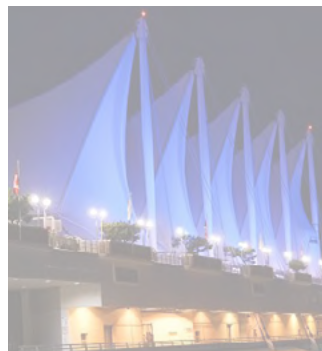
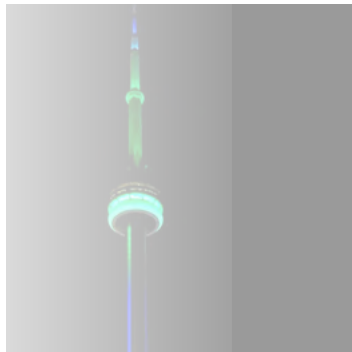


CANADA'S CIRCULAR ECONOMY PUBLIC AWARENESS CAMPAIGN

2024 SPONSORSHIP PACKAGE



CIRCULAR ECONOMY MONTH: BUILDING ON A HISTORY OF ENGAGEMENT

In 2022, building on more than 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 and promote behaviour change.

Circular Economy Month familiarizes Canadians with circular economy concepts and practices, celebrates innovators, encourages action, and much more. The year-round program 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 continues as Waste Reduction Week, upholding the tradition of focusing on resource recovery.

LEARN MORE ONLINE!



A 2022 study found that **40%** of Canadians surveyed were **unfamiliar with the concept of a circular economy**, demonstrating the need for a broad education campaign.

WHY IS THE CIRCULAR ECONOMY IMPORTANT?

A circular economy transforms our current take, make, and waste society, offering lifestyles that are connected to the things we care about the most. It protects nature and natural resources, reduces carbon emissions, pollution, and waste, and promotes prosperity for all Canadians.

LINEAR ECONOMY



CIRCULAR ECONOMY



DELIVERING ON SUSTAINABLE DEVELOPMENT GOALS

Adopted by all United Nations Member States in 2015 the SDGs are a call to action to promote prosperity and protect the environment where circularity can deliver. Circular Economy Month provides information and resources that inform Canadians on how their actions support these goals.



ANNUAL IMPACT



6,000+

Posts mentioning
#CircularEconomyMonth and
#WasteReductionWeek



60+

Registered events across
Canada



30+

Municipal proclamations



200M

Binational media
impressions



22,000+

Visitors to
CircularEconomyMonth.ca
during the campaign



17+

Landmarks illuminated



18,000+

Likes on Social Media

MEDIA COVERAGE

as seen in...



...and more!

For more information, visit our In the News page.

IN THE NEWS



CIRCULAR ECONOMY MONTH 2024 PROGRAM GOALS

Entering its third year, Circular Innovation Council continues to expand the Circular Economy Month program to increase the public's awareness of the circular economy and its opportunity to adapt to and mitigate climate change. This year's success is supported by partners like you who will collaborate with us to:

LAUNCH THE *CIRCULAR CONNECTOR*

Launch the *Circular Connector*, a monthly newsletter that provides plain-language educational information about circular economy to our audiences and celebrates organizations, communities, and individuals that are making an impact.

INCREASE DECLARATIONS

Increase number of government officials publicly declaring October as Circular Economy Month and highlight these actions on CircularEconomyMonth.ca.

NEW RESOURCE DEVELOPMENT

Develop new resources and engaging social media content that educates Canadians about the environmental, social, and economic benefits of a circular economy.

DIRECT PUBLIC ENGAGEMENT

Deliver an interactive webinar for individuals interested in participating in the campaign.

FORM A NATIONAL COMMITTEE

Form committee of implementation partners from environmental organizations and communities across Canada.



**“Acting on climate change is
critical to our survival.”**

WEEKLY THEMES



WEEK 1

INTRODUCTION TO THE
CIRCULAR ECONOMY



WEEK 2

ENVIRONMENTAL BENEFITS



WEEK 3

WASTE REDUCTION WEEK



WEEK 4

SOCIAL & ECONOMIC BENEFITS

DAILY THEMES



ACTION & INNOVATION MONDAY

NEW!



TEXTILES
TUESDAY



E-WASTE
WEDNESDAY



PLASTICS
THURSDAY



FOOD
WASTE
FRIDAY



SHARING
ECONOMY
SATURDAY



SWAP &
REPAIR
SUNDAY

Themes are subject to change upon further planning of the 2024 campaign.

WHAT CANADIANS ARE SAYING ABOUT CIRCULAR ECONOMY MONTH

“Our work together to tackle the triple crises of the **changing climate**, **rapid biodiversity loss**, and **pollution** is vital

to the health of the economy, environment and life on this planet. Creating a more circular economy is one very important way we can tackle the root causes of climate change and biodiversity loss.”



Steven Guilbeault

Minister of Environment and Climate Change

We must move away from a “take-make-dispose” economy

Kendra
Municipality of Ottawa

[Circular Economy Month] gives us more time to bring stakeholders together and offer prolonged learning.

Jackie
GreenUP

[We participate to connect] our work in circular initiatives within a larger context.

Anonymous
Pollution Probe



OTTAWA TOOL LIBRARY'S REPAIR CAFE

Sponsored by City of Ottawa
Photo credit: Geri Porteous



GUELPH TOOL LIBRARY'S CLOTHING SWAP

Photo credit: Andrew Peach

OPPORTUNITIES TO SUPPORT CIRCULAR ECONOMY MONTH

CIRCULAR ECONOMY MONTH PARTNER: \$10,000

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

CIRCULAR ECONOMY MONTH CHAMPION: \$20,000

An extensive partnership experience for organizations who would like to develop a more fulsome, year-round partnership with Circular Innovation Council and Circular Economy Month.

WANT TO MAKE AN EVEN BIGGER IMPACT?

We collaborate with our partners to deliver initiatives for the annual campaign and year-round through custom, long-term partnerships. Interested in working with us to plan events, learning sessions, webinars, educational programs, contests, PR stunts and more? [Let's connect.](#)

[See samples](#) of past initiatives and collaborations.

SUPPORT CIRCULAR ECONOMY EDUCATION THROUGH A DONATION

Circular Innovation Council is a registered national charity and also welcomes donations to support Canada's circular economy public awareness campaign. Donors receive a thank-you shout-out during the campaign and a tax receipt. [Connect with us to donate.](#)



WHY BECOME A SPONSOR?

1. BRAND ALIGNMENT AND EXPOSURE

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

2. COLLABORATION, MEMBERSHIP, AND NETWORKING

We work with our partners on program planning and implementation, including resource development, events, marketing and communications. Program Partners and Champions receive complimentary Circular Innovation Council membership for one year (up to \$1,200 value). Membership benefits 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.

3. SUPPORT BEHAVIOUR CHANGE

Your partnership supports delivery of a national campaign that's mission is to educate and empower Canadians to support an economy that delivers on the most important values of Canadians: protecting the planet and prioritizing people.

4. DRIVE PROGRESS ON CANADA'S CIRCULAR ECONOMY ACTION PLAN

The Circular Economy Action Plan for Canada highlights various key enablers as primary drivers of the circular economy. Through your contribution to this annual campaign, you enable progress on priority actions under the Information and Collaboration pillars.

PRIORITY ACTION 1.1:

Develop and aggregate case studies, success stories, and “every day” examples of CE in action across Canada, including its benefits (economic, social, environmental - inline with UN SDGs) and develop a wide-reaching communications / awareness campaign and advocacy plan, working with strategic partners to target key audiences with messaging that resonates.



PRIORITY ACTION 1.4:

Aggregate evidence / data, undertake new research, and develop case studies clearly demonstrating the linkages between circular strategies / practices and (a) GHG emission reductions and (b) nature loss, and develop targeted communications, advocacy efforts, and implementation tools (including CE benefits into climate literacy programs).

SPONSORSHIP BENEFITS

\$10,000

\$20,000

LOGO PLACEMENT

| | | |
|---|---|---|
| Campaign launch video on October 1 | ● | ● |
| Thank you social media post on October 31 | ● | ● |
| <i>Circular Connector</i> email newsletters sent at least monthly year round and weekly during the campaign. | ● | ● |
| CircularEconomyMonth.ca Home Page & Partners Page | ● | ● |
| Welcome card on slide deck at the Circular Economy Month webinar | ● | ● |
| Exclusive access to Circular Economy Month partner / champion partner logo asset for your organization's marketing materials. | ● | ● |
| Priority logo placement (larger logo in more visible locations) | | ● |

**CIRCULAR ECONOMY
MONTH PARTNER**

**CIRCULAR ECONOMY
MONTH CHAMPION**

SPONSORSHIP BENEFITS

PARTNER PROFILE & MARKETING

Partner webpage on CircularEconomyMonth.ca to celebrate your organization's sustainability achievements, goals, and initiatives.



Partner shout-out space in the *Circular Connector* newsletter during the campaign.



Social media amplification during October of one of your organization's circular economy initiatives, commitments, or achievements.



Two co-developed creatives (infographic, blog article, or video reel) storytelling your organization's alignment with a circular economy business model and its environmental, social, and economic benefits.



Special mention and logo placement in national campaign press releases (launch and wrap-up).



Year-round amplification of your initiatives at **up to three** touch points per year through CIC's various communications channels (i.e. the *Circular Connector*, *The Chronicle*, *NewsHub*, social media, PlasticActionCentre.ca).



CIRCULAR ECONOMY
MONTH PARTNER

CIRCULAR ECONOMY
MONTH CHAMPION

SPONSORSHIP BENEFITS

COLLABORATION

Complimentary Circular Innovation Council membership

Priority consideration for speaking opportunities at Circular Innovation Council webinars/events throughout the year.

Opportunity to provide input on Circular Economy Month program planning.

Receive an exclusive program summary report that includes detailed stats related to your organization's profile during the campaign (i.e. social media metrics, email clicks, website visits).

CIRCULAR ECONOMY
MONTH PARTNER

CIRCULAR ECONOMY
MONTH CHAMPION

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