



CANADA'S FIRST CIRCULAR ECONOMY PUBLIC AWARENESS CAMPAIGN



CIRCULAR ECONOMY MONTH: ADVANCING A 20-YEAR CAMPAIGN

BACKGROUND

Every October since 2001, Canadians from coast to coast to coast have participated in Waste Reduction Week in Canada. Starting as recycling events hosted by provincial recycling councils and environmental organizations in the mid-1980s, it has transformed into one of Canada's largest environmental awareness campaigns. Circular Innovation Council leads the national campaign with support from a coalition of not-for-profit environmental groups and governments from each of the 13 provincial and territorial jurisdictions across Canada.

In 2022, building on 20 years of success delivering the Waste Reduction Week in Canada campaign, Circular Innovation Council launched Circular Economy Month, an expanded program to amplify Canada's knowledge of the circular economy. Through partnerships, resources, and events, Circular Economy Month familiarizes Canadians with circular economy concepts and practices, celebrates innovators, encourages action, and much more. The month is structured around key circular economy themes that build a narrative around what it means to apply circular economy practices as well as the social, environmental, and economic benefits of doing so.

The third week of October will continue as Waste Reduction Week in Canada and uphold the tradition of focusing on specific material streams.

WHY IS THE CIRCULAR ECONOMY IMPORTANT?

The success of Canada's resource-based economy depends on the ability to preserve the value of finite resources and natural capital. Current linear models of production and consumption—take-make-waste—have proven to be unsustainable and a barrier to success. Products are designed and used with a limited life and diminishing value. Environmental and social costs are not considered in the purchase price. Shifting the economy to a model that is built on environmental protection, social well-being, and robust financial health requires demand for better products, business models, and partnerships.

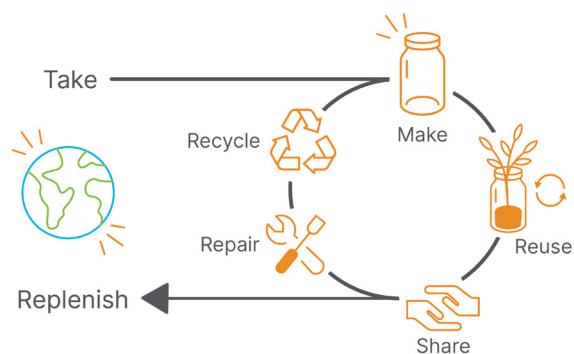
The circular economy re-engages consumption and production beyond the linear model by decoupling economic growth from resource use. Built on innovation, a circular economy can improve the value of our finite natural resources, mitigate the effects of climate change on our livelihoods, protect the earth's rich biodiversity, and eliminate waste to our lands and waterways. Transitioning to a circular economy doesn't balance economic, environmental, and social priorities in isolation: it delivers them simultaneously.

LINEAR ECONOMY



Products have historically been designed for convenience but with no consideration of the waste left behind. Take a raw material, make something, use it, and dispose of it; that is a linear economy.

CIRCULAR ECONOMY



The solution is the circular economy; a new model of consumption where we design products so resources can be reused and reinvested into new products again and again.

A recent Capterra study¹ demonstrated that 40% of Canadians surveyed were unfamiliar with the concept of a circular economy, demonstrating the need for a broad education campaign.

[1] Anaya, T. (2022, September 7). What is the circular economy? Canadians weigh in. What is the circular economy and how are Canadians participating in it? Retrieved September 13, 2022, from <https://www.capterra.ca/blog/3067/what-is-circular-economy-canada>

CIRCULAR ECONOMY MONTH 2023

OBJECTIVES

Circular Innovation Council is undertaking a bold expansion of our education and engagement programming by delivering Canada's first circular economy awareness campaign that educates Canadians about the opportunities and benefits of a circular economy.

PROGRAM GOALS

EMPOWER

Canadians to contribute to the circular economy by bringing its concepts and benefits to the forefront of the Canadian consciousness and engage them on how they can participate in its adoption.

EDUCATE

our communities and future leaders about the opportunities the circular economy offers and how to influence change.

INFLUENCE

behaviour changes by engaging and empowering Canadians in everyday living.

CELEBRATE

our collective actions, commitments, and achievements.

COLLABORATE

with organizations and individuals from across various industries to advance knowledge and practice. Position Canada at the forefront of international circular economy leaders.

PROGRAM THEMES

Circular Economy Month 2023 will feature weekly themes throughout the month of October as well as the daily themes from previous years of Waste Reduction Week in Canada. These themes are well received by participants, providing structure to month-long communications.

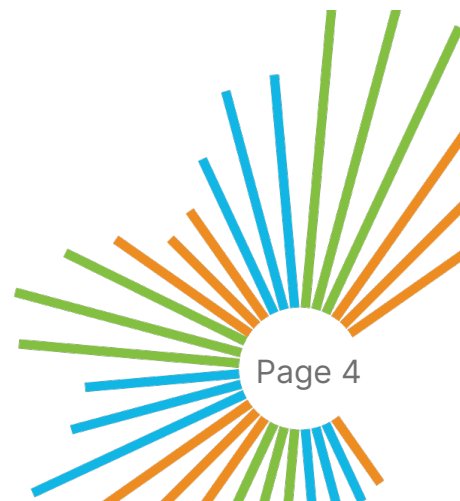
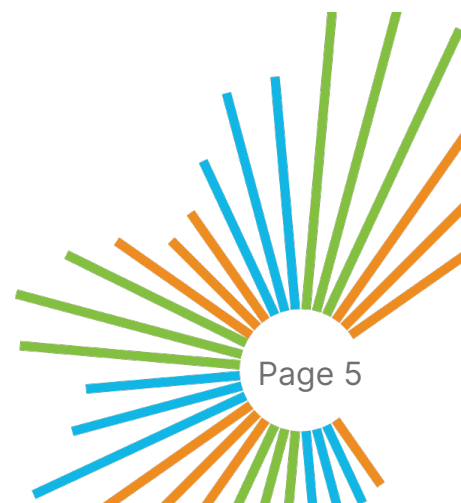




Image: the four themes of Circular Economy Month.



Image: the seven daily themes of Waste Reduction Week: Circular Economy Monday, Textiles Tuesday, E-Waste Wednesday, Plastics Thursday, Food Waste Friday, Sharing Economy Saturday, Swap and Repair Sunday.



SPONSORSHIP BENEFITS

	\$10,000	\$20,000
Priority logo placement on all marketing materials		●
Exclusive social media posts and graphics		●
Champion Panel Discussion moderated by Circular Innovation Council		●
Customizable partnership opportunity to elevate profile		●
1 co-authored creative	●	●
Receive collateral: Circular Economy Month Partner 2023 logo asset	●	●
Membership to Circular Innovation Council	●	●
Exclusive webpage on CircularEconomyMonth.ca	●	●
Thank-you social media post and logo placement	●	●
Logo placement in promotional, marketing, and social media collateral	●	●
	CIRCULAR ECONOMY MONTH PARTNER	CIRCULAR ECONOMY MONTH CHAMPION

SPONSOR BENEFITS OVERVIEW

1. BRAND ALIGNMENT AND EXPOSURE

Showcase your organization and its commitments, initiatives, and achievements related to sustainability through circularity and waste reduction.

2. COLLABORATION

We work directly with our partners on program planning and implementation, including resource development, events, as well as marketing and communications.

3. MEMBERSHIP AND NETWORKING

Circular Economy Partners and Champions receive complimentary membership to Circular Innovation Council (CIC) for one year (up to \$1,200 value). Benefits of CIC membership include engagement with representatives across industries and sectors on critical issues, access to the latest environmental information, as well as additional promotional, networking, and collaboration opportunities.

SPONSORSHIP LEVELS

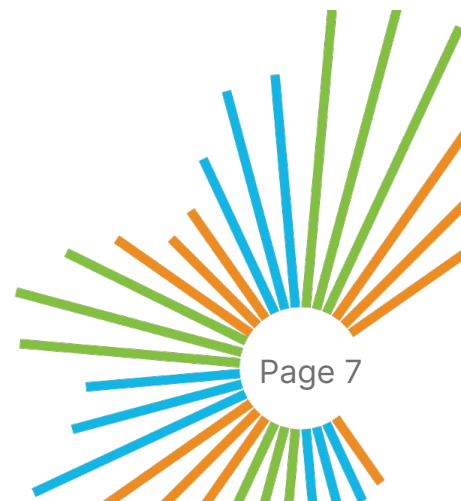
CIRCULAR ECONOMY MONTH PARTNER: \$10,000

For organizations who wish to show their support for Circular Economy Month in Canada. Partners demonstrate their alignment with promoting collective action to advancing Canada's circular economy.

We encourage and work with our partners to leverage the Circular Economy Month platform to promote and support your initiatives and activities.

BENEFITS:

- **Recognition for your organization as a leader** in your work related to Circular Economy Month in Canada's core themes (circular economy, environment, waste reduction, social & economic) in program communications.
- Right to use the **exclusive Circular Economy Month Partner 2023 logo asset** in your marketing collateral.
- **Membership with Circular Innovation Council**, which gives you the opportunity to connect with government at all levels, industry, non-profits, and organizations from across value chains. It also gives you access to the latest information on circular economy news and advances across Canada.
- **Exclusive Partner webpage** on CircularEconomyMonth.ca to celebrate your organization's achievements. Opportunity to co-author the webpage content. This page includes your logo, links to your sustainability webpage or report, and highlights your circular economy initiatives, waste reduction initiatives, and commitments.



- **One co-authored creative** to be included on the Circular Economy Month website, on social media, and in a Circular Economy Monthly newsletter sent to CIC membership. Choose from the following creatives:
 - Mini-case study
 - Co-authored blog post
- **Logo placement** in:
 - Promotional emails leading up to the campaign, leading up to, during, and after the campaign.
 - Major marketing collateral such as promotional videos and images.
 - In Circular Economy Monthly newsletters and tagged social media posts.
 - On Circular Economy Month Partners webpage, which celebrates Partners and links to sustainability reports or webpages, and highlights your related initiatives.
 - **Social media recognition** to celebrate our partnership across all CIC social platforms.

CIRCULAR ECONOMY MONTH CHAMPION: \$20,000

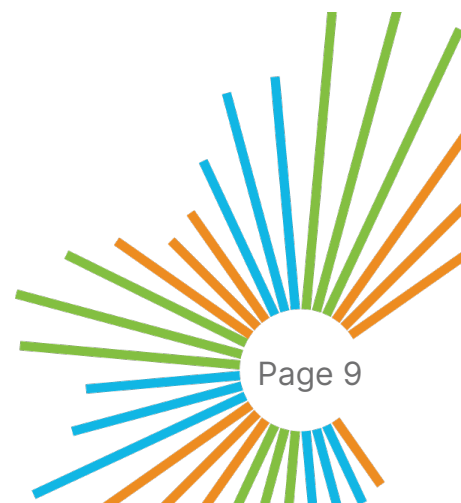
A uniquely tailored partnership experience for organizations who would like to develop a more fulsome partnership with Circular Innovation Council and Circular Economy Month.

Circular Economy Month Champions receive all the benefits of Circular Economy Month Partners, except where improved upon. In addition, Champions enjoy unique customizable partnership opportunities that will elevate the profile of your organization.

BENEFITS:

- **Priority placement of your organization's logo** (larger logo in more visible locations; more screen time or space in video assets), including within Circular Economy Monthly newsletters.
- **Priority placement of social media tags** within the copy of associated social media posts.
- **Membership with Circular Innovation Council**, which gives you the opportunity to connect with government at all levels, industry, non-profits, and organizations from across value chains. It also gives you access to the latest information on circular economy news and advances across Canada.
- **Customizable partnership opportunities** that will elevate the profile of your organization, including one of the following:
 - Co-host a **circular economy event**, such as a webinar

- Co-host a **social media contest** leading up to or during Circular Economy Month
- Co-author a **creative resource**, such as a blog post (> 1000 words) or full case study (800-1200 words)
- Co-Host and participate as a panelist on the **Circular Economy Champion roundtable event** on Circular Economy Solutions moderated by Jo-Anne St. Godard, Executive Director, Circular Innovation Council. This panel discussion will be held in October 2023 with our Champion partners as well as other invited guests. Champion partners will be invited to help shape the agenda and talking points for the discussion.
- Right to use an **exclusive Circular Economy Month Champion 2023 logo asset** for your organization's use in your related marketing material.
- **Exclusive CE Champion webpage** on CircularEconomyMonth.ca to celebrate your organization's achievements. This co-authored page includes your logo, links to your sustainability webpage or report, and highlights your circular economy initiatives, waste reduction initiatives, and commitments.
- **Exclusive social media post and graphic to:**
 - Announce your organization as a unique CE Champion, to be posted either pre-campaign or during a weekly theme of your choosing.
 - Support your organization and how its work relates to the circular economy during Circular Economy Month.
- Opportunity to provide input on the Circular Economy Month 2023 communications plan and calendar; expected release date is July 2023.
- **Social media posts / communication opportunities** on key touch points throughout the year (for example: winter holidays, Earth Day).



CONTACT

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CONNECT WITH US ON SOCIAL



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[Circular Economy Month & Waste
Reduction Week in Canada](#)



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APPENDIX: SUCCESSES IN 2022

STATISTICS

2022 proved to be a successful inauguration of Circular Economy Month, and the data collected will act as a baseline for the campaign in 2023.



6,000

estimated posts mentioning #CircularEconomyMonth and #WasteReductionWeek



115,000+

estimated impressions from Circular Innovation Council and Circular Economy Month social media channels.



6,000,000+

estimated impressions from #CircularEconomyMonth and #WasteReductionWeek posts



22,000

total visitors to CircularEconomyMonth.ca for the campaign

MEDIA COVERAGE

Circular Innovation Council engaged with a public relations firm on media engagement for Canada's very first Circular Economy Month campaign. This included a launch press release published on [GlobeNewswire.com](https://www.globeandmail.com/news/business/circular-economy-month-launch-press-release/article/), weekly media pitches on Circular Economy Month themes, and a wrap-up media release for distribution in late November 2022. Quotes from our Founding Partners were featured in the release.

EXAMPLES OF NEWS COVERAGE

- [October is Circular Economy Month and why it matters \(Energi Media\)](#)
- [Beyond Recycling: The Circular Economy \(Groundwater Canada Magazine - Fall 2022\)](#)
- [Celebrate Canada's First Circular Economy Month \(VITA Daily\)](#)
- [Economy, environment can coexist in circular economy \(Sustainable Biz Canada\)](#)



Image (left): Circular Economy Month: live interview with Jo-Anne St. Godard on CP24, 2022.

APPENDIX: CREATIVES



Image (above): Example screen capture of a social media post. The two creatives contained within the post are displayed as previews side-by-side (a function of the particular platform).

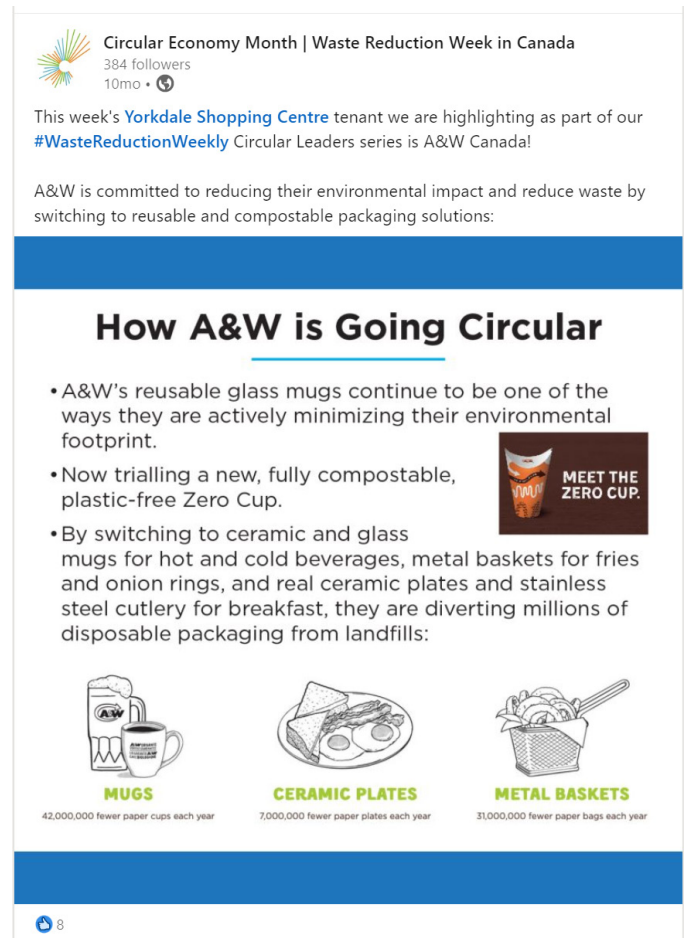


Image (above): Example screen capture of a social media post with copy and creative.

APPENDIX: PROVINCIAL AND TERRITORIAL PARTNERS

Circular Economy Month is a national movement in partnership with a coalition of not-for-profit environmental groups and governments with representatives from each of the 13 provincial and territorial jurisdictions across Canada. Provincial and territorial partners support the campaign through local promotion and events.

