



CIRCULAR INNOVATION INSIDER

NOV. 2025



Circular Innovation: What It Really Means

Our Innovation Insider offers our members and partners an opportunity to learn about the full scope of work of CIC and to inform and invite readers to join us.

Innovation is often defined as creating something new or improving what exists in ways that add value. It's about novelty, application, and impact. Whether it's a new product, process, or business model, what matters is that it works in practice and delivers benefits.

Circular innovation takes this further. It is innovation with purpose, designing and applying solutions that keep materials, products, and resources in use for as long as possible. Instead of focusing solely on efficiency or speed to market, circular innovation encourages asking different questions:

- Can this product be repaired, reused, or remanufactured?
- How can we design waste out of the system from the start?
- What new business models keep value circulating rather than discarding it?
- Where can partnerships replace silos to share costs, risks, and benefits?

In practice, circular innovation appears in many forms:

- A food processor upcycling by-products into new ingredients.
- A retailer providing clothing resale and repair services.
- Municipalities developing shared collection hubs for construction materials.
- Financial models that prioritize performance and durability over sales volume.

What makes circular innovation unique is that it measures success not only by economic return but also by reduced waste, lower emissions, and increased resilience across supply chains. It links business competitiveness, environmental outcomes, and social benefits.

For members of Circular Innovation Council, this is both an opportunity and a responsibility. Circular innovation is where creativity intersects with systems thinking. It is where practical solutions help businesses, governments, and communities thrive while building a future that minimizes waste and promotes smarter resource use.




JO-ANNE ST. GODARD

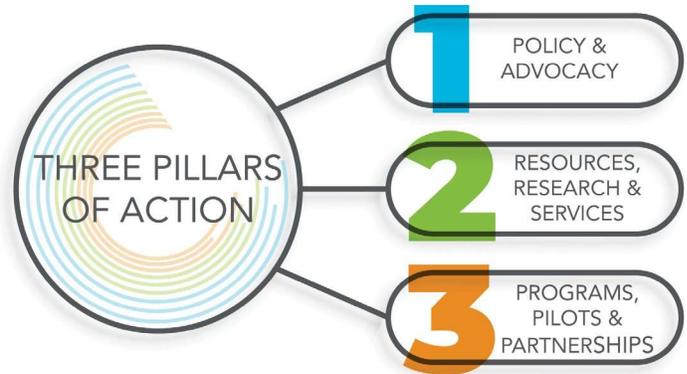
Executive Director, Circular Innovation Council

Circular Innovation Council

Vision: To be recognized as a global ambassador for the circular economy in Canada

Mission: To put circular economy concepts into ACTION

Circular Innovation Council (CIC), is a membership-based, registered charity with a strong history of delivering market research, effective policy, and practical resources since 1978.



The circular economy is a sustainable approach and new model of production and consumption that keeps materials at their highest utility and value throughout their lifecycle, and recirculated into production cycles to avoid waste. This model supports climate action by lowering greenhouse gas emissions, while also driving social and economic benefits through job creation, resource efficiency, and fostering resilient, local economies.

“HP Canada has been a member of Circular Innovation Council for over 20 years. We believe that our support of Circular Innovation Council aligns with our values, taking action on long-standing issues, and driving future solutions through circular procurement to unlock Canada’s circular economy.”

“As a proud sponsor of Circular Economy Month through the Circular Innovation Council, Alberta Beverage Container Recycling Corporation (ABCRC) is dedicated to advancing sustainability and supporting a circular economy for beverage containers. Together with the Circular Innovation Council, ABCRC is committed to advancing a sustainable future by promoting responsible beverage container recycling and building a stronger, more resilient circular economy for Alberta and beyond.”

MEMBERSHIP

JOIN THE CIRCULAR INNOVATION COUNCIL

Be part of Canada's growing circular economy movement.

Join us today and help lead Canada toward a more sustainable, circular future

Your membership supports practical action - funding pilot projects, developing strategic partnerships, and shaping the national conversation on how we use, reuse, and value resources. Together, we're building a future where economic prosperity and environmental responsibility go hand in hand.

WHY JOIN

As a member, you'll join a community united by purpose: transforming ideas into action. Benefits include:

- Leadership and Influence - Position your organization as a recognized leader driving Canada's circular economy transition
- Policy Participation - Engage in consultations and working groups that inform national and provincial circular economy policies
- Collaboration and Connection - Partner with other innovators from business, government, and non-profits to develop and scale circular solutions
- Visibility and Recognition - Be featured in CIC communications, national campaigns, and our member spotlights
- Exclusive Insights - Gain access to member-only reports, pilot project results, and research briefings
- Professional Development - Enhance your team's capacity through specialized workshops, webinars, and training opportunities

- National Reach, Local Impact - Contribute to programs that make measurable differences in communities across Canada
- Access to Tools and Resources - Receive guides, templates, and case studies to help implement circular practices in procurement, waste reduction, and operations

MEMBER BENEFITS

CIC membership provides you organization with exclusive resources and opportunities to connect, learn, and lead:

- Circular NewsHub - Weekly updates on the latest circular economy news, plus a platform to share your organization's achievements
- Circular Chronicle - Monthly publication featuring policy insights, program highlights, and member stories
- Special Editions - Showcase your organization's leadership in feature articles
- Online Member Directory - Promote your profile and connect directly with peers nationwide
- Board and Advisory Opportunities - Eligibility to serve on the Board of Directors or advisory groups
- Networking and Events - Invitations to exclusive webinars, roundtables, and discounted access to CIC events and training
- Collaborative Pilots - Priority participation in innovative projects that test and scale new circular models

Our Three Pillars

Behaviour change through education and programs

The shift from a linear 'take-make-waste' model fundamentally requires a change in both mindset and action across all stakeholders. While policy and infrastructure are essential, they are isolated without widespread understanding and adoption. Education empowers the public and industry with the knowledge of circular concepts and the environmental, social, and economic benefits they deliver, such as resource conservation, waste elimination, and job creation.

Programs translate this knowledge into practical, accessible opportunities for participation. By directly influencing purchasing decisions, consumption habits, and business operations, this pillar creates the societal demand and skilled workforce necessary to drive market innovation and make circular solutions the default, rather than the exception. Without this vital engagement, the circular economy remains a theoretical concept, unable to achieve its potential for significant climate action and a sustainable future.

Our Programs

Circular Economy Month: Canada's public awareness campaign, held every October, dedicated to educating and empowering Canadians. Through public pledges, events, and educational themes, it encourages individuals and organizations to learn about and take action on circular solutions.

Commercial Food Waste Diversion Program: This program focuses on addressing a major waste stream by working directly with businesses and multi-family residences to implement practical strategies for reducing and diverting food waste. It provides guidance on solutions such as food rescue, and composting, demonstrating operational changes that lead to both environmental benefits and cost savings.

Reuse Ottawa: This initiative is a community-focused shared-pool reusable takeout box system that directly facilitates circular behaviour by making it easy and convenient for customers to keep materials in use.

Advocacy and policy development

Delivering research and pilot projects

CIRCULAR ECONOMY MONTH

EDUCATE. EMPOWER. TAKE ACTION.

Celebrated every year since 2001, [Circular Economy Month](#) is our national program that educates and empowers consumers, businesses, governments, and schools to support an economy that delivers on the most important values of Canadians: protecting the planet and prioritizing people. The program engages year-round, peaking in October for the official campaign.

GOALS:

- Educate Canadians on how circularity can make life more affordable and resilient.
- Empower behaviour change by positively celebrating innovations, as well as individual, corporate, and government action.
- Encourage action through initiatives and events.

2024 CHAMPIONS



2024 PARTNERS



2024 HIGHLIGHTS:

- 360+ municipal governments and organizations participated
- 340 news stories and media mentions
- 70+ registered events
- Generated buzz online with thousands of mentions and over 34,000 views on campaign video reels.

ELEVATE YOUR MEMBERSHIP AND SPONSOR CIRCULAR ECONOMY EDUCATION

The annual program is made possible through partnerships with organizations like yours that are taking steps of all sizes to advancing Canada's circular economy. Circular Economy Month sponsorship helps businesses like yours take action on their ESG mandates.

Showcase your leadership to your customers, employees, and peers, and support a grassroots initiative that has been engaging Canadians for over 20 years. We offer a range of opportunities for organizations at any stage in their circularity journey that can be customized to best fit your budget and priorities.

Email our Education & Engagement Program lead to learn more: Caitlin@CircularInnovation.ca

COMMERCIAL FOOD WASTE DIVERSION

RESCUE. RECOVER. RENEW.

Over 50% of all food in Canada is wasted every year, while one in six Canadians suffer food insecurity.

WHY FOCUS ON IC&I?

Canada’s Institutional, Commercial, and Industrial sector (IC&I sector), produces 5-9 million tonnes of food waste annually - most of it going to landfills, losing economic value, wasting resources, and creating harmful methane emissions.

Higher-value purpose: Unavoidable food scraps could be recovered as a resource to input back into the system (eg. Compost or bioenergy), and surplus edible food could be going back to communities to support food security.

Despite this, it’s difficult for IC&I establishments to divert food waste because of cost, time, and staff energy.

Our pilot model aims to improve access to food waste diversion solutions for the IC&I sector and supports municipalities’ shift towards circular food systems.

OUR PILOT MODEL

Our place-based pilot programs partner with municipalities, waste industry stakeholders, and organizations to make food waste diversion more efficient and accessible for IC&I establishments.

Neighbouring businesses are grouped on shared organics collection routes to lower costs and keep food out of landfill. Businesses are also connected with trusted food rescue organizations so surplus food gets re-directed back to the community.

This model builds strong public-private relationships, improves circularity in existing infrastructure, cuts greenhouse gas emissions, and generates valuable data to inform stronger policy and system change.

Circular Principle: Keep resources at their highest value.

AWARDS



COMMERCIAL FOOD WASTE DIVERSION

WHAT ARE THE BENEFITS?

- **ECONOMIC:** Lower diversion service costs, data insights for investment, enabling circular business practices, market innovation for industry partners
- **SOCIAL:** Surplus food to charities, stronger community food security, strengthening local resource systems
- **ENVIRONMENTAL:** Less landfill waste, fewer GHG emissions, turning waste into resources

INNOVATION HIGHLIGHTS:

- **Diversion Data Tracking:** Tracking IC&I sector organics diversion and program impact reporting for informing policy and program design
- **Designing Efficient Systems:** Real world demonstration of cost effective, shared service routes that make diversion more accessible for IC&I establishments
- **“Multi solve”:** Food rescue and waste diversion as a holistic IC&I solution
- **Enabling collaborative local networks:** Multi stakeholder collaboration with key municipal, industry, and non profit partners to build regional circular food economies together

NEW RESEARCH REPORT!



Check out our [new research](#) examining the current landscape and ‘What We Heard’ from municipal and IC&I stakeholder perspectives on the barriers, drivers, and opportunities shaping food and organic waste diversion across Canada.

The findings from this report provide valuable insights on the interactions between legislative landscapes, stakeholder governance, municipal and IC&I experiences and perspectives, and our waste systems and how they can inform policy, program design, and investment in circular solutions for food waste diversion.

COMMERCIAL FOOD WASTE DIVERSION

IMPACTS SO FAR



570
TONNES OF ORGANIC WASTE DIVERTED FROM LANDFILL



92,480
MEALS RECOVERED FROM SURPLUS FOOD DONATIONS



285
TONNES OF HEALTHY SOIL CREATED FOR LOCAL FARMERS & GARDENERS



6,200
TONNES OF CO₂e EMISSIONS AVOIDED FROM ENTERING THE ATMOSPHERE

OUR NEW PILOT PROGRAM LOCATIONS!

EDMONTON

The pilot program in Edmonton is launching September 2025 to bring IC&I establishments onto select shared neighbourhood collection routes for organics services and surplus food donation - interested businesses can help shape long-term solutions for the city's upcoming Waste Reduction Roadmap!

REGINA

The pilot program in Regina is launching early October 2025 in partnership with the City of Regina, testing new service models and tools for IC&I businesses and multi-family properties to pro-actively build supportive diversion solutions for Regina's upcoming IC&I waste diversion bylaw!



REUSE OTTAWA

CIRCULAR ECONOMY CONCEPTS INTO ACTION

Our ability to convene key stakeholders and drive innovative, collaborative solutions has been fundamental to our success. Reuse Ottawa, our latest pilot project, exemplifies this approach by bringing together national grocery retailers and other key partners to tackle the critical issue of single-use plastic waste in the grocery and food service industries.

Launched in Fall 2024, [Reuse Ottawa](#) is a ground breaking reuse pilot designed to test the scalability of a shared pool system for reusable food containers. This two year initiative addresses the growing need for reusable packaging solutions that are both practical and scalable in a real world environment.

What sets this pilot apart is its collaborative nature. Major players in the grocery industry—Metro, Sobeys, Walmart Canada, and Farm Boy—have partnered with CIC, along with the City of Ottawa and Environment and Climate Change Canada, to deliver a solution with far-reaching implications for reducing waste and transitioning the sector towards a circular economy.

ASSEMBLING KEY PARTNERS

By engaging these industry leaders—who often operate in competitive environments— we’ve fostered a collaborative partnership that is focused on shared environmental and economic benefits.

Key contributors to the pilot include technology solutions provider Reusables.com, logistics specialists Snelling/Bunzl, and sanitization partner Gate Gourmet.

These partners, along with Metro, Sobeys, Walmart Canada, and Farm Boy, are committed to testing how reuse systems can operate seamlessly in a high-demand retail environment. The City of Ottawa and Environment and Climate Change Canada also play pivotal roles in providing community support and advisory input, ensuring the pilot meets both municipal and national plastics waste reduction goals.



REUSE OTTAWA

LOOKING AHEAD

The insights gained from Reuse Ottawa will have lasting implications for how the grocery and food service industries approach single-use plastic reduction. The program's success is setting the stage for future initiatives and policies, offering a scalable blueprint for expanding reuse systems across Canada.

Now in its operational phase, the focus is on expanding our participant base, evaluating the program's impact and fine-tuning processes to ensure sustainable, long-term success. In 2025, the pilot will transition into a permanent program, establishing best practices for a flexible model that can be scaled and adapted to other regions.

As the lead of this national initiative, Circular Innovation Council is proud to demonstrate not only our ability to deliver large-scale projects, but also the power of collaboration in driving sustainable change. Together, we're creating a future where reuse is the standard, unlocking the environmental and economic benefits of a thriving circular economy.



Our Three Pillars

Behaviour change through education and programs

Advocacy and policy development

It addresses the core issue of the traditional linear system: the lack of incentives and regulations to support circular practices. While education fosters individual behaviour change and pilot projects demonstrate what's possible, systemic change requires a supportive legislative and economic framework.

Effective policy can drive investment, level the playing field for circular businesses, standardize terminology and reporting, and ultimately shift the cost of environmental impact back to products and producers. Our work in this pillar is essential for moving the circular economy from a collection of isolated initiatives to the default operating model for industry and government, ensuring circularity is integrated into key areas like climate action, procurement, and resource management.

Facilitating policy in the Canadian Context

Convening and collaboration: We unite stakeholders from across the value chain, including all levels of government, industry, academia, and NGOs, to develop shared goals and coordinate action. A key example is co-leading the Canadian Circular Economy Summit, which resulted in the Circular Economy Action Plan for Canada. This plan provides a guiding framework for collective action, with policy as a major enabler.

Expert policy input: We translate real-world results from our programs and pilots into evidence-based recommendations for policymakers. We advocate for the integration of circular principles into broader policy areas, such as circular procurement (leveraging government buying power to create market demand for circular products and services) and the development of harmonized standards and regulations to reduce confusion and accelerate investment across the country.

Long-standing expertise: Leveraging our history, we champion guiding principles like full cost accounting and shared responsibility for environmental impacts, providing a strong, consistent voice to ensure regulatory frameworks are effective, ambitious, and promote a resilient, low-carbon future for Canada.

Delivering research and pilot projects

CANADIAN CIRCULAR ECONOMY SUMMIT (CCES)

Co-Hosted by Circular Innovation Council and Circular Economy Leadership Canada

ABOUT CCES 2025

CCES 2025 is the second edition, and explored the potential of the circular economy to address Canada's biggest challenges while bolstering local competitiveness and economic resilience.

Over 900 Canadian and international delegates came together to share best practices, discuss cutting edge solutions and build new partnerships to drive Canada towards a sustainable, equitable, and prosperous future.

CCES 2025

Thank you everyone who joined us for an amazing Canadian Circular Economy Summit 2025 in Montréal!

The summit was a unique opportunity for leaders across all kinds of sectors and industries to get together and share their innovations, commitments, and activities. It opened up for solutions, networking, and collaborations.

Check out the CCES 2025 Summary Report for an overview of what happened at the event, session summaries, reflections and more!

CANADIAN
**CIRCULAR ECONOMY
SUMMIT** 2027

WE WILL BE RETURNING FOR CCES 2027

Keep an eye on the [CCES website](#) to learn more about the upcoming Canadian Circular Economy Summit in 2027!

[SUMMARY REPORT](#)

[SESSION SUMMARIES](#)

[SESSION RECORDINGS](#)

[CCES 2025 REFLECTIONS](#)

CIRCULAR PROCUREMENT

Procurement is a Powerful Enabler to Accelerate Circular Solutions

Visit our [Circular Procurement Centre of Excellence](#) to access a wide range of resources and case studies to support your circular procurement ambitions.



[Procure4Circular](#), is a national network of public sector buying groups dedicated to accelerating the circular economic transition. By leveraging the collective ability of governments, this network aims to leverage procurement as a catalyst for market transformation, innovation, and sustainable supply chains.

Launching in 2025: Building Construction & Renovation and IT buying groups.

MEMBERS WILL:

- Coordinate interests and identify common needs
- Share and expand knowledge
- Develop category specific criteria and performance metrics
- Pilot market engagement to test criteria and metrics

CIRCULAR PROCUREMENT WORKSHOPS

Circular procurement needs cross-functional organizations as well as vendor collaboration to be successful. Our workshops support your organization to advance cross-functional understanding of circular business models and their value, and provide the knowledge and steps to integrate circular criteria into sourcing opportunities.

1. Essentials Workshop

- 5 circular business models and their connection to procurement
- Key steps to progress to circularity

2. Advanced Workshops

- Explore in detail how to action circular procurement
- Guidance and exercises to develop circular procurement criteria, measurement, KPIs

We also offer Category Specific Workshops to prepare for vendor engagement/RFIs, as well as Market Engagement Workshops that can include Circular 101 for vendors.



Our Three Pillars

Behaviour change through education and programs

Advocacy and policy development

Delivering research and pilot projects

It provides the evidence base and practical models necessary to transition Canada from a linear to a circular economy. The circular economy is a systemic shift that requires moving beyond hypothetical ideas to testing, validating, and quantifying the real-world impacts of circular solutions.

Our projects demonstrate what works, at the community level, within specific value chains, and in complex operational environments, by measuring their social, environmental, and economic benefits. This hands-on work creates a proven roadmap for policymakers and businesses, de-risking new circular models and accelerating the adoption of sustainable practices across the country. Essentially, this pillar bridges the gap between circular theory and widespread, impactful implementation.

Our Programs

Share Reuse Repair Hub: This is a virtual, community-based resource that reconnects residents to local businesses, organizations, and events focused on sharing, reusing, and repairing everyday items. By making circular alternatives easy to find, the Hub directly encourages local consumption shifts, extends product lifecycles, and reduces waste in participating municipalities.

Waste Auditor Training: This program delivers standardized training to professionals on how to conduct waste audits. By improving the quality and consistency of waste data, it provides organizations and municipalities with the accurate information needed to identify opportunities, measure performance, and ultimately inform the design of effective waste reduction and circular programs.

Circular Opportunity Innovation Launchpad: Innovation platform and activation network that focuses on creating, proving, and scaling transformative circular solutions across entire supply chains and material streams. It actively supports businesses and entrepreneurs through targeted programming, test beds, and collaboration to drive systems-change in priority sectors like agri-food and the built environment.

SHARE REUSE REPAIR HUB

Building a network of localized share, reuse, repair information in Canada.

Our virtual community-based tool connects residents to local businesses, events, and educational resources that drive the circular economy. From thrift stores and donation centres to repair shops and libraries — citizens in participating communities can find solutions to sharing, reusing, and repairing common items like clothing, electronics, recreational equipment, furniture, and more.

HOW THE HUB BENEFITS CANADIAN MUNICIPALITIES

- **Economic:** helps Canadians fix what they already own, borrow instead of buy, and support local businesses to strengthen the local economy.
- **Social:** saves users money by reducing the need to buy new and connects them to local programming. Brings neighbours together to share, reuse, and repair items.
- **Environment:** reduces waste to landfill. Reduces GHG emissions associated with making new products. Encourages localization of supply chains.

Municipalities big and small are well-suited to support the circular economy and can leverage the Share Reuse Repair Hub to do so.



SHARE
REUSE
REPAIR
HUB

INFORMATION & EDUCATION

- A full directory of business listings, community organizations, and events that enables residents to seek circular solutions.
- Resources to help businesses participate in the circular economy.
- Public-friendly explanations for why types of businesses are part of the circular economy and how they can help users live better.

BRING THE HUB TO YOUR COMMUNITY

The Share Reuse Repair Hub is currently active in select regions (York, Peel, and Durham Region coming soon!). With your support, we can grow the Hub into a superhighway of connected circular communities from coast to coast to coast! Email our Education & Engagement Program lead to learn more about onboarding your municipality:

Caitlin@CircularInnovation.ca

WASTE AUDITOR TRAINING

ABOUT WAT

Waste Auditor Training (WAT) equips individuals with the knowledge and practical skills to conduct waste audits and prepare professional reports.

The program is designed for individuals, as well as organizations seeking to certify staff members.

COURSE DELIVERY

Instruction is delivered by an independent auditor who is both a graduate of the program and trained by CIC to deliver course content.

Courses are offered approximately four times per year, combining virtual instruction with hands-on, in-person auditing at a facility equipped to accommodate live waste-sorting exercises.

PROGRAM STRUCTURE

- Day 1 (Virtual): Introduction to CIC's Standard Waste Audit Method, auditing principles, ethics, pre-audit requirements, on-site activities, waste stream analysis, and health & safety
- Day 2 (In-Person): Practical audit training, including site health & safety review, sorting station setup, sampling methods, and recording results
- Day 3 (Virtual): Data analysis, conversion of volume to mass, annualization of data, performance indicators, and preparation of audit reports and waste reduction workplans
- Day 4 (Virtual - Half day): Open Q&A session and a timed two-hour final exam

Upon successful completion, participants receive:

- Waste Auditor Certificate
- Inclusion in CIC's online directory of certified Waste Auditors

TESTIMONIALS

"What a great course, it was very informative, well organized, and had engaging facilitation! I am definitely going to use my learnings for my work in the future, and would recommend that anyone involved in evaluating waste impact or diversion should be taking this course."

Christopher Pyke, Manager, Sustainability Consulting Group, Recyclable Materials Marketing (ReMM)

"I found CIC's Waste Audit Training to be very informative, filled with practical knowledge and skills while providing excellent guidance on standards to apply in a waste audit. The course was very engaging, logically delivered with useful case studies. It is not only useful for those involved in auditing the waste but also for those reading the report, to better understand what it took to develop it. It will be useful knowledge for my work."

Sarah Fiset, Environment and Climate Change Canada

"I really enjoyed the course". My job is more Operations/ Client facing, but understanding how the Audit process works will be greatly beneficial with my discussions with our Clients. Especially given the spotlight on companies ESG goals."

Steve O'Connor, Senior Manager, Strategic Source, BGIS

CIRCULAR OPPORTUNITY INNOVATION LAUNCHPAD

Circular Opportunity Innovation Launchpad (COIL) is Circular Innovation Council's initiative for testing and scaling circular solutions. It focuses on practical projects that demonstrate how waste can be repurposed, how supply chains can be optimized, and how businesses can reduce emissions while creating economic opportunities. Both the Circular Activation Hub and the CRD Circular Innovation Centre are COIL projects. The Hub empowers SMEs across Canada with tools, data, and connections that enable circularity to become an everyday business practice. The CRD Centre tackles one of the largest and most complex material streams with new infrastructure and policy insights. Together, they demonstrate how innovation can be applied in real systems, with measurable outcomes that support Canada's climate and circular economy goals.

CIRCULAR ACTIVATION HUB

Why it's needed

Small and medium-sized enterprises (SMEs) comprise 98% of Canadian businesses and are responsible for nearly half of business-related emissions. Yet most lack time, staff, or resources to act on sustainability. Existing programs have built strong foundations through startups and pilot projects, but many stop short of connecting companies to large-scale procurement opportunities. Without activating SMEs, Canada will miss both climate targets and market opportunities.



**Circular Opportunity
Innovation Launchpad**

Our response

The Circular Activation Hub is a national online platform designed to help SMEs act. It is not a training program or accelerator. It serves as a connector and activator, providing clear entry points, practical tools, and access to large buyers seeking circular supplies.

What we plan to do

The Hub will:

- Build tailored roadmaps for SMEs to reduce waste and emissions
- Offer short mentor sessions and learning sprints on procurement, logistics, and packaging
- Facilitate collaboration and shared pilots like return systems and reuse logistics
- Provide recognition linked directly to procurement platforms and supplier databases
- Track and report measurable outcomes like tonnes diverted and Scope 3 reductions

Who we will engage

- SMEs in manufacturing, logistics, food processing, packaging, and services
- Large buyers (corporates, governments) with Scope 3 goals
- Partners looking to scale supply-chain solutions

CIRCULAR OPPORTUNITY INNOVATION LAUNCHPAD

Systems change

By engaging thousands of SMEs, the Hub shifts supply chains from fragmented pilots to coordinated action. It makes circular procurement viable, activates reuse and reverse logistics, and creates data for Scope 3 reporting. The Circular Activation Hub demonstrates what circular economy innovation looks like in practice: simple tools that unlock SME action, data that supports supply-chain decarbonization, and pilots that prove what's possible at scale.

CRD CIRCULAR INNOVATION CENTRE

Why it matters

Construction, renovation, and demolition (CRD) waste accounts for more than 9 million tonnes of waste sent to Canadian landfills each year.

Recycling rates remain low, despite rising demand for affordable housing and resilient supply chains. CRD materials can be recovered and reused if we create the right systems.

Our response

We propose a pilot CRD Circular Innovation Centre: a regional hub to recover, sort, and consolidate mixed CRD materials. It will act as both a processing facility and a living lab for circular construction practices.

Phase 1: Implementation Optimization Study

Before developing the CRD centre, CIC is leading an Implementation Optimization Study. This study will:

- Map CRD waste flows and regional recovery capacity
- Identify economic, technical, and policy barriers to reuse and recycling
- Model system interventions that create the highest environmental and economic returns
- Engage stakeholders to shape the Centre's design and long-term viability

The study is a necessary first step. It generates the data, partnerships, and proof points needed to build a Centre that is practical, scalable, and financially sustainable.

What we'll do

- Redirect CRD materials for reuse, refurbishment, and recycling
- Create resale channels for housing and community projects
- Test upcycling methods and generate data to inform new policies
- Offer training and workforce development

The innovation

This is circular economy innovation applied to one of Canada's toughest material streams. The CRD Circular Innovation Centre turns disposal challenges into material recovery, supply-chain resilience, and policy reform that can be replicated nationwide.

PUTTING CIRCULAR ECONOMY CONCEPTS INTO ACTION

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