlueCommunities. It marks the first BlueCommunity for Newfoundland and Labrador, and the fifth in the country. Globally, there are over 30 BlueCommunities. BlueCommunities are recognized for their work to address plastic pollution, sustainability and circularity issues, with local stakeholders driving the efforts. They are also regions where culture and economy are closely tied to the waterways they inhabit.

[Plastics Oceans Canada](#) invited AHOI and the Gros Morne region to join its ranks because of the work AHOI is doing with the communities to reduce plastic waste and help move the region towards a healthier, more sustainable, circular economy. The BlueCommunities initiative centres on the belief that local actions are the key to accelerating global progress.

"We are thrilled to be part of this global network of non-profit and grassroots organisations that are working towards the same goals we are." said Rebecca Brushett, AHOI Founder and ED. "Actions taken in small, rural, and remote communities do make a difference, and it's encouraging to be recognized for what we are doing in our corner of the world. We also appreciate the support, resources, and expertise that Plastic Oceans provides to BlueCommunities as it will help us continue the important work we are doing here."

"Today is such an exciting day as we welcome AHOI to our BlueCommunities initiative, representing the Gros Morne region and our very first BlueCommunity in Newfoundland and Labrador! I've had the pleasure of living in Rocky Harbour many years ago and know firsthand the immense beauty that surrounds these communities

and what makes it such a hotspot for tourists. With increased activity comes a dire need to keep our environment top of mind and to preserve the unique ecosystems that thrive there. We could not be more thrilled to be joining forces with AHOI to continue all the amazing work they've been doing." said Natasha Tucker, Executive Director of Plastic Oceans Canada.

The designation comes at an ideal time. AHOI has developed a robust program and body of research through its years-long efforts, but funding for the vast majority of those programs and initiatives ended last month, resulting in fewer resources. Becoming a BlueCommunity enables AHOI to access the advice and wisdom from other communities and collaborate with the Plastic Oceans team of experts. It also allows AHOI to access micro grants to help continue local projects to transition Gros Morne towards a sustainable blue and circular economy.

"We have made a lot of progress through our work with local businesses, municipalities and other partners, but there is still a lot left to do," Brushett explains. "With the momentum we have gained through our previous funding, we look forward to being able to continue some of that work, thanks to this new partnership and the resources that come with it."

If you want to learn more about AHOI, BlueCommunities and the work being done through this initiative, stop by the Hew and Draw Hotel in Corner Brook, NL on April 22, 2022. AHOI will be hosting a pop-up booth there for Earth Day. Also, keep an eye out for more events happening in the coming months.

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[Atlantic Healthy Oceans Initiative](#) is a registered non-profit organization in the Gros Morne region of N.L. Its mission is to build awareness of our changing ocean and facilitate actions to protect it and the people that depend on it most. Looking after the marine biodiversity of our ocean and the coastal communities' way of life together is essential to protecting our environment, building successful stewardship and a sustainable blue economy for generations to come. AHOI has been leading the way towards reducing waste and increasing sustainability in the Gros Morne region of NL through various projects and partnerships with Grenfell Campus - Memorial University, Gros Morne Cooperating Association, Gros Morne National Park, Environment and Climate Change Canada, as well as local businesses, municipalities, and NGOs.

[Plastic Oceans Canada](#) is a registered Canadian charity whose goal is to end plastic pollution in Canada and foster sustainable communities worldwide. Its mission is to inspire and incite action that leads to changes in consumer behavior, corporate practices, and public policy. Collectively, these changes will lead to a reduction in plastic pollution, regenerative communities, and a healthier planet for many years to come. Plastic Oceans believes that local actions are needed to create change globally, and that it can be done through four key pillars: Education, Activism, Advocacy and Science.

[BlueCommunities](#) is a Plastic Oceans International initiative that creates a diverse global network of local partners who understand the local culture, economic and environmental dynamics of their communities, and work to solve plastic pollution and other sustainability issues. The initiative centres on the belief that local actions are the building blocks for creating socioeconomic and environmental change that benefits the entire planet, and that positive local changes can accelerate global progress.



**BLUECOMMUNITIES**