



# CANADA'S FIRST CIRCULAR ECONOMY PUBLIC AWARENESS CAMPAIGN

A program of CIRCULAR INNOVATION COUNCIL

# 20 YEARS OF WASTE REDUCTION WEEK IN CANADA

**F**or decades, Circular Innovation Council has engaged Canadians from coast to coast to coast to better understand the issues of waste and the opportunities they have to accelerate our transition to a circular economy.



Launched in 2001, the Waste Reduction Week in Canada campaign has become the marquee educational program engaging and empowering Canadians from all corners of the country; youth, educators, policy makers, businesses and communities. Starting with a focus on recycling, it has transformed into Canada's largest waste reduction public awareness campaign that educates, promotes, and celebrates individual and collective environmental efforts and achievements while encouraging new and innovative ideas.

Every year the momentum is strong throughout the entire month of October as organizations, communities, and schools across Canada celebrate through social media, events, and initiatives, and learning about the [seven program](#) themes.

## ANNUAL ENGAGEMENT SUCCESS



**8,000+**

Social media posts using #WasteReductionWeek



**30+**

Landmarks across Canada light blue and green.



**100+**

Events hosted in celebration of the campaign



**100+**

Proclamations received from governments, organizations, and schools



**1,000**

Canadians take the Food Waste Pledge each October



**25,000+**

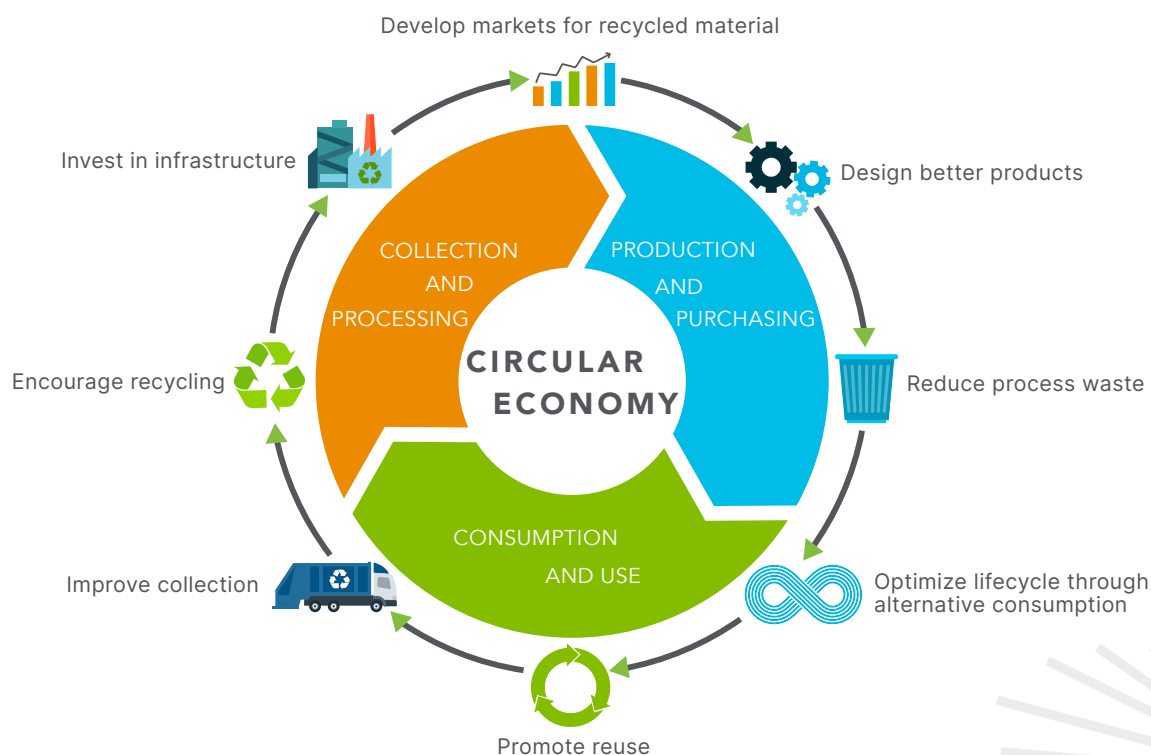
Website visitors throughout October.

# ADVANCING CANADA'S CIRCULAR ECONOMY

**R**educe, reuse, and recycle have become everyday terms and are the foundation to environmental education. Small individual changes like refusing a plastic straw, swapping a single-use coffee cup for a reusable mug, or placing recyclables in the correct bin are now second nature to many Canadians. While these small everyday behaviour changes are critical – today's climate requires bigger, broader, and bolder changes.

Canada's resource-based economy depends on the ability to preserve the value of finite resources and natural capital for success. Current linear models of production and consumption – take-make-waste – has proven to be unsustainable and a barrier to success. Products are designed and used with a limited life and diminishing value; and environmental and social costs are not considered in the purchase price. Shifting the economy to a model that is built on environment protection, social well-being, and robust financial health requires demand for better products, business models, and partnerships.

The circular economy re-engages consumption and production beyond the linear model by decoupling economic growth from resource use. Built on innovation, circular economy has the ability to improve the value of our finite natural resources, mitigate the effects of climate change to our livelihoods, protect the earth's rich biodiversity, and eliminate waste to our lands and waterways. Transitioning to a circular economy doesn't balance economic, environmental, and social priorities in isolation: it delivers them simultaneously.



# CIRCULAR ECONOMY MONTH

## ABOUT

**W**aste Reduction Week in Canada successfully focused on the concepts of waste reduction and recycling as a key component of our transition to a circular economy. However, advancing a circular economy requires bigger and bolder innovation – and educating Canadians on this new model of consumption involves more than just one week.

Leveraging over twenty years of success in delivering education and engagement campaigns, Circular Innovation Council is proud to launch Circular Economy Month, a new, trailblazing campaign to educate and excite Canadians about the opportunities and benefits of circular economy.

## OUR GOALS

### EMPOWER

Canadians to contribute to the circular economy by bringing its concepts and benefits to the forefront of the Canadian consciousness and engage them on how they can participate in its adoption.

### EDUCATE

Our communities and future leaders about the opportunities the circular economy offers and how they can influence change.

### INFLUENCE

Behaviour change by engaging and empowering Canadians in every day living.

### CELEBRATE

Our collective actions, commitments, and achievements.

### COLLABORATE

With organizations and individuals from across various industries to advance knowledge and practice. Position Canada at the forefront with an international community of circular economy leaders.

# CIRCULAR ECONOMY MONTH

## PROGRAM THEMES

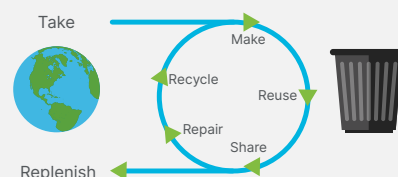
Expanding upon the successes of the [Waste Reduction Week in Canada theme days](#), the national Circular Economy Month campaign will amplify messaging in each pillar of the circular economy, communicating a different pillar each week.

## OCTOBER 2022



### WEEK 1 (OCT 1-9)

Introducing the circular economy



### WEEK 2 (OCT 10-16)

Environmental benefits: clean oceans and freshwater, biodiversity protection, climate change mitigation, reducing carbon emissions, water conservation, embracing reuse.



### WEEK 3 (OCT 17-23)

Waste reduction and recycling of issue-based waste streams



### WEEK 4 (OCT 24-31)

Social & economic benefits: innovation, job & skills creation, economic savings, driving local economy, community engagement



# PROGRAM DEVELOPMENT PLAN

**C**ircular Economy Month will be developed and expanded over two years. Year one will include the launch of the new program and begin expanding the message from waste reduction to circular economy.

## **June/July 2022 – Announcement and Development of Key Messages**

Circular Economy Month will feature its own collateral to promote and celebrate the campaign. Circular Innovation Council will announce the new campaign to its stakeholders and Waste Reduction Week networks.

## **June-September 2022 –Communications and Marketing Planning & Stakeholder Outreach**

A detailed communications and marketing plan will be developed covering the program themes and outlining traditional media and digital marketing tactics. New marketing collateral and resources will be developed. Circular Economy Month will be promoted throughout Summer 2022 in preparation for a fall launch. For 2022, the existing Waste Reduction Week in Canada website will be updated to include Circular Economy Month messaging.

## **October 2022—Canada’s Inaugural Circular Economy Month**

Celebrated during the entire month of October, the campaign will celebrate champions and innovators, promote events, share educational resources, and overall build awareness about circular economy in Canada. As tradition, Waste Reduction Week will continue to be celebrated during the third week of October.

## **November / December 2022 – Campaign Wrap-up Communications & Reporting**

## **January 2023-October 2023**

Year two of Circular Economy month will focus on growing the program reach by expanding our resource offerings and amplifying communications strategies to engage Canadians on the circular economy. Throughout 2023 Circular Innovation Council plans to develop a new website, suite of new circular economy educational resources, and new engagement tactics for key stakeholder types such as schools, businesses, and communities. We will also continue to highlight and celebrate champions who are leading circular innovation.



# LEARN MORE

## CONTACT

Contact the Circular Innovation Council education and engagement team to learn about how your organization can get be at the forefront of this exciting new initiative.



JO-ANNE ST. GODARD

Executive Director

joanne@circularinnovation.ca  
(416) 657-2797 ext. 3

SHANNON LAVALLEY

Program Manager

shannon@circularinnovation.ca  
(416) 657-2797 ext. 202

CAITLIN PERRY

Program Manager

caitlin@circularinnovation.ca  
(416) 657-2797 ext. 22

## CONNECT



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