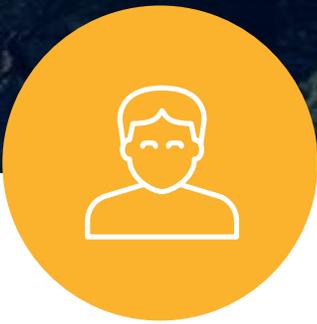


WHAT COULD CANADA DO WITH AN EXTRA

\$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; develop durable, efficient, and affordable products and services; and shape healthy and prosperous communities.



FOR GOVERNMENTS

The chance to realize our climate change targets and meeting or exceeding a 30 percent reduction below 2005 levels of greenhouse gas emissions by 2030.



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.

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 business, government, Indigenous, and labour leaders to build a circular, low-carbon economy in which:

- Production is powered by closed-loop manufacturing and renewable resources and energy.
- 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.

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

WE ARE ASKING CANADIAN LEADERS AND INNOVATORS:

What are the most promising levers for accelerating circular economy progress in Canada?

How can Canadian organizations learn from and build on the examples set by global leaders?

How can first mover organizations collaborate to build value and accelerate this transition?

Over the course of 2017 Canadian business, government, Indigenous, and labour leaders are shaping an agenda for the circular economy in Canada. This agenda will serve as a platform for strategic action, and set the stage for the work of the Circular Economy Lab over the coming years.

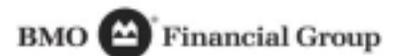
Join our partners as a first mover on this critical issue.



THE J.W. McCONNELL
FAMILY FOUNDATION



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POWERED BY THE NATURAL STEP CANADA



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