



The Circular Economy: A New Approach to Waste Management

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Traditional Waste Management

Linear Economy



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Reduce



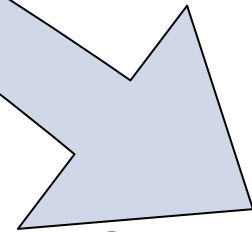
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ReUse

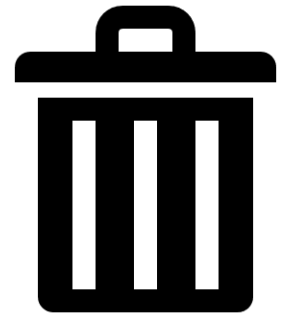


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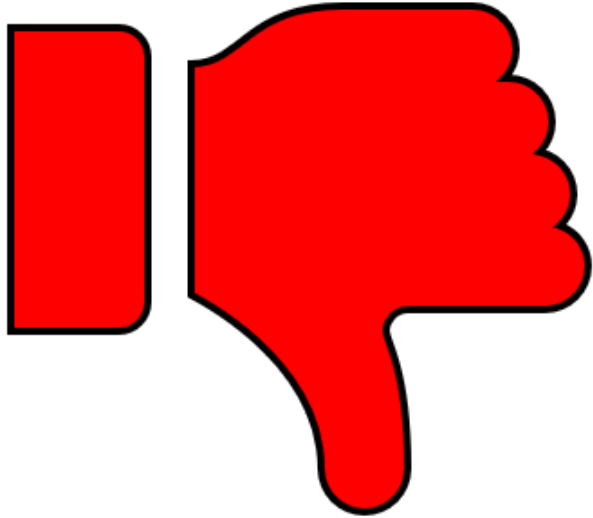
Recycle



Landfill



Linear Economy Consequences



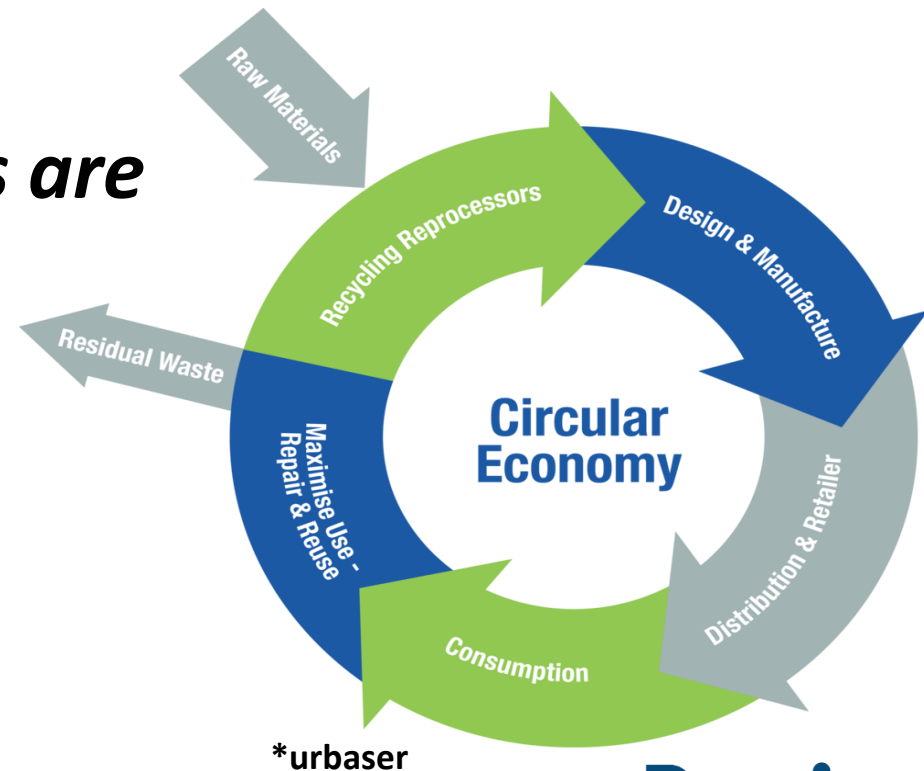
1. Resource Depletion
2. Ecosystem Degradation
3. Waste and Pollution
4. Harmful Consumerism
5. Socioeconomic Inequalities

A Circular Economy

**1. Waste and pollution are
designed out**

**2. Products and materials are
circulated**

**3. Nature is
regenerated**



Influencing Behaviours

“What is going to happen after I am done using this product?”



City of Barrie's Approach

THE FOUR PILLARS:

An integrated approach to making Barrie's circular economy a reality.



Policy Framework for Influence



REUSE

Objective

Create and foster a culture of reuse

Goal

Extend the lifecycle of goods, products, and resources through local repair, upgrade and resell initiatives.

Priority Areas

Repair
Share
Behaviour



RECYCLE

Objective

Ensure residents and businesses know about and are confident using recycling systems.

Goal

Maximize the recycling captured for processing.

Priority Areas

Blue Box
Producer Responsibility
Behaviour



CONSUME

Objective

Rethink the role that food can play in supporting a circular economy.

Goal

Minimize food wastage from all sources.

Priority Areas

Food Production & Consumption
Food Diversion
Behaviour



RECOVER

Objective

Recover energy and materials after other efforts have been exhausted.

Goal

Identify the economic value of waste and maximize local energy benefit from waste streams.

Priority Areas

Residual Waste
Water
Behaviour

Moving Forward

1. Various policies and associated initiatives have been underway.
2. Currently working with the Internal Working Group in the development of a Roadmap to demonstrate a 'Lead by Example' approach.
3. 2022 will include an external stakeholder group engagement.

Key Challenges

1. The size and scope of the circular economy movement is large and evolving.
2. The circular economy is a relatively new concept.
3. The circular economy requires a paradigm shift.
4. Shifting to a circular economy will require upfront costs / resources.
5. Approaches to minimizing waste generation will require commitment to aggressive changes to traditional waste management strategies.

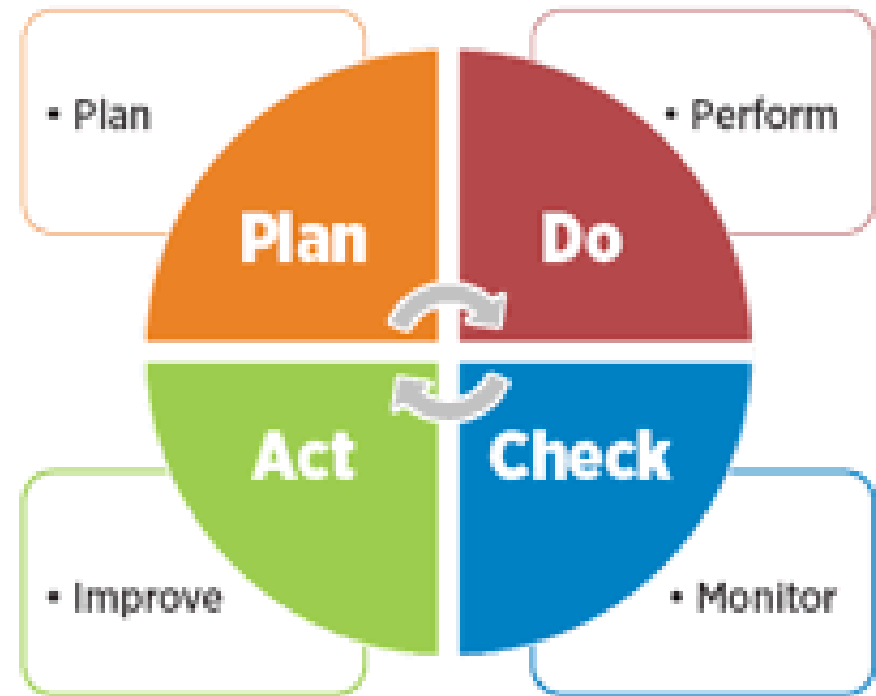
Key Opportunities

1. Lead in circular economy practices.
2. Overcome waste management challenges.
3. Encourage a greener Barrie.
4. Promote local economic recovery and innovation.
5. Support Council's Zero Emissions Initiative.

Last Thoughts...

CONTINUOUS IMPROVEMENT:

The project is iterative and will need commitment for the long haul.



Questions

