

Accelerating Circular Business Innovation in Canada



Nadine Gudz
Interface



Frances Edmonds
HP Canada



Ryan Dymont
IRBE



Mikhael Metauro
Cascades Recovery+

Opening remarks by: **Martin Héroux**, Ville de Montréal

Moderated by: **Christina Seidel**, Board Member, National Zero Waste Council, and Executive Director, Recycling Council of Alberta

@nzwCouncil



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 network of members and partners



A growing network of members and partners



City of Burnaby



City of Vancouver



SURREY
BOARD OF TRADE



Saskatchewan Waste Reduction
Council



metrovanancouver
SERVICES AND SOLUTIONS FOR A LIVABLE REGION



FEDERATION
OF CANADIAN
MUNICIPALITIES
FÉDÉRATION
CANADIENNE DES
MUNICIPALITÉS



Construction Resource Initiatives
Council



ECODAS



Globe Group



NATURALLY
—CRAFTED—

LAFARGE
Building better cities™



Canadian
Manufacturers &
Exporters



Green Chair Recycling

HALIFAX



Township of Langley



Vancouver Board of Education

metro



■ BASF
We create chemistry



Kwantlen Student Association



London Drugs



BRITISH
COLUMBIA

Ministry of
Environment



Granville
Island



PAC Next



Communauté métropolitaine
de Montréal



Recycling Council of BC



ValueVillage

Interface



Montréal



BEEDIE SCHOOL
OF BUSINESS



Society
Promoting
Environmental
Conservation

Our Work

Food

Product
Design &
Packaging

Circular
Economy

Construction
& Demolition

Policy | Behaviour Change | Knowledge Building

Resources and Tools

National Zero Waste Council
Circular Economy Business
Tool Kit



Steps to Starting
Your Circular
Journey



March 2017

NATIONAL FOOD WASTE REDUCTION STRATEGY



Design Portfolio

*Celebrating Canadian Design for Waste
Prevention and Systems Thinking*

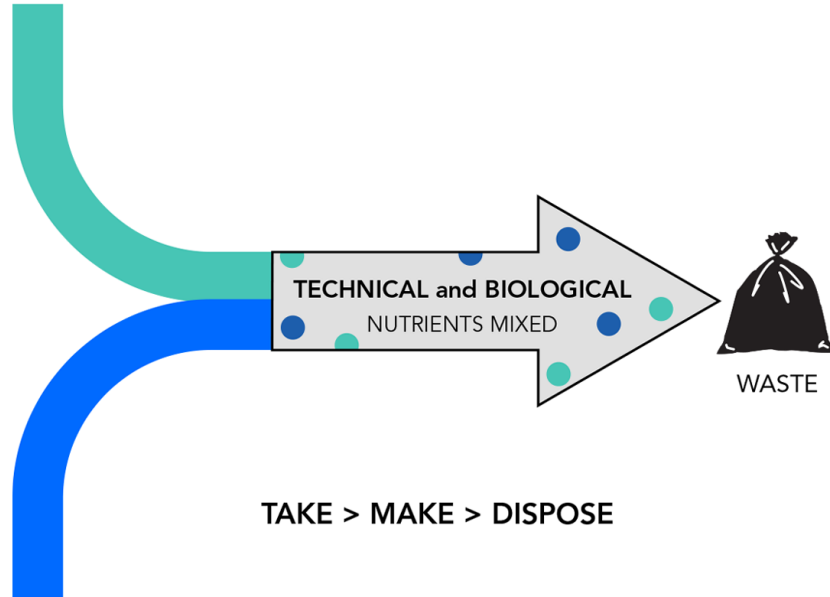


Abeego

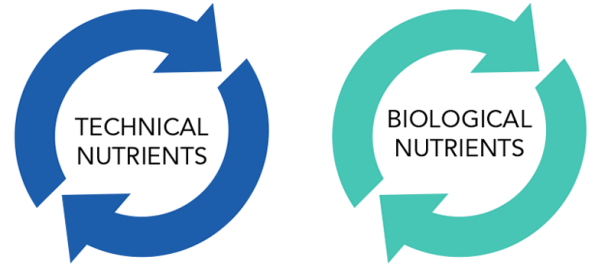


Interface Canada

LINEAR ECONOMY



CIRCULAR ECONOMY



LIVING SYSTEMS

After W. McDonough and M. Braungart
ellenmacarthurfoundation.org



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

Waste to Wealth

Growth potential to 2030 in four linear economy waste areas

Replace wasted resources

\$1,700

Billion

Monetize wasted capacity

\$600

Billion

Recover wasted embedded values

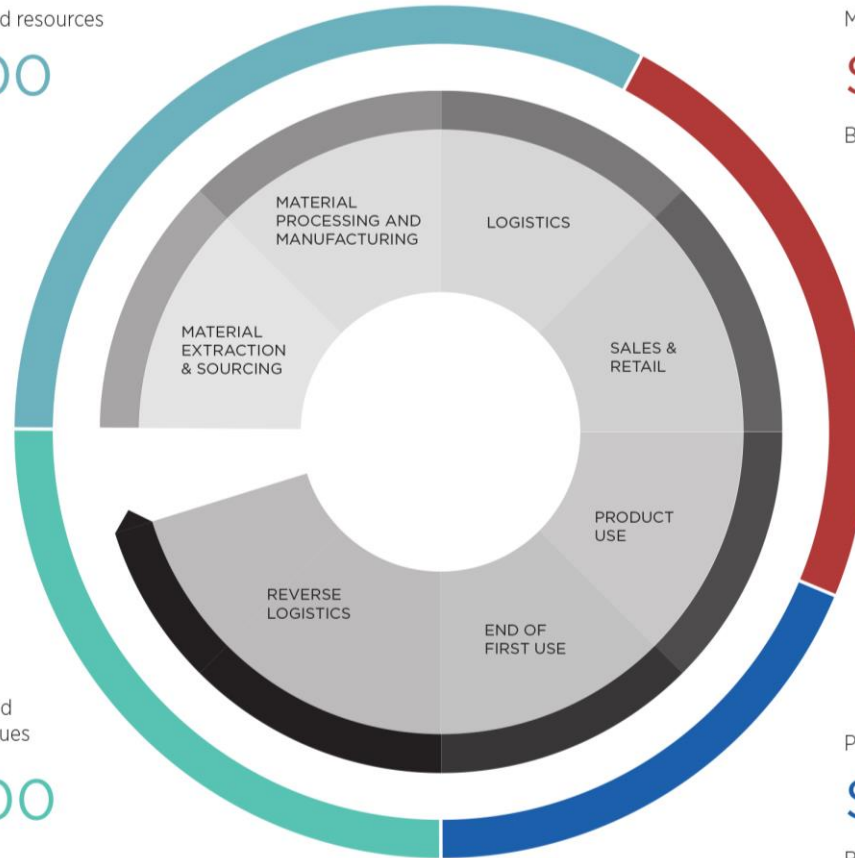
\$1,300

Billion

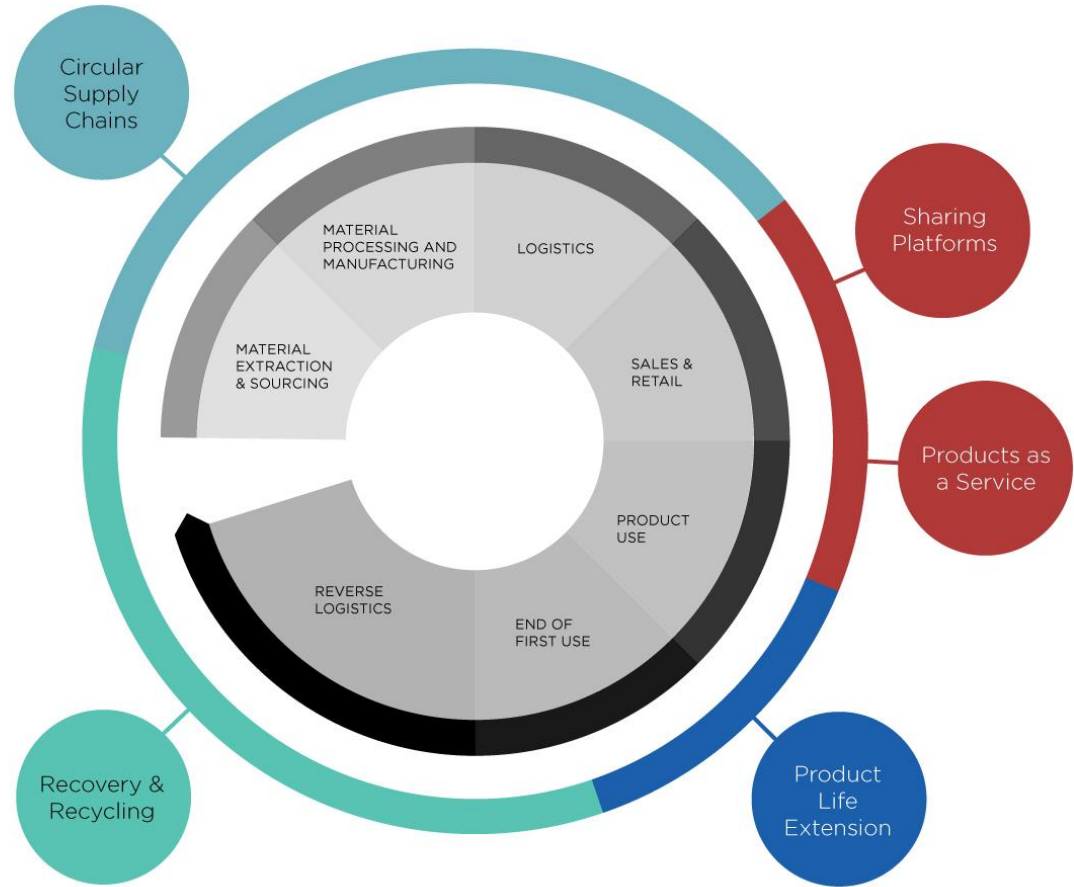
Prevent wasted lifecycles

\$900

Billion



Business Model Transformation



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