



CEIL Partnership: Executive Summary

CIRCULAR ECONOMY INNOVATION LAB

THE NATURAL STEP CANADA

February 2017



circulareconomylab

POWERED BY THE NATURAL STEP CANADA

“Transitioning to the circular economy may be the biggest revolution and opportunity for how we organize production and consumption in our global economy in 250 years.”

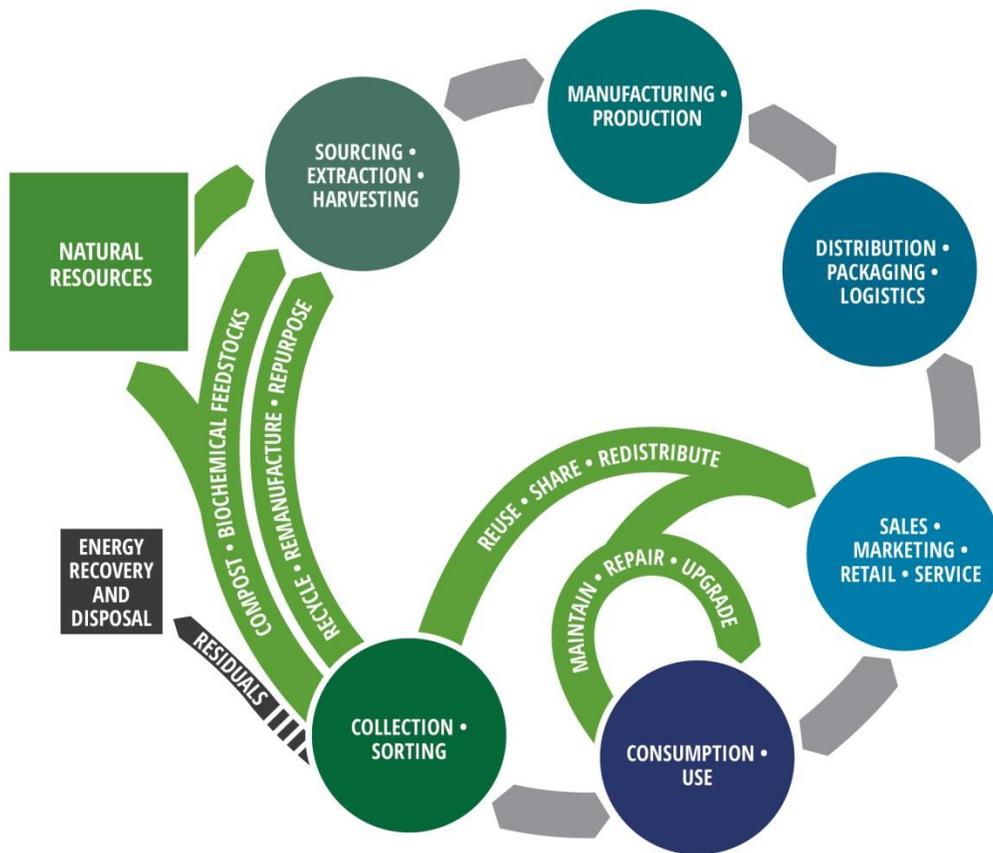
*Accenture Strategies,
Waste to Wealth*

“I applaud the Circular Economy Innovation Lab as it continues to work towards reducing waste and recovering resources in all sectors. Through continued partnerships, I am confident our vision for a circular, low-carbon economy can be achieved.”

Glen Murray, Ontario Minister of Environment and Climate Change

“The Ontario Circular Economy Innovation Lab will be critical in bringing together the leaders needed to accelerate Ontario’s transition to a circular economy.”

*Brian Zeiler-Kligman,
VP Sustainability,
Canada’s National Brewers*



Imagine a World Without Waste: a Circular Economy

- **A Regenerative Economy** that thrives within nature's limits
- **Circular Products and Materials** designed for multiple lives and repeated profitable cycles of reuse, repair and recycling.
- **Efficient Production and Consumption** powered by closed-loop manufacturing, renewable resources and low-carbon energy.

The “Economic Opportunity of the Century”

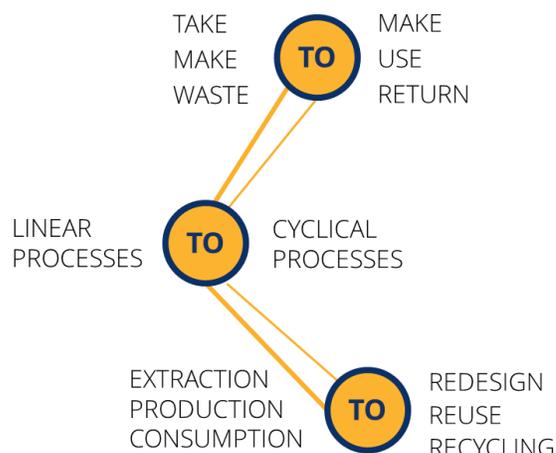
- **Trillion Dollar Opportunities:** Accenture Strategy predicts a \$4.5 trillion reward for circular economy business models by 2030.
- **Urgently Needed:** We need to increase resource productivity by at least a factor of five to meet future demands and reverse negative ecological trends (e.g. climate change).
- **Achievable and Profitable:** Low-carbon, zero-waste business models are possible, profitable and deliver better social and ecological outcomes.
- **Inevitable:** A myriad of business, social, technological and regulatory factors are driving the shift towards a circular economy, whether businesses are ready or not.

The Challenge for Ontario

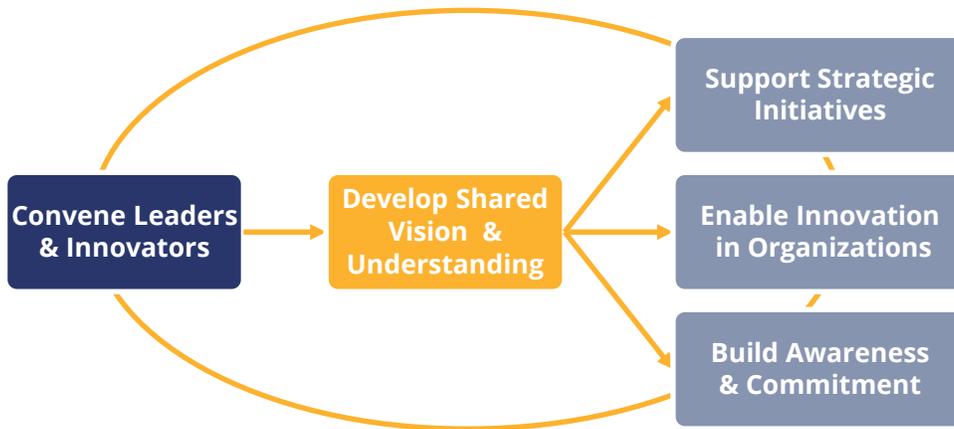
Ontario (and Canada) can become a leader in the circular economy but we have to act now. Succeeding in the circular economy requires a shift in how businesses and governments design, manufacture and use products, infrastructure and services.

Strategic, systemic changes are needed, and that requires new forms of collaborative planning and action. No one organization – whether public or private – can deliver this change on their own.

The Circular Economy Innovation Lab (CEIL) is working to fill this gap and accelerate the transition to a low-carbon, circular economy.



Our Solution



Launched in 2016 by The Natural Step Canada, CEIL’s mission is to accelerate the transition to a low-carbon, circular economy in Ontario and beyond.

Our unique process brings together leaders from different sectors and value chains to co-develop and implement circular economy solutions that eliminate waste, reduce greenhouse gas emissions and foster value-creation and innovation. We work collaboratively to:

Define the opportunity	We help governments and businesses understand the opportunities, barriers and strategies for advancing the circular economy within their organizations, their value chains and the province as a whole.
Accelerate promising ideas	We work with our partners to identify, incubate and scale circular economy initiatives. These include: <ul style="list-style-type: none"> • Strategic, collaborative initiatives to address systemic barriers that individual organizations can’t tackle alone • “Innovation moonshots” with the potential to transform the economy, • New or improved circular products, services, policies, business models and strategies.
Build momentum for change	We build circular economy awareness, understanding and commitment through strategic research, communications, education and engagement activities for stakeholders across Ontario’s economy.

Join us in Evolving Ontario's Economy!

We are seeking partners to help us accelerate the transition to a circular economy.

CEIL is a program of The Natural Step Canada, a national charity. Investing in CEIL presents a high-profile opportunity to shape the future of Ontario's economy, demonstrate genuine innovation leadership and gain strategic insight into how your organization can thrive in the circular economy.

CEIL and its partners will deliver these core activities in 2017:

- **Launch the CEIL Fellowship**, a 12-month initiative to convene 40 leaders from across Ontario to develop a shared vision, strategy and set of projects for advancing the circular economy.
- **Launch our Innovation Accelerator** that combines an information clearinghouse with education and training workshops and services to help organizations and value chains capture the benefits from the circular economy.
- **Advance circular economy packaging innovation** through collaborative projects, research and outreach activities that build on the work of our 2016 Printed Paper and Packaging Rapid Lab.

"CEIL's work to facilitate a collaborative and cooperative forum for dialogue across the entire supply chain is a key feature of Canada's journey towards a circular economy."

John Coyne, VP Legal and External Affairs, Unilever Canada

Contact Chris Lindberg, CEIL Director for more information:

E: clindberg@naturalstep.ca

T: (613) 355-7909

CEIL's work to date has been supported by the following leading organizations:



THE J.W. MCCONNELL
FAMILY FOUNDATION



Interface

