



CIRCULAR ECONOMY SOLUTIONS SERIES

OVERVIEW

THE CIRCULAR ECONOMY

A trillion dollar economic opportunity

The circular economy presents a tremendous opportunity to rethink how we design, use, and reuse our resources, products, and services to support a more sustainable future.

Moving away from linear models allows us to capture enhanced value from materials and resources, while reducing losses, by keeping them circulating longer in the economy. Circular business models can help us cultivate innovation, mitigate social and environmental inequalities, restore ecosystems, and create more resilient jobs.

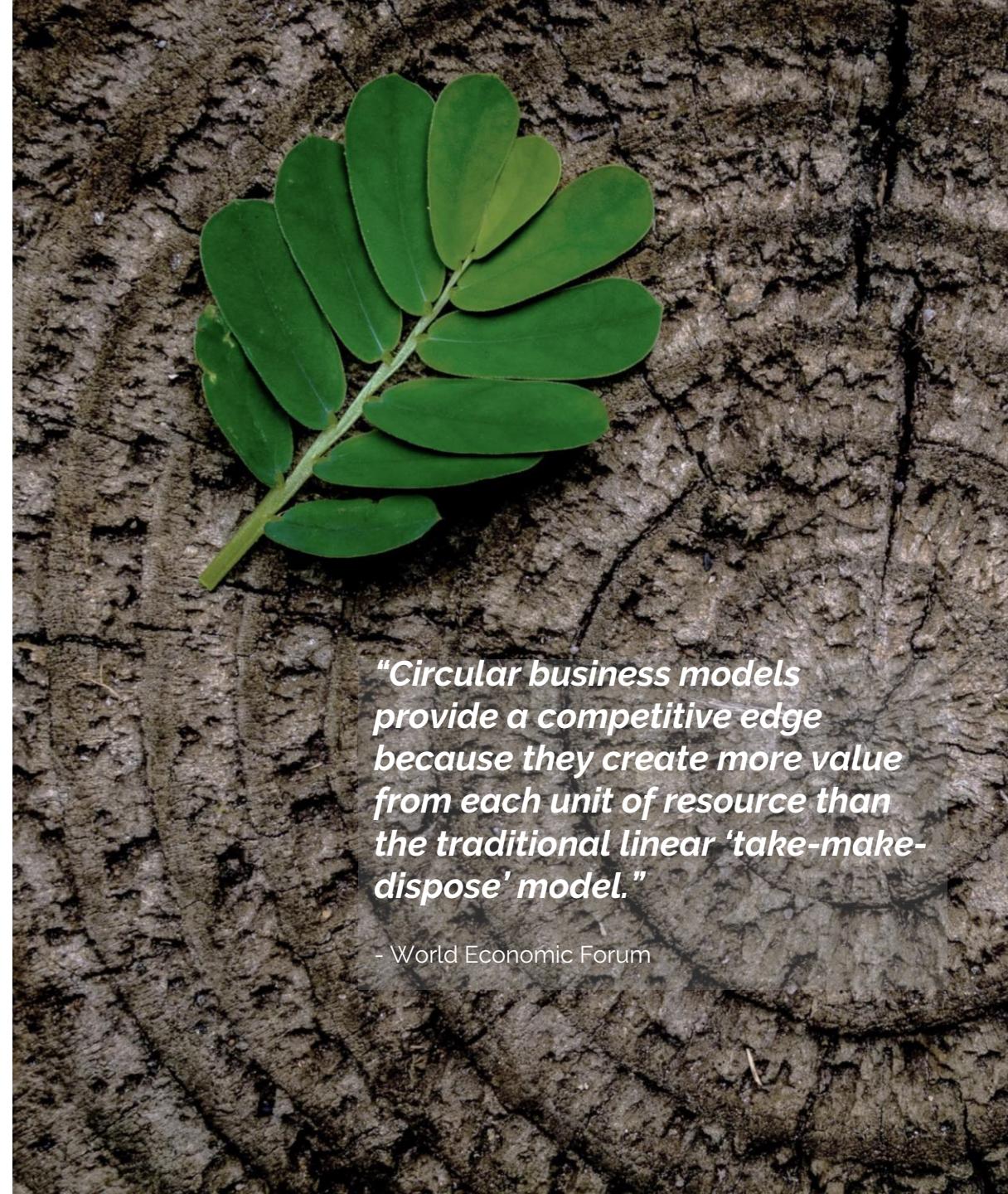
**\$4.5
Trillion**

Transitioning to a circular economy could generate \$4.5 trillion worth of additional economic output by 2030 and will enhance the resiliency of the global economy and supply chains.

- Accenture

"Circular business models provide a competitive edge because they create more value from each unit of resource than the traditional linear 'take-make-dispose' model."

- World Economic Forum





WHY THE CIRCULAR ECONOMY?

BENEFITS TO GOVERNMENT

- ✓ Create jobs through more resilient business models, new products, and enhanced services
- ✓ Create and maximize the value from resources, materials, and products
- ✓ Eliminate waste, GHG emissions, and pollution, mitigating climate change
- ✓ Mitigate social, economic, and other inequalities
- ✓ Restore and regenerate natural capital and ecosystems
- ✓ Cultivate innovation across the value chain

BENEFITS TO BUSINESS

- ✓ Adapt to changing consumer / customer needs and expectations
- ✓ Develop and access new market and customer segments
- ✓ Save costs across the supply chain, from suppliers to customers
- ✓ Ensure more predictable and stable prices and inputs
- ✓ Improve security and resiliency of businesses, workers, and supply chains
- ✓ Stay aligned or ahead of government and investor requirements and demands

THE OPPORTUNITY FOR CANADA

Transitioning to a more circular economy is a tremendous global opportunity – but what does it mean for Canada specifically?

Success hinges on defining our unique capabilities, addressing key barriers, and unlocking the innovation that will drive the transition for Canada and North America.

This includes recognizing our natural resource strengths; addressing climate change; leveraging clean technology and emerging service sectors and business models; and creating opportunities for businesses and communities of all sizes and across our diverse geographies.

KEY BARRIERS TO BE ADDRESSED

- Lack of harmonized policies, standards, and frameworks
- Siloed approaches across sectors and within industries, including insufficient 'systems thinking'
- Low productivity levels and competitiveness
- Cost challenges compared to the extraction and linear use of virgin materials
- Gaps in infrastructure, innovation, and financing



CIRCULAR ECONOMY SOLUTIONS SERIES

The **Circular Economy Solutions Series** is a unique, strategic platform for advancing solutions and knowledge-sharing that will accelerate the transition to a circular economy.

A collaboration between:



What makes the Solutions Series unique?

- The Series will leverage the *power of collaboration* at the intersection of business and policy, engaging key stakeholders from industry, government, finance, academia, and NGOs across value chains on a range of key topics and issues.
- The Series will be *outcome-focused*, tackling challenges, advancing opportunities, inspiring innovation, and generating action toward a more circular Canada and North America using a variety of engaging virtual and hybrid formats.





THE CIRCULAR ECONOMY SOLUTIONS SERIES COMMUNITY

Beyond advancing the dialogue on a circular economy in Canada and North America, our community will:

- Raise awareness of the circular economy and the opportunities it presents
- Address key barriers to advancing the circular economy
- Connect thought leaders who can lend expertise and influence to help advance priority actions and initiatives
- Develop a creative commons of Canadian and North American circular economy resources
- Showcase best practices that can be used as models for Canadian businesses, industry, governments, and other key stakeholders
- Tap into the GLOBE Series network of 50,000+ sustainability leaders
- Link to the *World Circular Economy Forum* (September 13-15, 2021, in Toronto), a global summit hosted by the Government of Canada and the Finnish Innovation Fund Sitra focused on systems-level change

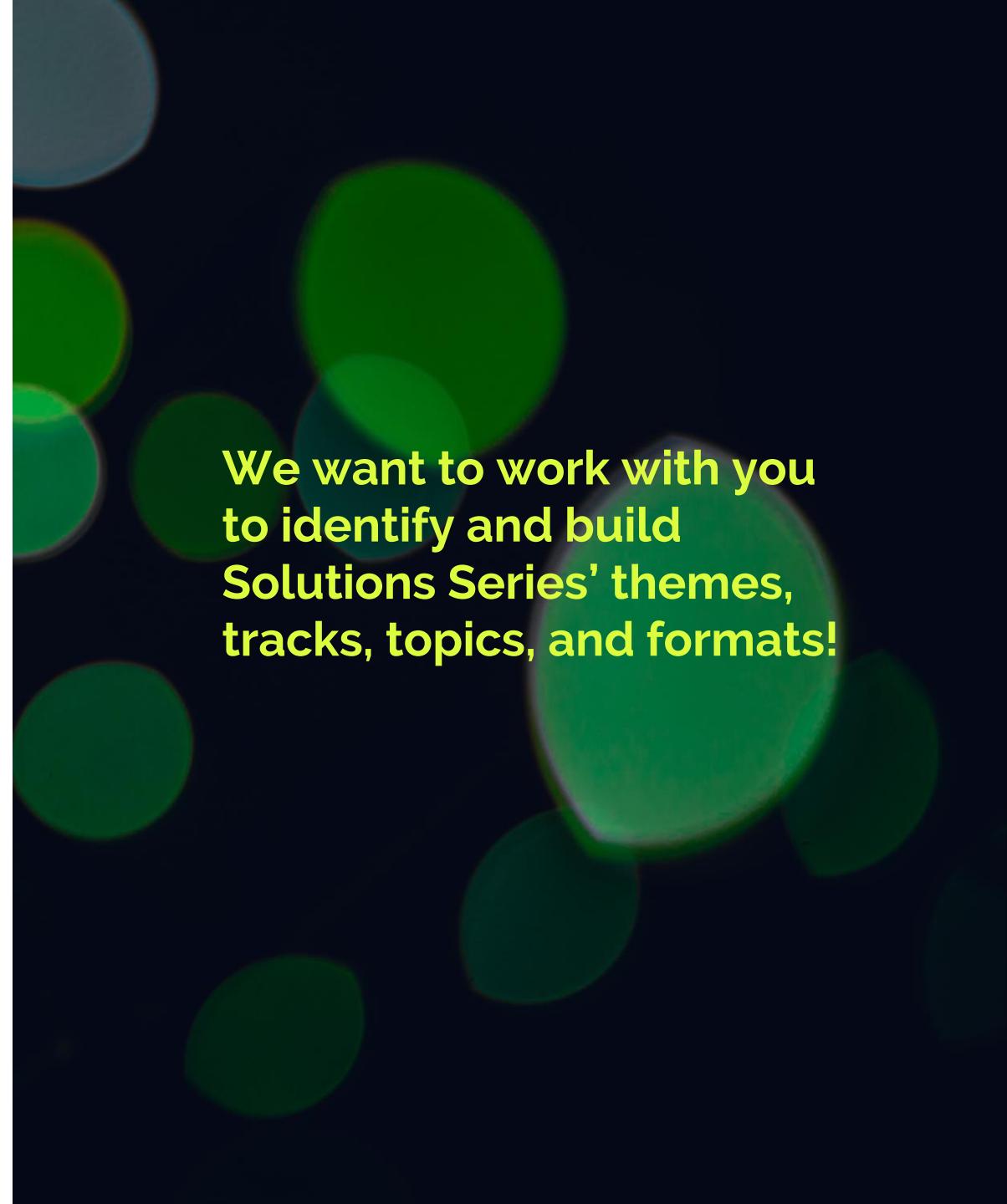
SERIES FOCUS & FORMATS

The Circular Economy Solutions Series will centre around 'tracks' focused on key themes and sectors that are critical to advancing the circular economy.

Themes: Potential themes and sectors of focus may include plastics, chemicals, bioeconomy, extractive industries, consumer products, food systems and agricultural resources, the built environment, finance, technology and innovation, workforce and education, and circular business models.

Tracks: Tracks and their associated objectives will be co-developed by Circular Economy Solutions Series sponsors. Initial tracks focused on Circular North America and Plastics will serve as pilots for the Circular Economy Solutions Series.

Formats: Will be designed to generate action and outcomes and may include virtual dialogues, webinars, breakout discussions, roundtables, workshops, online surveys, and curated match-making.



We want to work with you
to identify and build
Solutions Series' themes,
tracks, topics, and formats!

PILOT TRACK: CIRCULAR NORTH AMERICA

The Circular Economy Solutions Series **Circular North America** track is a series of outcomes-oriented virtual activities focused on building a community of *action* to accelerate towards a more circular economy across the region. Launching in Fall 2020, this track will feature a series of unique and innovative events, workshops, dialogues, and networking activities to bring together the diverse and knowledgeable community that makes up North America's best and brightest in circular economy.

This track presents the opportunity to unpack the unique regional value proposition for going circular, the challenges we will face, and the innovative solutions that will help get us there. We will:

- Build a strong and interconnected community of thought-leaders and change-makers working to accelerate a more circular North America.
- Examine the distinct policy, jurisdictional, cultural, economic, and industrial characteristics and factors that are shaping circular economies in our region.
- Identify the successes and learnings we can leverage and adapt from our partners abroad.
- Accelerate the North American-made solutions that will help drive the global circular economy.



PILOT TRACK: PLASTICS

The Circular Economy Solutions Series **Plastics Track** will be a series of thought-provoking and action-oriented online events focused on creating a zero-waste plastics circular economy for Canada. Launching in Fall 2020, this Track will feature preeminent experts from business, academia, government, and civil society, coming together in rigorous discussions that break down silos, identify barriers, and focus on outcomes.

The Plastics Track will look to align with the Canada Plastics Pact and the Canada-Wide Action Plan on Zero Plastic Waste, including considerations for product design, materials circularity, and policies and standards. It will present a powerful forum to help harness the public and political momentum that is advancing the transition to a circular economy for plastics in Canada.

The Plastics Track offers sponsors a unique opportunity to get out in front of a sophisticated, diverse audience of players who are working from various perspectives to close the plastic loop. Sponsors of this Track will be invited to help shape the objectives, formats, and launch of the Plastics Track, and will experience benefits in brand exposure, thought leadership, and lead generation.



TRACKS UNDER EXPLORATION:

- **Circular Business Leaders Showcase:** How have circular economy industry leaders developed strategies, approaches, and business models that have resulted in success? How have they overcome challenges and what issues do they continue to struggle with? Engage in a Track of sessions designed to showcase 'best practice' examples from a range of sectors / industries and bring together business leaders to tackle barriers and challenges for advancing a more circular economy in Canada.
- **Circular Food Systems:** How can we design our agricultural supply chain and food systems with circularity in mind in order to enhance productivity, eliminate waste, and reduce greenhouse gas emissions? Engage in a Track of sessions designed to bring forward a circular food system roadmap for Canada.
- **A Circular Built Environment:** How can cities be designed with natural systems in mind, with buildings that are designed to last and materials that can be disassembled, refurbished and brought back into the supply chain at end of life? Engage in a Track of sessions focused on creating a more circular built environment for Canada.



HELP SHAPE THE DIALOGUE

Help us shape the dialogue and advance the circular economy solutions that are critical to Canada and North America.

The Solutions Series will generate insights, perspectives, and outcomes on macro trends, barriers and challenges, policy and regulation, game-changing innovation, and cultural considerations.

SAMPLE TOPICS

- Circular economy value propositions for Canada and North America
- Growing market demand for circular products and services
- Addressing the cost barriers to accelerate a more circular economy in Canada
- Circular economy business models
- Supply chain resiliency and circularity
- Industrial symbiosis and eco-industrial parks
- Infrastructure investments to enhance circular economy opportunities
- Improving cross-sector collaboration and breaking down silos
- The role of government and the necessary changes to policy
- Harmonizing policies and standards to drive a circular economy in Canada
- Mining and extractive industries in the circular economy
- Reuse, remanufacturing, and repair
- Greenhouse gas emission reduction benefits from the circular economy
- Circular education, training, and workforce development



WHY PARTNER?

- ✓ Leverage our network of over 53,000 sustainability professionals
- ✓ Access unparalleled B2B, B2G, and networking opportunities
- ✓ Demonstrate your thought leadership
- ✓ Collaborate with new and existing partners
- ✓ Maximize your brand exposure and build your reputation as a Canadian circular economy leader

SUPPORTING PARTNERS

Loblaw
Companies
Limited



Walmart

NEI



The Natural Step



FOR MORE INFORMATION

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ABOUT THE CELC

The Circular Economy Leadership Coalition (CELC) works to make Canada a world leader in building a sustainable, prosperous, zero-waste, low-carbon-emitting Circular Economy that benefits the lives of people at home and abroad. Our plan is to foster a greater understanding of the barriers and benefits associated with eliminating waste and transitioning to a circular economy, producing best-in-class research and initiating broad engagement to create a society-wide dialogue across silos and between uncommon partners.





ABOUT GLOBE SERIES

GLOBE Series convenes world-renowned events and virtual experiences that accelerate the clean economy. For over 30 years, GLOBE has brought together leaders and innovators from business, government, and civil society to share knowledge, leverage opportunities and find solutions. Our vast networks and convening power enable us to connect the companies, thought leaders, clean technology innovators, NGOs, financiers, and senior policy-makers who are changing the world.

