

# WHAT COULD CANADA DO WITH AN EXTRA \$240 BILLION?

That is the opportunity for Canada if we can build a **circular, low-carbon, globally competitive economy** by 2030. Doing so will require coordinated national, public, and private sector collaboration.



## FOR CANADIANS

The path to generating new jobs; developing durable, efficient, and affordable products and services; and shaping healthy and prosperous communities.



## FOR GOVERNMENTS

A strategy for achieving multiple objectives, such as reducing waste and GHG emissions, while stimulating innovation, and value-added economic development



## FOR CORPORATIONS

An opportunity to advance innovation while reducing costs and environmental impacts, building resilient supply chains, increasing market share, and strengthening corporate reputations.

Together we will launch a multi-year initiative to build an innovative, carbon-competitive, Canadian economy fit for the 21st century.

Claim your seat at the table.

[circulareconomylab.com/join](https://circulareconomylab.com/join)

# Your voice is needed.

## The Circular Economy Lab

A national multi-stakeholder initiative convened by The Natural Step Canada to help accelerate the transition to a circular economy. We are mobilizing private and public sector leaders to build an economy in which:

- Products are designed for multiple lives and repeated profitable cycles of reuse and recycling.
- New revenues are generated by optimizing resources and keeping materials at their highest utility and value at all times.
- Production is powered by closed-loop manufacturing and renewable resources and energy.

## The circular economy is a low carbon economy

Circular economy strategies are the key to achieving Canada's climate change targets and transitioning to a thriving low-carbon society.

Recent studies by the Club of Rome, Ellen MacArthur Foundation and others conclude that shifting to a circular economy would deliver GHG emission reductions of 50-70% by 2030 while generating trillions of dollars in benefits and hundreds of thousands of jobs.



*"I commend The Natural Step and everyone taking part in this Circular Economy Lab for demonstrating leadership in Ontario's transition to this new circular economy framework."*

- Glen Murray, Ontario Minister of Environment and Climate Change





