



# Food Waste as an innovation collaborator in Climate Action Plans

Guelph-Wellington's circular food economy initiative

ANA Apr 4, 2022

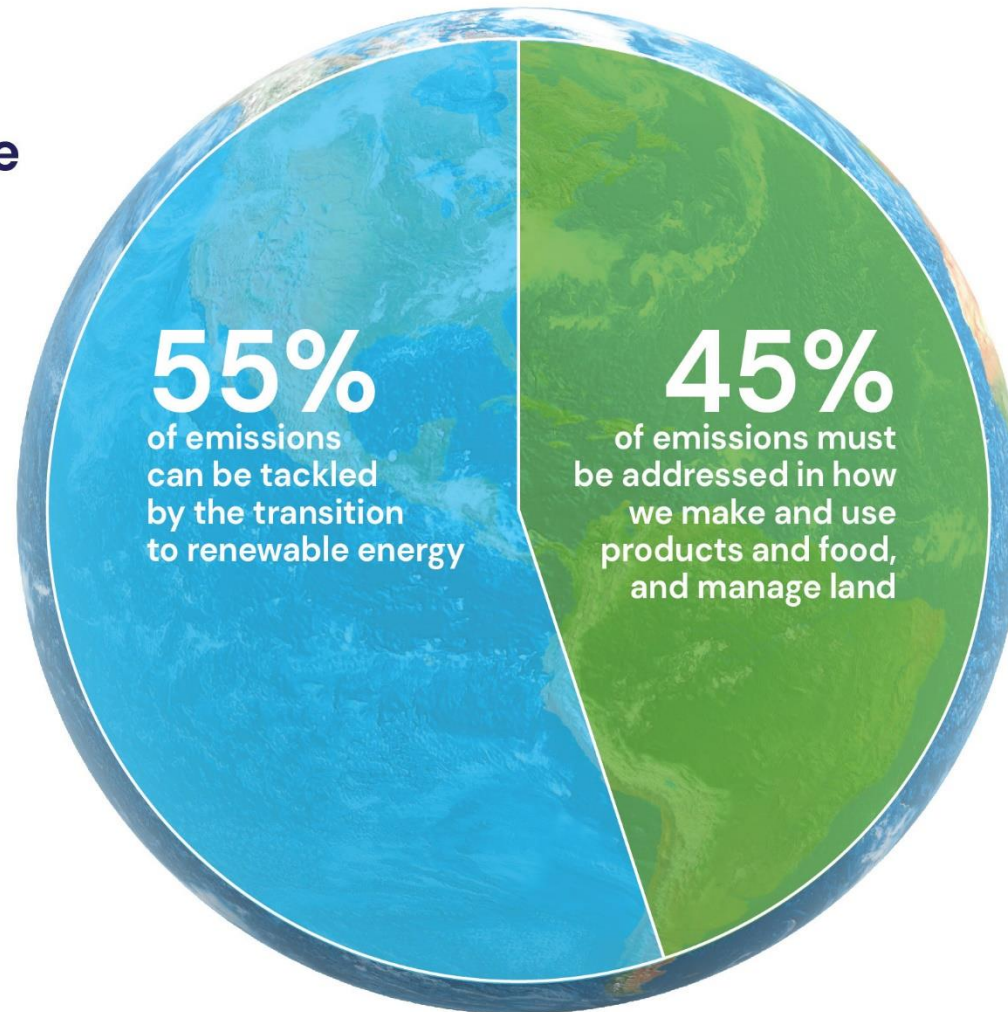


Funded by



# Tackling Climate Change

The circular economy is necessary to achieve net-zero emissions.



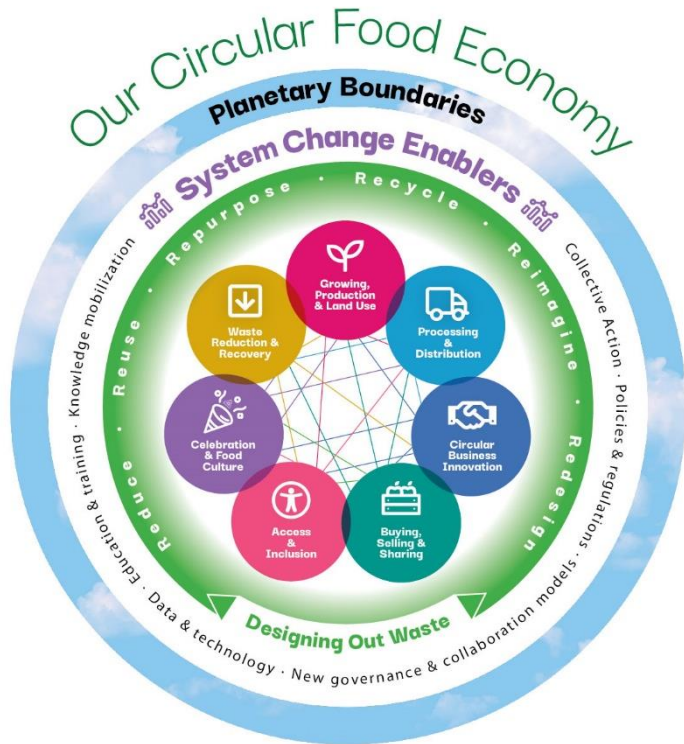
# Turning Point



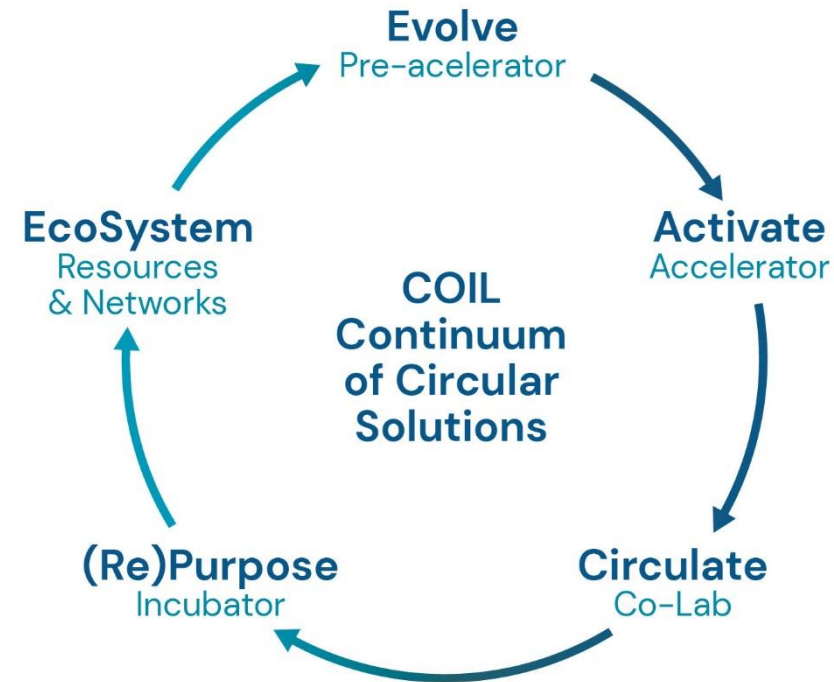
*Circular Economy Expert  
Panel Report for  
Environment & Climate  
Change Canada*

**Canada - only 6% circularity rate**

# CE Initiatives in Guelph-Wellington



Circular Opportunity  
Innovation Launchpad



Funded by **Canada**



Federal Economic Development  
Agency for Southern Ontario

# Outcomes:

Increase in access to affordable, nutritious food;

New circular business and collaboration opportunities; and

Increase in economic value by reducing or transforming food waste

**...all by 2025**



# Shift to Circular food systems – power to reshape the world





# Whole of community initiative

- Distributed leadership & shared accountability
- 150+ organizations (public / private / not-for-profit)
- Unique connections and collaborations



# Guelph-Wellington Rural Urban Living Lab





# Program overview by Strategic Intervention Area





**77,013** meals and  
**57,187** food boxes  
prepared and delivered  
to community members



Individuals with increased  
access to affordable,  
nutritious foods

**3,267**



Regional farmers  
using regenerative  
practices

**21**



Data sets  
centralized in the  
Food Future Data Hub

**52**



Stakeholders  
engaged in  
Our Food Future

**995**



New funding  
leveraged

**\$14,223,374**

## Our Impact 2020-2021



Circular Opportunity  
Innovation Launchpad



Value of inkind  
contributions

**\$1,275,004**



Value of supports  
for NGOs

**\$2,919,219**



Value of supports  
for businesses  
and social enterprises

**\$1,503,755**



Value saved and/or earned  
by shifting to more circular  
business practices

**\$960,812**



Businesses  
engaged in  
the program

**191**



Businesses that  
established or expanded  
their circular practice

**181**



Business collaborations  
strengthening the  
circular supply chain

**232**



New products and  
services from  
diverted food waste

**14**



Tonnes of food  
waste diverted  
from landfill

**6,479**



Tonnes of food  
waste upcycled to  
new products

**66**



GHG Emissions  
prevented

**1,769 tonnes**



# Waste as A Resource



# Zeroing in on food waste hotspots

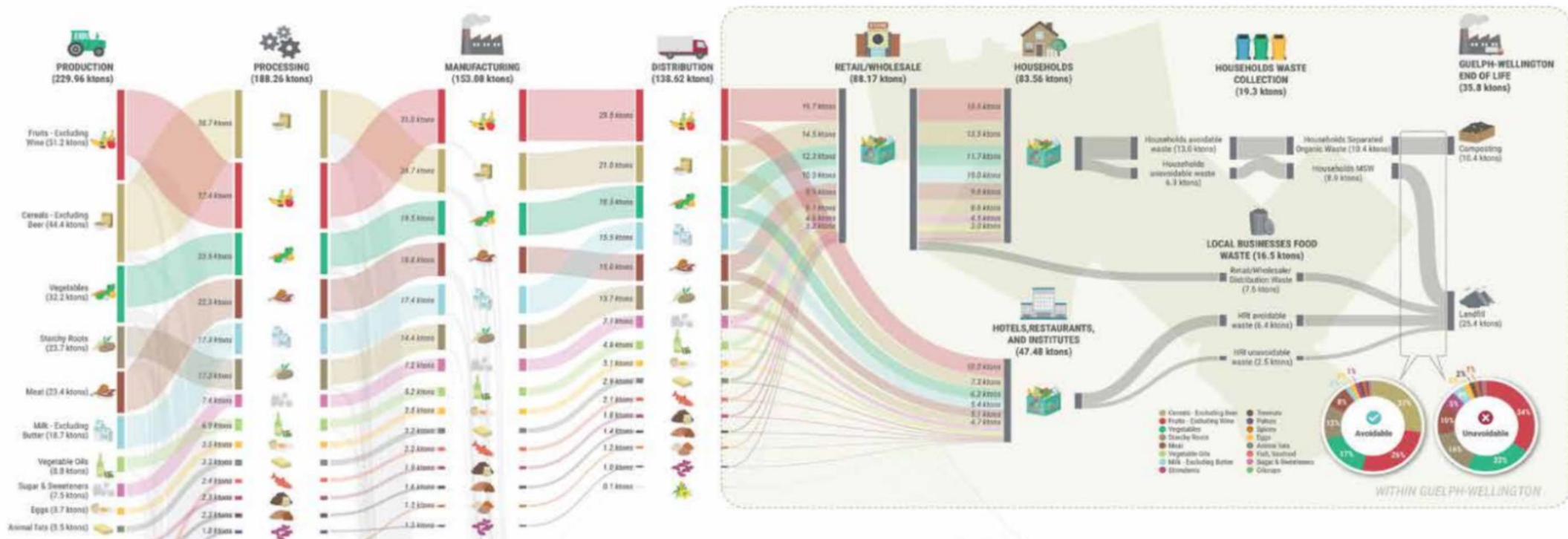
Where does the greatest amount of waste happen within our region's food system? Our Food Future researchers set out to identify these waste "hotspots." The Food Material Flow Study is the first of its kind in Canada, offering valuable insights to inform circular strategies. Click the link below to view the full image.

Kitchen Table Collaboration Platform

Collective Wellbeing

In Conversation with Our Food Future Podcast

## Mapping Food Waste Flows Across Guelph and Wellington



More than 70 datasets were analysed to produce this Sankey diagram snapshot of food waste flows in the region.



# COIL Business Accelerator Programs



**Activate**  
Circular Accelerator



**Circulate**  
CoLab



**Evolve**  
Pre-Accelerator



**Re(PURPOSE)**  
Incubator





# Spotlight

## Discovering value in waste

Rapid, high-impact training pathways to help businesses create new products and markets by designing out waste.



Connecting local food businesses to discover and exchange unusable waste resulted in Canada's first fully circular meal, generating international attention.



60%

of Canadians will purchase upcycled products

\$46B

value of upcycled market

68%

of Canada's food waste is unavoidable

64

participating businesses across Guelph-Wellington... so far



Friendlier is eliminating single-use take-out containers and has quickly become Canada's fastest-growing reuse company.

Heartwood Farms identified waste in processing and transportation and is developing new products from their waste stream.



Click to watch the video





# ReSource Exchange Marketplace





# Zero Waste

Economic Transformation Lab







# Zero Waste

Economic Transformation Lab



COIL's systems-change accelerator applying circular economy strategies to generate innovation, business development, and in new sectors – starting with **construction, renovation and demolition materials**.

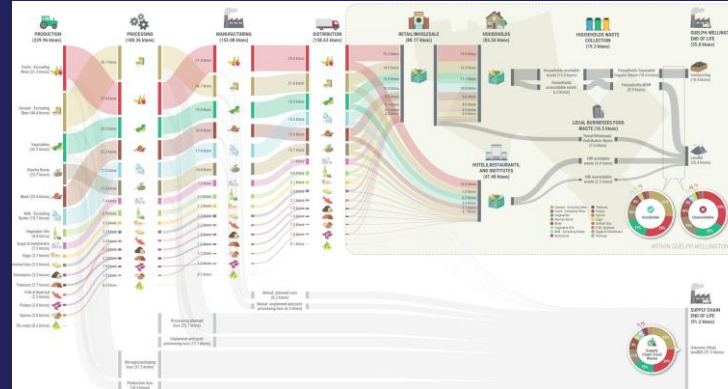
Founding supporter:



# Our replicable process can work for most materials



1. Convene ecosystem  
and create shared vision



2. Research & system analysis



3. Strategy and tactics  
identification



4. Pilots, challenges,  
interventions, incubation



5. Roadmap reporting to  
broaden and accelerate CE  
across Canada



# Future materials lab-projects

Present: 2022



Construction and Demolition Materials (CDM)

- Initial sponsor funded

Future: 2023 or beyond



Sectors could include textiles, electronics, plastics, manufacturing, etc

- TBD based on funding or opportunity

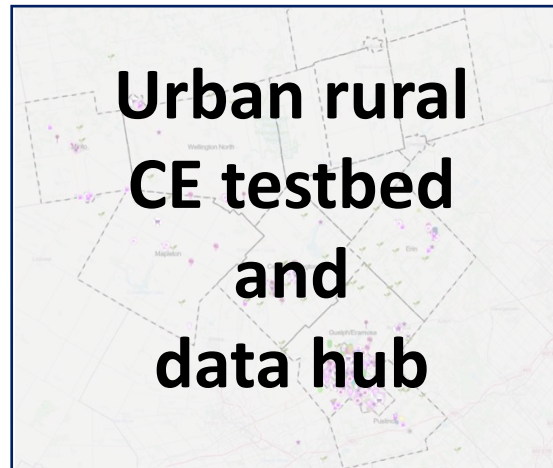
TABLE 4

Heatmap with qualitative assessment of circular economy growth potential in 10 key sectors

- High potential for growth in the short-medium term
- Increasing potential for growth in the short-medium term
- Emerging or limited potential for growth in the short-medium term

Sector	Drivers of circular economy growth potential			Overall circular economy growth potential
	Innovation & corporate action	Policies & regulation	Customer preferences & macro trends	
Plastics & packaged goods	High	High	High	High
Fashion & textiles	High	High	High	High
Food & agriculture	High	High	High	High
Electronics	High	High	Emerging or limited	High
Automotive, transport & logistics	Emerging or limited	High	High	High
Technology, media & telecommunication	High	Emerging or limited	Emerging or limited	Increasing
Engineering & construction	High	Emerging or limited	Emerging or limited	Increasing
Waste management & water	Emerging or limited	High	Emerging or limited	Increasing
Industrial manufacturing	Emerging or limited	Emerging or limited	Emerging or limited	Increasing
Paper, pulp & forestry products	Emerging or limited	Emerging or limited	Emerging or limited	Increasing

# Leverage and grow existing ecosystem tools





## Delivery Partners



## Collaborators



Kingdom of the Netherlands



# Our FoodFuture

Guelph-Wellington



**Barbara Swartzentruber**, Executive Director  
Smart Cities Office



Funded by

