

TURNING GOALS INTO ACTION

Vancouver Island's Circular Economy



SYNERGY

FOUNDATION



ABOUT PROJECT ZERO

Launched in 2019 to
**bring more circular
concepts to BC**



Annual **Incubator Program**
for startups



Circular Economy
Accelerator Program



Educational **workshops &
webinars**



CIRCULAR ECONOMY 101

THE PROBLEM

In 2021, the **mass of human-made things**, from pavement to apartments to phones, **was found to outweigh all living beings and biomass**, such as our oceans, trees, and animals.

Our world is only
7.2% circular

Source: [The Circularity Gap Report 2023](#)

WHY SHIFT TO A CIRCULAR ECONOMY?

MEET CLIMATE TARGETS

Increasing circularity to **17%** can reduce global GHG emissions by **39%**



ECONOMIC POTENTIAL

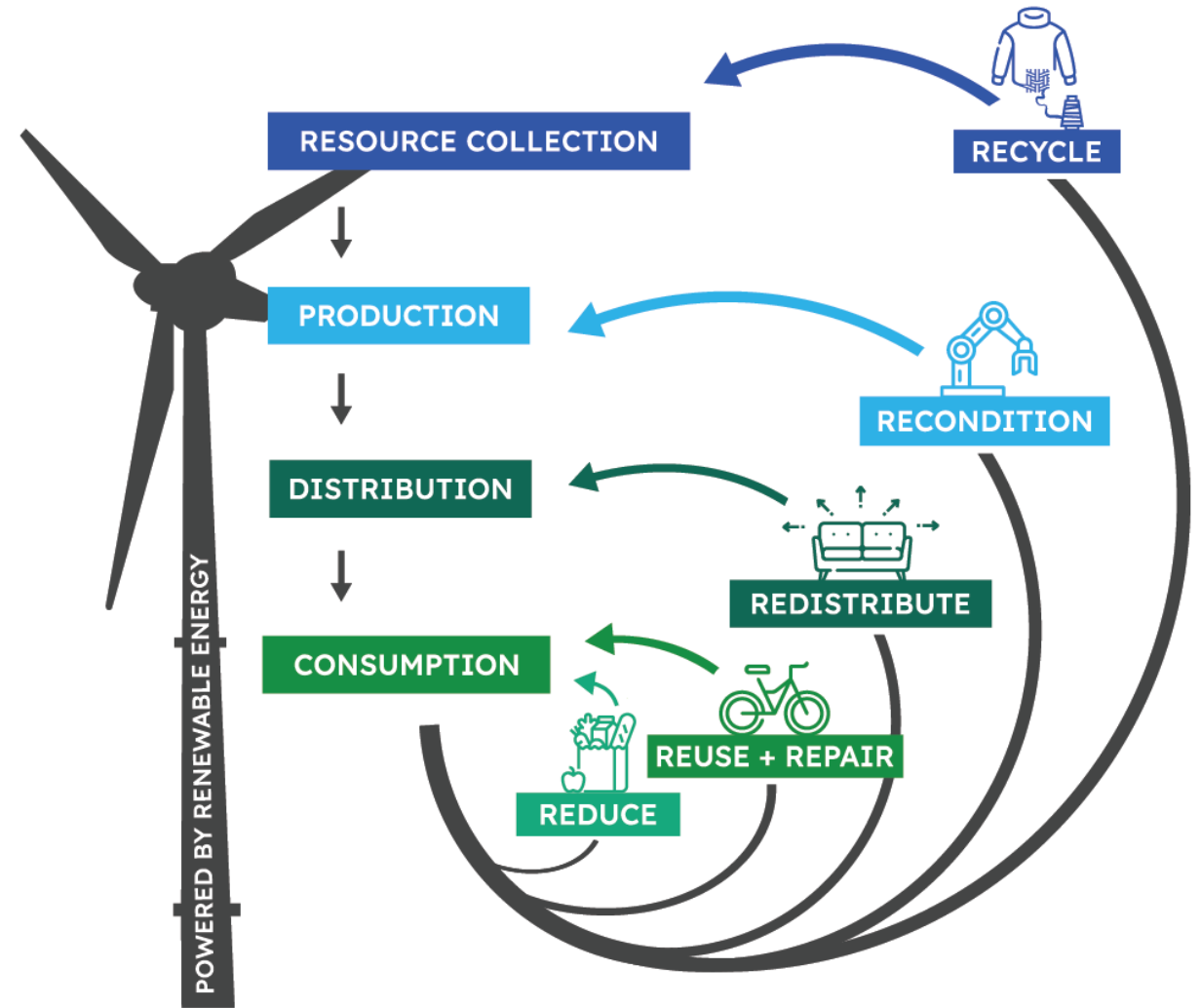
The circular economy is a **4.5 trillion dollar** opportunity



Our current linear “**take-make-waste**” economy is resource intensive and puts pressure on Earth’s natural ecosystems.

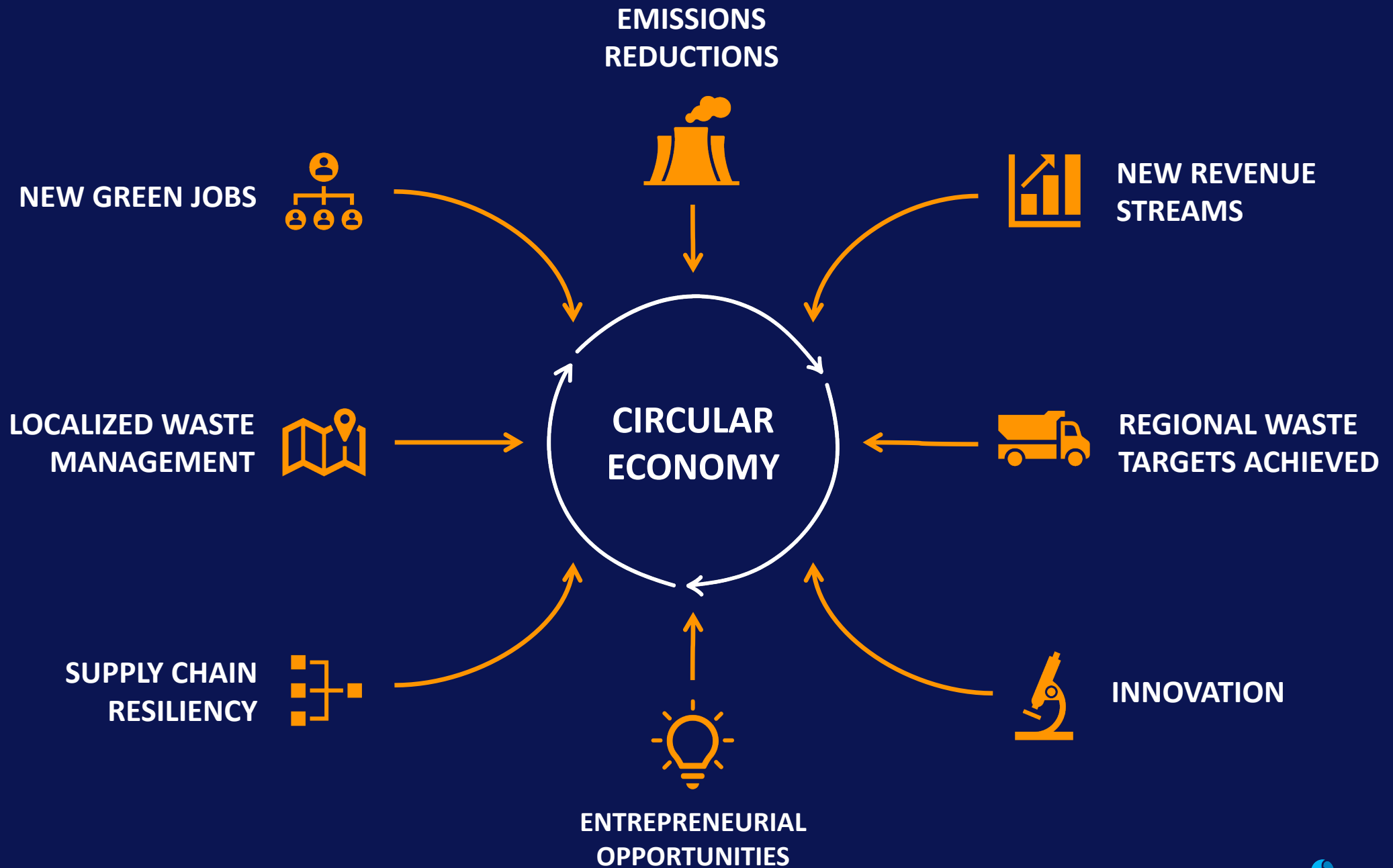


As an alternative, the **circular economy** eliminates pollution and waste by decoupling economic growth from resource extraction.

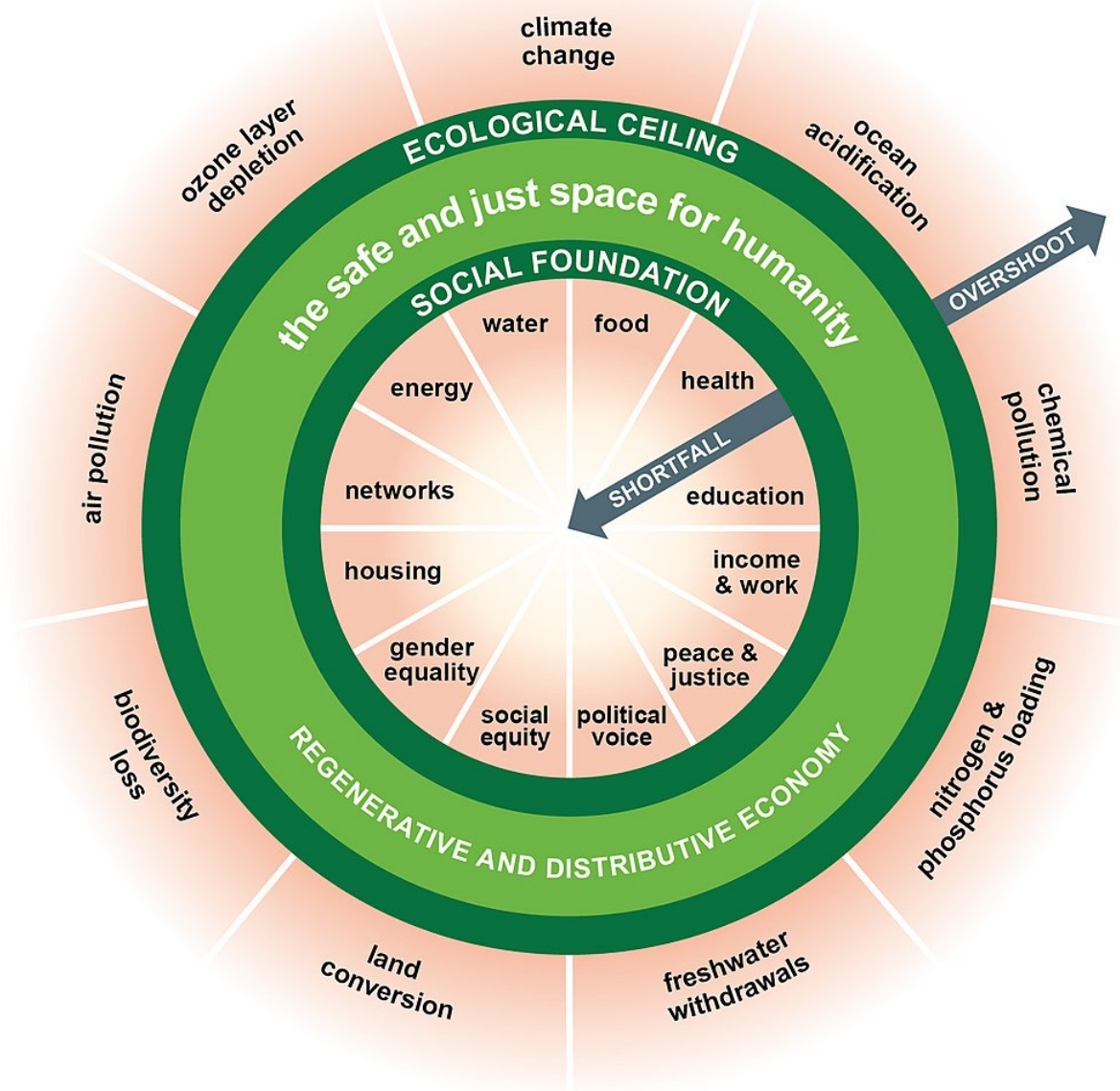


WHAT IS THE CIRCULAR ECONOMY?





The circular economy provides practical strategies to achieve broader frameworks



Source: [Doughnut Economics Action Lab](#)

The circular economy provides practical strategies to achieve broader frameworks

SUSTAINABLE DEVELOPMENT GOALS



Source: [United Nations](#)

The circular economy provides practical strategies to achieve broader frameworks

▲ SDGS THAT STRONGLY BENEFIT FROM CE PRACTICES ⬡ SDGS THAT BENEFIT FROM CE PRACTICES INDIRECTLY ● SDGS THAT FACILITATE THE UPTAKE OF CE PRACTICES ■ SDGS THAT PROVIDE OPPORTUNITIES TO ENABLE CE PRACTICES



Source: United Nations

KEY ENABLERS OF THE CIRCULAR ECONOMY



- 1 INFORMATION**
Leveraging data, information, education, and training as a foundation for success.
- 2 COLLABORATION**
Establishing new partnerships and cultural connections to accelerate change.
- 3 INNOVATION**
Stimulating circular innovation across industries, sectors, and supply chains.
- 4 POLICY**
Aligning policy, procurement, and standards to drive accelerated circular economy action and investment.
- 5 INVESTMENT**
Directing capital and financing to support circularity and address infrastructure gaps.



Source: [Circular Economy Leadership Canada](#)



**CIRCULAR
ACCELERATOR
PROGRAM**

ACCELERATOR PROGRAM

Provides support to Vancouver Island and Coast businesses to adopt circular principles, reduce waste and emissions, and develop innovative practices.

PARTICIPANTS RECEIVE:



Hands-on support from a circular advisor



Opportunities assessment



Action plan & metrics

ASSESS

We collected baseline data for waste, water, energy, and fuel use and assessed each business' performance in eight areas of circularity:



Eliminate &
Reduce



Reuse Internal



Reuse External



Procurement



Diversion



Leadership
& Training

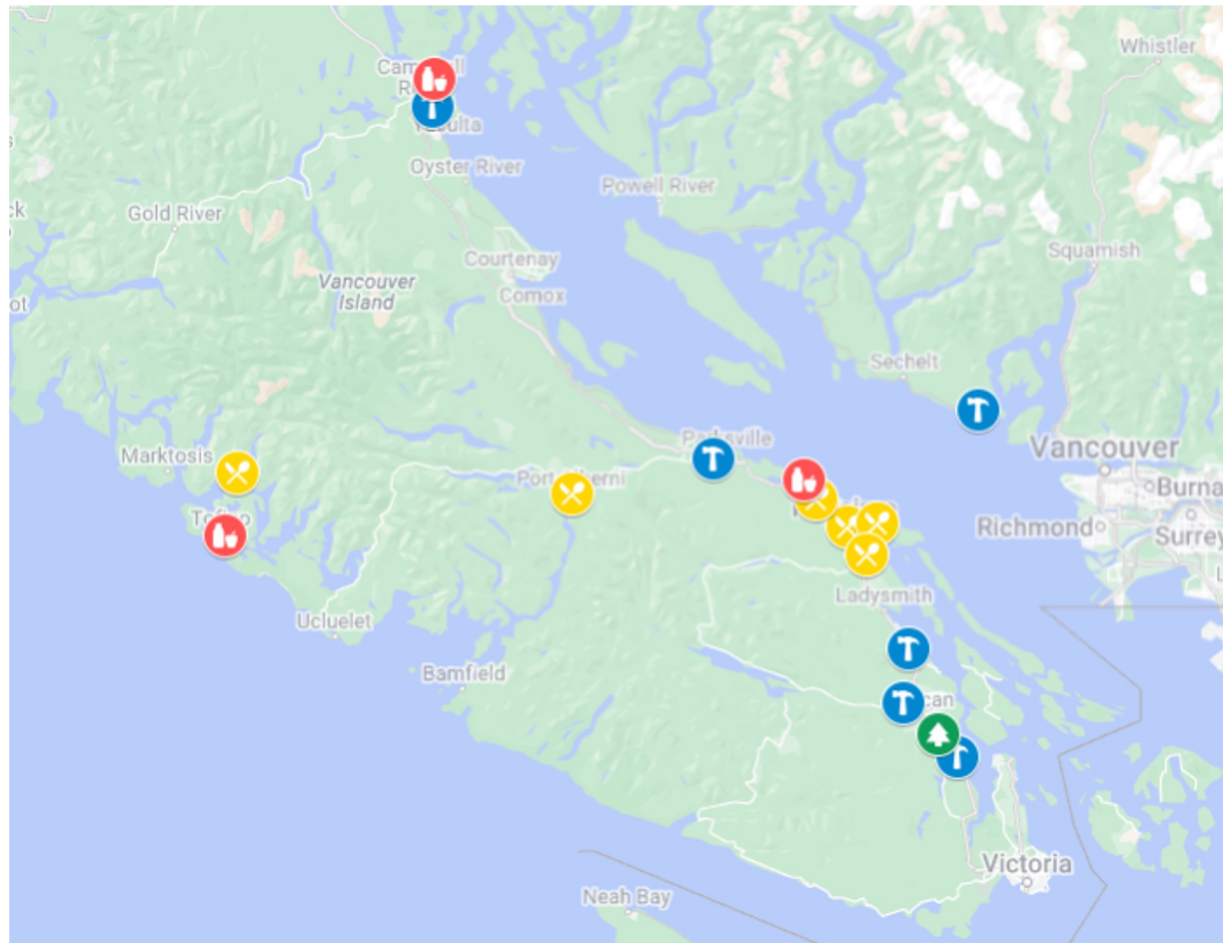


Redesign &
Innovation



Water &
Energy

PARTICIPATING BUSINESSES



 Construction/ Manufacturing  Hospitality  Food Processing  Horticulture

- Black Rabbit Kitchen
- Cermaq Canada
- Coast Bastion Hotel
- Coastal Craft Yachts
- Dairy products processor
- DBL Disposal Services
- Dinter Nursery
- Dog Mountain Brewing
- Duncan Paving Company
- Ground Up Café & Catering
- Longwood Brew Pub & Restaurant
- Naas Foods
- Nexus Modular Solutions
- Supermod
- Tofino Wilderness Resort
- West Coast Pre Fab

OPPORTUNITIES IDENTIFIED



712

CIRCULAR
OPPORTUNITIES
IDENTIFIED



52%

AVERAGE %
CIRCULARITY

Businesses were **strongest** in the areas of:



Internal Reuse



External Reuse

Most prominent **opportunity areas** were in:



Water & Energy



Procurement

PROGRAM IMPACT

The suggested actions for the 16 business participants can result in substantial cumulative reductions to their environmental impact.



288,844 kg

POTENTIAL WASTE
DIVERTED



1,098 tCO₂e

POTENTIAL EMISSIONS
REDUCED



22,565 m³

POTENTIAL WATER
SAVINGS

** This impact captures measurable actions only. Additional savings may be realized through implementation of actions.*

PROGRESS HIGHLIGHTS



Dog Mountain Brewing



Collaborated with Timber Tiles to install, zero waste wood tiles made from offcut wood waste in bathrooms

Cermaq Canada Ltd.



Diverted 150 tons of concrete anchor blocks from landfill by donating to local forestry company for reuse



Implementing energy management system on remote farms, reducing diesel consumption by 60%

Dinter Nursery



Installed two heat pumps to replace oil furnaces, this will reduce their annual GHG emissions by 9tCO₂e

West Coast Pre Fab



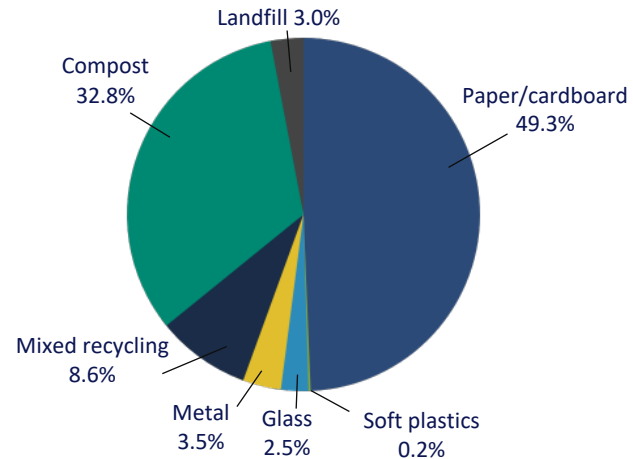
Developing their net-zero strategy and currently transitioning their fleet to electric

GROUND UP CAFÉ AND CATERING

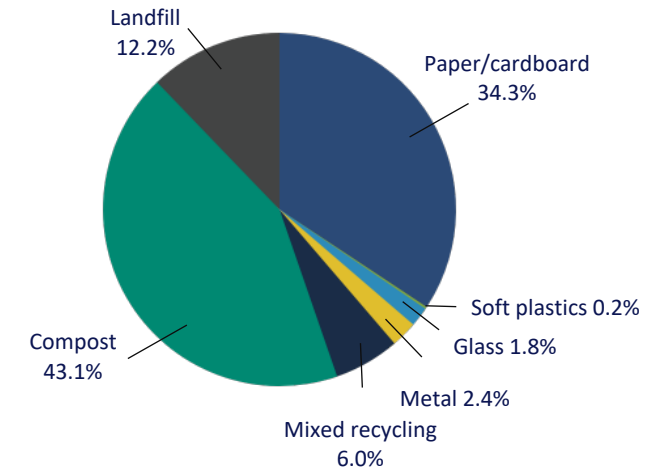
Gabriola Island, BC

Ground Up Café serves over 40,000 customers a year. Their location on a small island has driven innovative waste diversion practices that have helped them achieve a **97% waste diversion rate** from landfill.

ANNUAL WASTE VOLUME (kg)



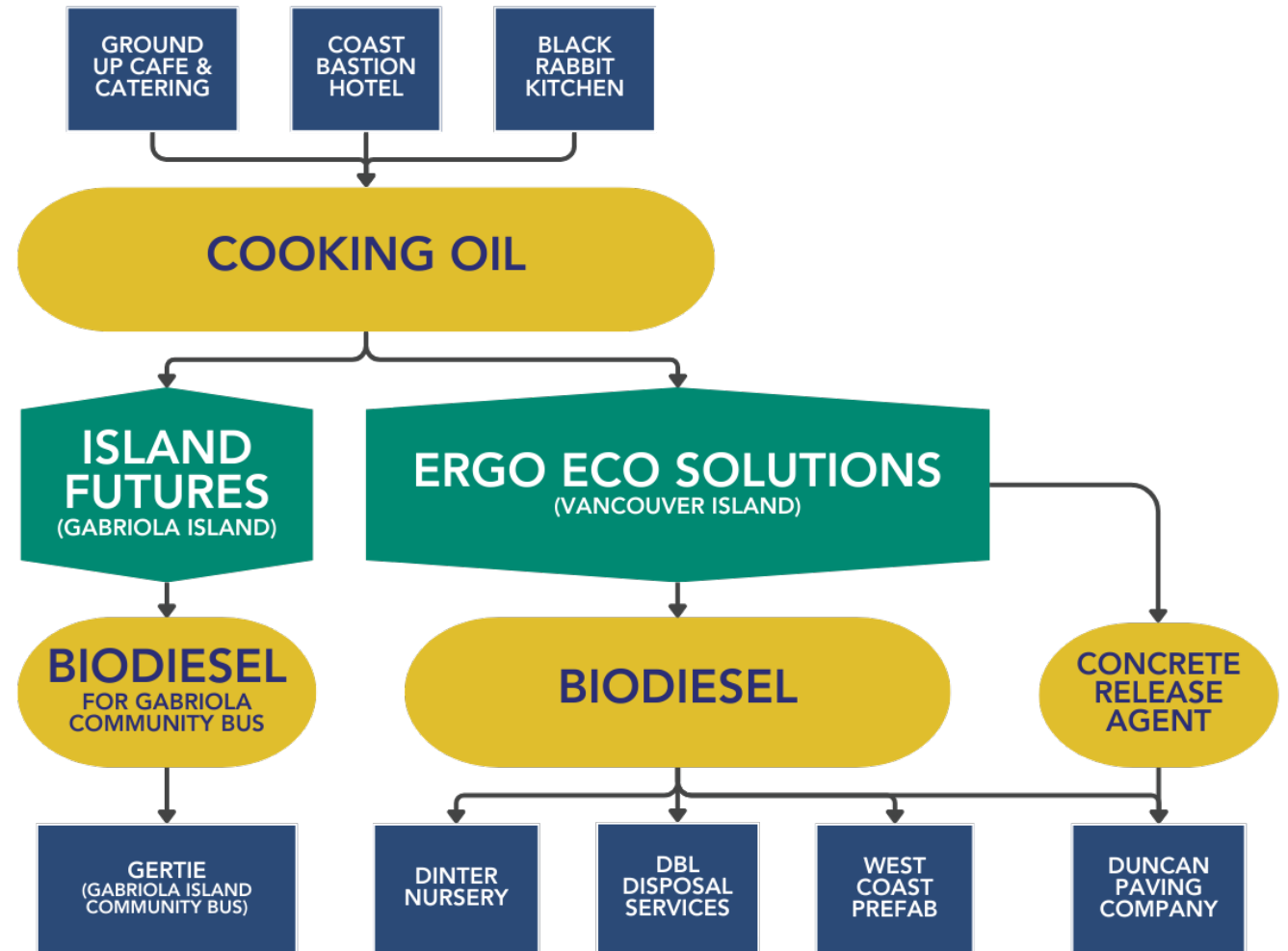
ANNUAL GHG EMISSIONS FROM WASTE (kgCO₂e)



HIGHLIGHTS

- Source ingredients from **local producers** when possible
- Return **coffee bean bags** to supplier for reuse
- Have comprehensive **waste diversion station** in place

CREATING SHARED VALUE



Source: [Circular Accelerator Final Report](#)

BUSINESS GUIDE

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VICEIDA
VIRGINIA INSTITUTE FOR
CIRCULAR ECONOMY DEVELOPMENT

An overview of the **circular economy**

Tangible and innovative **business solutions**

Resources for further learning

A Business' Guide to the
CIRCULAR ECONOMY

 www.project-zero.ca/accelerator

SPARKING INTEREST

- ✓ The results of this project were featured at **the Canadian Circular Economy Summit in Toronto, GLOBE Forum in Vancouver, and the VIEA Summit in Nanaimo**
- ✓ **Over 300 people** were engaged in the webinar series that was hosted at the end of the pilot program
- ✓ Business guide downloaded over **60 times**



KEY TAKEAWAYS



The circular economy has **significant untapped value** and is a space worth investing in



Vancouver Island is a **unique place** to advance the circular economy



Businesses were **receptive to circular opportunities** and are actively making changes



Collaboration and partnerships are important in facilitating the transition

WHAT'S NEXT?



Launch **Phase 2** of the Accelerator Program including South Island as a **multi-year program**



Build off the success of the pilot to **support up to 85 businesses** to complete their circular assessments



Create a circular ecosystem on Vancouver Island, incorporating **venture creation** and **cluster development**



Showcase circular leadership on Vancouver Island to create resiliency and **inspire other regions**



CONNECT TODAY

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