

INFORMATION SESSION Q&A | JAN 21ST, 2025

1. How are you measuring success of the program? Are you working with any economic development organizations?

A: Quantitative success is currently measured by website traffic, social media engagement, and number of listings on the hub. As for economic development organizations, The SRR Hub team establishes a relationship with local Business Improvement Associations, Economic Development Offices, and Chambers of Commerce in its participating communities to collaborate on connecting with businesses about this initiative and encouraging them to promote the tool. Long term, we plan to add new success metrics, such as cost savings for residents, amount of waste reduced, contribution to the local economy, etc.

2. Who runs events listed on the Hub? / How can I get my event listed?

A: Events can be run by anyone! The Events page promotes external events that are related to share, reuse, and repair in partnered municipal regions and can be submitted through a public [Submission Form](#).

3. Any advice for municipalities who would like to set one of these up, to avoid constraints from our legal department?

A: Please setup a call with the team at Circular Innovation Council (Caitlin@circularinnovation.ca) to discuss any legal constraints about onboarding your municipality to the Hub. A partnership agreement will address any legal information and will be signed by both entities.

4. How to make it sustainable? Is there funding for this?

A: Funding is required from municipalities to join the Share Reuse Repair Hub program. Costs can be covered either by the upper-tier municipality or as a collaboration between different smaller tier municipalities (if applicable). Given the large range of benefits the Hub can bring, CIC encourages municipalities to consider collaborating with different departments and budgets (i.e. economic development, public works, arts & culture, tourism) and leverage grant programs where possible. For long term program expansion, Circular Innovation Council is exploring additional funding opportunities through other avenues such as grant programs.

5. Can share/reuse/repair companies advertise on the hub? Do users register or just use it like yellow pages - to find companies?

A: At this time, the SRR Hub is like an advanced Yellow Pages that helps users find opportunities to share, reuse, and repair via businesses and events that also provides educational opportunities embedded in the site as well as educational resources. Setting us apart from Yellow Pages, the Champion Business Profile and unique webinar events provide value to users, businesses, grassroots organizations, and municipalities.

6. How can municipalities sustain long-term interest and participation in a hub?

A: Municipalities can help sustain interest by continuing to promote the SRR Hub and the circular economy through various communication efforts. This includes social media campaigns, linking the Hub on your relevant webpages, and in Waste Calendar webpages/apps. The CIC team is pleased to work with your communications department to develop messaging specific to your unique community. Long term, Circular Innovation Council intends to continue improving the platform, making it more user friendly and offering more functions to ensure it is useful for the community.

7. Does being a participating municipality just mean that you have resources/businesses listed on the map?

A: While that is the primary feature of having your municipality on the Hub, this partnership also includes many other benefits such as collaborative launch communications, business research and outreach, establishing a shared directory of circular organizations, promotion of circular businesses/events/organizations in your community.

8. How to get buy in from businesses

A: It is free for businesses to be listed in the directory and there is no requirement for businesses to engage with the tool itself. However, we do encourage listed businesses to promote the SRR Hub to showcase their participation in the local circular economy, and we can offer promotional assets to help them do that. We are also starting to develop informational toolkits to help businesses in the share-reuse-repair space thrive.

9. I would like to learn about what the 5-10 yr vision is, as well as how organizations can champion growing a hub locally?

A: Organizations can get in touch with us to amplify communications and host events locally. Connecting with your community about share, reuse, and repair through repair cafes and other valuable events is the best way of teaching people while helping them at the same time!

Our goal is to connect circular communities and give Canadians access to community-based share, reuse, repair information and solutions - all in one virtual resource.

Over the coming years, SRR Hub will improve its key performance indicators with statistics like number of approximate items repaired, number of swaps held, etc., to be able to quantify local economic and sustainable efforts in Canada. The Hub will aim to foster a Made-in-Canada attitude with respect to materials and to helping each other adapt to challenging economic and climate conditions. The SRR Hub will also be improved technologically and will have more capacity and better UX design to meet the needs of a wider audience in Canada. We aim for the SRR Hub to be a superhighway of value-retention processes throughout Canada.

10. What is the municipality's role in bringing the Hub to our city?

A: There are three major roles for the municipality:

- 1) Invest in the Share Reuse Repair Hub program and support CIC's efforts to deliver the circular tool to your community.
- 2) Bridge connections between CIC and the economic development / BIA / Chambers of Commerce in your municipality. This is necessary to support our efforts to engage businesses.
- 3) Amplify promotion of the Hub via your communications channels. (CIC will provide the assets and messaging required)

11. Is the hub something that CIC develops for a municipality as basically an add-on to their website?

A: No, the Share Reuse Repair Hub is a stand-alone website owned and operated by Circular Innovation Council (CIC). A municipality's presence on the site is done in entirety by the Circular Innovation Council staff, with information provided to municipality staff as needed or as required. All municipal directories are located within the same map.

12. What makes a business qualified to be listed on the Hub?

A: We carefully check their presence online, check reviews especially if there are only a few, check star rating (must be above 3.5, if 3-3.5 then we vet closely based on customer reviews). We are flexible if further requirements from the municipality are requested. Lastly, the Hub has a disclaimer on the website that indicates final responsibility for use of these businesses is up to the user.

13. Does CIC solely retain admin rights over the map directory, or does the municipality share admin rights so they can add/edit as well?

A: Currently CIC has full admin control but we are exploring options to allow others to upload.

14. How do you source which businesses to include on the hub?

A: Primarily NAICS codes from census data and we are open to suggestions from city staff as well if an internal database is accessible. Other information is gathered manually and gleaned from public submissions, which can be made on sharereuserrepairhub.ca.

15. Can you share any metrics showing impact on the share, reuse, repair businesses?

A: We are still gathering this data as we continue to engage with businesses. Stay tuned!

16. Will this website have a French side?

A: The website is currently available in English. We are currently seeking options to make it fully bilingual.

17. For the “municipal support” in Phase 1, have you seen municipalities hire summer students to help you with research? And if so, what student hiring funding programs have they used?

A: CIC has hired co-op students in the past to assist. We also welcome student support from municipalities if that is of interest. There are several

funding programs that can be used, such as Eco Canada.

18. Where are the CIC servers hosted?

A: Currently I believe the servers are in the United States. We are planning to upgrade the site and servers once we acquire more support/funding so this may change. If you have requirements about server location, we're happy to take this feedback now as we plan ahead.

19. in phase 1 partnership with CIC, does that mean the municipality should become a member of CIC to begin with?

A: No. Membership to CIC is complimentary when your municipality signs on to the Share Reuse Repair Hub project.

20. Is membership in The Hub separate from membership in CIC?

A: Both memberships do separate things, though membership to CIC is complimentary when municipalities are actively working with the SRR Hub. Membership to CIC itself can be acquired separately if the municipality doesn't choose to move forward with the SRR Hub.

21. How much does it cost to join?

A: Municipalities and organizations can contact us to explore costs. Costs are on a sliding scale that depend on municipal region size, density, and other additional work unique to the process, such as onboarding, post-launch expansion, etc.

22. Can municipalities hire summer students to help with business research?

A: Absolutely! Additional help is always welcome and can help reduce CIC's costs related to business research.

23. Can individual businesses sign up for this?

A: There is a public submission form on the SRR Hub where they can recommend themselves or the public can recommend them. All business

submissions will be manually verified by the SRR Team before being published on the site.

24. What businesses are included?

A: Businesses, community organizations, and events that support sharing, repairing, and reusing to customers in the local community are listed on the SRR Hub. For example, small businesses that repair devices, libraries that lend items and equipment, repair cafes, swap events, refilleries, bulk dispensing grocers, etc.

25. Will partnerships with companies, such as material recyclers, be possible through the SRR Hub to drive impact? For example, adding dental clinics that have a teracycle box with Crest or the other companies like it. Or pet stores that do it too.

A: This has not yet been considered, however CIC welcomes partnerships with private sector companies to support the Hub.

26. How often do you check to ensure the information on the hub is up to date (Businesses still open etc.)?

A: As part of the annual membership, we will conduct an annual review of the directory to ensure information is still up to date. We will also remove anything out-of-date upon request by municipal partners or flagged by visitors.

27. Is there a recording of the webinar?

A: Yes, [find it here on Youtube.](#)

28. This sounds mainly like a map tool. I thought I heard earlier that either the Hub or the CIC supported its members in their initiatives. I would like my municipality to host/organize a repair cafe but I don't know where to start. Would I find resources for there here if my municipality were a member?

A: The SRR Hub is more than just a map; it's a repository of educational content, event listings that help communities share, reuse, repair, and champion profiles to help businesses learn about real-world examples of circular businesses. We are always looking to create new resources for

municipalities to help activate share-reuse-repair in the community.

29. Do you inform the businesses when you put them on the hub/have an ongoing relationship with them?

A: The SRR Hub team puts in every effort to connect with businesses, including through social media, emails, and phone calls. While we cannot connect with *all* businesses in participating communities, we have made strides to build relationships with a handful of businesses in participating communities. Ultimately, we depend on the local BIAs and Chambers of Commerce to support our efforts with business engagement.