

BACKGROUND

About Circular Innovation Council

[Circular Innovation Council](#) is a national, not-for-profit, membership-based organization with over 40 years of experience delivering programming that educates and empowers Canadians to take action on the circular economy and its environmental, economic and social benefits. In concert with our members and partners, we leverage our experience and expertise to deliver on the broad gains inspired by the circular economy through research, policy, programs, and pilots. Our mandate is to accelerate Canada's transition toward a circular economy by putting concepts into action.



Powered by



About Circular Economy Month & Waste Reduction Week History

For decades, Circular Innovation Council has engaged Canadians from coast to coast to coast to better understand the issues of waste and the opportunities they have to accelerate our transition to a circular economy.

Launched in 2001, the Waste Reduction Week in Canada campaign has become the marque educational program engaging and empowering Canadians from all corners of the country; youth, educators, policy makers, businesses and communities. Starting with a focus on recycling, it has transformed into Canada's largest waste reduction public awareness campaign that educates, promotes, and celebrates individual and collective environmental efforts and achievements while encouraging new and innovative ideas.

In 2022, building on 20 years of success delivering Waste Reduction Week in Canada, 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.

How to take action in Circular Economy Month

We know our partners care about the circular economy. We rely on community members like you to share our messages with your audiences, to engage as many Canadians as possible to take even more action on this important issue. When content from this promotional package is shared, the campaign is able to engage more Canadians.

Have feedback on this Promotional Package? Email the Program Manager, Savina Caporali, at savina@circularinnovation.ca.

Approach

There are many communications assets to share! Please choose the messaging that is appropriate for your needs and click the asset URLs to find the creatives. Ensure [our guidelines](#) are being met when posting about Circular Economy Month.

Using this Communications Package? Tag Us!

The campaign's social media handles are as follows:

- Circular Economy Month handles:
 - Instagram - [@circulareconomymonth](#)
 - Facebook - [Circular Economy Month & Waste Reduction Week in Canada](#)
 - Twitter - [@CEmonthcanada](#)
 - LinkedIn - [Circular Economy Month | Waste Reduction Week in Canada](#)
- CEM [Website](#) (new website expected in September 2023)

TIMELINE: Messaging and Action

The following table is a suggested communications timeline; however, feel free to post any of the available content at any time, as it aligns with your communications plan.

Month	Suggested Action Points and Key Communications
Leading up to Circular Economy Month: Messaging and Take Action	
August	<ul style="list-style-type: none"> • Messaging: Join us in celebrating Circular Economy Month 2023 this October! (Jump to “Join Us” messaging and assets.) <ul style="list-style-type: none"> ◦ Distribute details about the campaign such as who, what, where, when, and why. • Messaging: Encourage your audiences to plan events and activities (see how to get involved with the campaign; jump to “Events and Activities” messaging and assets). • Messaging: How to Get Involved • Take Action: Plan events and activities (see how to get involved with the campaign)
September	<ul style="list-style-type: none"> • Messaging: Join us in celebrating Circular Economy Month 2023 this October! (Jump to “Join Us” messaging and assets.) <ul style="list-style-type: none"> ◦ Distribute details about the campaign such as who, what, where, when, and why. • Messaging: Encourage your audiences to register for events and activities (see the Events page). • Messaging: Campaign dates • Messaging: How to Get Involved • Take Action: Register for events and activities.
October 1 - 31: Messaging	
October, Week 1	<ul style="list-style-type: none"> • Messaging: Join us in celebrating Circular Economy Month 2023 this October! (Jump to “Join Us” messaging and assets.) <ul style="list-style-type: none"> ◦ Distribute details about the campaign such as who, what, where, when, and why. • Messaging: What is a Circular Economy? • Messaging: Encourage your audiences to register for events and activities (see the Events page). • Messaging: Campaign dates • Messaging: Benefits of the Circular Economy


	<ul style="list-style-type: none"> • Messaging: How Can Canadians Advance the Circular Economy?
October, Week 2	<ul style="list-style-type: none"> • Messaging: Campaign dates • Messaging: Benefits of the Circular Economy
October, Week 3	<ul style="list-style-type: none"> • Messaging: Campaign dates • Messaging: Benefits of the Circular Economy • Messaging: Daily Themes of Waste Reduction Week
October, Week 4	<ul style="list-style-type: none"> • Messaging: Campaign dates • Messaging: Benefits of the Circular Economy

CONTENT CHART

Use the resources in the following table as a starting place to supplement your organization's communications leading up to and during Circular Economy Month.

Each row includes a cluster of assets for various social platforms. The left column describes the topic and suggested timing, copy, and alternative text, while the right column contains an example image from the topic subset and links to download.

Amplify the aspects of Circular Economy Month that you feel best represent your target audience's interest in this issue. Demonstrate your commitment to advancing the circular economy and your involvement in this Canadian innovation.. If you have any questions on how to use this document or about adapting this content, please contact info@circulareconomymonth.ca. For specific information on acceptable adaptations, please see our [Use Guidelines](#).

Content Description, Instructions for Use	Download Assets via URL
<p>Topic: Join us!</p> <p>Suggested publishing period: Anytime, particularly leading up to the campaign.</p> <p>Suggested messaging: Join us for Circular Economy Month 2023 this October!</p> <p>To learn more, visit circulareconomymonth.ca.</p> <p>Alt text: Red, autumn maple leaves against a blue sky.</p>	 <p>Click to download assets from Google Drive:</p> <p>Website Banner (ENGLISH), 1500 x 500</p> <p>Website Banner (FRANÇAIS), 1500 x 500</p> <p>Instagram (square, feed), 1080 x 1080</p> <p>Facebook (landscape), 940 x 788</p> <p>Twitter (landscape, feed) 1600 x 900</p> <p>LinkedIN (square), 1200 x 1200</p>
<p>Topic: Campaign dates</p>	<p>Circular Economy Month Weekly Themes:</p>

Suggested Publishing Period:

August, September, Week 1 of Circular Economy Month

Suggested Messaging:

This October 2023 is Canada's second Circular Economy Month! Join us as we learn about the circular economy through themed education:

Week 1: Introduction to Circular Economy

Week 2: The Environmental Benefits of the Circular Economy

Week 3: Waste Reduction Week (with daily themes)

Week 4: Social and Economic Benefits of the Circular Economy

The daily themes of Waste Reduction Week are:

Circular Economy Innovators Monday

Textiles Tuesday

E-Waste Wednesday

Plastics Thursday

Food Waste Friday

Sharing Economy Saturday

Swap and Repair Sunday

For more information, visit circulareconomymonth.ca.

#CircularEconomyMonth

Suggested Twitter Messaging (280 Character Limit):

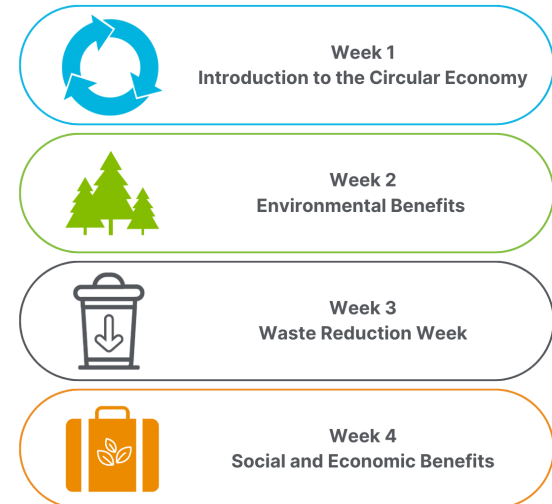
[1/2] This October 2023 is Canada's second #CircularEconomyMonth!

Week 1: Introduction to Circular Economy

Week 2: The Environmental Benefits of the Circular Economy

Week 3: Waste Reduction Week

Week 4: Social and Economic Benefits of the Circular Economy



Click to download assets from Google Drive:

[Instagram \(square, feed\), 1080 x 1080](#)

[Facebook \(landscape\), 940 x 788](#)

[Twitter \(landscape, feed\) 1600 x 900](#)

[LinkedIn \(square\), 1200 x 1200](#)

[2/2] The daily themes of #WasteReductionWeek are:

Circular Economy Innovators Monday

Textiles Tuesday

E-Waste Wednesday

Plastics Thursday

Food Waste Friday

Sharing Economy Saturday

Swap and Repair Sunday

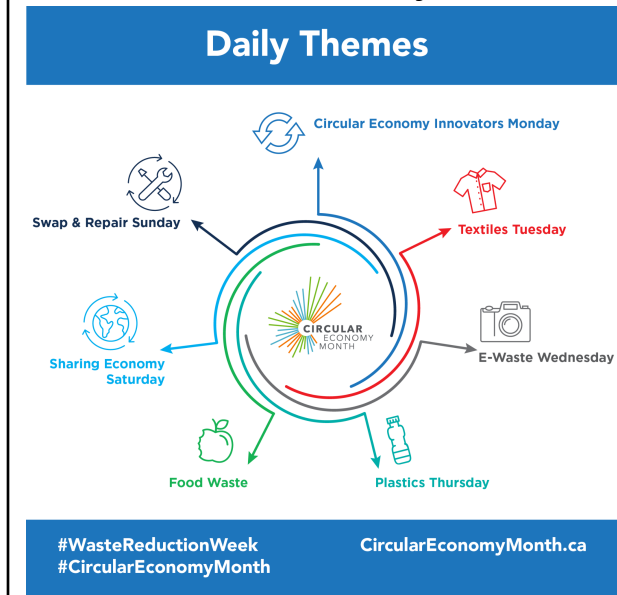
For more information, visit circulareconomymonth.ca.

#CircularEconomyMonth

Alt text:

Four icons represent the weekly themes of Circular Economy Month. Week 1 is an Introduction to the Circular Economy, represented by a blue loop of three chasing arrows. Week 2 is about Environmental Benefits, represented by a cluster of green trees. Week 3 is Waste Reduction Week, represented by a gray garbage pail featuring a downward pointing-arrow. Week 4 is Social and Economic Benefits, represented by an orange briefcase featuring leaves.

Waste Reduction Week Daily Themes:



Click to download assets from Google Drive:

[Instagram \(square, feed\), 1080 x 1080](#)

[Facebook \(landscape\), 940 x 788](#)

[Twitter \(landscape, feed\) 1600 x 900](#)

[LinkedIn \(square\), 1200 x 1200](#)

Topic:

Event ideas

Suggested Publishing Period:

Prior to the campaign, ideally in July and August to allow time for event planning.

Suggested Messaging:

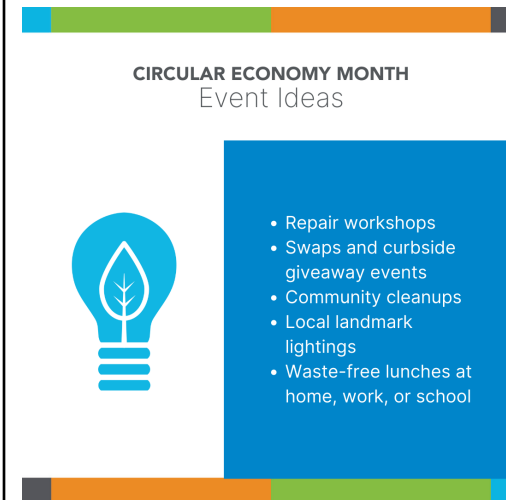
- There are many ways to take action this Circular Economy Month. Consider hosting an event to get your <community/ organization / business> involved!
- <If you have planned an event, describe it!>

To learn more about the campaign, visit circulareconomymonth.ca.

#CircularEconomyMonth

Alt Text:

Circular Economy Month event ideas: repair workshops, swap and curbside giveaway events, community cleanups, local landmark lightings, waste-free lunches at home, work, or school. A blue light bulb contains a leaf.



Click to download assets from Google Drive:

Instagram carousel, 1080 x 1080:

[Slide 1](#) | [Slide 2](#)

[Instagram story \(1 asset\), 1080 x 1920](#)

[Facebook \(landscape\), 940 x 788](#)

[Twitter \(landscape, feed\), 1600 x 900](#)

[LinkedIn \(feed\), 1200 x 1200](#)

Topic:

How to Get Involved

Suggested Publishing Period:

August, September, and during Week 1 of Circular Economy Month

Suggested Messaging:

This October 2023 is Canada's second Circular Economy Month! From submitting your proclamation to hosting or participating in sustainable events, how will you get involved this year?

There are many ways to participate! Here are just a few ideas to spark your imagination:

- Sign a proclamation certificate
- Host an event
- Attend events
- Join the conversation on social media
- Learn about the circular economy using online resources
- Take the Food Waste Pledge
- Illuminate a local landmark blue and green

For more ways to get involved and for more details on the above, visit CircularEconomyMonth.ca!

#CircularEconomyMonth

Suggested Twitter Messaging (280 Character Limit):

Join the circular movement this #CircularEconomyMonth! Learn about its impact, declare support as an individual or organization, share educational messages, and light up landmarks for awareness.

CIRCULAR ECONOMY MONTH
How to Get
Involved



Click to download assets from Google Drive:

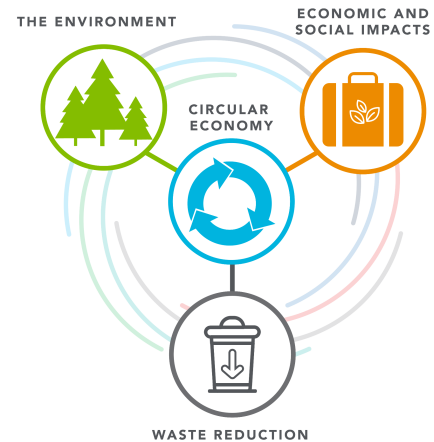
[Instagram \(feed\), 1080 x 1080](#)

[Instagram or Facebook \(story\), 900 x 1600](#)

[Facebook \(landscape, feed\), 940 x 788](#)

[LinkedIn \(feed\), 1200 x 1200](#)

[Twitter \(landscape, feed\), 1600 x 900](#)

<p>For more ways to get involved visit circulareconomymonth.ca!</p> <p>Alt Text: How to Get Involved in Circular Economy Month! Three people gather garbage to clean up a park.</p>	
<p>Topic: Benefits of the Circular Economy</p> <p>Suggested Publishing Period: Week 1</p> <p>Suggested Messaging: There are three major benefits to accelerating the circular economy. Environmental benefits include adaptation to climate change and strengthening biodiversity. Social benefits include a strengthening of community and wellbeing. Economic benefits include the creation of meaningful jobs and success of the local economy.</p> <p>To learn more, visit circulareconomymonth.ca.</p> <p>#CircularEconomyMonth</p> <p>Suggested Twitter Messaging (280 Character Limit): Discover how #CircularEconomy offers environmental adaptation & biodiversity, community strengthening & wellbeing, and meaningful jobs!</p> <p>To learn more, visit circulareconomymonth.ca.</p> <p>#CircularEconomyMonth</p> <p>Alt Text: A circular economy benefits environmental, social, and economic parts of</p>	 <p>The diagram illustrates the Circular Economy as a central concept. It features three main components arranged in a triangle, each enclosed in a circle: 'THE ENVIRONMENT' (top left, green circle with trees), 'ECONOMIC AND SOCIAL IMPACTS' (top right, orange circle with a briefcase), and 'WASTE REDUCTION' (bottom, grey circle with a trash can). In the center is a blue circle with a circular arrow icon and the text 'CIRCULAR ECONOMY'. Colored lines (green, orange, and grey) connect the outer circles to the central one, and curved lines connect the outer circles to each other, forming a continuous loop.</p> <p>Click to download assets from Google Drive:</p> <p>Instagram (square, feed), 1080 x 1080</p> <p>Facebook (landscape), 940 x 788</p> <p>Twitter (landscape, feed) 1600 x 900</p>

society. Icons for each of the four weekly themes of Circular Economy Month are connected in a circle. Traditional colours of Waste Reduction Week daily themes swirl in the background.

[LinkedIn \(square\), 1200 x 1200](#)

Topic:

What is a circular economy?

Suggested Publishing Period:

Week 1

Suggested Messaging:

Do you know what a circular economy is? Why is it so important?

The entire month of October is dedicated to the circular economy in Canada. Join us as we learn about and get involved in Circular Economy Month!

To learn more, visit circulareconomymonth.ca.

#CircularEconomyMonth

Alt Text:

Slide 1: What is circular economy? Linear versus circular.

Slide 2: 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 it; that is a linear economy. An infographic lists three stages, with arrows pointing from one to the next in a linear fashion. The stages are “take”, “make”, and “waste”.

Slide 3: 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. An infographic shows a circular model, with intake coming from the earth as the “take” stage, and the arrow eventually returning to the earth as the “replenish” stage. The cycle connecting the



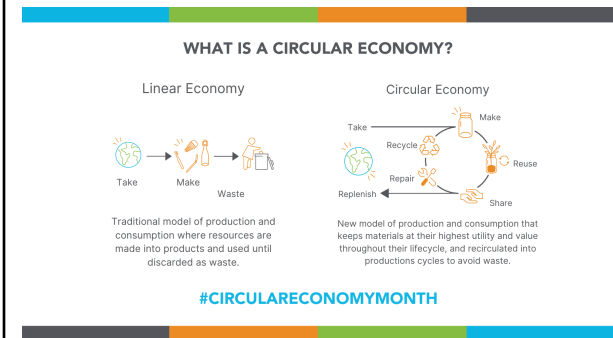
Click to download assets from Google Drive:

Instagram (Carousel of 4 slides), 1080 x 1080:

[Slide 1](#) | [Slide 2](#) | [Slide 3](#) | [Slide 4](#)

beginning and end lists the following stages: “make”, “reuse”, “share”, “repair”, and “recycle”.

Slide 4: How is the circular economy different from recycling? The circular economy goes far beyond finding a recycling solution at end-of-life. Circularity incorporates better design that consumes less raw material during production, maximizes value during use, and improves products and services that are intended to eliminate wastes.



Click to download assets from Google Drive:

[Instagram \(square, feed\), 1080 x 1080](#)

[Facebook \(landscape\), 940 x 788](#)

[Twitter \(landscape, feed\) 1600 x 900](#)

[LinkedIn \(square\), 1200 x 1200](#)

Topic:

How Can Canadians Advance the Circular Economy?

Suggested Publishing Period:

Week 1

Suggested Messaging:

There are many ways Canadians can support the circular economy in Canada!

1. Use sharing programs such as tool libraries, auto and bike shares, movie and music streaming.
2. Purchase smartly designed products meant to be reused, refurbished, and dismantled.
3. Repair products instead of buying new when possible.
4. Support companies that offer take-back of products after use.
5. Purchase products and services that use recycled material.
6. Purchase refurbished products.

To learn more, visit circulareconomymonth.ca.

#CircularEconomyMonth

Suggested Twitter Messaging (280 Character Limit):

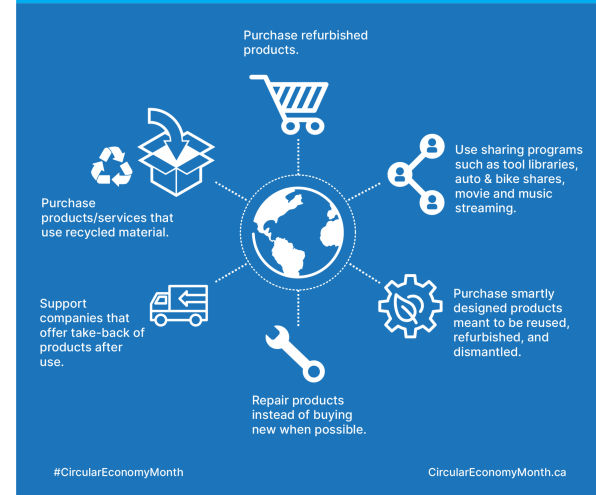
Embrace the #CircularEconomy and support #CircularEconomyMonth! Share, purchase smart, repair, and support companies that care! Together we can make a difference.

Learn more at circulareconomymonth.ca

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This #CircularEconomyMonth, let's make every choice count! Use sharing programs, buy reusable products, repair, and support recycling initiatives. Small actions, big impact!

HOW CAN CANADIANS ADVANCE THE CIRCULAR ECONOMY?



Click to download assets from Google Drive:

[Instagram \(square, feed\), 1080 x 1080](#)

[Facebook \(landscape\), 940 x 788](#)

[Twitter \(landscape, feed\) 1600 x 900](#)

[LinkedIn \(square\), 1200 x 1200](#)

Discover more at circulareconomymonth.ca.

Alt Text:

Six icons emanate from a globe: a recycling symbol next to a cardboard box being packed (purchase goods made with recycled material), a shopping cart (representing purchasing refurbished goods), a network (representing sharing programs), a leaf on a gear (representing smart design), a wrench (representing item repair), and a truck with an arrow on it (representing companies taking back products). #CircularEconomyMonth, CircularEconomyMonth.ca.

Topic:

Daily themes of Waste Reduction Week

Suggested Publishing Period:

Week 3

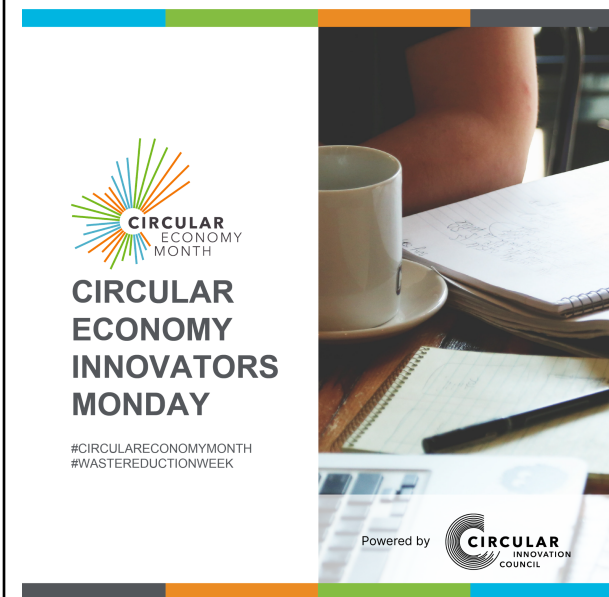
Suggested Messaging:

It's Circular Economy Innovators Monday, the 1st day of Waste Reduction Week!

A circular economy is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems. Through better resource efficiency – reuse, share, repair, refurbish, remanufacture, recover in a closed-loop system – we can reduce waste, pollution, and carbon emissions.

Today, let's celebrate Canadian innovators who are accelerating the circular economy in Canada!

To learn more, visit circulareconomymonth.ca.



Click to download assets from Google Drive:

<p>#CircularEconomyMonth #WasteReductionWeek</p> <p>Suggested Twitter Messaging (280 Character Limit):</p> <p>Happy Circular Economy Innovators Monday! Let's kick off #WasteReductionWeek by celebrating Canadian champions of the circular economy. Embrace resource efficiency, reduce waste, and regenerate natural systems.</p> <p>Learn more at circulareconomymonth.ca</p> <p>#CircularEconomyMonth</p> <p>Alt Text: Tree branches full of green leaves rise up in the blue sky. Circular Economy innovators Monday. #CircularEconomyMonth #WasteReductionWeek. Circular Economy Month, powered by Circular Innovation Council.</p>	<p>Facebook (carousel), 1200 x 1200</p> <p>Facebook (Timeline), 1200 x 630</p> <p>Instagram or Facebook (Story), 1080 x 1920</p> <p>Instagram (square, feed), 1080 x 1080</p> <p>LinkedIn (landscape, feed), 1200 x 627</p> <p>Twitter (landscape, feed), 1600 x 900</p>
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Topic:

Daily themes of Waste Reduction Week

Suggested Publishing Period:

Week 3

Suggested Messaging:

It's Textiles Tuesday, the 2nd day of Waste Reduction Week!

In a circular economy for textiles - apparel, footwear, accessories – are kept at their highest value during use, re-enter the economy after use, and completely avoid becoming waste.

Circular textiles are enabled by business models that increase clothing use, such as renting apparel, making items from recovered or renewable resources, and designing products for easy repair, reuse, and longevity.

How Canadians can support a circular system for textiles: wear, wash, and repair with care; loan, rent, swap, or redesign instead of buying new; purchase quality over quantity; shop second-hand.

To learn more, visit circulareconomymonth.ca.

#CircularEconomyMonth #WasteReductionWeek

Suggested Twitter Messaging (280 Character Limit):

On this #TextilesTuesday, let's redefine fashion. Keep items at their highest value, promote rentals, repairs, and choose quality over quantity. Together, we can make fashion sustainable!

Learn more at circulareconomymonth.ca



Click to download assets from Google Drive:

[Facebook \(carousel\), 1200 x 1200](#)

[Facebook \(Timeline\), 1200 x 630](#)

[Instagram or Facebook \(Story\), 1080 x 1920](#)

<p>#CircularEconomyMonth #WasteReductionWeek</p> <p>–</p> <p>Its #TextilesTuesday. Embrace the circular economy for fashion and accessories this #WasteReductionWeek & beyond! Choose longevity and sustainability over fast fashion.</p> <p>Join the circular movement at circulareconomymonth.ca</p> <p>#CircularEconomyMonth</p> <p>Alt Text: Beautiful, multicoloured, upcycled rugs woven from waste material. Textiles Tuesday. #CircularEconomyMonth #WasteReductionWeek. Circular Economy Month, powered by Circular Innovation Council.</p>	<p>Instagram (square, feed), 1080 x 1080</p> <p>LinkedIn (landscape, feed), 1200 x 627</p> <p>Twitter (landscape, feed), 1600 x 900</p>
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Topic:

Daily themes of Waste Reduction Week

Suggested Publishing Period:

Week 3

Suggested Messaging:

It's E-Waste Wednesday, the 3rd day of Waste Reduction Week!

From toasters to toothbrushes, e-waste is defined as anything with a plug, electric cord, or battery (including electrical and electronic equipment) that has reached its end of life. E-waste is also called waste electrical or electronic equipment, or WEEE for short.

Circularity can be built into products through product life extension, which ensures repair, reuse, and recovery options reduce the need for extracting and mining virgin resources.

How Canadians can support a circular system for electronics: join the right to repair movement, which requires manufacturers to provide tools, instructions and parts necessary for anyone to fix their devices; repair products instead of replacing them altogether; choose retailers that offer buy-back or return systems for old equipment.

To learn more, visit circulareconomymonth.ca.

Suggested Twitter Messaging (280 Character Limit):

It's E-Waste Wednesday, the 3rd day of #WasteReductionWeek! Embrace circularity by extending product life through repair, reuse, and recovery. Join the right to repair movement and choose sustainable retailers.



Click to download assets from Google Drive:

[Facebook \(carousel\), 1200 x 1200](#)

[Facebook \(Timeline\), 1200 x 630](#)

[Instagram or Facebook \(Story\), 1080 x 1920](#)

<p>Learn more at circulareconomymonth.ca</p> <p>#CircularEconomyMonth</p> <p>–</p> <p>It's E-Waste Wednesday, the 3rd day of #WasteReductionWeek! Support product life extension through repair, choose eco-conscious retailers, and join the right to repair movement! Together we can make a difference.</p> <p>Learn more at circulareconomymonth.ca</p> <p>#CircularEconomyMonth</p> <p>–</p> <p>It's E-Waste Wednesday, the 3rd day of #WasteReductionWeek! Choose repair over replacement, support the right to repair, and opt for retailers with return systems.</p> <p>Learn more at circulareconomymonth.ca</p> <p>#CircularEconomyMonth</p> <p>Alt Text: Green and blue computer chips collected into a pile. E-Waste Wednesday. Circular Economy Month, powered by Circular Innovation Council. #CircularEconomyMonth #WasteReductionWeek.</p>	<p>Instagram (square, feed), 1080 x 1080</p> <p>LinkedIn (landscape, feed), 1200 x 627</p> <p>Twitter (landscape, feed), 1600 x 900</p>
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Topic:

Daily themes of Waste Reduction Week

Suggested Publishing Period:

Week 3

Suggested Messaging:

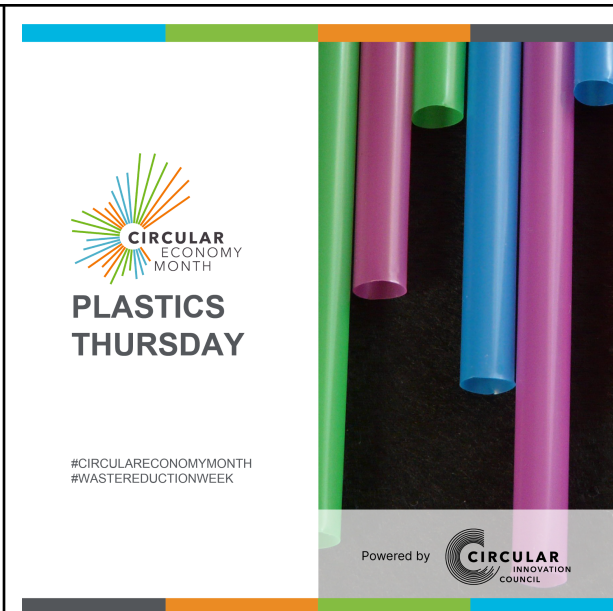
It's Plastics Thursday, the 4th day of Waste Reduction Week!

A circular economy for plastics reevaluates the necessity of plastics in use. It promotes innovation to ensure necessary plastics can be efficiently reused and/or recycled and kept in the economy for as long as possible.

What can I do in my day-to-day activities to contribute?

- Use what you have: keep plastic items in use for as long as possible before recycling or discarding.
- If you no longer need your plastic item, donate it if it's in usable condition.
- Find reusable alternatives to replace plastic items: baskets of various sizes, reusable bags, and mesh pouches for the grocery store, for example! Get creative - a sturdy cardboard box is great at holding produce.
- Familiarize yourself with your municipality's waste guidelines and initiatives.
- Vote with your dollar: buy items with recycled plastic content or items that have less or no packaging, if possible.

To learn more about plastics, visit plasticactioncentre.ca. To learn more about the campaign, visit circulareconomymonth.ca.



Click to download assets from Google Drive:

[Facebook \(carousel\), 1200 x 1200](#)

[Facebook \(Timeline\), 1200 x 630](#)

[Instagram or Facebook \(Story\), 1080 x 1920](#)

<p>Suggested Twitter Messaging (280 Character Limit):</p> <p>It's #PlasticsThursday, the 4th day of #WasteReductionWeek!</p> <p>To learn more about plastics, visit plasticactioncentre.ca. To learn more about the campaign, visit circulareconomymonth.ca.</p> <p>#CircularEconomyMonth – On #PlasticsThursday, let's rethink and reduce our plastics use!</p> <p>To learn more about plastics, visit plasticactioncentre.ca. To learn more about the campaign, visit circulareconomymonth.ca.</p> <p>#CircularEconomyMonth #WasteReductionWeek</p> <p>Alt Text: Crushed plastic beverage containers. Plastics Thursday. Circular Economy Month, powered by Circular Innovation Council. #CircularEconomyMonth #WasteReductionWeek.</p>	<p>Instagram (square, feed), 1080 x 1080</p> <p>LinkedIn (landscape, feed), 1200 x 627</p> <p>Twitter (landscape, feed), 1600 x 900</p>
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Topic:

Daily themes of Waste Reduction Week

Suggested Publishing Period:

Week 3

Suggested Messaging:

It's Food Waste Friday, the 5th day of Waste Reduction Week!

Do you remember the last portion of leftovers you got rid of because you forgot it in the fridge for too long? Everyone has been guilty of letting good food go to waste. The good news is that, by making simple changes, you can save money, have more food on the table, and help the planet at the same time.

A circular system for food waste is already underway in Canada. Through resource recovery, material that was once considered waste—like food waste—is recovered as a resource for new production cycles—like compost.

To learn more, visit circulareconomymonth.ca.

#CircularEconomyMonth #WasteReductionWeek.

Suggested Twitter Messaging (280 Character Limit):

It's #FoodWasteFriday, the 5th day of #WasteReductionWeek. Reduce food waste, save money, and support a circular system for food recovery and composting.

Visit circulareconomymonth.ca.

#CircularEconomyMonth




Click to download assets from Google Drive:

[Facebook \(carousel\), 1200 x 1200](#)

[Facebook \(Timeline\), 1200 x 630](#)

[Instagram or Facebook \(Story\), 1080 x 1920](#)

<p>–</p> <p>It's #FoodWasteFriday, the 5th day of #WasteReductionWeek. Embrace the circular economy for food - turn waste into compost for a greener tomorrow!</p> <p>Visit circulareconomymonth.ca.</p> <p>#CircularEconomyMonth</p> <p>Alt Text: A pile of food waste scraps, including orange peels, green onion slices, potato peels, and egg shells, sit atop a pile of rich, brown-black compost. Food Waste Friday. Circular Economy Month, powered by Circular Innovation Council. #CircularEconomyMonth #WasteReductionWeek.</p>	<p>Instagram (square, feed), 1080 x 1080</p> <p>LinkedIn (landscape, feed), 1200 x 627</p> <p>Twitter (landscape, feed), 1600 x 900</p>
<p>Topic: Daily themes of Waste Reduction Week</p> <p>Suggested Publishing Period: Week 3</p> <p>Suggested Messaging: It's Sharing Economy Saturday, the 6th day of Waste Reduction Week!</p> <p>What isn't needed is a drill; what is needed is a hole in the wall. By renting a drill from tool libraries or retailers rather than ownership - through product as a service - you maximize product use and value, while avoiding cost and materials of manufacturing new.</p> <p>To learn more, visit circulareconomymonth.ca.</p> <p>#CircularEconomyMonth #WasteReductionWeek</p> <p>Suggested Twitter Messaging (280 Character Limit):</p>	 <p>Click to download assets from Google</p>

<p>It's #SharingEconomySaturday, the 6th day of #WasteReductionWeek! Embrace the power of sharing - rent tools from libraries or retailers and reduce waste, cost, and resource consumption.</p> <p>To learn more, visit circulareconomymonth.ca.</p> <p>#CircularEconomyMonth</p> <p>—</p> <p>Sharing is caring on #SharingEconomySaturday! Through product as a service, you maximize product use and value, while avoiding cost and materials of manufacturing new.</p> <p>To learn more, visit circulareconomymonth.ca.</p> <p>#CircularEconomyMonth #WasteReductionWeek</p> <p>Alt Text:</p> <p>A person holds a smartphone displaying a bike-share app as they walk toward a bike-share station. Sharing Economy Saturday. Circular Economy Month, powered by Circular Innovation Council. #CircularEconomyMonth #WasteReductionWeek.</p> <p>—</p> <p>A child and his parents visit a clothing swap. The child smiles and considers a green shirt from the clothing rack. Sharing Economy Saturday. Circular Economy Month, powered by Circular Innovation Council. #CircularEconomyMonth #WasteReductionWeek.</p>	<p>Drive:</p> <p>Facebook (carousel), 1200 x 1200</p> <p>Facebook (Timeline), 1200 x 630</p> <p>Instagram or Facebook (Story), 1080 x 1920</p> <p>Instagram (square, feed), 1080 x 1080</p> <p>LinkedIn (landscape, feed), 1200 x 627</p> <p>Twitter (landscape, feed), 1600 x 900</p>
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Topic:

Daily themes of Waste Reduction Week

Suggested Publishing Period:

Week 3

Suggested Messaging:

It's Swap and Repair Sunday, the last day of Waste Reduction Week!

For items no longer of use to you – whether in need of repair or you've upgraded – there are hundreds of organizations across Canada that can still put them to good use through swap and repair.

Donations aside, hosting clothing or item swap events with your family, friends, or community, or even a repair cafe, are excellent ways to reduce your waste and keep these items in use.

To learn more, visit circulareconomymonth.ca.

#CircularEconomyMonth #WasteReductionWeek

Suggested Twitter Messaging (280 Character Limit):

It's #SwapandRepairSunday - the perfect end to #WasteReductionWeek! Give items a new life, reduce waste, and foster community connections.

Visit circulareconomymonth.ca.

#CircularEconomyMonth #WasteReductionWeek

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It's #SwapandRepairSunday, the last day of #WasteReductionWeek, but the journey continues! Donate, swap, or repair items to keep them in use and out



Click to download assets from Google Drive:

[Facebook \(carousel\), 1200 x 1200](#)

[Facebook \(Timeline\), 1200 x 630](#)

[Instagram or Facebook \(Story\), 1080 x 1920](#)

<p>of landfills.</p> <p>Visit circulareconomymonth.ca.</p> <p>#CircularEconomyMonth #WasteReductionWeek</p> <p>Alt Text: A series of varying-sized metal tools hang on a blue wall. Swap and Repair Sunday. Circular Economy Month, powered by Circular Innovation Council. #CircularEconomyMonth #WasteReductionWeek.</p>	<p>Instagram (square, feed), 1080 x 1080</p> <p>LinkedIn (landscape, feed), 1200 x 627</p> <p>Twitter (landscape, feed), 1600 x 900</p>
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