

# The Circular Economy: A New Approach to Waste Management

CITY OF BARRIE | MARCH 2021



## Supporting a Changed Approach

2018-2022 BARRIE CITY COUNCIL STRATEGIC PLAN







## Why a Changed Approach Now?



**Population** 



Landfill Capacity



**Diversion Rates** 

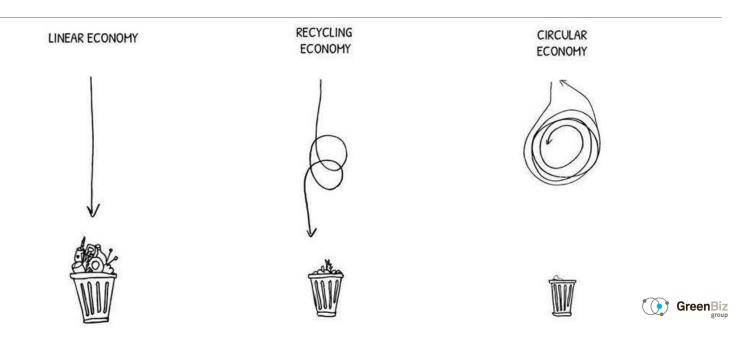
**Provincial Direction** 

Climate Change Urgency

Decoupling Economic
Growth From Waste



## What is the Circular Economy?



"A **circular economy** is one that is restorative and regenerative by design, and which aims to keep products, components and materials at the highest utility and value at all times..." – Ellen MacArthur Foundation (EMF)



## The Circular Economy (CE) Vision

"What is going to happen after I am done using this product?"





## City of Barrie Approach



#### **REUSE**

#### Objective

Create and foster a culture of reuse

#### Goal

Extend the lifecycle of goods, products, and resources through local repair, upgrade and resell initiatives.

#### **Priority Areas**

Repair Share Behaviour



#### RECYCLE

#### Objective

Ensure residents and businesses know about and are confident using recycling systems.

#### Goal

Maximize the recycling captured for processing.

#### **Priority Areas**

Blue Box Producer Responsibility Behaviour



#### CONSUME

#### Objective

Rethink the role that food can play in supporting a circular economy.

#### Goal

Minimize food wastage from all sources.

#### **Priority Areas**

Food Production & Consumption Food Diversion Behaviour



#### **RECOVER**

#### Objective

Recover energy and materials after other efforts have been exhausted.

#### Goal

Identify the economic value of waste and maximize local energy benefit from waste streams.

#### **Priority Areas**

Residual Waste Water Behaviour



## Alignment



National Zero Waste Council



- Waste Free Ontario Act
- Strategy for a Waste-Free Ontario
- Resource Recovery and Circular Economy Act



- Council Strategies
- Other Municipalities & AMO



## Key Challenges



- The size and scope of the circular economy movement is large and evolving.
- 2. The circular economy is a relatively new concept.
- 3. The circular economy requires a paradigm shift.
- 4. Shifting to a circular economy will require upfront costs/resources.
- 5. Approaches to minimizing waste generation will require commitment to aggressive changes to traditional waste management strategies.



## **Key Opportunities**



- 1. Lead in circular economy practices.
- 2. Overcome waste management challenges.
- 3. Encourage a greener Barrie.
- 4. Promote local economic recovery and innovation.
- 5. Support Council's Zero Emissions Initiative.



### Next Steps...

#### Staff Report to General Committee

- o March 8<sup>th</sup>, 2021
- Framework and associated policies
- Proposed actions

#### **Circular Economy Roadmap**

- Framework and Policies approval
- Internal Stakeholder engagement<sup>1</sup>
- Promotion and education





## Thank You!



Ink Factory Studio

