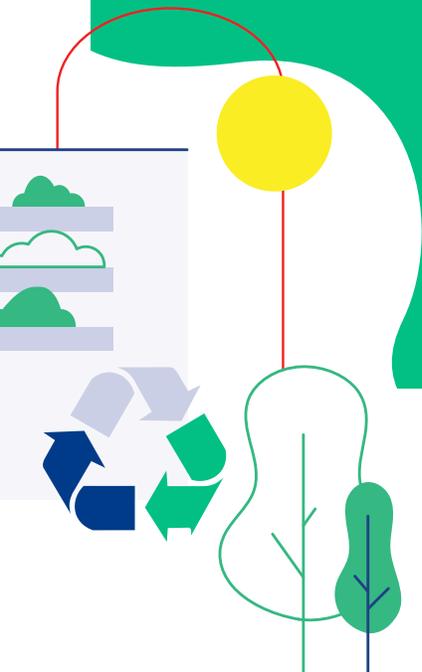


# IURC-OTTAWA WASTE MANAGEMENT & CIRCULAR ECONOMY

Bringing cities together to drive  
waste reduction and circularity

2nd – 3rd June 2022



Funded by  
the European Union

# Takeaways

2nd - 3rd June 2022

## Creating a circular economy – the case for strategic local reuse initiatives

### HOW DO WE GET THERE?

- Connecting agencies that are working towards the same result
- Understanding the differences between regions and learning from each other (Europe vs North America)

### WHAT CHALLENGES ARE FACED IN THIS PROCESS?

- Reduction is the biggest hurdle to break through
  - Reuse aspects need to be incorporated into the design process of any product or project to make fulfillment as simple as possible

### HOW CAN THIS CHALLENGES BE OVERCOME?

- Emphasizing diversion
- Creating bylaws, legislation and codes which promote reuse activity
- “Living like our grandparents”
  - Emphasizing a simple lifestyle that requires reuse (mason jars, minimal plastic packaging etc...)
- Finding the motivation points of consumers and producers to incentivize behavior
  - Using this to change culture and habit until new habits have been developed
- Taking a systematic approach (Understanding how the hole system leads to results)
  - Point based solutions tend not to work because they address a surface level problem instead of what is responsible
- Embracing the market’s ability to contribute
  - Shortening supply chains, finding ways that the market can incentivize itself to make the change

### WHAT DOES A SOLUTION LOOK LIKE?

- Community supports
  - Planning neighborhoods to have the resources to allow for waste reduction and reuse
  - Inspiring community-based success
- Build products to last so that reuse is possible
- Strategies to bust convenience
  - Create incentives, change mentality and culture around the waste
  - Social innovation and balance
- Build of existing infrastructure
  - Modify and use existing infrastructure to ease change to keep people comfortable
- Connect municipalities with industry so solutions can be collectively influenced and decided upon



## Organics to biogas: Innovative solutions to get organics out of the waste stream, reduce GHGs and create circularity



### DEVELOPING TOOLS TO MANAGE WASTE PROCESSES:

- Support to municipalities for organics processing infrastructure
  - Cost can be distributed between public and private industry
- Having different project delivery models, private vs public have different risk sharing options depending on implementation

### REGIONAL APPROACHES:

- Tailoring different approaches to different regions, some may not have capacity to require a full facility
- Addressing organic capture in ICI sector
- Is organic processing a municipal problem to solve
  - Main driver is landfill capacity of community

### INNOVATION FOR THE FUTURE:

- Thinking about combining/combined waste streams
- Developing creative innovation within regulations which help produce the optimal result
- Need processes to manage non-monetary costs



**Policy innovation at the local level to reduce Plastic waste**

**CHALLENGES:**

- Systemic issues
  - A culture of disposal
- Inefficiencies in policies and political structures
- Industry leverage and a refusal to change

**POSSIBLE SOLUTIONS:**

- Focus on the materials that are used in production
  - Changing to more sustainable and reusable based materials for day-to-day life
  - Developing new strategies for packaging and creating channels for innovation
- Developing a monetary strategy to identify who is responsible for funding innovation
  - Creating a fair system that allows industry to adjust and innovate while not taking all of the financial burden with municipalities taking the benefit
- Creating positive infrastructure to develop this change

**PUSHING FOR THE FUTURE:**

- Tackling problems on the micro community sized scale to create a macro/global difference
- Using the leaders and influential people within a community to influence change and create new culture
- Time management and creating manageable goals to facilitate an appropriate timeline is important in creating visible change



**Participating Organizations**

**Circular Innovation Council**  
[www.circularinnovation.ca](http://www.circularinnovation.ca)

**LCBA Canada**  
[www.lcbacanada.com](http://www.lcbacanada.com)

**Reducing Plastic Waste in Canada**  
[www.linkedin.com/company/reducing-plastic-waste-in-canada](https://www.linkedin.com/company/reducing-plastic-waste-in-canada)

**Zero Waste Europe**  
[www.zerowasteurope.eu](http://www.zerowasteurope.eu)

