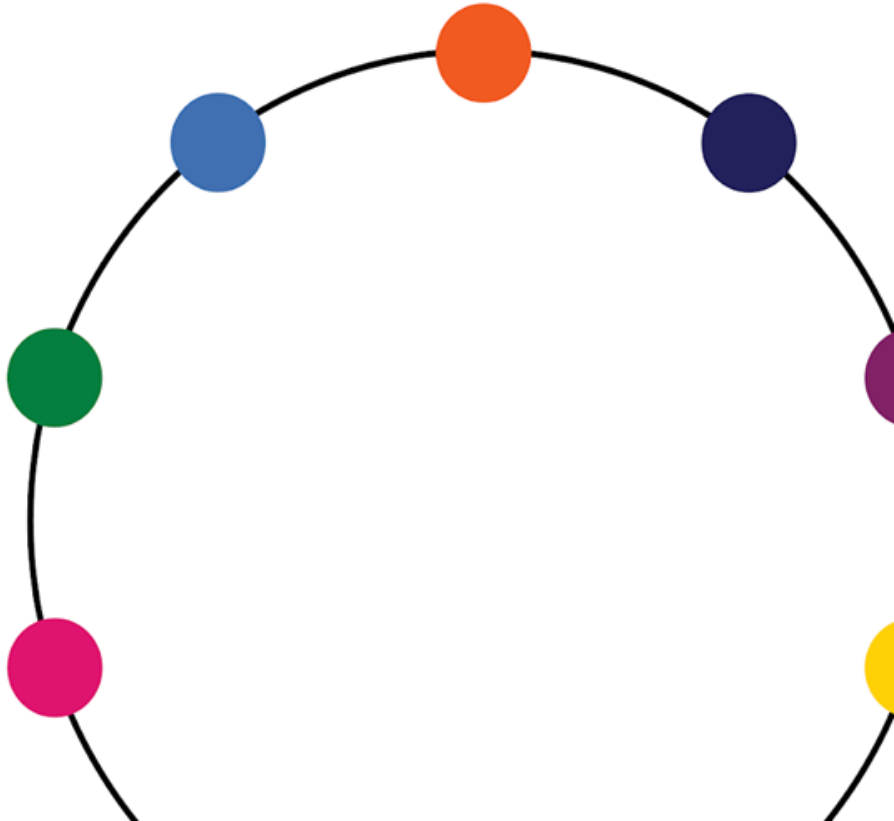
Smart Cities Office Update Report to Council

February 7, 2022

Funded by

Our food system

- Food systems are the greatest contributor to GHGs on the planet
- Food waste costs Canadians +$17 billion/year
- In Dec/20, 1 in 8 Guelph-Wellington residents reported living in a food insecure household



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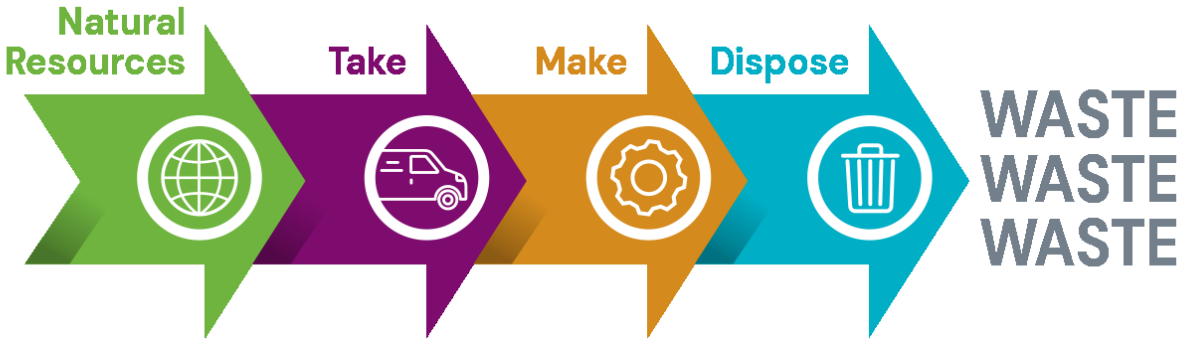
Natural Resources
Take
Make
Dispose
WASTE
WASTE
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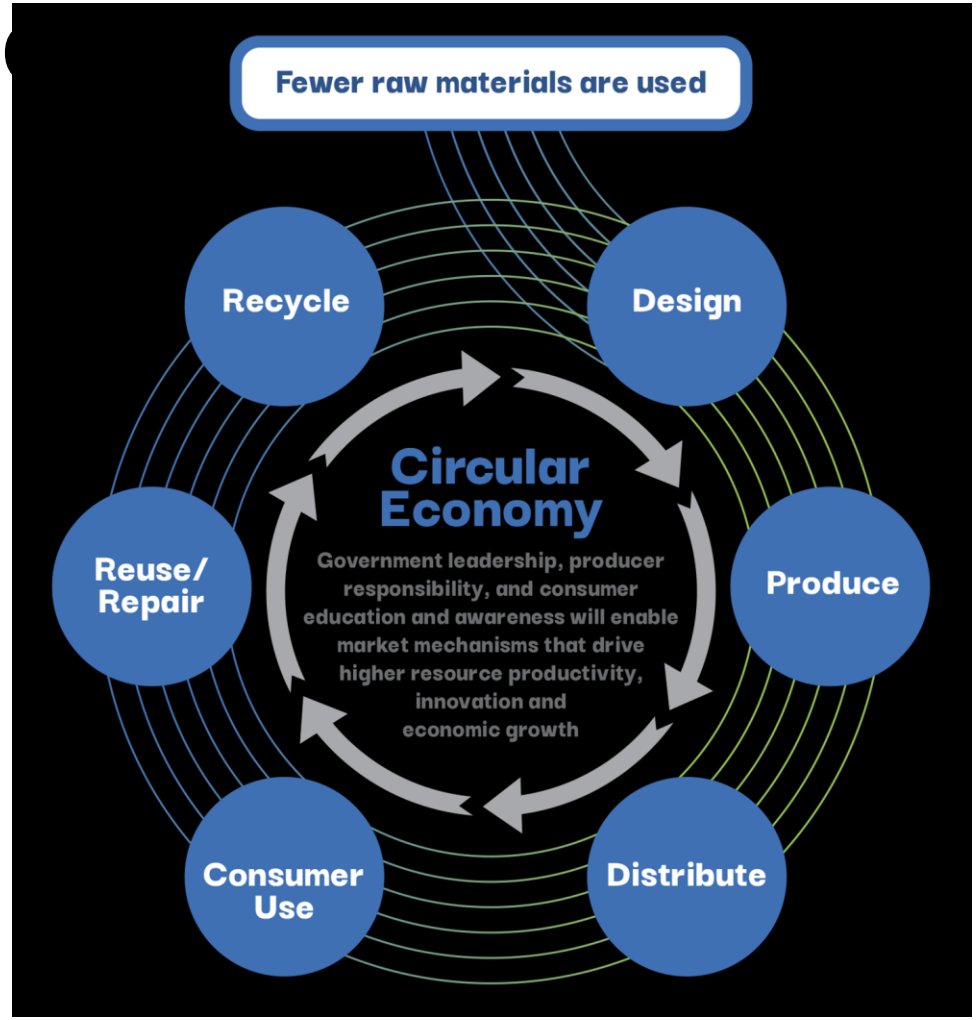
T

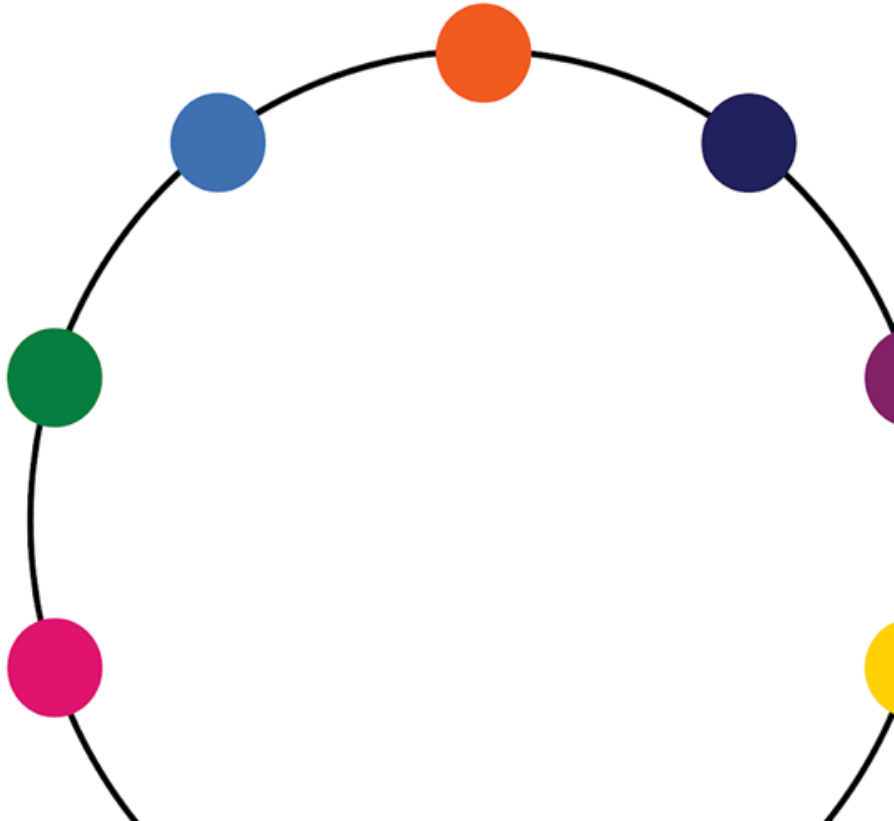

Fewer raw materials are used
Recycle
Design
Reuse/ Repair
Circular Economy
Government leadership, producer responsibility, and consumer education and awareness will enable market mechanisms that drive higher resource productivity, innovation and economic growth
Produce
Consumer Use
Distribute

SUSTAINABLE DEVELOPMENT GOALS
1 NO POVERTY
2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION
5 GENDER EQUALITY
6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES
11 SUSTAINABLE CITIES AND COMMUNITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION
14 LIFE BELOW WATER
15 LIFE ON LAND
16 PEACE, JUSTICE AND STRONG INSTITUTIONS
17 PARTNERSHIPS FOR THE GOALS

Our goals

- **50** new circular businesses
- Increase food access by **50%**
- **50%** increase in value from waste

... by 2025



Our Impact 2020-2021

OurFoodFuture Guelph-Wellington

COIL Circular Opportunity Innovation Launchpad

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

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

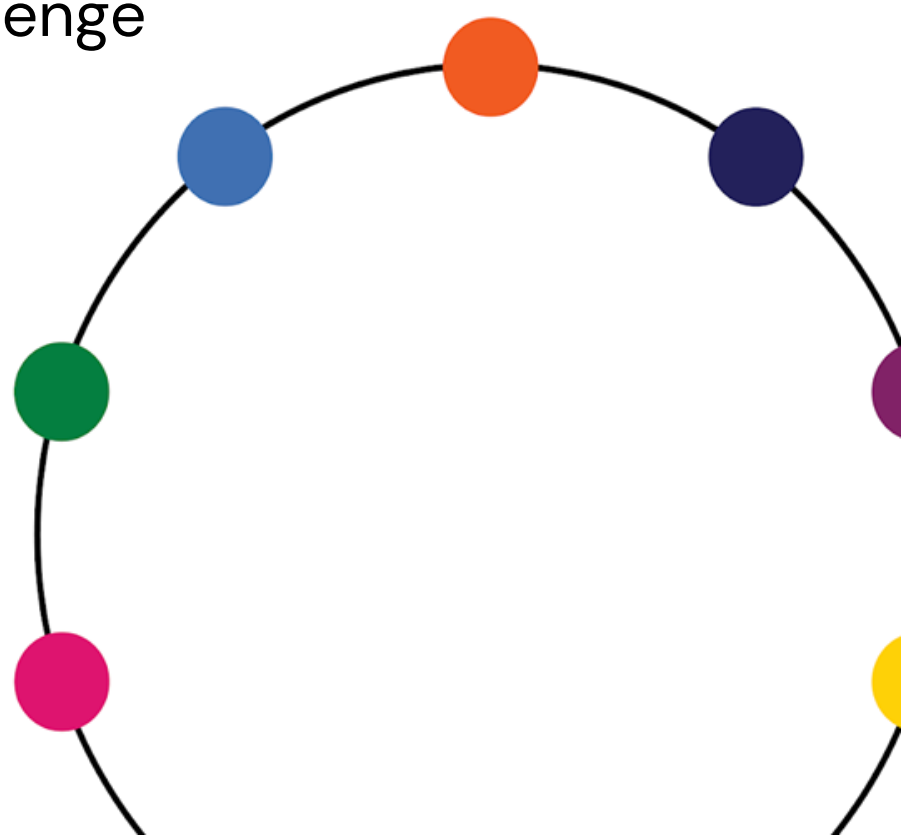
Tonnes of food upcycled to new products
66

GHG Emissions prevented
1,769 tonnes

Attracting investment to Guelph-Wellington

Highlights:

- **$10M** Infrastructure Canada Smart Cities Challenge
- **$4.96M** FedDev Ontario
- **$4.95M** Canadian Institute of Health Research
- **$1.5M** Helderleigh Foundation
- **$175K** Green Municipal Fund
- **$350K** The Co-operators Group



COIL

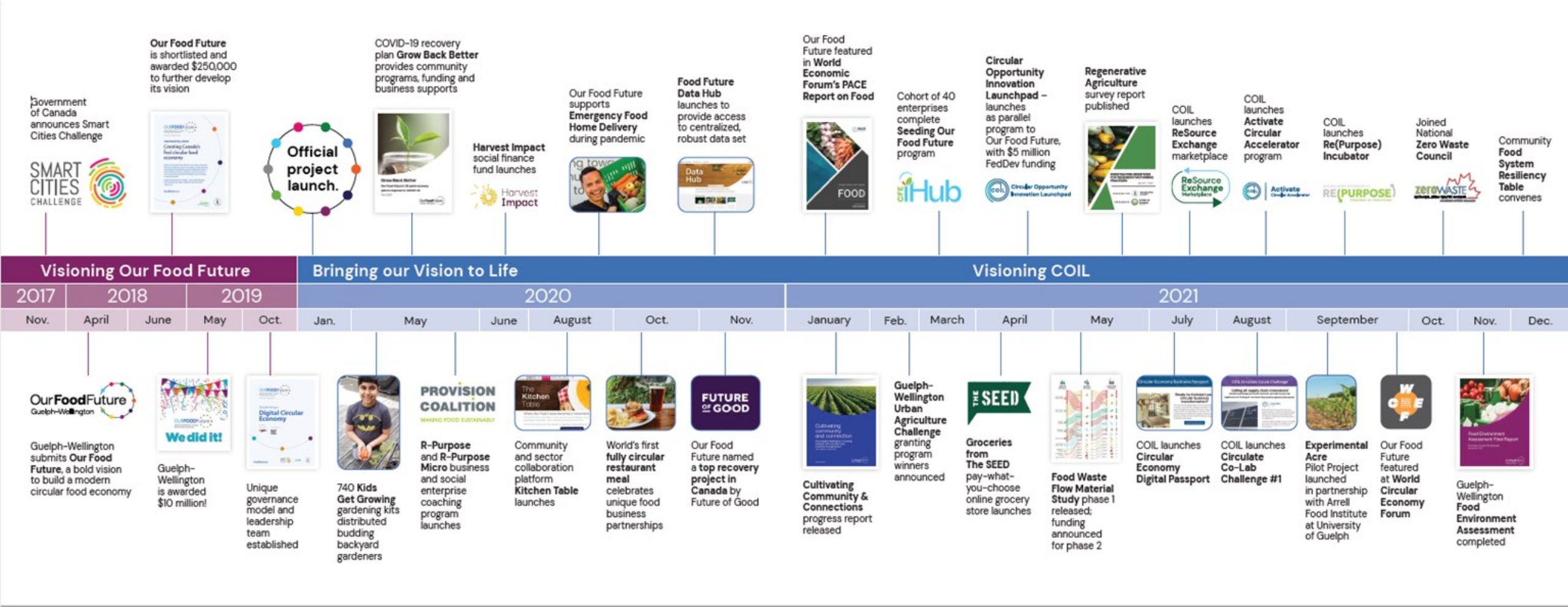
Circular Opportunity
Innovation Launchpad

Businesses that established or expanded their circular practice

181

WORLD CIRCULAR ECONOMY FORUM

Smart Cities Timeline



Grow Back Better – Our impact

Over 18 months,
Grow Back Better:

generated **$1.4 million** in community donations and in-kind contributions

leveraged an additional **$1.5 million** in public- and private-sector funding

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

provided **$106,000** for 10 community-led urban agriculture projects

provided **$1.3 million** in cash and support for local food businesses

Vision

We are accelerating a circular regional economic system inspired by nature's regenerative processes and by traditional cultures that live in harmony with the Earth. The food system is our entry point to foster innovation, collaboration, and system-wide change throughout many communities and sectors. Through these efforts, we are supporting healthy ecosystems, thriving communities, and a regenerative economy.

Guiding Principles

- Context-sensitive
- Resilient
- Reciprocal, relational, responsible, and respectful
- Equitable and inclusive

Our Initiatives

Our Food Future Guelph-Wellington

COIL Circular Opportunity Innovation Launchpad

Goals

Affordable, nutritious foods

- Everyone can access nutritious, affordable, and culturally relevant food
- Food is valued, celebrated, and shared
- Circular business models support regenerative farming practices
- Urban agriculture increases local food security
- Informed and empowered residents

Circular businesses and collaborations

- Businesses collaborate to create circular supply chains
- Regional business innovation is a living lab for new circular business models
- Businesses use circular economy principles to transform the regional economy
- Supports are available to accelerate and scale circular business ideas

Waste as a resource

- Communities understand the true cost of food waste
- New collaborations foster environmental economic benefits across the supply chain
- Innovative business models reduce waste
- Research, demonstration projects, and data drive change

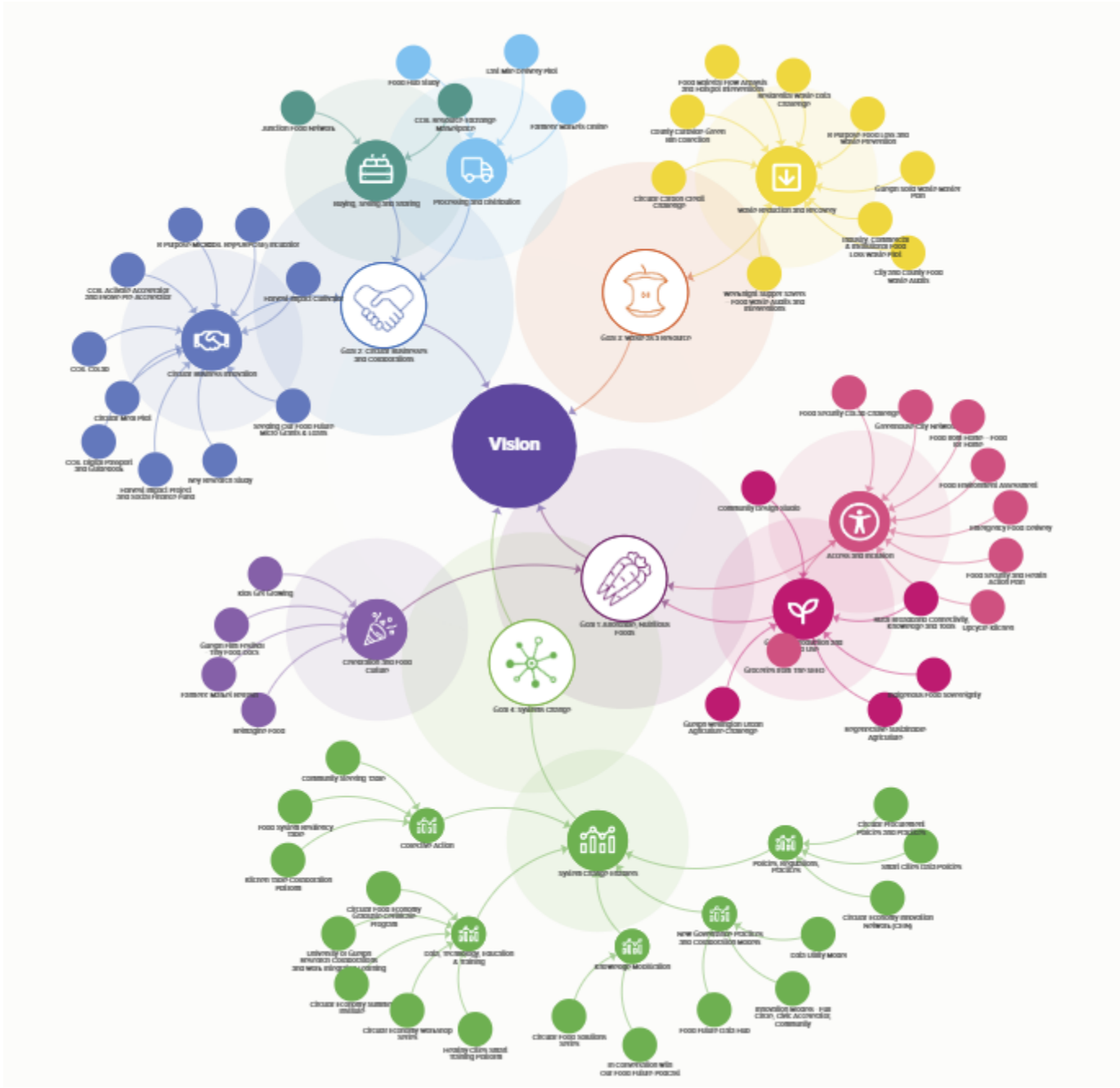
Systems Change

- Collective action creates regional, whole-system change
- Circular policies and practices
- Governance strengthens new system relationship
- Data, analysis, and sharing furthers understanding of local assets, opportunities, and issues
- Expertise is shared to support a national and global circular economy
- Traditional cultures inform ways of living within planetary boundaries

Objectives

Strategic Intervention Areas

- Access & Inclusion
- Celebration & Food Culture
- Growing, Production & Land Use
- Buying, Selling & Sharing
- Processing & Distribution
- Circular Business Innovation
- Waste Reduction & Recovery
- System Change Levers


Vision

Access & Inclusion

Spotlight

Growing possibilities for food access

Guelph-Wellington Urban Agriculture Challenge awards strengthen community garden projects

10 projects funded

$106,000 distributed

$1,380,279 total value of projects submitted

1,650 community members engaged

40 workshops and seminars

2,297+ lbs of food grown

50+ raised garden beds built

Helping community members build composters using recycled materials

1. Rainwater harvesting bench brings water supply to community gardens - .83 gallons collected for every inch of rain. **2.** Piloting garden trellis made with cattle fencing produced better yields that were easier to tend. **3.** Newcomer youth community garden programs and workshops.

Access & Inclusion

Spotlight

Connecting with newcomers

Helping new Canadians grow culturally-significant foods and build community

Food from Home

Food for Home

13 countries **60+** families **200+** crops **5,168** volunteer hours

"Food from Home improved my family's nutrition."
Karen Houle, co-founder

GUELPHTODAY.com

"Newcomers grow vegetables and herbs from their homelands."

Click to read more.

Food Environment Assessment Final Report

Nutritious Foods Workstream
October 2021

OurFoodFuture
Guelph-Wellington

Spotlight

Circular Business Innovation

Discovering value in waste

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

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**

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

HEARTWOOD FARM & CIDERY

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

SEEING FOOD DIFFERENTLY. RE(PURPOSE) POWERED BY PROVISION

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

Click to watch the video

World Class Circular Economy Accelerator

Sector-wide Challenges & Demonstration Projects

National Circular Economy Accelerator Ecosystem

Expanded Urban Rural Testbed

Expanded Harvest Impact Investment Fund

ReSource Exchange Marketplace

Expand the GW Circular Data Hub

COIL Business Accelerator Programs

Activate
Circular Accelerator

Circulate
CoLab

Evolve
Pre-Accelerator

Re(PURPOSE)
Incubator

Spotlight

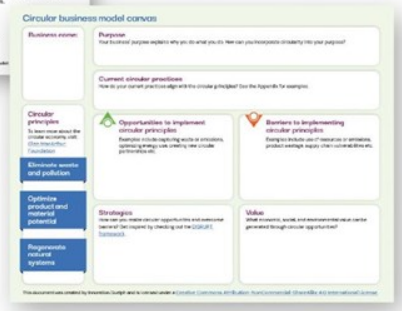
Circular Business Innovation

Building a Circular Business Ecosystem

Engaging with 1,000+ businesses and collaborations to promote and enable circularity

97 registered users

resourceexchange.ca



We're helping build Canada's Circular Economy

Join us at COIL.eco

Platforms, networks, training, mentor teams and toolkits connect and support circular businesses across Guelph-Wellington

CFE iHub Digital Passport

Guelph · Guelph Chamber of Commerce · Innovation Guelph · Lang · Wood Centre · LaunchIT · 10C · Business Centre Guelph-Wellington

24 members

Coming soon!

Circular Economy 101
post-secondary credit course

COIL

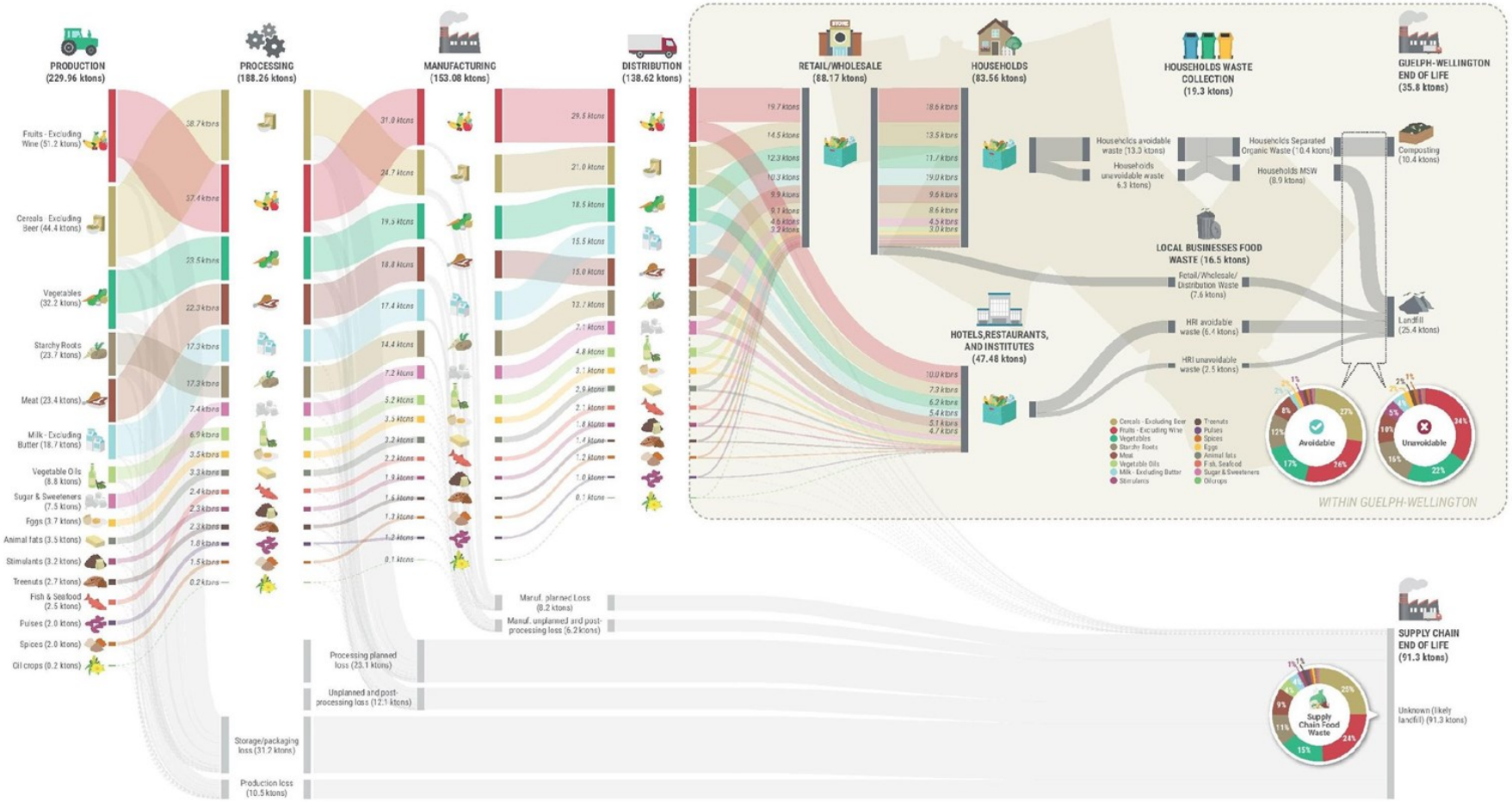
Zero Waste
Economic Transformation Lab

co-operators®

RACE TO ZERO

2022-2030
FUTURE FOCUSED
A climate change mitigation plan for the County of Wellington
The Corporation of the County of Wellington

Food Material Flow Study

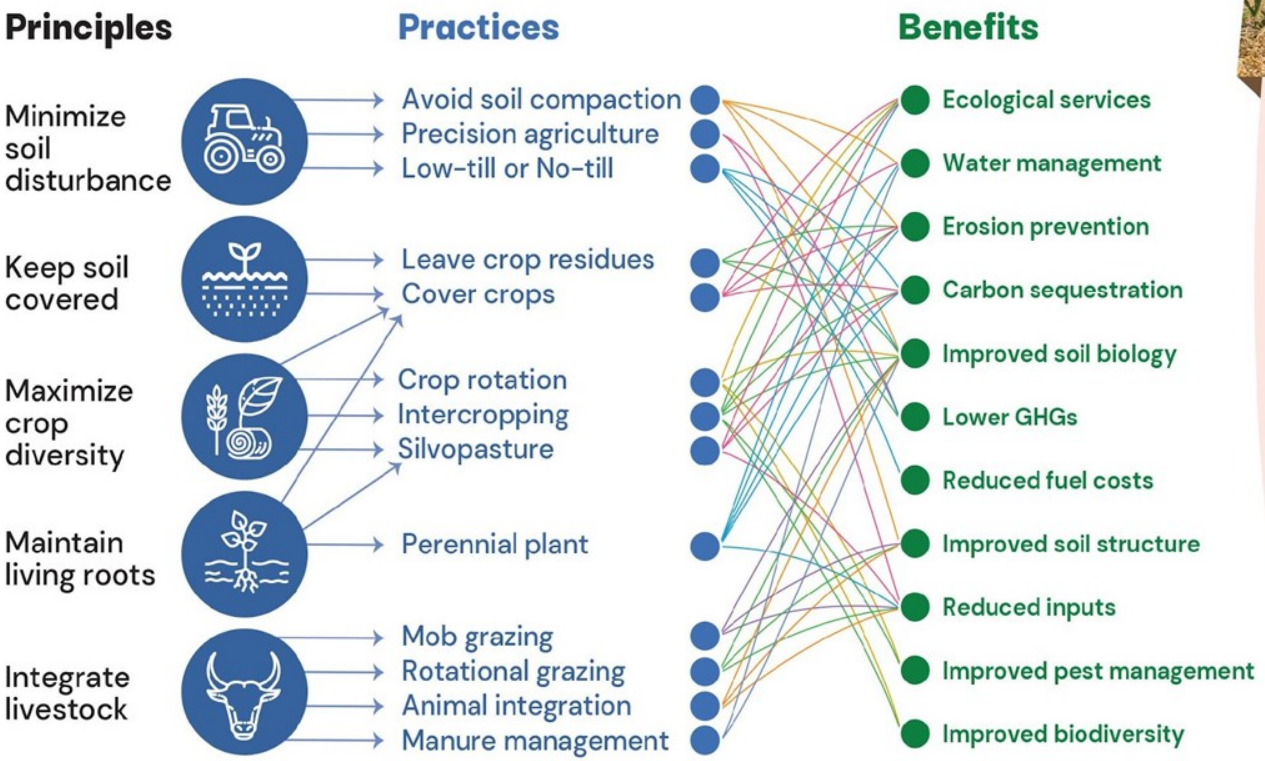


Growing, Production & Land Use

Spotlight

Regenerative farming

Healthier soils reduce reliance on extractive resources



The Experimental Acres Pilot

Coaching and funding for up to 24 farms to explore regenerative farming techniques.

Other supports offered:

- Place-based carbon market study
- Future funding paths
- Best management practices
- Community of support
- Knowledge transfer
- Wellington Soil Symposium

CONNECTIVITY GUIDEBOOK
FOR RURAL ONTARIO:
CONNECTING AGRICULTURE, BUSINESS, AND TECHNOLOGY
Official Mark of The Corporation of the County of Wellington

Delivery Partners

- 10C creating space for change
- Guelph CHC growing healthy together
- Innovation Guelph
- PROVISION COALITION MAKING FOOD SUSTAINABLY
- Toward Common Ground
- PublicHealth WELLINGTON-DUFFERIN-GUELPH Stay Well.

Collaborators

- alectra Discover the possibilities
- ARRELL FOOD INSTITUTE AT THE UNIVERSITY of GUELPH
- BIOMIMICRY FRONTIERS
- BUSINESS CENTRE GUELPH-WELLINGTON
- Circular Economy Leadership Coalition
- CIRCULAR INNOVATION COUNCIL
- Eagle Vision Systems
- CONESTOGA Connect Life and Learning
- co-operators
- DAVID SUZUKI FOUNDATION One nature.
- DILLON CONSULTING
- Food from Home Food for Home
- GUELPH CHAMBER OF COMMERCE
- GUELPH FILM FESTIVAL
- guelph neighbourhood SUPPORT COALITION
- Headlands ag-enviro-solutions
- Ignatius Jesuit Centre A Place of Peace
- IVEY Business School WESTERN UNIVERSITY · CANADA
- Kingdom of the Netherlands
- GORDON S. LANG School of Business and Economics
- JOHN F. WOOD CENTRE
- LAUNCHIT
- the letter M
- MaRS Solutions Lab
- METABOLIC
- metrovancouver
- MK MICHAEL KEEGAN & ASSOCIATES LTD.
- MILAN URBAN FOOD POLICY PACT
- zeroWASTE NATIONAL ZERO WASTE COUNCIL
- NGen Next Generation Manufacturing Canada
- pollinate
- THE SEED
- Smart Prosperity Institute
- TG
- United States Business Council for Sustainable Development
- UNIVERSITY of GUELPH
- Upper Grand District School Board
- Wellington & Area Boys & Girls Club
- Wellington Catholic DISTRICT SCHOOL BOARD
- WFA Wellington Federation of Agriculture
- WW Wellington Waterloo Community Futures
- YMCA-YWCA of Guelph

Goal 4: Systems change

Join the movement.

Your seat is waiting.

www.foodfuture.ca

OurFoodFuture
Guelph-Wellington

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Circular Opportunity
Innovation Launchpad

Thank you!