

WE INVITE YOU TO JOIN US



**PUTTING CIRCULAR
ECONOMY CONCEPTS
INTO ACTION**

**MEMBERSHIP
PARTNERSHIP
2022**

MESSAGE FROM THE EXECUTIVE DIRECTOR

Tis not in numbers but in unity that our great strength lies



As a long-standing organization dedicated to collaborative sustainability and resource efficiency, we have seen first-hand the peaks and valleys of waste reduction and recycling in Ontario and Canada.

In addressing over-arching challenges and overcoming barriers in the fight against climate change the prevalent theme and expression has been steadfast to close the loop. That sentiment has always been prescient, particularly as we work to bend the linear economy in a closed-loop system: the circular economy.

For more than forty years as Recycling Council of Ontario and heading into our second as Circular Innovation Council we leverage our institutional knowledge and history to advance waste elimination and strengthen its connection to low-carbon production and consumption through circular business models.

The circular economy is built from a realignment of our values designed to rebuild and enhance our natural capital, reduce carbon emissions, and eliminate waste.

That's why we've adopted a singular approach that guides our activities: Putting Circular Economy Concepts Into Action.

First as Recycling Council of Ontario and now as Circular Innovation Council we have a storied history as a facilitator of partnerships and agent of solutions, which we hope you will leverage as part of your activities. In addition to our support for your organization, your support for us through membership, as well as legacy and future partner opportunities, is critical to the continuity and growth of our organization as we continue to put circular economy concepts into action.

To current and future Members, and potential partners around the world... we invite you to join us.

A handwritten signature in black ink, appearing to read "Jo-Anne St. Godard". The signature is fluid and cursive, with a large, stylized "J" and "S".

Jo-Anne St. Godard
Executive Director
Circular Innovation Council
416.657.2797,ext.3
JoAnne@CircularInnovation.ca



We were created in 1978 in a linear economy and as a reaction to its most important sustainability objective: curbside collection of paper, glass, and metal to reduce materials lost to disposal.

Since June 2020 as Circular Innovation Council we have built on our history and past success, and in 2022 will continue to leverage our experience and passion to deliver on the broader gains that circularity encourages.



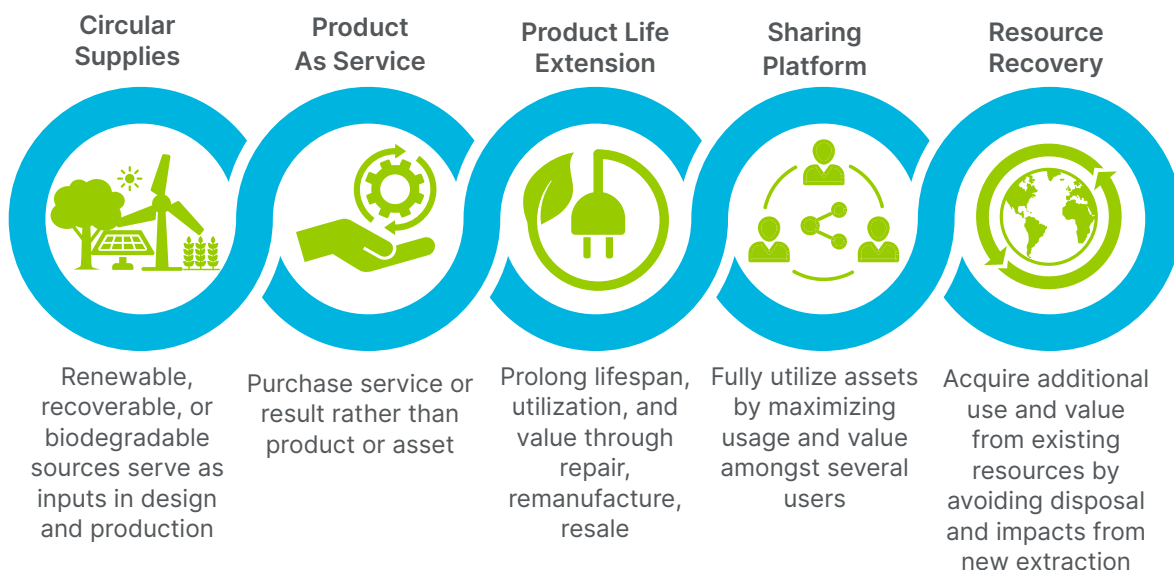
In doing so we work in tandem with Members and funding partners through collaboration and inclusion to inspire greater sustainability and put circular economy concepts into action. In addition to our legacy actions, we continually brainstorm and develop new pilots, projects, and initiatives in pursuit of circular innovation, working closely with like-minded trailblazers with similar appetites to apply ground-breaking business models and effective policies to advance circular economies in communities across Canada.

While the notion of circularity as a concept applied to waste reduction and recycling is still taking root, we are dedicated to blooming the circular economy through research, application, and partnerships.

Throughout these pages we offer a brief summary of our current actions along with a future outlook of putting circular economy concepts into action. Through collaboration with Members to amplify or peer-review initiatives, stakeholder workshops and webinars, to full-scale funded programs with partners around the world, we are keen to innovate together.

Let's bring ideas to life that apply circular business models to public and private sector opportunities.

FIVE BUSINESS MODELS OF CIRCULARITY

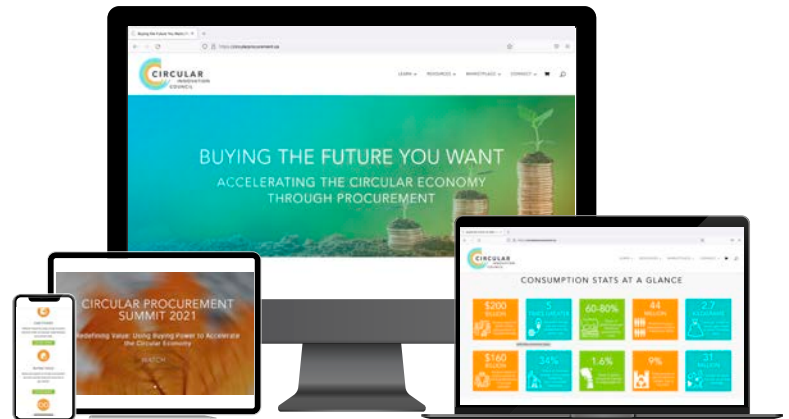


PROCUREMENT: A STRAIGHT LINE TO CIRCULARITY

Public procurement could be one of the most effective and direct methods to accelerate circularity in Canada. Government spend equates to 15% of a country's gross domestic product, and has tremendous opportunity to shape markets and encourage circular business models. Almost every level of government has set climate change and waste policy objectives. The power of procurement to drive them is often underestimated and overlooked.

SHOWCASING EXCELLENCE




To help create that runway and further socialize circular procurement in communities across Canada, we launched [CircularProcurement.ca](https://circularprocurement.ca) in March 2021 with start-up support from HP Canada. This centre of excellence showcases a global depth of information for professionals across a variety of functions and industries to access: guidance and best practice, business models, policies and frameworks, tools, and case studies from around the world and for various spend categories in the focused realm of circular procurement.






SHARING KNOWLEDGE THROUGH COLLABORATION



Through innovation and collaboration we designed customized workshops for governments at all levels and businesses of any size for internal stakeholders and external vendors, suppliers, and select clients with three primary objectives:

-  Introduce the circular economy.
-  Explain the concept and practice of circular procurement.
-  Identify opportunities to support the implementation of circular procurement practices prioritizing high-gain, low-risk opportunities in key spend categories.

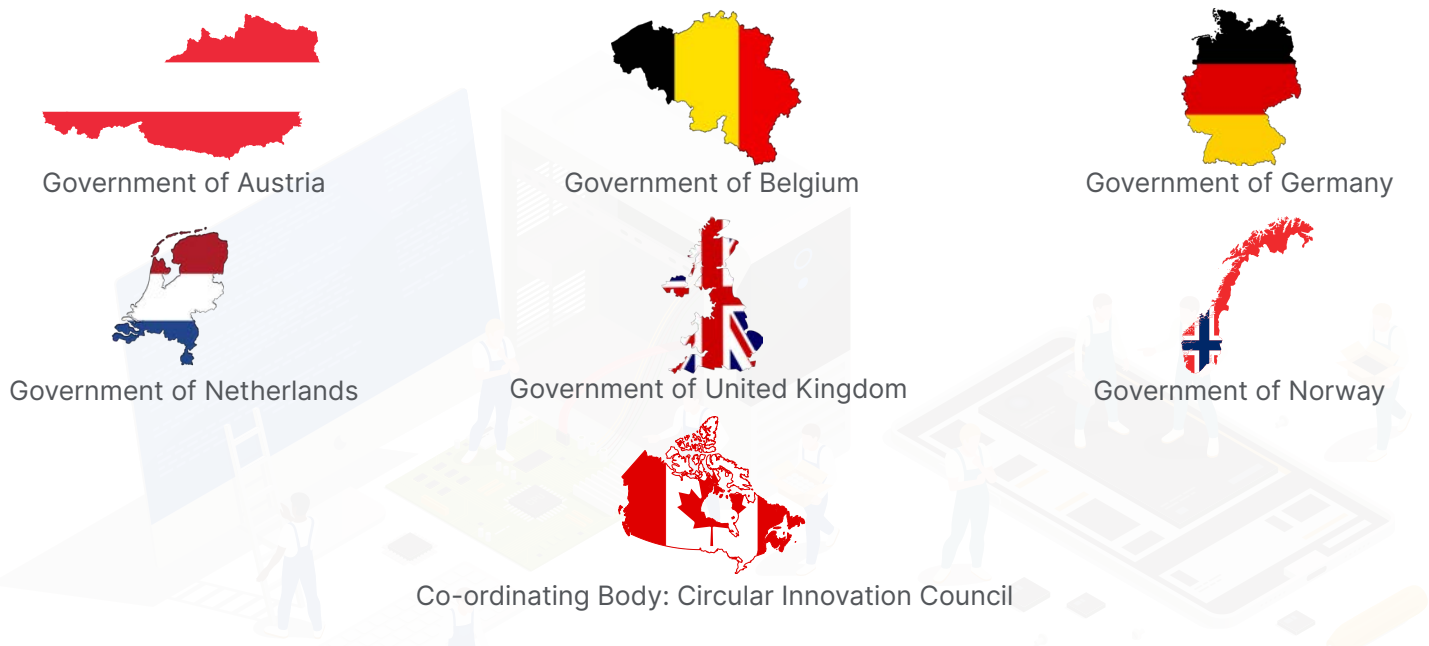
WORKSHOP HIGHLIGHTS

-  Establish a common understanding of circular economy, circular procurement, how it can deliver on organizations' broader economic, environmental, and social objectives.
-  Identify circular ambitions and how they can be attained through circular procurement.
-  Prioritize custom spend categories to determine what products and services can be used as an initial pilot to achieve circular ambitions.

PROCUREMENT: A STRAIGHT LINE TO CIRCULARITY

ESTABLISHING A GLOBAL BUYING GROUP

In June 2021 we were honoured to be part of an exciting cross-Atlantic procurement initiative as the Canadian co-ordinating organization to drive circularity in information communication technology (ICT). The Circular & Fair ICT Pact (CFIT) is an international procurement-led partnership to accelerate circularity, fairness, and sustainability in the ICT sector. CFIT will stimulate the use of common, easy-to-use procurement criteria, provide guidance, and facilitate knowledge sharing.



GET INVOLVED

Over the next 18 months our work will centre on three pillars: **Education and Awareness; Resources and Tools; Implementation and Pilots**. Collaboration across the supply chain is essential to advancing the circular economy, and partnerships with spearheading organizations are crucial to our success.

We actively seek a consortium of leaders to continue to expand on the power and scope of circular procurement as a tool to drive economic, social, and environmental prosperity in communities across Canada and around the world.

If you are a public sector stakeholder or a vendor responding to government tenders and would like to be a featured expert on circular procurement, have an interest in hosting a customized circular procurement workshop with us, or looking to implement circularity in your procurement process send us a note at Info@CircularProcurement.ca to get started.

EDUCATION AND ENGAGEMENT



WASTE REDUCTION WEEK IN CANADA

We believe the catalyst to positive change is education and engagement, and that simple changes to everyday living is the solution. Since 2001 [Waste Reduction Week in Canada](#) has been our signature public awareness campaign that educates Canadians on the circular economy, and celebrates individual and collective environmental efforts and achievements while encouraging new and innovative ideas. The program highlights our transition to a circular economy by focusing the conversation around [seven themes](#).



WASTE
REDUCTION
WEEK
IN CANADA

OUR IMPACT

Waste Reduction Week engages Canadians from coast to coast through social media, events, and initiatives every October:



► [Watch highlight videos from past Waste Reduction Weeks](#) ◀

JOIN US FOR 2022!

Waste Reduction Week has always focused on the waste reduction and recycling components of a circular economy. Advancing a circular economy requires bigger and bolder actions. To advance our goal to educate and empower Canadians from coast to coast to coast on the environmental, social, and economic benefits of the circular economy, Circular Innovation Council is undertaking a bold expansion of our education and engagement programming.

The 21st year of Waste Reduction Week in Canada will mark the beginning of this transformation to expand our educational and engagement programming. This year we'll be launching Canada's inaugural Circular Economy Month: October 1-31, 2022. We look forward to sharing more details to our Members and partners about our exciting new plans.

SUPPORT CIRCULAR ECONOMY MONTH

We are pleased to offer sponsorship opportunities that are excellent for Circular Innovation Council Members and supporters that recognize the opportunities and benefits of the circular economy and are interested in helping us grow our annual public awareness campaign. Three sponsorship partnership levels are available:

FRIEND: \$2,500

SUPPORTER: \$10,000

CHAMPION: \$20,000

As a partner of Canada's inaugural Circular Economy Month (Waste Reduction Week), your organization will:

- Become a founder of Canada's first circular economy public education and engagement campaign.
- Profile your organization's commitments and actions to the circular economy.
- Familiarize Canadians on the principles and practices of the circular economy, and influence behaviour change.
- Celebrate our individual and collective environmental actions, while encouraging new innovative ideas and solutions.
- Engage schools, businesses, governments, and the general public from coast to coast to coast.

Interested in becoming a partner or learning about additional partnership opportunities? [Contact our Education and Engagement team.](#)

LEGO REPLAY FOR SCHOOLS



Circular Innovation Council is thrilled to work with LEGO® Group to launch the LEGO Replay Program in schools across Canada. During Earth Month, elementary schools are challenged to use LEGO bricks to creatively illustrate their understanding of circular economy and environmental protection.

At the end of the challenge, students and schools that are finished with their bricks will have the opportunity to donate them for reuse. The program provides students a direct way to learn about the concepts and benefits of a circular economy and engage with one of the world's most recognizable toy brands. We hope this will inspire and engage our future leaders in circularity. Learn more at [PlayCircular.ca](https://playcircular.ca)

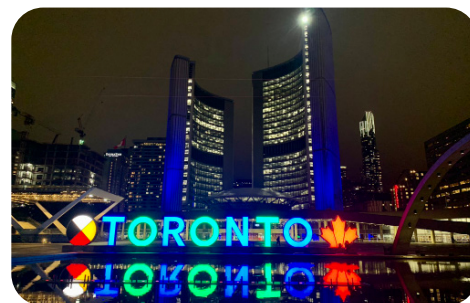


GET INVOLVED

Circular Innovation Council aligns core values with partners to develop original educational programs to inspire current and future generations on the importance of waste reduction, burgeoning circular economy, and smart consumption.

Along with our current initiatives, we have also forged successful partnerships on past educational engagements: Waste-Free Lunch Challenge; Give a Shirt Challenge with Value Village; Plastic Bag Challenge with Walmart Canada; Swap It Toolkit with the City of Toronto; 10,000 Changes with Canadian Geographic; and many others.

We are never short of concepts and enthusiasm, and every idea starts with a conversation. Let's work together on a unique stakeholder education and engagement program to advance the circular economy. Contact our team to get started: Info@CircularInnovation.ca.



FILM & TV PRODUCTION

Part of our identity as an organization is building collaborative initiatives, and now more than ever, a larger lens focused on circular outcomes.

In April 2021 we announced an exciting alliance to reduce GHG emissions and waste in Ontario's film and television industry. Working with Ontario Creates and 19 industry partners we launched the Ontario Green Screen Strategic Plan.



As the [Program Manager for the initiative](#), we are implementing tactics that address innovative and circular solutions to sustainability issues in film and TV; building strategic relationships within the production community; and fostering relationships with regional and municipal stakeholders to promote circular production practices across the province and beyond. We are pleased to continue leading this partnership throughout 2022 and 2023.

POST-CONSUMER RECYCLED PLASTIC

Standards Council of Canada and Environment and Climate Change Canada commissioned an innovative study—*A Comparative Assessment of Standards and Certification Schemes for Verifying Recycled Content in Plastic Products*—that identifies key considerations to verify recycled content claims in plastic products to inform actions in support of Canada's target of achieving at least 50 percent recycled content in plastic products, where applicable, by 2030.

As part of the exercise, Circular Innovation Council interviewed industry and government stakeholders throughout 2021 to understand uptake and use of standards and certifications; factors influencing choice; as well as the key barriers affecting the integration of recycled content in manufacturing processes. The final report was [published in October 2021 and we hosted a joint webinar](#) with the report authors.



Shortly thereafter Environment and Climate Change Canada published a notice of intent and a technical issues paper regarding the development of regulations under the *Canadian Environmental Protection Act, 1999* (CEPA) to require minimum recycled content in certain plastic manufactured items, with proposed regulations intended to be published as early as the end of 2022.

[We responded to the paper](#) and urged the government to, amongst many suggestions, to require obligated parties to report claims and compliance efforts through a federally run registry; embrace and incent reuse as part of a policy recognition of the environmental preference of reuse over recycling as represented in the waste hierarchy; and that Regulation should be scoped to include products and packaging sectors that have additional considerations and challenges, such as food-grade packaging and health-related products.

Recycled content standards are critical to the success of all the other plastic waste reduction policy directives as they will increase national recycling rates and support provincial extended producer responsibility initiatives.

INVESTIGATING REPAIRABILITY

Circular Innovation Council has been commissioned by Canadian Standards Association (CSA) Group to undertake research on the current landscape on repairability, and provide guidance on potential development of standard(s) that would support advanced repairability options and access across Canada. This exercise will also identify sector-specific issues, as well as market and policy levers, that are necessary to advance repairability access and acceptance.



Circular Innovation Council will develop a report that summarizes the findings of the landscape research and stakeholder interviews; defines and quantifies where possible how repairability will be critical for advancing circular economies in Canada; and provides deeper insights into how a broader standard can support improved transparency, consumer protections, and competitive fairness.



PILOTING REGIONAL COLLECTION AND CO-OPERATIVE FINANCIAL MODEL FOR IC&I SECTOR ORGANICS DIVERSION






In 2018 we set out to test the feasibility of a regional collection and consolidation co-operative for the Industrial, Commercial, and Institutional (IC&I) sector to increase and encourage greater collection and diversion of source separated organics and edible food safe for consumption.

The first pilot featured 16 generators that represented a variety of different businesses. Over four months 13.5 tonnes of source separated organics was collected and composted; and 908 kg (2,008 lb.) of food was rescued and redistributed, which is equivalent to approximately 2,000 meals.

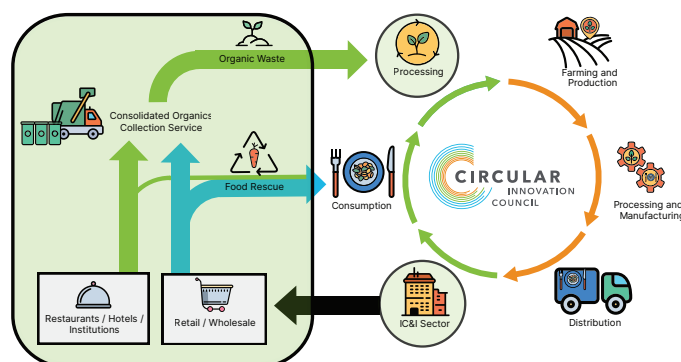
Building on that aspiration we launched an expanded pilot—Circular Food Recovery and Waste Diversion Pilot—in Guelph-Wellington in November 2021 with more than 50 participating generators at launch. Throughout 2022 we intend to increase the type and number of participating generators and extend the duration of the pilot.

We are also testing a co-operative financial model where costs are shared by all users through a buying consortium. By maximizing participation within the region, cost and service is optimized when participants are charged based on actual food waste collected with a scaled structure designed for businesses of all sizes.

THE GOALS

-  Reduce cost of organic waste diversion through consolidated regional collection route
-  Eliminate GHG emissions by diverting food waste from landfill
-  Increase social impact by diverting edible food to community agencies
-  Develop a co-operative financial model where costs are shared by participants based on the waste volumes they generate
-  Scale impact by sharing and replicating the model in other jurisdictions

THE MODEL



For ongoing project updates and information visit CircularInnovation.ca/FoodWastePilot.

ACTIONING CIRCULAR BUSINESS MODELS FOR LOCAL COMMUNITIES THROUGH BUSINESS-TO-BUSINESS SHARING

Circular Innovation Council is launching a unique online Sharing Platform that will allow municipalities to advance their climate, waste, and local economic growth goals. Users can redefine and recover value out of underused resources while taking advantage of surplus owned by other businesses, including:



Warehouse Space



Machinery



Tools & Equipment



Labour



Office Space



Waste Materials



Raw Materials



Surplus Inventory

HOW IT WORKS

In partnership with [BizBiz Share](#), Circular Innovation Council is offering interested partners opportunity to ignite their local circular economies by activating more reuse, sharing, and recovery in their communities. By joining, organizations and users will have access to a customized platform that shares underused and unwanted products, materials, and under-utilized space. The platform is designed to focus on local economies and shorten supply chains, reduce transport costs, and minimize disposal.

WHY SHARING

Assets already in circulation are utilized for as long as possible and at their highest value, which preserves embodied energy for longer periods. The result: lesser need for production of new products and end-of-life management.

BENEFITS

- Facilitate more reuse and recycling at a community level.
- Reduce the financial risk/exposure on equipment and inventories by allowing pooling and resource sharing at a local level
- Optimize underutilized resources to generate additional income or avoid costs.
- Strengthen relationships between local businesses through resources sharing.
- Improve resiliency and reduce risks by securing local supply chains.

GET INVOLVED

Through the end of 2022 we are outreaching to municipalities across Ontario and beyond, as well beta-testing functionality and design of this circular sharing platform.

CONTACT

For more information email Info@CircularInnovation.ca or call 416.657.2797, ext.203.

MEMBERSHIP

We invite you to join us



Through membership you will join leading organizations across Canada that represent the entire value chain and committed to supporting the circular economy. In addition to membership we also offer unique ways to get involved with our actions summarized in this document.

Membership is open to all residents and businesses, and includes schools, municipalities, retailers, manufacturers, recycling companies, brand owners and industry associations, libraries, individuals, and students. [See a listing of our 100+ valued members at CircularInnovation.ca/Membership.](https://CircularInnovation.ca/Membership)

BECOMING A MEMBER

You can choose your corresponding membership category and join or renew online through PayPal.

One-time check-out is available and you do not require an account. For other payment options call 416.657.2797, ext.203 or e-mail Info@CircularInnovation.ca.

BUSINESS

- 1: [Annual Gross Sales \\$0.00 to \\$249,000: \\$120](#)
- 2: [Annual Gross Sales \\$250,000 to \\$499,000: \\$300](#)
- 3: [Annual Gross Sales \\$500,000 to \\$999,000: \\$600](#)
- 4: [Annual Gross Sales \\$1,000,000 to \\$5,000,000: \\$900](#)
- 5: [Annual Gross Sales \\$5,000,000+: \\$1,200](#)

GOVERNMENT

- 1: [Population Under 50,000: \\$240](#)
- 2: [Population 50,000 to 199,000: \\$360](#)
- 3: [Population 200,000 to 499,000: \\$480](#)
- 4: [Population 500,000+: \\$720](#)
- 5: [Provincial or Federal Government Entity: \\$775](#)

ASSOCIATION / COMMUNITY

- [Stewardship Agency: \\$475](#)
- [Industry/Municipal Association: \\$300](#)
- [Small Community Group: \\$90](#)
- [Provincial/National Non-Profit or Charity: \\$120](#)

PUBLIC INSTITUTION

- [College/University/Hospital: \\$300](#)

EDUCATION

- [Elementary/Middle/High School: \\$60](#)
- [School Board: \\$120](#)

PERSONAL

If you're interested in an Individual Membership email Info@CircularInnovation.ca or call 416.657.2797, ext.203 to speak to our Membership Manager.

MEMBER BENEFITS

- Receive the latest circular economy news and information
- Promotional opportunities
- Network with like-minded organizations and individuals
- Reduced rates for events & webinars
- Share ideas and viewpoints
- Support innovations and actions that advance the circular economy

ADDITIONAL OPPORTUNITIES TO COLLABORATE

Looking for additional profile opportunities and to expand your involvement with Circular Innovation Council? Inquire about our other partnership opportunities:

- [Circular Economy Month](#)
- [Digital Partnerships \(PDF\)](#)
- [Circular Procurement](#)
- [Research and Pilots](#)