



Uniting Canada in the prevention of waste

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Vision

Canada united in the achievement of zero waste, now and for future generations.

Mission

To act collaboratively with business, government and the community, at the national and international level, as an agent of change for waste prevention and reduction in the design, production and use of goods.

A growing cross-sector leadership initiative



City of Burnaby



City of Vancouver



SURREY
BOARD OF TRADE



Saskatchewan Waste Reduction
Council



Construction Resource Initiatives
Council



ECODAS



Globe Group



Where Great Floors Begin!



NATURALLY
—CRAFTED—



Canadian
Manufacturers &
Exporters



Green Chair Recycling

HALIFAX



Richmond



Township of Langley



Vancouver Board of Education

metro



BASF
We create chemistry



Kwantlen Student Association



London Drugs



Food Banks
Canada



BRITISH
COLUMBIA
Ministry of
Environment



Granville
Island



THE CITY OF
Edmonton



PAC Next



RCA RECYCLING COUNCIL
OF ALBERTA



Recycling Council of BC



Ville de
Gatineau

Value Village

Interface



Montréal



BEEDIE SCHOOL
OF BUSINESS



Society
Promoting
Environmental
Conservation

Working groups: our change agents

Food

Advocate for prevention of food waste by policy change, fiscal incentives, public engagement

National Communication Campaigns

Strengthen awareness across Canada of the need to reduce waste at its source



Circular Economy

Engage leaders, facilitate adoption of circular approaches across Canadian economy

Product Design & Packaging

Convene conversations, promote best practices in product and packaging design for waste prevention

Linear Economy

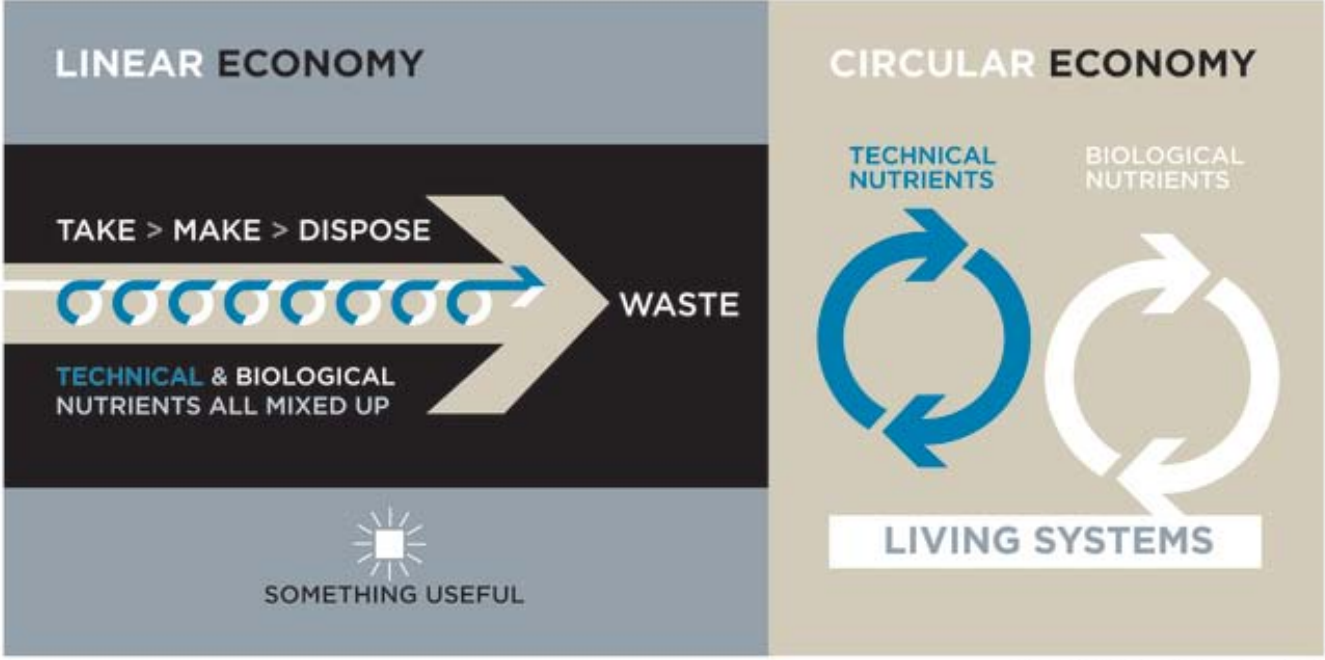
The use of resources worldwide creates too much waste





Circular Economy

- Keep products & materials at highest utility and value
- Prevent waste through new business models & improved design
- Lengthen product life through re-use, repair or remanufacture
- Improve end of life processing and recovery



AFTER W McDONOUGH AND M BRAUNGART
www.ellenmacarthurfoundation.org



Global Shift

Waste management in a linear economy
to waste prevention and sustainable
materials management in a circular
economy

THE WORLD STAGE

Scaling the Circular Economy

“ Like all major transitions in human history, **the shift from a linear to a circular economy** will be a tumultuous one. It will feature pioneers and naysayers, victories and setbacks. But, if **businesses, governments, and consumers** each do their part, the evolution of innovative business models and closed-loop concepts like **remanufacturing, refurbishing and parts harvesting**, will put the global economy on a path of sustainable growth. Many years from now, people will look back on it as a revolution. ”

Frans van Houten, CEO, Royal Philips
November 13, 2014



European Union

Ambitious **Circular Economy Package**

- Revised legislative proposals on waste
- Boost global competitiveness, foster sustainable economic growth and generate new jobs



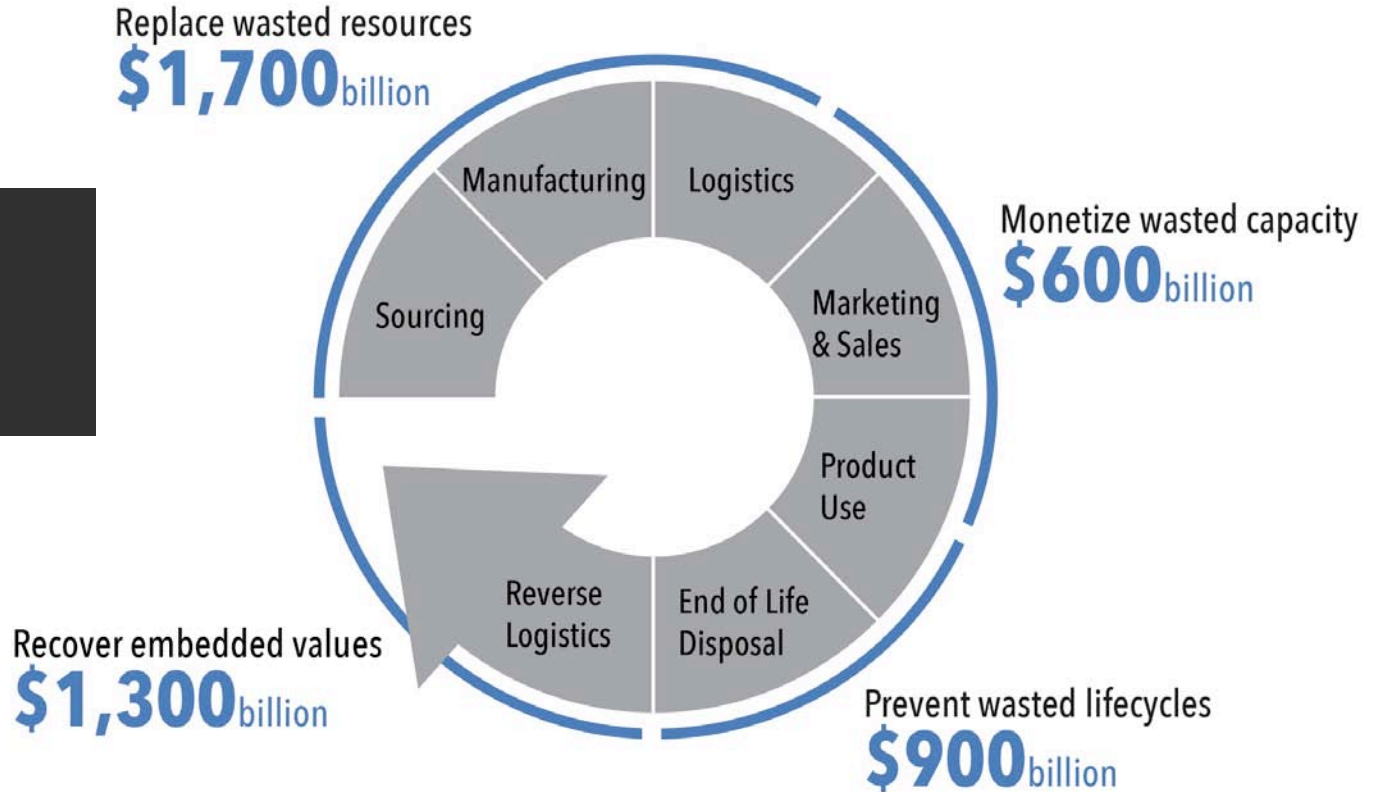
Ontario

Strategy for a Waste Free Ontario: Building the Circular Economy

- Reducing greenhouse gas emissions, saving resources, creating jobs and driving innovation

Waste to Wealth

Growth potential to 2030 in four linear economy waste areas

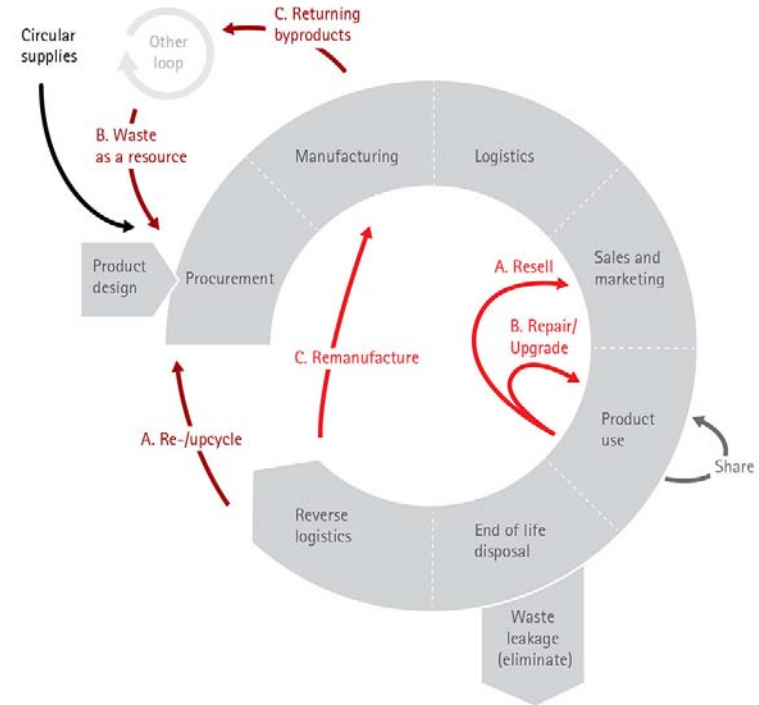


Business benefits

- New markets and customer segments
- Satisfy changing customer needs and expectations
- Cost savings – for businesses, suppliers, and customers
- Security of supply and access to resources
- Price stability and predictability of inputs
- Company brand and reputation
- Ahead of government and investor requirements

Business Model Transformation

- Circular supply chains
- Product life extension
- Products as a service
- Sharing platforms
- Recovery and recycling





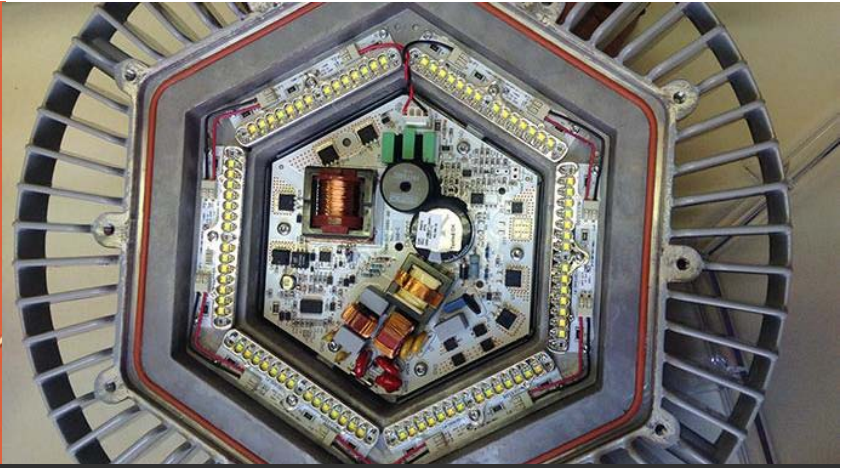
Circular Supply Chain - Outputs become inputs

Closing
material loops

Regenerating
natural assets



**REPAIR IS A
RADICAL ACT**



Product Life Extension – keeping products in use longer

Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.

-Rick Ridgeway, Patagonia



Product as a Service – pay per use

Customer as user of a service rather than consumer of a product

Sharing Platforms – access over ownership

I do not need a drill
I need a hole in the wall



Source: www.torbenrick.eu

Recovery and Recycling

Organic

Enterra Feed - Soldier fly larvae turn food waste into ingredients for fish and poultry feedstock



Technical

Novelis - Increasing recycled aluminum from 30% to 80% by 2020



Barriers

- Economics
- Material Complexity
- Regulation + Policy
- Awareness



Key Sectors

FOOD

PRODUCT
DESIGN &
PACKAGING

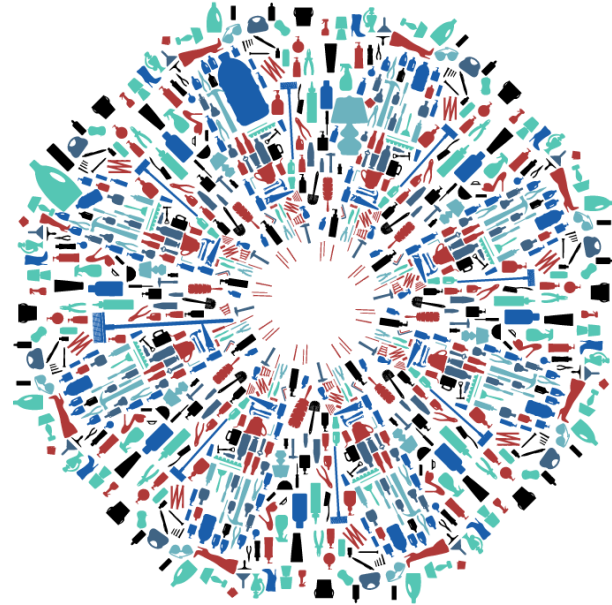
TEXTILES

THE BUILT
ENVIRONMENT

Policy | Communications & Social Marketing | Knowledge Building

Circular Economy Business Toolkit

National Zero Waste Council Circular Economy Business Tool Kit



Steps to Starting
Your Circular
Journey

zerowaste
NATIONAL ZERO WASTE COUNCIL



Toolkit Focus



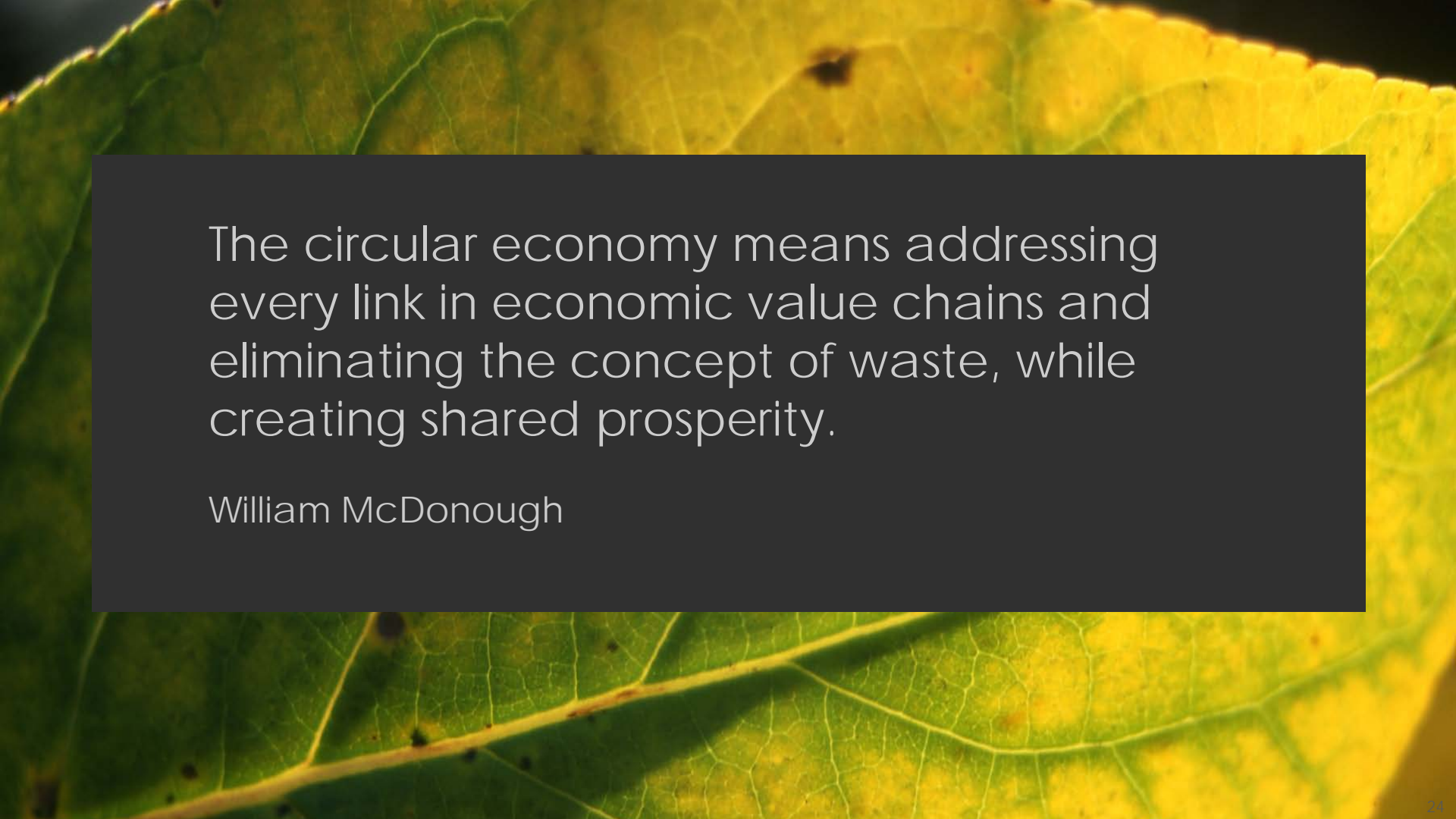
Business Strategy



Design Innovation



Stakeholder Engagement

A close-up photograph of a green leaf, showing its intricate vein structure. The leaf's edges are slightly yellowed, and there is a small, dark, irregular spot near the top center. The lighting is bright, highlighting the texture of the leaf's surface.

The circular economy means addressing every link in economic value chains and eliminating the concept of waste, while creating shared prosperity.

William McDonough



Thank you

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