

Circular Economy Working Group: Meeting 8
February 25, 2021
1:00pm-3:30pm
Virtual WebEx Meeting

Please see slide deck for more information

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Welcome, Agenda and Introductions

The meeting was called to order at 1:00 pm

Jason Diceman (City of Toronto, Public Consultation Unit) welcomed the group and Kelly Drennan provided a land acknowledgement.

Jason then reviewed the meeting agenda and meeting objectives. Jason explained that the meeting will be recorded for record keeping and the recording will not be distributed publicly.

Member Update and Announcements

- Rodney Yip provided update about Partners in Project Green
- An update was provided on the addition of new streams to Toronto General Hospital’s waste disposal strategy

CEWG History and What we Learned

- Meaghan reviewed the development process of Circular Economy Working Group (CEWG) and CEWG Objectives
- Over the past two years, we received lots of useful feedback from members both about how meetings are run and the types of discussions we have together
- We’ve done our best to respond to this feedback in the delivery of meetings – for example, ensuring we’re building greater cross-disciplinary discussions into our programming and holding space for member led work and networking

This is what we have heard from members:

- Members prefer cross-sector breakout groups
- Members want sharper focus on actions
- There is not enough networking time
- There is not enough time for discussions
- Want meeting dates set in advance

This is how we tried to address the above:

- Endeavoured to offer cross-disciplinary programming (e.g., City staff panel, resilience workshop)
- Met with members and developed pitch idea (impacted by COVID-19)
- Initiated Member-to member networking events
- 2021 meeting dates have not been sent out because we want to align next meeting with final Baseline Report

Activity 1 – Looking back

Jason introduced the activity. He asked members to consider the following questions:

- *Over the past two years what is your experience and impression of CEWG? Consider things like logistics, format, content, membership, outcomes, etc.*
- *What's been your personal experience as a member?*
- *What was most valuable and what was less so?*
- *How has it affected the sector?*

Members were then asked to answer the following questions on a sheet of paper:

- *From your experience in CEWG: 1. What went well? And 2. What could have gone better?*

In Breakout Groups (in WebEx), members read what they wrote and discussed their answers with their group.

Jason then explained how to use the GroupMap tool.

Members were asked to write their responses to the questions in GroupMap

Please see appendix A for the analysis.

The Future of Circular Economy Engagement & Collaboration

Meaghan presented lessons we have learned:

- We've heard clearly from members that the City's circular economy portfolio needs to consider equity and social and cultural outcomes
- We learned that a circular economy is, fundamentally, a human economy, which means community engagement and empowerment will be vital for a successful circular transition
- We've learned there are different ways to understand our goals and measure progress toward them – in particular, moving away from gross domestic product (GDP) as a sole metric for success

- We've observed that the traditional "information out from City staff and comments back from members on policy and strategy documents" might not work for the development of a circular economy in Toronto.
- Circular economy is also beyond the City of Toronto's jurisdiction and therefore needs more collaboration within sectors
- This highlights the need collaboration and partnership in ways that we're not used to

Activity 2 – the Future of Engagement and Collaboration

Members were asked to answer the following question on a sheet of paper:

What is your advice on the City's approach to engagement and collaboration to build a circular economy?

In Breakout Groups (in WebEx), members read what they wrote and discussed their answers.

Members were asked to write their responses to the questions into GroupMap.

Please see appendix B for the results.

Member to Member Networking event

- Another member-to-member networking meeting will take place on March 31, 2021 from 10 am to 11 am to provide opportunity for CEWG members to openly discuss their own projects, challenges and ideas, and receive insights and feedback from peers.
- The meeting will be self-facilitated by members.

The next meeting date has not been set as we want to coincide with the final report of the baselining project.

The meeting was adjourned at 3:30 pm.

Member Attendees

1. Alison Creba
2. Dan Kershaw (alt for Annalee Sawiak)
3. Caroline Brooks
4. Emily Alfred
5. Emilia Hurd
6. Hazel Sutton
7. Helen Melbourne
8. Helene St Jacques
9. Ivan Wadgyamar
10. John Ashbee
11. Katie Motta
12. Keir Brownstone
13. Keira Toffelmiere
14. Kelly Drennan
15. Leah Barrett
16. Lindsay Macdonald
17. Lisa Sloan
18. Lisa Vanlint (alt for Ed Rubinstein)
19. Lori Andrews

20. Rodney Yip
21. Sarah Margolius
22. Shirin Karoubi
23. Sophi Robertson
24. Victoria Ho
25. Wai Chu Cheng

City Staff

1. Meaghan Davis, Manager, Circular Economy & Innovation Unit, Solid Waste Management Services (SWMS)
2. Kamara Jeffrey, Senior Project Manager, Circular Economy & Innovation Unit, SWMS
3. Sinead Murphy, Senior Project Manager, Circular Economy & Innovation Unit, SWMS
4. Sumantra Datta-Ray, Senior Engineer, Circular Economy & Innovation Unit, SWMS
5. Emily Marmoreo, Senior Project Lead, Circular Economy & Innovation Unit, SWMS
6. Eren Cervantes-Altamirano, Manager, Stakeholder Communications and Outreach, SWMS
7. Jason Diceman, Senior Coordinator, Public Consultation Unit, Policy, Planning and Administration (PPFA)
8. Carol Tsang, Senior Coordinator, Public Consultation Unit, PPFA

Appendix A

Analysis of GroupMap Data from Circular Economy Working Group Meeting 8

As part of the future planning for the Circular Economy Working Group (CEWG), the activity in Meeting 8 was designed to gather members' feedback on their experiences to date and solicit their advice on upcoming stakeholder engagement efforts by the Circular Economy and Innovation unit.

Responses were reviewed and emerging themes were recorded below.

Activity 1: Retrospective

During the first activity, members were asked to answer the following questions:

From your experience in CEWG:

- 1. What went well?*
- 2. What could have gone better?*
- 3. Other comments and questions*

Members were asked to answer the above questions in GroupMap. The results for "Other comments and questions" were merged with the results of "What could have gone better?".

1. What went well

Emerging themes

- a) The most positive comments received were about the meeting structure (three comments).
- b) Members were happy with the information received during meetings (two comments).
- c) Members appreciated the sector representation (three comments).

2. What could have gone better (and other comments and questions)

Emerging themes

- a) The most common comment was a desire from members for clearer objectives for the working group to achieve over the course of its term, and in particular specific targets, actions, and/or assignments that members could take on (nine comments).
- b) Members want a better understanding of how they are contributing to the City's work (five comments).
- c) Members want their expertise and experience to be leveraged more effectively during meetings (four comments).
- d) Members would have liked more networking opportunities between meetings (four comments).

Appendix B

Activity 2: Looking to the Future

During the second activity, we asked members to answer the following question:

What is your advice on the City's approach to engagement and collaboration to build a circular economy?

Members were provided with additional questions to help guide their answers, which included the following:

Strengths	Weakness	Opportunities
<ul style="list-style-type: none">– What does the City do well?– What unique powers and assets does the City have?	<ul style="list-style-type: none">– What is the City generally not good at?– Where does the City need to improve?	<ul style="list-style-type: none">– Who should the City be working with as potential partners and collaborators?– What trends and changes in the sector should the City take advantage of?– What actions, innovations and strategies should the City use?

We wanted members to provide feedback on the City's approach to engagement and collaboration in building a circular economy to date, and for members to provide feedback on opportunities that the City has to do this work.

The comments we received that did not answer a question directly or couldn't be considered part of an emerging theme will be considered individually in future work.

1. Strengths

Emerging themes

- Members identified the City's role as global leader and influencer as an important strength (five comments).
- No other themes emerged from the data. However, members provided comments (nine) on a variety of strengths.

2. Weaknesses

Emerging themes

- Members identified a lack of information about what residents can do to shift Toronto to a circular economy as a weakness (two comments).
- Members identified a lack of risk-taking by the City as a weakness (two comments).

- c) Members identified a lack of understanding about the circular economy among the general public (three comments).

3. Opportunities

Emerging themes

- a) Members see an opportunity for the City to educate and engage (four comments).
- b) Members see an opportunity for the City to provide funding / infrastructure / support (four comments). It was not specified to whom the funding should be given. (two comments).
- c) Members see an opportunity for the City to support collaboration between different stakeholders (three comments).

Circular Economy Working Group

Meeting 8 | Thursday, February 25, 2021 | 1:00pm | WebEx

Meeting Number: 177 009 7984

Meeting Password: zAY2dWPb3p2

To join by computer

1. Go to
<https://toronto.webex.com/toronto/j.php?MTID=m4ca52430abd0c2269cdbac990bce9f88>
2. If requested, enter your name and email address.
3. If a password is required, enter the meeting password: tK4bNvqPD29
4. Click "Join".
5. Follow the instructions that appear on your screen.

TECH MONITOR:
carol.tsang@Toronto.ca
416.392.8361

To join by phone

To receive a call back, provide your phone number when you join the meeting, or call the number below and enter the access code.

Canada Toll: +1-416-915-6530

Canada Toll (Toronto): +1-647-484-1598

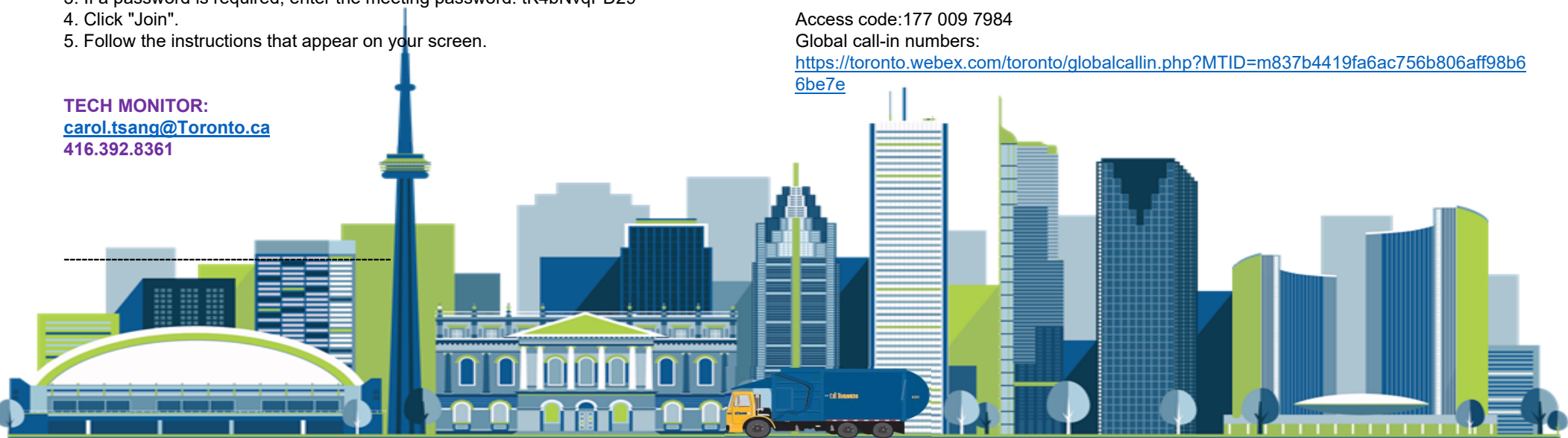
Having trouble dialing in? Try these backup numbers:

Canada Toll: +1-416-915-6530

Access code: 177 009 7984

Global call-in numbers:

<https://toronto.webex.com/toronto/globalcallin.php?MTID=m837b4419fa6ac756b806aff98b66be7e>



Indigenous Land Acknowledgement

We acknowledge the land we are meeting on is the traditional territory of many nations including the Mississauga's of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississauga's of the Credit.

WebEx Privacy & Record Keeping

This meeting is being recorded and a link can be shared with members upon request who are unable to attend the meeting.

- ALL questions and comments asked verbally AND in the chat (sent to the full group, or privately) are included in the record.
- We will do our best to record attendance based on the meeting registration and participant list. CEWG members are asked to review the meeting minutes once they are sent to ensure your participation has been accurately recorded.
- Recording will start now.

Online Code of Conduct

Members & Staff

- ✓ Reduce multi-tasking and focus on the active meeting
- ✓ Close all other files, programs and computer windows
- ✓ Be patient with technology changes, glitches and challenges

Observers

Observers are welcome to listen to City meetings.

- ✓ Keep microphones muted
- ✓ Video off
- ✓ NO participation in chat, polling, or breakout discussions
- ✓ Materials not circulated.

Meeting 8 Objectives

Reflect on what went well and what could have gone better

Discuss approaches to engagement and collaboration to build a circular economy

Convene interactive virtual meeting and continue to develop CEWG WebEx meeting capacity

Agenda

Length	Activity
10 min	WELCOME, Introductions, Orientation
5 min	Member Updates
10 min	Presentation: CEWG History & What We Heard
48 min	Activity 1 - Retrospective on CEWG Experience
7 min	<i>BREAK "5 minutes"</i>
10 min	Presentation: Future of CE Stakeholder Engagement & Collaboration
5 min	Q&A Clarification on Presentation
50 min	Activity 2 - Future of CE Engagement & Collaboration
5 min	Wrap-Up

Meeting Roles

Virtual Meeting Team

- **Facilitator:** Jason Diceman
- **Presenter:** Meaghan Davis
- **Technology Monitor:** Carol Tsang, Carol.Tsang@Toronto.ca
- **Participants:** CEWG Members
- **Notetaking:** Emily Marmoreo
- **Chat Monitor:** Emily Marmoreo

Breakout Sessions

Facilitators:

Kamara Jeffery
Emily Marmoreo
Sumantra Data-Ray
Sinead Murphy

WebEx Training Overview

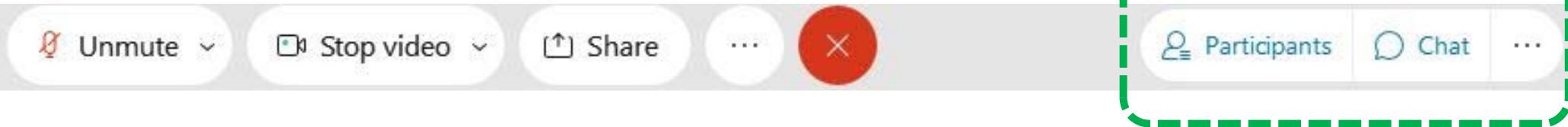
- **Turn on your Chat & Participant List windows**

*WebEx looks different on different computers/browsers – use menu at bottom centre/right, middle, top or right side of screen

- Participant microphones are automatically muted upon entry.



If you are only using the phone, please use *6 to unmute yourself



Member Updates and Announcements

Partners in Project Green - Materials Exchange – Rodney Yip

- Used office tables and chairs free to not-for -profits.
- Please contact Catherine Leighton (catherine.leighton@trca.ca) with your requested items.
- [https://partnersinprojectgreen.com/your-needs/waste-management/material-exchange/material-exchange-chairs-and-tables-available-for-donation/?utm_source=Partners+in+Project+Green&utm_campaign=70da72b8f7-PPG Newsletter&utm_medium=email&utm_term=0_7600162dc2-70da72b8f7-160267021&mc_cid=70da72b8f7&mc_eid=5b7f567654](https://partnersinprojectgreen.com/your-needs/waste-management/material-exchange/material-exchange-chairs-and-tables-available-for-donation/?utm_source=Partners+in+Project+Green&utm_campaign=70da72b8f7-PPG+Newsletter&utm_medium=email&utm_term=0_7600162dc2-70da72b8f7-160267021&mc_cid=70da72b8f7&mc_eid=5b7f567654)
- Deadline February 26, 2021

Member Updates and Announcements

Toronto General Hospital - Lisa Vanlint

- Shifting to five stream waste sorting (garbage, compost, paper recycling, containers recycling, fine paper and cardboard)
- The addition fine paper and cardboard allows the materials to be top value and condition for recycling, generating generous rebates on the materials rather than costing the hospital for disposal and comingled recycling.
- We are also doing smaller, desk-side sized bins.
- To further aid with revenue-generating recycling, confidential shredding from multiple sites will be transported to the Toronto General site (because other sites may not be equipped to tackle this on their own due to space constraints in their loading docks)



CEWG History & What We Heard



Development of Toronto's Circular Economy Working Group



CEWG Logic Model



- 1) To help achieve City Council's aspirational goal of moving toward a zero waste future and becoming a circular city.
- 2) To increase the capacity of CEWG members to help enable the circular economy transition in Toronto through industry-specific leadership.

A Unique Approach to City Policy and Planning



What We Heard from Members

Feedback from Members

- Prefer cross-sector breakout groups
- Want sharper focus on actions
- Not enough networking time
- Not enough time for discussions
- Want meeting dates set in advance

Changes Implemented

- ✓ Endeavoured to offer cross-disciplinary programming (e.g. City staff panel, resilience workshop)
- ✓ Met with members and developed pitch idea (impacted by COVID-19)
- ✓ Member-to member networking
- × 2021 meeting dates have not been sent out because we want to align next meeting with final Baseline Report

It Has Been a Tough Year



THE CANADIAN PRESS/Frank Gunn

Activity 1: Looking Back



Activity 1 – CEWG Retrospective

- Over the past two years what's your experience and impression of CEWG?
- Consider things like logistics, format, content, membership, outcomes, etc.
- What's been your personal experience as a member?
- What was most valuable and what was less so?
- How has it affected the sector?

We are only looking **back** now.
Please hold your suggestions for the future for Activity #2.

Step 1: Reflect

Write down your answers on scrap piece of paper or in an email, Word document or text editor:



From your experience in CEWG:

1. What went well?
2. What could have gone better?

3 minutes

Step 2: Discuss

In breakout groups:



- 1. Go-around reading what you wrote**
(and ask short questions for clarification)
- 2. Discuss** (e.g. common, differences, insights)

15 minutes

If you are only
using the phone,
please use *6 to
unmute yourself

Step 3: Share

Use GroupMap to review, add, rate and comment on our ideas



Need tech help?

carol.tsang@Toronto.ca

416.392.8361

Think better together. Online brainstorming and group decision-making



Brainstorm ▾

→ Rate → Results

CEWG Retrospective (Meeting 8 - Activity 1) ⚙

Brainstorm Review the ideas so far. Add more ideas. It's ok to have similar ideas phrased differently.
Everyone can add Brainstorming collaboratively

What Went Well? ▾

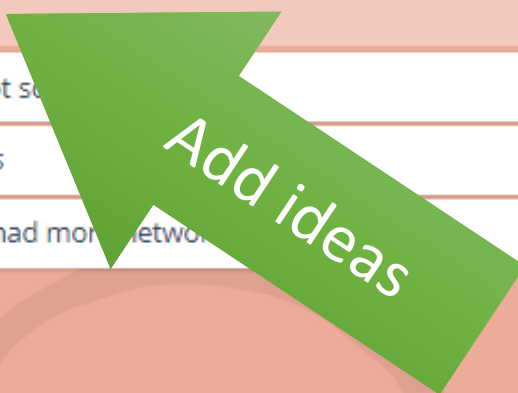
- +
- I learned a lot about how City works
 - Liked networking
 - We moved online

What Could Have Gone Better? ▾

- +
- Food was not so
 - Email glitches
 - Could have had more netwo

Other comments & questions ▾

- +
- When will the mayor bike to work?



Rate

- 0 = Strongly Disagree
- 1 = Disagree
- 2 = Neutral
- 3 = Agree
- 4 = Strongly agree

Score on 1 dimension Opinion out of 4 Sorted by Random (for each participant)

1. Go to Rate tab

2. Close

You have scored 2 out of 7 ideas

What Went Well :

I learned a lot about how City works	<input type="range" value="1"/>	1 / 4
We moved online	<input type="range" value="3"/>	3 / 4
Liked networking	<input type="range" value="0"/>	0 / 4

What Could Have Gone Better? :

Email glitches	<input type="range" value="0"/>	0 / 4
Food was not so good	<input type="range" value="0"/>	0 / 4
Could have had more networking opportunity	<input type="range" value="0"/>	0 / 4

Other comments & questions :

When will the mayor bike to work?	<input type="range" value="0"/>	0 / 4
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Will people see my comments?

Your ideas, opinions and comments in GroupMap today will be anonymous



Let's Join Our GroupMap!

Need tech help?
carol.tsang@Toronto.ca

416.392.8361

1. In a new web browser tab go to:
join.groupmap.com

2. Enter code:
BDA-E6C-293

3. Leave your **WebEx** window
OPEN in the background



Or use the
link in Chat

Need tech help?
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416.392.8361

BREAK - 5 minutes



The Future of Circular Economy Engagement & Collaboration



Why Engagement Matters for Circular Economy

What we've learned:

- Our future work must give greater consideration to equity and to social and cultural outcomes that can be achieved through a circular economy transition
- A circular economy is a human economy, meaning community engagement and empowerment will be an important part of our transition
- We can be setting goals and measuring progress differently (for example, moving away from defining progress solely in terms of economic productivity or GDP)
- ...And many specific programmatic and engagement strategies with various sectors, industries, and community groups

Why Engagement Matters for Circular Economy

What we've observed:

- Traditional approaches to government consultation might not work for developing a circular economy in Toronto
- Circular economy outcomes cannot be achieved by the City of Toronto alone, suggesting the need for innovative approaches to partnership and collaboration
- The City of Toronto operates with myriad constraints that must be considered

Future of Engagement & Collaboration

What is your advice on the City's approach to engagement and collaboration to build a circular economy?

Questions



Activity 2: Looking Forward



Step 1: Reflect

Write down your answers on scrap piece of paper or in an email, Word document or text editor:



**What is your advice on the
City's approach to engagement and
collaboration to build a circular economy?**

Including future possible CEWGs, but also beyond working groups.

Step 1: Reflect

What is your advice on the City's approach to engagement and collaboration to build a circular economy?

Strengths

- What does the City do well?
- What unique powers and assets does the City have?

Weakness

- What is the City generally not good at?
- Where does the City need to improve?

Opportunities

- Who should the City be working with as potential partners and collaborators?
- What trends and changes in the sector should the City take advantage of?
- What actions, innovations and strategies should the City use?

Step 2: Discuss

In breakout groups:



1. **Go-around and read what you wrote**
(and short questions of clarification)
2. **Discuss** (e.g., what ideas are related, complimenting, conflicting)

20 minutes

If you are only
using the phone,
please use *6 to
unmute yourself

Step 3: Share

Use GroupMap to review, add, rate and comment on our ideas



Think better together. Online brainstorming and group decision-making



Brainstorm ⓘ ▾

→ Rate →

Results

2. Suggestions for the Future ⚙



PARTICIPANTS 1

Strengths :



Using social media for good

Reading news and magazines that are on topics

Talking to each other during breaks at conferences and seminars

Weakness :



Too many sessions and long time lines

Can benefit

Add ideas

Opportunities :



Start a book club with staff and

Make a documentary with CBC

Work with ABC corp

Rate

0 = Strongly Disagree

1 = Disagree

2 = Neutral

3 = Agree

4 = Strongly agree

1. Go to Rate tab

2. Close

You have scored 4 out of 8 ideas

Strengths :

Talking to each other during breaks at conferences and seminars

1 / 4

Using social media for good

2 / 4

Reading news and magazines that are on topics

4 / 4

Weakness :

Too much office divisions and long time lines

3 / 4

Can bend or break the rules

Opportunities :

Work with ABC corp

- / 4

Make a documentary with CBC

- / 4

Start a book club with staff and experts

- / 4

Will people see my comments?

Your ideas, opinions and comments in GroupMap today will be anonymous



Let's Join Our GroupMap!

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2. Enter code:
BDA-E6C-293

3. Leave your **WebEx** window
OPEN in the background



Or use the
link in Chat

Next Steps



Next Steps

Activity wrap up

- We will send full GroupMap results after the meeting
- Send additional comments to be included in the meeting report. Send it to us February 26, 2021 at 4 p.m.

Member to Member Networking event

- Next date: March 31, 2021 from 10 am to 11 am
- We will send an invite soon and request that members submit topics
- We will need two people to facilitate and time keep

Thank You

