

WHAT WE HEARD REPORT

Symposium on Reuse
and
Policy Dialogue on Reuse
in Canada

2022



REDUCING
PLASTIC WASTE
IN CANADA



Funded by
the European Union

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Glossary of Terms

B2B	Business to Business (business model)
B2C	Business to Consumer (business model)
CPP	Canada Plastic Pact (association)
CRD	Construction, Renovation, and Demolition (sector)
EPR	Extended Producer Responsibility (recycling management model)
PaaS	Product as a Service (business model)

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Introduction

As part of the European Union's (EU) "*Reducing Plastic Waste in Canada*" project, the EU is collaborating with leading organisations in Canada to share best practices and create networking opportunities to reduce plastic waste. The two-year project was launched in 2021 as part of the Circular Plastics in the Americas Program contributing to the EU's commitment to the United Nations (U.N.) Sustainable Development Goals.

The *Reducing Plastic Waste in Canada* project focuses on collaborations to accelerate the transition to more sustainable consumption with key leading organisations in support of Canada's National Strategy and Action Plan on Zero Plastic Waste. Its diverse activities aim to deepen knowledge, strengthen approaches, and accelerate the implementation of solutions by a broad audience across the plastic value-chain and stakeholders.

On November 30 and December 1, 2022, the project team together with Environment and Climate Change Canada (ECCC), co-hosted a multi-stakeholder Symposium on Reuse and key stakeholder Policy Dialogue to deepen stakeholders and governments' knowledge of reuse policies and practices in Canada, United States and Europe and discuss the opportunities and solutions to expand and accelerate their implementation. The event included over twenty presenters in a full day plenary with over 120 in person participants in Toronto, Ontario and an additional 135 livestream participants. This full day event was followed by a half-day policy dialogue in a workshop format with thirty-five participants to further discuss ideas heard the previous day and develop recommendations for a path forward. The policy dialogue brought together thirty-five representatives from various sectors and regions of Canada involved in reuse, including small and medium sized enterprises, larger retailers, brand owners, academia, advocacy organizations and both federal, provincial and local government representatives.

Participants shared their unique experiences and challenges as reuse businesses and in advancing reuse programs in their organisations; they heard of emerging ambitious policies and programs in different jurisdictions and discussed opportunities and needs for cross-sector and value chain collaborations. There is significant leadership across various sectors in Canada, Europe and the United States that can help grow the current momentum in reuse.

This report summarizes what we heard at the Symposium as well as recommendations from the Policy Dialogue participants and next steps recommendations collected as part of the event evaluation.

Opening Remarks

Opening remarks were delivered first via livestream by Ambassador Dr. Melita Gabrič, European Union Delegation to Canada, followed by in-person welcoming remarks by Ms. Julie Dabrusin, Parliamentary Secretary to the Minister of Natural Resources and Minister of Environment and Climate Change Canada. Both officials set the stage for the day by conveying that both Canada and the European Union share common values by pursuing ambitious goals to reduce plastic waste and achieving circularity for plastics. They encouraged participants to have healthy discussions and debates on how to best support new initiatives to reduce plastic waste and expand the practice of reuse in Canada, working together collaboratively.

Overview of Plenary Sessions

The plenary included four sessions of presentations each followed by a question-and-answer period with participation from the in-person and livestream audience.

Session 1: Leading the Reuse Economy

Theme: *There are regulatory approaches as well as voluntary approaches underway in Europe, in the United States, and in Canada. Organizations with experience in a reuse economy have lessons and knowledge to share and have identified key opportunities for expanding reuse in Canada.*

Session 1 featured speakers from the World Economic Forum (WEF), Reloop Europe, Upstream U.S.A., and the Share, Reuse, Repair Initiative of Canada. They stressed how reuse initiatives are unique enablers for change, contributing to environmental goals and able to deliver a range of social benefits such as social cohesion and poverty alleviation. Reuse businesses and initiatives are adaptive and can drive systems change at local, regional and national levels while accommodating diverse solutions.

WEF emphasised the need for local actions and multistakeholder collaboration to transform the global economic system. The next 2-3 years will be critical for creating change to enable reuse. One enabling activity is through the collaborative efforts of the World Wildlife Fund, the UN Environment Programme and the Global Plastic Action Partnership of the WEF to create a one-stop-shop information sharing platform designed to provide practical, action-oriented tools and networks to scale reuse solutions.

Reloop presented the policy framework and recent initiatives from the EU that are major drivers of regional efforts, as well as European countries that currently have reuse legislation or policies in place: France, Spain, Italy, Austria, Germany, Romania, Portugal, and the United Kingdom. Most noteworthy, was the update on November 30, 2022, of the Packaging and Packaging Waste Directive which was upgraded to a proposed Regulation in order to increase consistency in the application of packaging waste reduction requirements across Europe. The proposed Regulation includes new requirements and targets for a portion of packaging to be made available in reusable or refillable packaging.

Upstream is an organization at the heart of the reuse movement in the United States as they help leaders create, accelerate and scale circular strategies with a focus on the food service, beverage and consumer packaged goods sectors. There are already over seventy reuse laws in place at local and state levels. Examples were provided of various reuse partnerships that have been developed between reuse businesses with retail and grocery and a local government partner with supporting policy.

The Share, Reuse, Repair Initiative (SRRI) in Canada presented details of an innovative study which examined the changing relationship between people and stuff to identify future trends and opportunities with respect to reuse. The study identified key opportunity areas that would contribute to a greater reuse society in Canada:

- Opportunity 1: Purchasing criteria has evolved to include long-term value to justify ownership. If long term value is not evident, then a rental, leasing, reuse model is preferable.
- Opportunity 2: Owning things that bring joy without guilt – things that are both practical and that are also purposeful while contributing to a multi-sensory experience.
- Opportunity 3: Experiencing nature as an alternative to consuming – through choice of natural materials and creating balance and making connections.

- Opportunity 4: Managing flow – optimizing the resources already in circulation, consideration of temporary ownership and on-demand production systems.

Key take-aways from Session 1:

- Announcements of regulations in the EU that will incorporate reuse objectives and obligations highlight the growing role of reuse to achieve circular economy and sustainable consumption objectives in the EU. The proposed new requirements in Europe will play an important role in **creating a level playing field** by streamlining requirements across countries and outlining expectations for industry across all sectors, in all countries, in a transparent and equitable way.
- Under the European policy framework on circular economy, existing packaging requirement and new proposed requirements in Europe, examples of **how both business to consumers (B2C) and business to business (B2B) reuse and progress against targets** will be measured will provide important lessons for Canada including understanding the effectiveness and impact of national policies & initiatives to orient required transformations.
- Reuse options **may not be accessible to all** and can be presented as more expensive options. A policy framework is needed to address potential inequities between communities, as well as between individuals who may not be able to access or chose reusable options, particularly if they are more expensive. **A reuse framework with standardized objectives and tools** across industry sectors would contribute to a more equitable approach for the engagement of all participants.
- There is evidence that many Canadians across consumer-types are already practising reuse in their lives. The **opportunities to expand reuse products and services are very large** and need to take into account the **diverse motivating factors and mindsets of consumers**.
- **Awareness campaigns and consumer education to support reuse** is very important to sustain the development of networks, programs, and business cases to justify moving into the circular innovation space.
- **Shared resources and infrastructure offer benefits** for scaling-up reuse programs and services. The efficiency offered by a managed pool system as a model for shared infrastructure for refill programs was discussed by numerous participants.

Session 2: Challenges and Benefits of a Reuse Economy

Theme: *Moving from a material focus to a community and system approach to integrate reuse into existing programs and regulations (e.g., Extended Producer Responsibility, cannabis regulatory requirements) and use of shared pool models illustrates the breadth of reuse potential in the economy.*

Session 2 focused on the initiatives from local governments (City of Toronto and the Town of Banff) followed by reuse initiatives within specialized sectors, Tradle (infant and children's clothing) and Apical (cannabis sector).

The City of Toronto is partnering with community agencies to implement reuse programming at the local level to build a culture of sharing, reusing, and repairing which also support poverty reduction, employment, and social cohesion objectives. The City's process includes consultations whereby each neighbourhood has input in the selection of which reuse and repair initiatives would be implemented in their community. Accessibility to communal buildings was a key challenge for the initiatives given the programming demands for highly populated areas. Initiatives include workshops, training programming, volunteer engagements, and are delivered locally through community level organizations.

The Town of Banff has been working on a *Single-Use Item Reduction Strategy* that combines voluntary and regulatory measures to reduce the use of single-use plastics from both residents and the tourism sector. The approach to municipal policy to drive reuse in the Town of Banff is informally called a “Back to Basics” approach, looking to models that were regularly used ten or more years ago with delivery services with reusable packaging, or restaurant services offering dine-in include reusable dishware, and to reduce single use items as much as possible. There is a regulatory by-law under development that restricts single-use items, including single-use compostable items. To aid in the implementation of the new by-law, the Town has established a working group with businesses in the municipality, this group will serve as a point of contact to work together with the municipality on next steps.

The businesses on this panel introduced their different business models such as a subscription service for children’s clothing, and pilots for reverse logistics packaging collection service to advance the uptake of circularity for cannabis retailers. Tradle highlighted that the reusable clothing subscription service idea was replicated from a similar enterprise operating in Europe. Lessons from Europe were applied to the launching of the Canadian approach. Tradle is currently transitioning from a subscription service to a full e-commerce platform as a fully circular Canadian business aiming to grow using life-cycle lease agreements with new brands. A key aspect of ensuring their future success rests on the design and availability of high-quality products to ensure durability of the garments; as a result, new revenue sharing opportunities are being explored with brands that are designing higher quality products for the reusable clothing sector with the objective of sharing risks and rewards.

Apical shared an overview of the significant potential for reusable packaging in the important Canadian cannabis market (\$50 billion value for this sector in 2021) which is a highly regulated sector with standardized packaging requirements. Currently most cannabis product producers do not participate in provincial Extended Producer Responsibility (EPR) programs and there is a lot of plastic waste in the sector. Apical is developing a pilot Product as a Service (PaaS) business model to be tested with selected businesses of the cannabis sector. The PaaS model seeks to take existing packaging and sell it back to the manufacturer in a managed pool system. The current PaaS pilot project involves four licenced producers in Ontario, with current procurement practices, using existing packaging for recycling. This pilot has shown they can see a 166% return on investment because packaging is already branded and expensive. Plans include collecting consumer plastics as a next step, to demonstrate to producers how to design for reuse.

Challenges identified by the panelists include: limited storage space associated with management of donated materials for reuse and repair programs that operate at the neighbourhood level; difficulties repairing products that are not manufactured with reuse in mind; accessing affordable, long-lasting and repairable products; and difficulties in transitioning off government supported funding to scale initiatives. Tradle also identified changing consumer behaviour as an important element to growing their business, but the larger challenge is working with brands to re-design products for long-term use instead of producing clothes that are not made to last (e.g. fast fashion) by so many manufacturers across the world. Apical identified the need to incentivize both retailers and manufacturers to participate in a packaging reverse logistics initiative as a key challenge to reuse packaging in this sector.

Key benefits of building a reuse economy noted by presenters include poverty reduction and local employment opportunities, benefits from local networks which add social cohesion and material conservation values to the community, facilitating access to other community and health benefits, as well as the environmental benefits of reducing waste and reducing GHG emissions. Economic benefits were identified for both business to consumer (B2C), and between businesses (B2B), including reducing packaging waste, and scaling new business models.

Key take-aways from Session 2:

- There are **emerging models and valuable experiences from large and small municipal governments** – each adapting to local circumstances, needs and resource-base. For example, the City of Toronto adapted their social programming hubs in their approach; the town of Banff is also convening stakeholders to develop options to address the environmental issue of single-use waste in their community.
- **EPR programs can incentivize reuse systems.** If a producer demonstrates they participate in a reuse system with a verified calculated reuse percentage, lower fees for the reuse share would more accurately reflect the lesser environment burden of reuse compared to recycling.
- **Existing regulations can prevent progress in some sectors** by protecting the status quo and holding back piloting business innovations. Regulators should be open to improving practices within sectors and supporting piloting new approaches that will support circularity.
- There remains a need to **prove the value of reuse from an environmental perspective.** Life-cycle-assessment studies can be used to validate the range of benefits from reuse (e.g., GHG, waste reduction, reduction of impacts from material production, etc.) and support business cases. Some sectors have some of these studies underway already. The Salvation Army is working on a social, economic, and environmental benefit study to quantify the benefits of reuse (thrifting businesses) within a community.
- There is a **role for federal and/or provincial governments to guide and incentivize local government efforts** to go beyond the single use plastic regulations, and consider implementing strategies and targets on reuse, standardization in some sectors, certification processes and other tools.

Session 3: CEO Talks – Scaling Innovation

***Theme:** B2B and B2C return and refill businesses are scaling-up in Canada with diverse business models, product offering and applications and partnerships.*

Session 3 focussed on presentations from innovators, including businesses that have recently scaled-up or are in the process of scaling their operations. The audience heard presentations from leaders from the following companies: Reusables (BC), MUUSE (Ontario), Friendlier (Ontario), La Vague (Quebec), QUIL Packaging (Ontario), Station Lave-Glace (Quebec), Ecoborne (Quebec), and Drinkfill (BC).

Reusables is active in providing reusable containers in British Columbia for food take out as well as grocery (food purchases), and refill. MUUSE in Ontario presented three things learned as being important to develop a reuse economy: the importance of operational standards to satisfy public health requirements, earning trust of customers through high quality materials in their packaging, and use of incentives to return the packaging. Friendlier provided an overview of their business model, and how their expansion in southern Ontario within the food service industry, noting that more than half of consumers chose reuse when given the option to do so in take out food service. La Vague, a reusable coffee cup company presented how quickly they have scaled across Québec using a deposit system. Reusable containers being made default option for consumers when ordering rather than an “add-on” or option will contribute largely to supporting businesses in this sector.

QUIL Packaging presented their reusable transport packaging business, which is a partner-based model with Canada Post, with partner brands offering a returnable/reusable packaging option at the participating online retailer checkout. Station Lave-Glace presented an overview of their windshield washer fluid dispensing system which fully eliminates containers and operates similar to filling your vehicle with fuel. Ecoborne provided an overview of the range of products offered at their refill station business model, and the importance of partnerships with retailers to expand this business. Drinkfill reviewed their vision of the potential for expansion of refill approaches for products such as beverages and soaps across Canada - not just in retail locations but potentially installed in apartment building lobbies, airports, institutions, and cafeterias.

Key hurdles to scaling reuse identified by panelists include:

- Incentives for consumers to adopt reuse.
- Accessibility of reuse can affect ability to scale.
- Operational capacity (cleaning, collection & distribution).
- Lack of standardization in the food service space.
- Moving beyond the pilot tests.
- Lack of investment support (venture, grant, debt).
- Lack of a policy or regulatory framework to support reuse businesses.

Key take-aways from Session 3:

- There are definite **advantages from standardization and managed pool systems for containers** (pool systems are defined by a central organization responsible for organising and monitoring a shared system of packaging or collection & cleaning infrastructure). Advantages include improved logistics efficiency, simplification of sorting, reduced investment in capital and operating costs, lowering individual risks while leveling the playing field for new small businesses.
- **Life cycle analyses can be necessary for building strong business cases.** For example, Friendlier conducted their own life cycle analysis and paid close attention to upstream impacts (manufacture) and downstream impacts (can it be easily recycled at end of life) in their container choice.
- **Return rates are higher when no other options are offered.** Participation rates are lower when reuse is presented as an option. When reuse is mandatory consumers are forced to figure out how to return their packages and gradually adopt new behaviours.
- **Logistics surrounding refilling stations**, how they work and how they are monitored **need to be more widely understood** to facilitate the installation and uptake of these systems in more locations. **Information needs to be shared to also convince large retailers and other potential partners** (e.g., governments) to adopt new systems.
- **Reuse must be made the default option** in various circumstances while being mindful of affordability and accessibility. Several examples already exist where a reusable product is made the norm with a selection for disposable as an option. This is essential to change consumer behaviour and solidify markets for reuse businesses.

Session 4: Creating Partnerships and Joining Networks

Theme of Session 4: *Leadership, partnerships and collaboration from all sectors and the value-chain are emerging to scale and expand the reuse economy.*

Session 4 included presentations that addressed the importance of collaboration and networks in advancing reuse. Presentations were delivered by RREUSE (Belgium), REUSE Seattle Partnership (U.S.), Canada Plastic Pact, and PAC Global. REUSE Seattle provided its experience as a community-led strategic initiative focussed on partnership building with businesses and environmental organizations aiming to create the conditions for reuse solutions across the city by recruiting partners, making connections, offering incentives, establishing standards, coordinating systems, and promoting a reuse culture.

The Canada Plastics Pact (CPP) is tackling plastic waste as a multi-stakeholder, industry-led, cross-value chain collaboration platform that unites key actors in the Canadian plastics value chain behind a vision of creating a circular economy for plastics in Canada. It has been estimated that reuse could represent 25% of global packaging needs and reuse models could support Environmental, Social, Governance (ESG) investments, cut costs and strengthen brand loyalty. Accordingly, reuse is part of the CPP Roadmap to 2025 and they are forming a working group to examine how to advance reuse and looking to pilot diverse business models across the country to advance the practices.

PAC Global presented key elements of scaling reuse businesses in Canada highlighting the importance of convening industry to drive pre-competitive collaboration and standardization. Currently, the reuse landscape is comprised of small scale and local projects and businesses across several sectors. The vision to move towards widespread adoption by larger businesses in jurisdictions with sufficient reach and access requires leadership, collaboration, and dedicated resources. Cross-industry collaboration is vitally important to this vision. There are many examples of whole system solution providers in Europe and the United Kingdom, as these regions are more advanced than Canada in terms of collaboration, working towards standardization and inter-operability in multiple sectors. Standardization enables entrepreneurship to flourish while enabling economies of scale to be reached. The role of the convenor is key to facilitate collaboration, matchmaking and outreach to businesses ready to take a leadership step.

RREUSE Belgium and REUSE Seattle Partnership are putting in practice the notion of convening and facilitating collaborations to expand and scale-up reuse by supporting the development of efficient systems for reuse, information exchange and standard-setting.

RREUSE Belgium identified the key success factors for reuse network building as:

- Establishing partnerships and working collaboratively.
- Ensuring strategic communications with consumers and policy makers.
- Having standards and professionalism for reuse initiatives.
- Being resilient and adaptable to changes.

REUSE Seattle has established a unique city-led initiative to support reuse in the food service industry. Working with 10 partner groups the city has acknowledged their role in creating the conditions for reuse solutions by: (1) recruiting partners; (2) making connections; (3) establishing standards; (4) coordinating systems; (5) offering incentives, and (6) promoting a reuse culture. Their program is supported by a vision of aligned and shared reuse systems that are accessible, affordable, scalable, and interconnected. In the first Phase of implementation, they are helping large music, entertainment, and sports venues across the city to first adopt closed loop system reusable food and beverage packaging for onsite use. In subsequent

Phases 2 and 3 they will build the newly established operators and infrastructure in Phase 1 to make it possible for smaller venues to participate then finally develop a city-wide standardized system for reusable food and beverage packaging by expanding to all neighbourhoods, venues and campuses.

Key take-aways from Session 4:

- **Reuse businesses from all sectors need representation** and opportunities to come together to share experiences and learn. There are several international examples of how the reuse sector is being successfully supported. Through networks or associations reuse businesses are learning from others, developing new partnerships, and collaborating on a wider scale with environmental groups, municipal partners, as well as the business community.
- Networks and existing Canadian organisations can play a convening role on various themes: the development of standards, advocacy and policy framework for reuse, public education, etc. **Many organisations in Canada can harness their mandate to advance the reuse agenda and engage with the diverse organisations involved in reuse.**
- A **mechanism to facilitate pre-competitive collaboration is essential** to effectively develop solutions and scale beyond small and medium enterprises, develop shared infrastructure or pooled resources models or logistics partnerships.
- **Local governments can play an important role in creating** the necessary conditions for successful reuse business establishment in an area, including drawing together diverse partners and leaders.

Day 1: Symposium Conclusions

Reuse is in full expansion in Canada and globally and a key strategy to achieve plastic waste reduction targets and other environmental goals. The Symposium shared evidence of cross-sector collaborations and growing opportunities for policy guidance and engagement. There are already many lessons from businesses and local governments that should drive future efforts by all stakeholders. In addition to the key take-aways from each Plenary Session, speakers and participants interventions expressed views on the benefits of reuse approaches during plenary and Q&A sessions, as well as identifying challenges to reuse and key opportunities for expanding and scaling-up practices in break out groups. These are summarized below.

Benefits of Reuse

Reuse initiatives are a unique enabler for change towards sustainable consumption and circularity. They tend to easily adapt and respond to local needs and circumstances while at the same time driving change in our broader consumption system and business models. In particular,

- ✓ **Reuse products and systems deliver important environmental benefits** such as avoiding the generation of waste and reducing the burden of managing materials at the end of life, reducing the emissions of GHGs, decreasing the diverse impacts from raw material extraction, product manufacturing and transportation to retail, etc.
- ✓ **Reuse programs** undertaken at a community level **can also build a culture of sharing** through reuse and repair initiatives, **supporting poverty reduction programs, employment, and social cohesion objectives for communities.**
- ✓ **Reuse businesses can be adapted to local needs and circumstances** and can be suited to diverse participants, from local businesses, to governments and large corporations.

Barriers to Scaling Reuse Initiatives

Policy Framework is not Supportive

- There is a lack of coordinated national policy to support reuse – Canada has a Zero Plastic Waste Strategy but it is focussed on plastics only. There is no other circular economy strategy that includes reuse and acts as a driver for strategic investments or policy initiatives for Canada.
- Canada's waste policy framework is focussed on Extended Producer Responsibility (EPR) which mostly includes recycling targets and tracking diversion. However, reuse is included in one EPR program (tires), as tires are retreaded in some jurisdictions so this is one EPR model that can include reuse and should be examined as a model more closely to see how reuse can be included in other EPR programs in jurisdictions across Canada.
- There is uncertainty regarding health standards applicable to reuse in the food / beverage sector and health requirements are perceived barrier to entry for some new initiatives.
- Standardization for reuse approaches is not yet developed in any sector.
- Competition laws can impede conversations amongst retailers regarding reuse initiatives and their ability to create shared infrastructure.

Lack of Support or Funding for Pilot Projects or Reuse Initiatives

- Existing funding sources are currently not applicable to reuse businesses. Currently there is no funding source for leading edge, simple ideas regarding reuse, only complex large-scale capital infrastructure investments.
- Lack of ability to scale for reuse initiatives / logistics / infrastructure when ideas are unproven, and pilot programs require multiple iterations to be fully developed, which takes time, resources, and collaboration among all actors in the value chain.
- Status quo approach by major retailers unwilling to try new ideas hinders innovation and opportunity.
- Lack of data to facilitate business case development is a barrier to scale reuse businesses.

Need for Consumer Education on Reuse

- There is no national communications message on reuse or avoidance of single use products or packaging, and there is confusion surrounding the use of compostable products.
- There is a lack of linkage to the climate agenda and reuse in government policy.
- Food packaging labelling could be an issue for reusable packaging.
- There may be higher costs for consumers to choose reuse in many instances, or possibly technology barriers which leads to an inequity issue for consumers to afford reuse.
- There are accessibility constraints (such as convenience) to consider.

Strategic Elements and Key Opportunities Required to Expand Reuse

What is needed to expand reuse businesses, practices and seize opportunities?

- Reuse policy to drive momentum for change (national top down, not bottom up by municipalities). Policy could include strategy, regulatory backdrop, supplemented with tax incentives.
- Integration of reuse requirements or targets into existing waste management regulations and programs (e.g., EPR regulations).

- Participants identified the following sectors/product categories as “quick wins” that should be targeted for expanding reuse in Canada: (1) textiles (clothing), (2) construction, renovation and demolition (CRD), (3) food service B2C, (3) B2B packaging on bulk pallets, (4) furniture, (5) beverage containers, (6) white goods and appliances, and (7) tools.



The half-day policy dialogue consisted of a workshop with representatives from various sectors that are working on reuse initiatives, delivering reuse products, or managing policies or regulations that impact reuse. Following a brief recap of key take-aways from the Symposium, participants engaged in two discussion sessions. For each session, participants were grouped according to their value chain role or affiliation as follows: industry, non-governmental organizations, innovators, and government organizations. They first discussed the specific challenges to expanding reuse businesses, services, and activities and how these could be overcome, including noting the gaps in knowledge and infrastructure associated with each opportunity. In the second session, they considered the specific actions that would be most helpful to expand reuse and identified priority actions and collaborations from their respective sector perspective. Key messages, ideas and recommendations for each group are captured below.

Retailers and product manufacturers

Policy and Programme Supports Required

- Explore mechanisms to incorporate reuse into existing EPR schemes with government regulators to drive companies to prioritize reuse over recycling and to incentivise reuse, and lower risk of new investments in reuse.
- Explore options to use existing curbside recycling systems to include reusables to facilitate ease of use for consumers, in each province.
- Develop a national reuse policy that enables discussion between industry and the value chain on reuse across the country so it can be implemented top down.
- Public health guidance on safety / standards to help overcome perceived safety barriers.
- Develop financial incentives for businesses to adopt reuse programs in their businesses or to adopt reverse logistics systems (e.g., tax credits or other financial incentives to secure interest and ensure large retailers and product manufacturers respond to innovators needs).
- Develop consumer and business rebates to adopt reuse models.
- Consider supporting information gathering and feasibility studies:
 - Phase 1: Gather information – Data for feasibility studies to assess business case for reuse.
 - Phase 2: Reuse pilot projects in different sectors.
 - Phase 3: Testing and expanding scalability of projects.
 - Phase 4: Collaboration - bringing producers together for pilot projects at scale.
 - Phase 5: Reporting on performance of pilot projects.
 - Phase 6: Developing recommendations.

Priority Actions

- B2B was identified as the sub-sector that is easiest to tackle first with many opportunities for “quick wins” such as replacing shrink wrap on palettes with palette harnesses.
- Establish a common tech platform for similar reuse businesses (1 platform to all restaurants works well, e.g. skip the dishes platform) with common rules and standards for reuse sub-sectors such as food take out packaging that is reusable.
- Asset tracking systems that are shared and co-developed would streamline up front resources in many reuse businesses.
- Baseline studies for feasibility assessment by sector would be helpful (see Phased feasibility studies and testing identified in section immediately above) to build consumer trust.
- Consider changing terminology from “consumers” to something else in all reuse policies and programs going forward.

Priority Collaboration

- Government of Canada should collaborate with provincial governments as well as with the Canada Plastic Pact (CPP) to ensure that all value chain members feel compelled to be at the table with the Government and CPP could act as one voice for all members.
- Supply chain / logistics actors in the value chain for any given sector need to collaborate and support new initiatives, including packaging associations to develop standardized packaging.
- Industry associations and producer responsibility associations must collaborate on reuse and figure out with provincial governments how EPR programs can include reuse.
- From industry’s perspective it is very important to have Health Canada involved proactively to address the perceived risks and establish guidance or standards.

Non-Government and Advocacy Organizations

Policy and Programme Supports Required

- Economic development strategy or circular economy strategy for reuse integrated with a national circular economy roadmap that includes integrated reuse targets for many business sectors, not just packaging. Many business sectors need to be involved in developing the road map and the reuse targets, possibly through sectoral working groups. Large retailers must be included.
- Public health guidance on safety / standards to help overcome perceived safety barriers.
- Government procurement policies should be more circular to prioritize reuse (furniture, information technology, equipment, etc.).
- Grants or loans for start ups in the reuse space, an innovation challenge fund to address big gaps in programs and infrastructure (e.g., transition existing funds such as the Green Municipal Fund to include reuse businesses).
- Support small and medium sized enterprises (SMEs) to develop a methodology to track baseline studies and communicate differences between reuse and status quo (e.g., greenhouse gas reduction targets, include embedded carbon in manufactured products) to help communicate the business case regarding how reuse is more beneficial.
- Economic tools to support adoption of new programs (incentives like tax credits to de-risk new business ventures or collaborations with a reuse idea)

Priority Actions

- National outreach campaign to drive consumer education on the value of participating in reuse initiatives.
- Identify the innovation gaps for reuse across many sectors to help prioritize areas of need (e.g. studies to identify best opportunities with data to demonstrate rationale) and develop guidance on how to scale beyond pilot projects.
- Key sectors for pilot project support include:
 - Construction: design for deconstruction, relocation and disassembly pilot projects.
 - Textiles: product as a service (PaaS) reuse businesses (there is still much room for expansion as textiles are a significant portion of the waste stream).
 - Retail shopping mall pilot on reuse based on EU examples.

Priority Collaboration

- Federation of Canadian Municipalities and the federal government need to work together to develop a framework for reuse funding, current Green Municipal funding is dedicated to waste management and recycling infrastructure capital investment or programming.
- Sector- specific working tables (municipalities, non-governmental organizations, corporate, etc.) to assess opportunities for pooled management of resources to enable reuse business and practices.
- Establish a formal reuse network in Canada that is multi-stakeholder.

Innovators

Policy and Programme Supports Required

- Need a common definition for reuse in any policy or strategy developed. It should include terminology such as: high circular value, cross-sectoral, durability over single use.
- Integrate reuse into waste and EPR regulatory framework, including tiered fees such as reduced fees

for collected and reused packaging, higher fees for recycled packaging. Explore merits of reuse targets aligning with those in the EU for packaging regulations.

- Health Canada must provide clarity to address health and safety concerns on a sectoral basis not a product-by-product approach, to reduce the risk profile for new businesses.
- Collaborative partnerships with large retailers to try reuse systems and zero waste products.
- Support for collaborative sharing approaches for reuse infrastructure for incubation of new ideas: for washing and transportation to support circular product design and upstream innovation.
- Consider tax credits for business that invest in repair rather than capital infrastructure.
- Consider environmental impact labelling of products national standards, with reuse included.
- Government support for shared reuse infrastructure for incubation of new ideas: makerspace, repairs, washing, transportation to support circular product design and upstream innovation. Often, reuse businesses in similar sub-sectors have similar infrastructure needs.
- Information and data, life cycle assessment databases and access to feasibility studies for different sectors to compare and contrast reuse business ideas and support the business case. This information can be needed to establish partnerships with larger retailers to demonstrate the viability of the idea.
- Funding programs to work alongside private investment for SMEs for innovators, and incentives for consumers to participate in selecting reusable products or services.
- Community centred approach, specifically for communities to adopt circular products at a community level, connect waste service providers, streamline programming.

Priority Actions

- With federal bans on single use plastics to be implemented very soon, there is an opportunity for a consumer awareness campaign with proper messaging to make reusables a priority for substituting banned items and the potential greenhouse gas reduction benefits associated with reuse. Suggested messaging is that Canada will not reach carbon neutral targets without reuse in multiple sectors.
- Support for local pilot projects, community trial collaboration with larger retailers, allow for multiple iterations for learnings and course correction of new ideas.
- Adoption of life cycle assessment methodologies for reuse that include climate goals and other environmental impacts, economic benefits, and social benefits.
- Fiscal measures such as tax incentives to support reuse choices and programs, this will ensure equity. For example, remove goods and services tax on reuse purchases.

Priority Collaboration

- Having cooperation and support of large retailers to implement dedicated retail space for bulk, refill systems, and zero waste products.
- Similar businesses in related sub-sectors could share infrastructure for optimizing processes and incubating new ideas: makerspace, repairs, washing, transportation, circular product design and upstream innovation.
- Have a competition and select the best “Reuse City” for Canada to showcase as a model pilot, and spur investment and replication.
- Collaboration by geographic proximity is important to enhance consumer convenience and efficiency of networks, shared infrastructure and programs.
- Explore opportunities for rural and remote communities to create repair and reuse initiatives.
- Partnerships between municipalities and reuse businesses at a local level are important.

Government Organizations

Policy and Programme Supports Required

- National legislation or regulations that bring urgency and attention to the importance of reuse, such as France's new anti waste law that requires products to be repairable and requires reusables to be provided for all on-site dining establishments.
- Guidance on circular procurement for federal, provincial, territorial, and municipal or regional government organizations to use.
- Federal government to support municipalities with guidance on standards, metrics, reuse indicators, etc. to support the development of consistent reuse initiatives across Canada, especially for the restaurant take out sub-sector.
- Working groups to develop strategies and roadmaps for different sectors.
- Statistics Canada data collection to include reuse and repair data not just recycling and waste data collection.
- Guidance on indicators, standards and measurements for reuse not just diversion from disposal.

Priority Actions

- Communication messaging is important – must be clear that reuse is the priority not compostable (which is still single use), the general public cannot tell what is compostable and what is not, plus the capability for what is compostable and what is not differs between every composting facility across the country.
- Public procurement is a “low hanging fruit” for circularity to require reusables (e.g. Waterfront Toronto lease agreement is an example to model).
- Innovation hubs and incubators to support collaboration of new businesses at a local level in reuse sectors.

Priority Collaboration

- The importance of convening multi-sectoral actors on reuse on an annual basis (consider having this Reuse Symposium annually) with a trade show aspect.
- Creating or supporting various forums in between the annual Symposium on a sectoral basis to support initiatives and programming (e.g., webinars?).
- Collaboration between municipalities and non-governmental organizations for pilot projects is important.
- Municipal governments also need more control on what can happen on property shared with other government organizations such as the federal government on waterfront property for example.
- At the municipal level, partnering with the construction, renovation, and demolition (CRD) sector is important as it requires collaboration between bylaw services, labour, skills and trades for deconstruction instead of demolition, storage for CRD materials, construction industry for needs identification regarding the destination for materials, as well as property owners and developers.

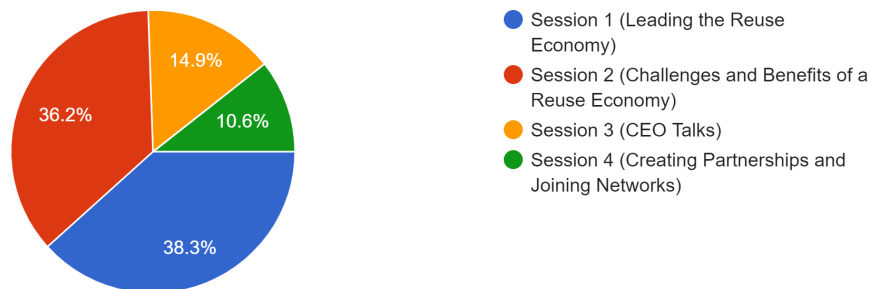
Post Event Survey Results

Following the Symposium on Reuse and Policy Dialogue a post-event survey was emailed to all 400 registrants (including in-person and livestream participants). Results from 50 responses are presented below.

Responses to the survey questions show that both the first two sessions of the day were considered the most useful and informative out of all four sessions, and that the vast majority of respondents learned new information (65% of respondents learned “a lot” of new information, and another 33% learned “some” new information). Question 3 (overleaf) shows that almost 92% of respondents learned new information regarding what is happening in Europe and the United States confirming the value of the international aspect of the event. The fourth question asked whether this type of event met a need in Canada to discuss reuse initiatives and challenges, and the overwhelming response by 88% of survey respondents was that it was meeting a need for this dialogue to happen.

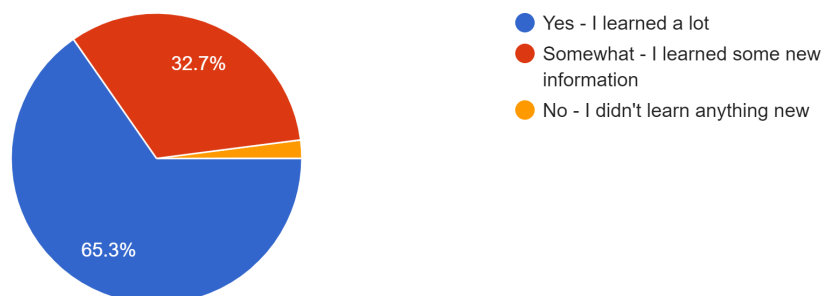
1. Which of the Panel Sessions did you find the most useful?

47 responses



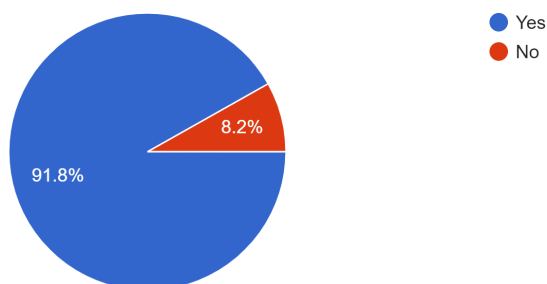
2. Did you learn how reuse is advancing in new sectors that you were unaware of?

49 responses



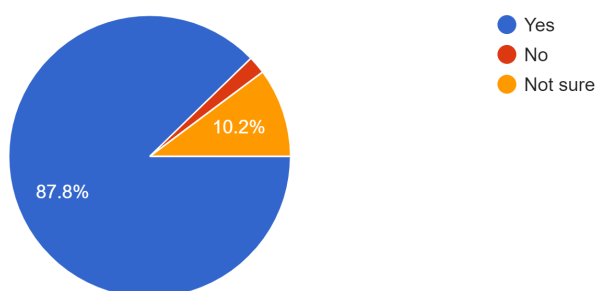
3. Did you learn valuable new information about what is happening in Europe and the U.S. on reuse?

49 responses



4. Do you think that this event was meeting a need in Canada to discuss reuse approaches and challenges?

49 responses



Path Ahead: Next Steps from Participants

Participants were also solicited for their views on the path ahead with a final question: *What next steps would you like to see to advance the discussion on reuse in Canada?* Responses have been consolidated, well aligned with the outcomes of the Dialogue with key themes emerging as follows:

There is a need for a national policy on reuse:

- The need to set a national policy on circular economy that includes reuse, with targets and indicators to facilitate tracking and monitoring progress at a local and national level.
- Europe is on the right path, and we can adapt a lot of their strategies especially starting upstream like creating systems policies at the level of production, distribution and consumption; focusing on prevention versus management or treatment of waste; federal policies that will guide businesses to adapt reuse and a circular economy.
- Integrating reuse into EPR is important as well, but the overarching policy must be more strategic, developed and implemented at the national level then implemented by other government organizations through strategy, policy, and EPR regulations.

A multi-sector approach and collaboration is essential for progress:

- Policy makers and industry must collaborate, including all aspects of the value chain (manufacturers and grocery retailers need to be involved).
- The food service industry has been the first sector to jump on reuse, while other sectors such as the health care industry should be a priority as well to explore what the options are for incorporating reusable products such as personal protective equipment (PPE) for infection control. The pandemic has increased the use of disposable PPE worldwide significantly.
- B2B is the low hanging fruit with the most opportunities, this should be the primary target in a first phase of driving reuse strategies.
- Greater representation from organisations like Restaurants Canada or large retailers in the discussion of future events would be important. These are the sectors that have direct relationships with consumers and can help create scalable programs that meet consumer's needs for convenience and costs. Without engagement, getting adoption of the wider public is difficult.

Dialogue on reuse between stakeholders must continue:

- Multiple suggestions that **this symposium to become an annual event**, and for it to involve more speakers from Europe and the United States, and potentially other countries, as they are further ahead on reuse than Canada is. Future events should be more multi-sector.
- **Cross industry collaborations are needed to continue strategizing** and share resources, infrastructure, and pilot projects is important.
- Suggestion for sectoral working groups to advance ideas generated at the general policy dialogue that could be ongoing throughout the year.
- The focus of future events should be more broad, multi-material, and multi-sector. **The “right to repair” products** was not part of this event and **should be a topic included in future reuse events**.
- Participants asked for avenues to continue to engage and share information easily, such as a social channel dedicated to reuse.

Data is required to support development of business cases, feasibility studies, and track progress:

- It is critical to discuss standards for reuse with real data to ensure reuse initiatives or products have identifiable positive environmental, health and economic impacts that can be clearly communicated as superior compared to alternatives.
- LCA must also include full life-cycle assessment information not just consider avoidance of waste generation at end of life (e.g., consider energy, GHG reductions, water and other impacts from upstream manufacturing of alternatives).

Varied funding and support mechanisms are needed to support innovation, pilots and new reuse initiatives:

- Support for existing reuse businesses to grow, as well as support for developing new reuse initiatives (that are not businesses).
- Financial support from all levels of government would be welcomed, and municipalities as delivery partners would be ideal.



Environment and
Climate Change Canada

Environnement et
Changement climatique Canada



Programme

8:00 – 8:45 Registration and Continental Breakfast

8:45 – 9:00 Opening Remarks

Ambassador Dr. Melita Gabrič, European Union Delegation to Canada

Ms. Julie Dabrusin, Parliamentary Secretary to the Minister of Natural Resources and Minister of Environment and Climate Change Canada

9:00 SESSION 1: Leading the Reuse Economy

Moderator: Ryan Parmenter, Environment and Climate Change Canada

World Economic Forum, GPAP
Reloop Europe
Upstream, USA
Share, Reuse, Repair Initiative, Canada
Q&A period

Christian Kaufholz
Clarissa Morawski
Marcel Howard
Rosemary Cooper

10:15 Health & beverage break

10:30 SESSION 2: Challenges and Benefits of a Reuse Economy

Moderator: Christina Seidel, Recycling Council of Alberta

City of Toronto
The Town of Banff
Tradle (BC)
Apical – Ethical Cannabis Collective
Q&A period

Annette Synowiec
Carla Bitz Hyon
Blyth Gill
Mika Unterman

12:00 Buffet lunch and networking

13:00 SESSION 3: CEO Talks: Scaling Innovation

Moderator: Andrew Macdonald, PAC Global

Reusables (BC)

MUUSE (Ontario)

Friendlier (Ontario)

La Vague (Quebec)

Q&A period

Quil Packaging (Ontario)

Station Lave-Glace (Quebec)

Ecoborne (Quebec)

Drinkfill (BC)

Q&A period

Jason Hawkins

Scott Morrison

Jacquie Hutchings

Aurore Courtieux-Boinot

Mehwish Panjwani

Pierre Néron

Eric Golding & Simon Turcotte

Andy Chou

14:45 Health & beverage break

15:00 BREAK-OUT SESSION: How to Advance Reuse in Canada

Small group discussions on how to advance reuse in Canada

16:00 SESSION 4: Creating Partnerships and Joining Networks

Moderator: Jo-Anne St. Godard, Circular Innovation Council

RREUSE, Belgium

REUSE Seattle Partnership, USA

Piloting innovation for reuse -Canada Plastic Pact

PAC Global

Oscar Planells

McKenna Morrigan

Paul Shorthouse

Andrew Macdonald

16:50 Closing remarks
EU Project and Environment and Climate Change Canada

Policy Dialogue on Reuse

December 1, 2022

Toronto, Ontario, Canada

Objective: To share knowledge on the opportunities for reuse businesses and practices in Canada, identify solutions to overcome barriers to their advancement and steps for strategic multi-sector actions and collaborations.

Participants: 35 stakeholders from various sectors and regions involved in reuse, including SMEs, retailers, advocacy organizations and government representatives.

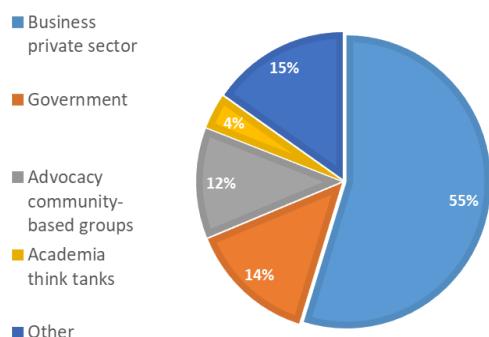
Agenda

- 8:45 Opening: Environment and Climate Change Canada & Facilitator
- Context and meeting objectives
 - Highlights from the Symposium presentations and discussions
- 9:00 Part 1: Exploring the challenges and opportunities to expand reuse
- Break-out groups to discuss and identify:
- The opportunities to advance reuse in various sectors or goods & service categories?
 - The barriers or challenges to expanding reuse businesses, services, and activities?
 - How can they be overcome?
 - What are the gaps in knowledge and infrastructure associated with each opportunity?
- 10:15 Beverage and health break
- 10:30 Part 2: The path ahead – actions and collaborations
- What specific actions / policies could help realize some of the opportunities identified earlier to support the advancement of reuse in Canada?
 - Can we identify actions with potential high impact and early results?
 - Are there any specific groups or sectors that should collaborate to advance some of the opportunities identified? If so, which ones, and in which sectors?
- 11:55 Closing: Environment and Climate Change Canada & the EU-Canada Project

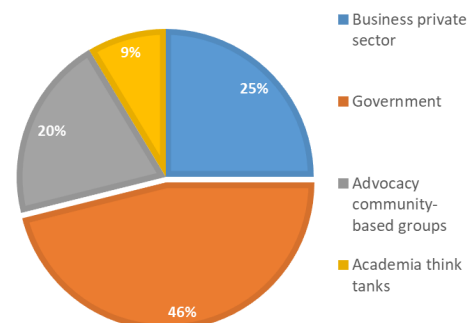
Participants' Profile

The Symposium benefitted from active in-person and virtual participation from many diverse sectors predominantly from Canada. To protect privacy we are disclosing this profile and the affiliation of participants.

SECTORS REPRESENTED (IN PERSON)



SECTORS REPRESENTED (VIRTUAL)



Aduro Clean Technologies
 Alberta Beverage Recycling Corporation
 Alberta Plastics Recycling Association
 Apical
 BC Ministry of Environment
 Bimbo Canada
 Bunzl Canada
 Canada Plastics Pact
 Canadian Beverage Association
 Canadian Beverage Container Recycling Association
 Canadian Produce Marketing Association
 Canadian Tire Corporation
 CASE
 Circular Innovation Council
 Circular Materials
 City of Guelph
 City of Toronto
 Cleanfarms
 Clear Strategy
 Clorox Canada
 Coca-Cola Canada
 Cristal innovation
 Cupko Canada
 DABE
 Dairy Processors Association of Canada
 Danone
 Deciem
 Deloitte
 Delta Management Group / Clean 50
 Dillon Consulting Limited
 Dream Zero

Drinkfill
 Eco Entreprises Quebec
 Ecoskwela
 Enviro Containers and Recycling
 Environment and Climate Change Canada
 Environmental Defence
 Envirotech
 Equiterre
 EU Project / EPRD Ltd.
 EU Delegation to Canada
 Eunomia Research & Consulting
 EY
 Federated Cooperatives Limited
 Federation of Canadian Municipalities
 Food, Health & Consumer Products of Canada
 Friendlier
 General Mills Inc
 Giroux Environmental Consulting
 Health Canada
 Ice River Sustainable Solutions
 Innovation, Science and Economic Development Canada
 Inwit
 KDP Canada
 Kelleher Environmental
 La vague
 Liaqat Corp. Ltd.
 Libre Média
 Llenar
 Loblaw
 Loop

Merlin Plastics
 Metro Vancouver
 Mind Your Plastic
 Molok North America
 Muuse
 Nestle Canada Inc.
 NoSUP Canada
 NOVA Chemicals
 Novozymes Canada
 Oceana
 Ontario Cannabis Store
 PAC Global
 Pactt
 Parliamentary Secretary to the Minister of Natural Resources and Minister of Environment and Climate Change Canada
 Planet in Focus
 Policy Integrity Inc
 Polytainers
 PureSphera
 Quantum Lifecycle Partners
 QUIL
 Rawlings Fish
 Reckitt Benckiser Canada
 Recycling Council of Alberta
 Recycling Council of BC
 Region of Peel
 ReLoop Europe
 Retail Council of Cabanas
 Retail Council of Canada
 Reusable
 RIS

RREUSE Belgium	DABE	Roncy Reduces
Scout environmental	Dillon Consulting	Saskatchewan Waste Reduction Council
Seattle	Divert Nova Scotia	Skip The Dishes
Share, Reuse, Repair Initiative	Earthware Reusables Inc.	Smart Recycle Consulting
ShareWares	EcoSAfe Zero Waste	Strathcona County
Suppli	ElectroRecycle	Surfrider Foundation Vancouver Island
TerraCycle	EnviroLum Consulting Inc.	The Baking Association of Canada
The Bay	Environment and Climate Change Canada	The Nulla Project
The Beer Store and Brewers Distributor Ltd	Environmental Defense	Toronto Garlic Festival
The Natural Step Canada	EPRD Policy & Development Ltd.	Town of Aurora
The Salvation Army Canada	EU Delegation to Canada	Town of Newmarket
Tim Hortons	Explore Edmonton	Township of Malahide
Toronto and Region Conservation Authority	FCM	Tradle
Toronto Environmental Alliance	General Mills	Unilever Canada
Town of Banff	Green Circle Salons	Upstream
Tradle	Greenpeace Canada	L'Université du Québec à Trois-Rivières
Unilever	Halton Region	Ville de Montréal
University of Toronto Trash Team	Health Canada	WP Innova
Upstream	Health Products Stewardship Association	York Region
Vibefibe	Homa Jammehdiabadi Dentistry	Yukon Department of Environment
Viking Recycling	Informa Research	Zero Waste BC
Walker Environmental Group	Jon Pyper Consulting Inc.	Zero Waste Washington
Walmart Canada	JTL Squared Consulting	
Wentworth Technologies	Juniperus Co Ltd.	
World Economic Forum	Lac La Biche County	
York Region	Loop	
	MCU Rsearch Advocate	
<i>Virtual participants</i>	MECP	
5R Enabler Designs and Operations Inc.	MELCC - Ministère de l'Environnement et de	
A Greener Future	la Lutte contre les changements climatiques	
A&W Canada Inc.	Mind Your Plastic	
Accerio Global	MJ Waste Solutions	
APCO	Mountain Equipment Company	
Association of Home Appliance	Municipal Waste Association	
Manufacturers	Municipality of Dysart et al	
Balck Creek Community Farm	Municipality of Highlands East	
BMO	Nanaimo Recycling Exchange Society	
Cambium Inc.	Ocean Wise	
Canadian Consumer Specialty Products	Ontario Ministry of the Environment,	
Association	Conservation and Parks	
Circular Innovation Fund	Ottawa Outdoor Gear Library	
Circular Materials	Ottawa Valley Waste Recovery Centre	
Circular Opportunity Innovation Launchpad,	PAC GLOBAL	
Smart Cities Office, City of Guelph	Passion for Reuse	
City of Guelph	PELLENC ST	
City of Calgary	Planet in Focus	
Cty of Barrie	Plasticfree Toronto	
City of Cornwall	Providence Health Care Society / Fraser	
City of Richmond	Health Authority	
City of Seattle	Raven Recycling Society	
City of Toronto	RCA	
City of Vaughan	Reckitt	
City of Victoria	Recycle BC, Savers Value Village	
Clear Strategy Inc.	Recycling Council of Alberta	
Coca-Cola Canada	RECYC-QUEBEC	
Commission for Environmental Cooperation	Regional Municipality of Durham	
Continuous Improvement Fund	Regional Municipality of Peel	
County of Dufferin	Reloop	
County of Peterborough	Resort Municipality of Whistler	
CREDDO	ReusableSF	
CSA Group	Roarke Environmental	