

WE INVITE YOU TO JOIN US



**PUTTING CIRCULAR
ECONOMY CONCEPTS
INTO ACTION**

MEMBERSHIP 2021

MESSAGE FROM THE EXECUTIVE DIRECTOR

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



Since our inception as Recycling Council of Ontario we have shared a commitment with Members to eliminate waste, and our focus on resource efficiency has been steadfast and strong.

Despite our collective efforts to affect important change, consumption statistics in Canada and around the world continue to demonstrate unsustainable patterns of resource depletion, carbon emissions, energy and water use, and waste generation.



Clothing production has doubled between the years 2000 to 2014, and the average consumer bought 60 percent more clothing in 2014 compared to 2000 while keeping each garment half as long. **Worldwide 85 percent of all textiles are lost to disposal annually.**

E-waste is the fastest growing waste on the planet with an annual growth rate of 3–4 percent. Canada generated 638,300 tonnes of electronic and electrical equipment waste in 2017, and it is estimated that **North America will cumulatively generate 9.25 million tonnes of e-waste annually by 2025.**



Fifty-eight percent of all food produced in Canada — 35.5 million tonnes — is lost or wasted, and about a third of that wasted food could be rescued and sent to communities in need across the country. In total, the **value** of all food that is **lost or wasted** in Canada is **\$49 billion.**

Global production of plastics increased from **2 million tonnes in 1950 to more than 400 million tonnes annually.** Half of all plastics become waste after four or fewer years of use, and of all the plastics produced between 1950 and 2015, roughly half of the total was produced in the last 20 years. Only nine percent of plastics in Canada are recycled.



MESSAGE FROM THE EXECUTIVE DIRECTOR

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The circular economy is built from a realignment of our values designed to protect our natural capital, reduce carbon emissions, and eliminate waste. As documented by the Ellen MacArthur Foundation, our ability to achieve climate targets require us to address the 45 percent of global emissions generated from how we make and use products and how we produce food.

As the Circular Innovation Council we are leveraging our history to advance waste elimination and strengthening its connection to low-carbon production and consumption.

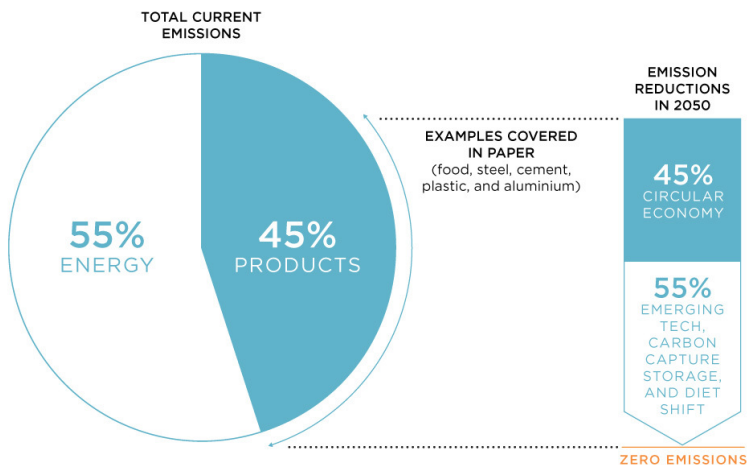
Our transition to the Circular Innovation Council also provides exciting and timely opportunity to expand our focus beyond end of life and waste issues to a broader mandate that promotes production and consumption models designed to reflect the true value of resources.

Through the long-standing support of Members, Recycling Council of Ontario made far reaching and meaningful impacts to reduce waste at a time when disposal was the only option. By engaging Membership with Circular Innovation Council we look forward to your reinvigorated ideas, accomplishments, challenges, and unique viewpoints as we put circular economy concepts into action.

We invite you to join us.

A handwritten signature in black ink, reading "Jo-Anne St. Godard".

Jo-Anne St. Godard
Executive Director
Circular Innovation Council
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joanne@circularinnovation.ca



Underpinned by a transition towards renewable energy, a circular economy can help tackle the overlooked 45% of emissions by transforming the way goods are made and used.

Image credit: Ellen MacArthur Foundation



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.

We are going to build on our history and success in 2021 and beyond by leveraging our experience and partnerships to deliver on the broader gains inspired by greater circularity.



In concert with Members and partners through collaboration we will inspire greater sustainability across Canada and put circular economy concepts into action.

FIVE BUSINESS MODELS OF CIRCULARITY

Circular Supplies



Supply fully renewable, recyclable, or biodegradable resource inputs to support circular production

Resource Recovery



Eliminate material leakage and maximize economic value of product return flows

Product Life Extension



Extend the current lifecycle of a product: repairability, upgrading, reselling

Sharing Platform



Stimulate collaboration among product users

Product As Service



Offer products for use by one or many customers through lease / pay-for-use arrangements

Throughout our history we have played a lead role in uniting stakeholders across entire value and supply chains, and utilize expertise and experience of our diverse membership. We leverage collaborative efforts to fully understand priorities that deliver social, environmental, and economic gains. In doing so we are strategically positioned as a resource organization that all actors can use to develop and implement their strategies.

PLASTIC

Plastic waste has become a global rallying point for waste reduction and pollution prevention. In Canada we produce 3.2 million tonnes annually and 86 percent of it is lost to disposal: four percent to incinerators and one percent — 29,000 metric tonnes — ends up as litter that contaminates waterways. A third of all our plastic produced is designed for single-use and packaging. That's why the global plastic waste imperative has governments at all levels initiating policies and practices that motivate markets by funding innovations in product and system design, increasing material value through improved end of life management, and informing consumer behaviour change.

RESEARCH

Eunomia Research & Consulting Inc, with support from Circular Innovation Council, is working with Standards Council of Canada and Environment and Climate Change Canada to compare and assess existing and in-development standards and certifications for the verification of recycled content claims for plastic products. This will inform actions in support of Canada's target of at least 50 percent post-consumer recycled (PCR) content in plastic products, where applicable, by 2030.



COLLABORATION

We are a founding signatory to the Canada Plastics Pact, which aims to unite diverse leaders and experts in the national plastics value chain to collaborate and rethink the way we design, use, and reuse plastic packaging to realize a circular economy for plastic in Canada. This also involves developing, piloting, and scaling innovative and bold solutions to overcome systemic barriers.



MEMBER ENGAGEMENT

We work directly with Members to activate their own plastics reduction strategy. With BMO Financial Group we are designing enterprise-wide solutions that implement circular economic practices within BMO's North American operations, and deliver on its carbon-zero and waste reduction commitments with a focus on plastic waste elimination.



MAINTAINING DIALOGUE

We developed a knowledge hub to educate, engage, and empower action on plastics that offers a variety of resources: inventory of tools; facts and figures; market developments and business efforts; regulatory advances and policy initiatives; educational material; consumer tips, and so much more. Visit and bookmark PlasticActionCentre.ca to stay up to date and in the know on all the latest developments on plastics in a circular economy in Canada and abroad.



The Industrial, Commercial, and Institutional (IC&I) sector accounts for 59 percent of waste disposed of in Canada, and 75 percent of waste generated by businesses and institutions ends up in landfills or lost to the environment.

INNOVATION FOR THE IC&I SECTOR

FOOD WASTE

In 2021 we are launching an expanded circular food pilot with Our Food Future to create Canada's first circular food economy in Guelph-Wellington, and aiming to replicate outcomes of our previous pilot applied to a larger service area with a wider variety of generators.



Our goal is to create a collection and transport system to access consolidation and processing sites to improve efficiency and performance, and reduce cost and environmental impacts. We are also testing a co-operative financial model where costs are shared by all users through a buying consortium.

We will also track and report on a series of key performance indicators to measure precise impacts:

ENVIRONMENTAL

- Greenhouse gas emission reduction
- Organic materials collected and diverted from disposal
- Edible food collected and delivered
- Packaging materials collected and recycled

SOCIAL

- Improved food security through donations and recovered meals
- Quantify new employment opportunities due to increased diversion activities

ECONOMIC

- Costs avoided with consolidated collection and transport
- Disposal costs avoided (organics and packaging)

FILM AND TELEVISION PRODUCTION

We are dedicated to building collaborative initiatives to accelerate Canada's circular economy, and we were proud to announce a new alliance to reduce greenhouse gas emissions and waste in Ontario's film and television industry. Working with Ontario Creates and 19 industry partners we launched the Ontario Green Screen (OGS) Strategic Plan.

Every production that takes place – whether on set or on location – requires significant resources, which includes the creation, transportation, purchase, use, and end-of-life management of materials and products for backgrounds, costumes, catering, props, and audio-visual. It is estimated that a motion picture film produces an average carbon footprint of 33 tonnes for each day of shooting.

The circular economy offers a reimagined approach to resource efficiency, and redefines how we procure and consume goods and services that can be phased into a variety of unique settings, including film and television. Applying circular business models and practices to distinctive scenarios and industries is an important opportunity to showcase the breadth of the circular economy in action. As the Program Manager of OGS, Circular Innovation Council will implement tactics identified in the plan; build strategic relationships within the production community; and work with regional stakeholders to promote sustainable production practices across the province.



OUR IMPACT



Canada's resource-based economy depends on the ability to preserve the value of finite resources and natural capital for success. Our ongoing linear model 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 our economy to a model that is built on environmental protection, social well-being, and robust financial health requires demand for better products, business models, and partnerships.

CIRCULAR PROCUREMENT

Government spending accounts for 13 percent of Canada's gross domestic product that has a value of \$240 billion. Every level of government is beginning to recognize their opportunity to transition markets to accelerate the circular economy and advance their public policy goals through buying power: greenhouse gas emission reductions; waste elimination; social equity and diversity; and economic prudence.



CENTRE OF EXCELLENCE

In March 2021 we launched CircularProcurement.ca, a first-of-its-kind Canadian resource and initiative to support Canada's collective understanding of the circular economy and how purchasing advances it. Through knowledge exchange and collaboration CircularProcurement.ca is a leading showcase of insight and experience to put circular economy concepts into action.

ENGAGING STAKEHOLDERS

In September 2020 we launched and hosted the Circular Procurement Virtual Series as an official World Circular Economy Forum (WCEF) Side Event. The four-part series featured guest experts from around the globe bridging knowledge to Canada sharing their experience putting circular economy concepts into action through procurement. More than 500 registrants from 25 countries tuned in, and we intend on continuing the series throughout 2021.



Due to Covid-19, WCEF2020, originally scheduled to take place September 2020 in Toronto, was rescheduled for 2021. The annual event brings together more than 2,000 policymakers, experts, and business leaders from around the globe to present the world's best circular economy solutions. For WCEF2021 Circular Innovation Council is well underway planning a second Circular Procurement Summit to feature expert presenters from around the globe, covering all from concepts through to implementation. Additional workshops will offer practical knowledge to put circular economy concepts into action.

Total cost of ownership (TCO) is a tool that captures every cost associated with a product over its lifetime. It takes a long-term view of the total value and can mitigate external negative costs associated with a product at time of purchase. It can also alleviate procurement pressures to secure low purchase price and create enduring value and sustainable benefits.

We are currently looking to engage Canadian municipalities, vendors, and suppliers to integrate TCO as part of the procurement process to accurately include and measure environment and social benefits along with economic value.



CIRCULAR PROCUREMENT

PARTNERSHIPS

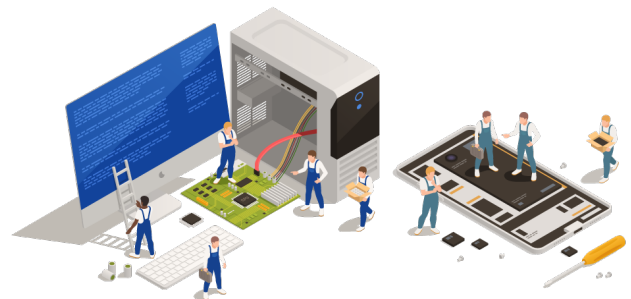
In 2019, through our ongoing work to champion circular procurement, we were invited to join the United Nations' One Planet Network's Multi-Stakeholder Advisory Committee for the Sustainable Public Procurement program to help steer the agenda on procurement worldwide.



One planet
procure with care

Through this initiative we have been invited to be a co-ordinating organization for a global procurement enterprise. The Circular and Fair ICT Pact (CFIT) aims to accelerate circular and fair ICT by applying shared global ambitions in local tenders. In doing so, CFIT empowers public procurement of ICT:

- international collaboration to create a collective movement;
- develops a shared baseline, criteria, and best practice;
- engages with markets on equal footing;
- sets direction for future development;
- unites public and private ICT procurers and governments in a joint movement;
- consolidates and harmonizes the collective buyers' voice; and
- creates a strong basis for taking common action in dialogue with the market and relevant NGOs.



The voluntary pact will start out with a focus on laptops and mobile devices, and over the course of the collaboration, widened to include other ICT products in consultation with participants, such as desktop computers, display devices, data centres, and sensors.

PARTICIPATING COUNTRIES



Government of Austria



Government of Belgium



Government of Germany



Government of Netherlands



Government of United Kingdom



Government of Norway



Circular Innovation Council

EDUCATION AND ENGAGEMENT



We believe the catalyst to positive change is education and engagement. That's why our programs are built on two foundations: providing accurate and detailed information regarding issues and impacts of waste; and empowering change through positive programming and campaigns. We believe that simple changes to everyday living is the solution.

WASTE REDUCTION WEEK IN CANADA

Waste Reduction Week in Canada has been celebrated during the third week in October since 2001. During the week we ask Canadians to join us in celebrating and recognizing the achievements we have made toward a circular economy.

Although the third week in October is our big celebration, Waste Reduction Week in Canada is active all year, promoting organizations, governments, and individuals who are making a difference. Given the growth in interest of the circular economy, waste reduction, and the campaign, we launched Waste Reduction Weekly to engage our audience on the issues of the program year-round and create additional take-action opportunities.



WASTE
REDUCTION
WEEKLY

CELEBRATING A MILESTONE



WASTE
REDUCTION
WEEK
IN CANADA



Join us as we celebrate Waste Reduction Week in Canada's 20th Anniversary in 2021!

This year will be our most impactful campaign as we look back at our achievements over the past two decades and look forward to what we can accomplish together. Our 20th anniversary plans are well underway and we look forward to increased engagements and events from coast to coast to coast.

Our partners will have the opportunity to work with us throughout 2021 in celebrating and capitalizing on the attention the campaign's 20th anniversary will bring.

Celebrate #WasteReductionWeek
October 18 - 24, 2021



WASTE
REDUCTION
WEEK
IN CANADA



WRWCanada.com

[DOWNLOAD OUR EDUCATION & ENGAGEMENT PARTNERSHIP PACKAGE 2021](#)

PLASTIC BAG GRAB CHALLENGE

Schools are challenged to learn and take action on plastics waste by reducing their use, while collecting discarded plastic bags (that cannot be reused) for recycling in their schools and beyond. It is an environmental awareness program that engages students on the 3Rs hierarchy, and can be incorporated into existing curriculum. Since 2016 we've engaged 800,000 students across Canada to divert 66 tonnes from disposal and back into production cycles.

PLASTIC
BAG GRAB
challenge



With more than 40 years of experience Recycling Council of Ontario has been privileged to count on a diverse membership that has been pivotal to our successful advocacy on progressive waste reduction and circular economy policies. Our neutrality and outcomes-based focus provides a platform for unfettered and transparent discourse. We also value two-way communication with members, and appreciate active dialogue with members and other stakeholders.

Over the past year there has been a bevy of policy responses, most notably the continued application of extended producer responsibility (EPR) in Ontario.

In April 2020 we joined a group of environmental non-profits and civil society organizations [expressed ongoing concern regarding the consultation process](#) that supports the development of regulation for printed paper and packaging (PPP) under the *Resource Recovery and Circular Economy Act* (RRCEA). The [proposed regulation](#) provides critical opportunity to improve the performance of the Blue Box Program and decrease disposal of valuable PPP materials by expanding recycling services to more Ontarians. Without formally being part of the consultation the organizations have concern that the proposed regulation does not include essential elements that will ensure their effectiveness. Consequently, Recycling Council of Ontario led a joint submission with six organizations and [provided a list of recommendations for the Blue Box transition](#), and submitted them to Ministry of Environment, Conservation, and Parks in June 2020.

Then in October 2020 the Government of Ontario made its long-anticipated [policy announcement](#) to transition Ontario's Blue Box Program from a split cost-share between municipalities and producers to one that is fully funded by industry. Once again we led a [fulsome response to support and advance full EPR for the Blue Box and PPP materials in Ontario](#).

In March 2021 we responded to proposed producer responsibility regulation for [Hazardous and Special Products](#), as well as amendments to the [Transition Operating Agreement](#) between the Minister of the Environment, Conservation, and Parks and Resource Productivity and Recovery Authority.

Federally, the Government of Canada released a comprehensive plan that introduced three primary tactics to reduce plastic pollution: banning certain harmful single-use plastics as early as 2021 by enacting regulation that targets sources of plastic pollution through the Canadian Environmental Protection Act; establishing performance standards that includes recycled content requirements, including a 50% recycled content target in plastic products by 2030; and ensuring end-of-life responsibility. [In December 2020 we submitted our recommendations](#).

For all provincial and federal policy affecting waste reduction and the circular economy we will continue to monitor developments and notify Members.



EXPANDING KNOWLEDGE: INDIVIDUALS

Data and measurement is the bedrock of improved performance. We offer [individual and corporate waste auditor training](#) that provides knowledge to measure and report waste reduction activities in a standardized, systematic, and verifiable way. Through a combination of lectures and workshops attendees work on case studies; create audit plans; and conduct sample auditing through tabletop scenarios and situational exercises.



Specifically, our Waste Auditor Training, which is based on our Standard Waste Audit Method, supports development in key areas:

- accurate and standardized methods of measuring and reporting performance;
- auditing principles and sampling methods;
- benchmarking and data analysis;
- best practices; and
- compliance with regulation.

Participants also learn about modern methods of performance measurement, methods of calculating waste reduction, and realistic indicators of effective source separation programs. Participants apply audit findings into compliant and effective waste reduction work plans that focus on waste reduction and reuse as priorities. Since 2012 more than 200 individuals have successfully completed Waste Auditor Training to become a valuable knowledge resource to drive waste reduction outcomes in professional setting. Members are offered discounts to individual Waste Auditor Training sessions, which are typically offered quarterly, based on interest and availability.

EXPANDING KNOWLEDGE: ORGANIZATIONS

We also offer specialized Waste Auditor Training for organizations with company- and sector-specific examples and exercises to examine existing waste and recycling programs.

Corporate training enhances waste and recycling management of an organization, and enables greater co-operation and standardization across multiple locations or departments. Internal management capacity and relationship with vendors are also discussed in a private setting not suitable in an open classroom setting.



Based on our expertise we have the additional capability to pivot and support members and stakeholders directly through internal and customized waste reduction programs and strategies that includes a suite of offerings:

- development and delivery of monthly education modules for employees;
- organization-wide waste reduction strategic plans for various waste streams, including plastic and organics; and
- recommendations and best practices on procurement, operations, and facilities management with circular economy principles integration.

Each and every one of our initiatives start with a conversation, and we are future focused on solutions. We invite all Members to get engaged and realize our common interests to **put circular economy concepts into action.**

[Contact us for more information](#)

MEMBER BENEFITS

Network with government at all levels, environmental non-profits, environmental consultants, industry, and more. Membership gives you the ability to discuss common concerns, including government policy initiatives or industry challenges.

Subscription to Daily News Headlines, e-Newsletters, and Member Bulletins. Members receive daily emailed news coverage of local, national and international environmental, waste management and diversion issues, and other important updates.

Voting privileges at our Annual General Meeting and the opportunity to run for a seat on the Board of Directors are only available to Members. Members can also participate on committees, such as Program Development and Events.

Credibility and recognition by affiliating with an organization that has a long history of environmental stewardship. Policy input because as a Member your voice is heard in policy and strategy development. You can sit as a representative on the policy committee working groups or comment when you feel it is appropriate. Members also have input into how we adapt policies to a changing world and changing government perspectives.

Multi-sectoral perspectives on current issues as we bring together representatives from entire value chains - governments, industry, individuals, non-profits - to participate in unfettered and neutral settings that discuss important issues that affects everyone.

Reduced rates to attend forums, workshops, seminars, and special events hosted by us.

Access information on recycling and waste elimination issues disseminated by us to Members. We are a clearinghouse for information from government, industry, and other stakeholders. Information is made available to our Members on an ongoing basis, and research and publications are available to Members complimentary or at a reduced cost.

CONNECT ONLINE



You can choose your corresponding membership category and renew online through PayPal. (One-time check-out is available and you do not require an account.)

If you prefer to pay your invoice over the phone 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](#)

MUNICIPALITY

- 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](#)

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

- [Individual: \\$90](#)

NON-VOTING

- [Friend: \\$40](#)
- [Donor: \\$75](#)

MEMBERS

As of April 2021



Membership is open to all residents and businesses, and includes schools, municipalities, retailers, manufacturers, recycling companies, brand owners and industry associations, libraries, families, individuals, and students.

Through Membership you will join leading organizations across Canada that represent the entire value chain and have committed to supporting the circular economy.

MUNICIPALITIES



ASSOCIATIONS AND NON-PROFITS



MEMBERS

As of April 2021



PUBLIC INSTITUTIONS



BUSINESSES

