



# 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?*

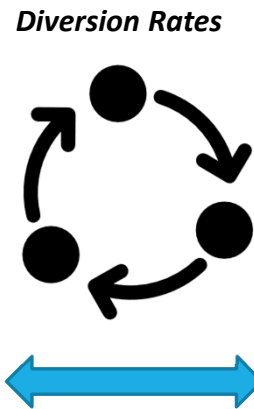
---



*Population*



*Landfill Capacity*



*Diversion Rates*

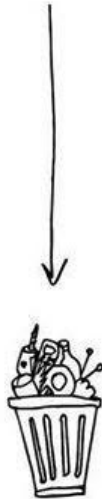
*Provincial Direction*

*Climate Change Urgency*

*Decoupling Economic  
Growth From Waste*

# What is the Circular Economy?

LINEAR ECONOMY



RECYCLING ECONOMY



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

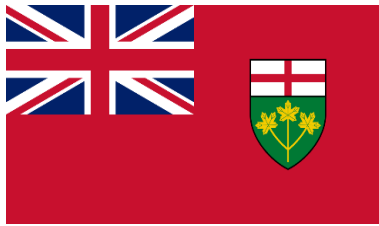


# Alignment

---



- 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

---



1. 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**

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

- **Circular Economy Roadmap**

- Framework and Policies approval
- Internal Stakeholder engagement
- Promotion and education



SlideUpLift

# Thank You!

---



Ink Factory Studio

