

Our**FoodFuture**
Guelph-Wellington



Circular Opportunity
Innovation Launchpad

Smart Cities Office Update Report to Council

February 2023



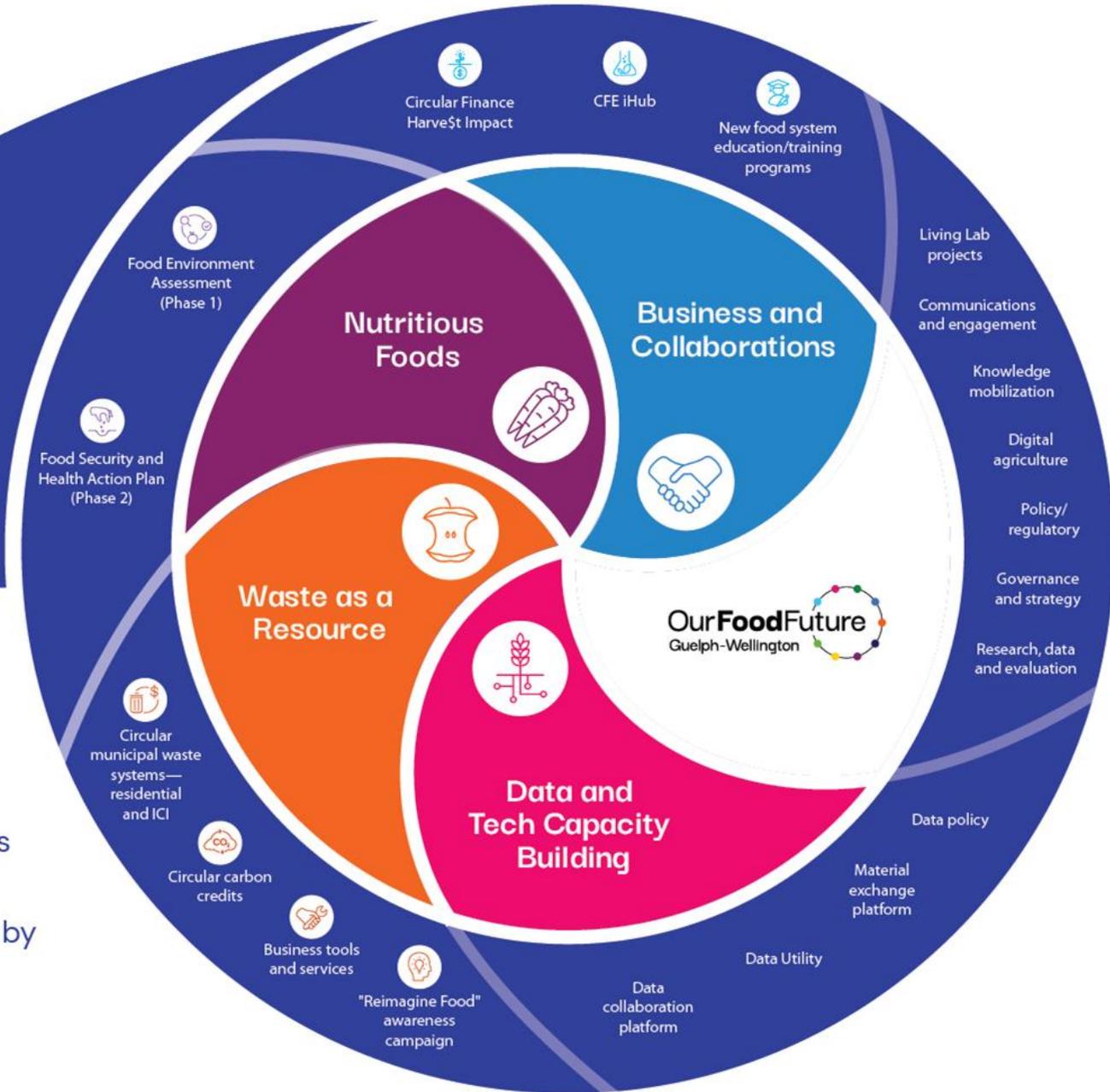
Funded by



How we got here...

This work will lead us to deliver on our goals

- 50%** increase in access to affordable nutritious food
 - 50** new circular economy businesses and collaborations
 - 50%** increase in economic benefit by unlocking the value of waste
- all by 2025**



Delivery Partners

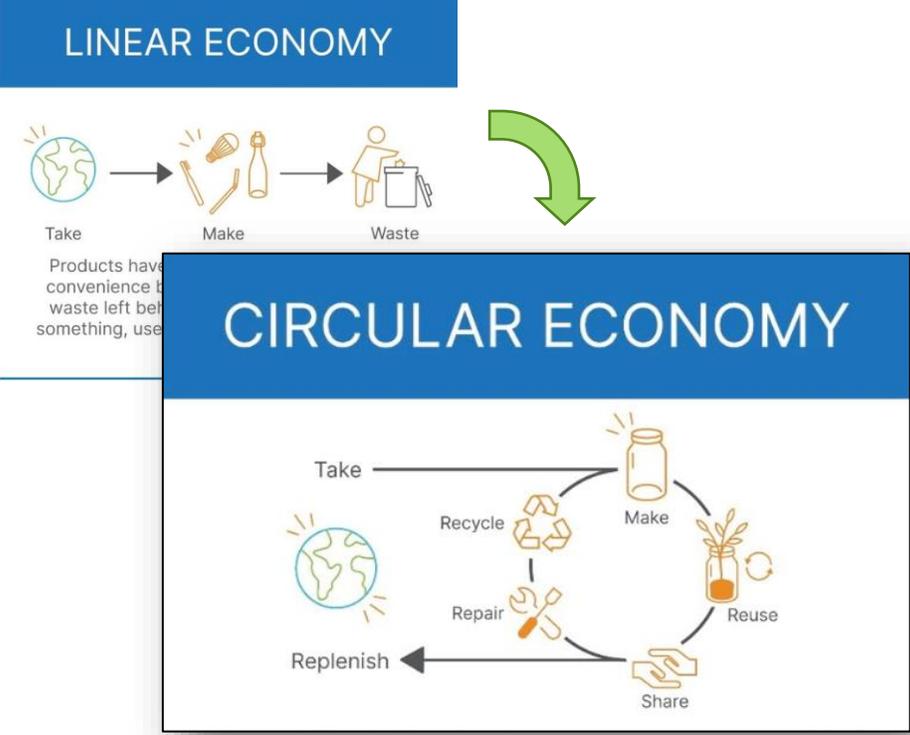
Collaborators



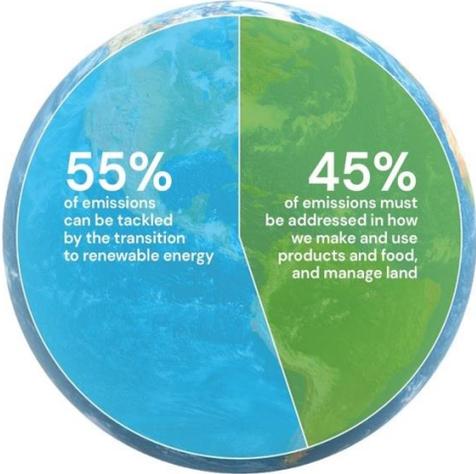
Toward Common Ground



The Circular Economy is gaining momentum .. and Guelph-Wellington is a recognized leader



Circular Economy is Essential to Address Climate Change



Sources: Circular Innovation Council; Ellen Macarthur Foundation

Our work is gaining exposure across Canada, and around the world!



Spain



Ottawa



Canada



Brazil



Vancouver



COP27 Egypt



Global

Circular Economy Funding Supporters



Scotiabank[®]



Federal Economic Development
Agency for Southern Ontario



Connecting the Dots

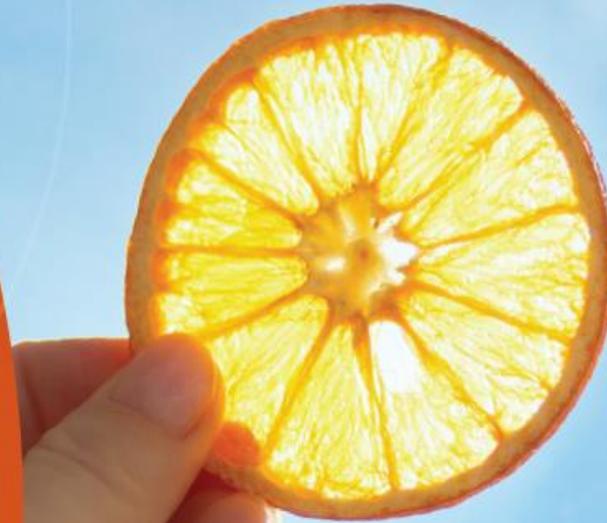
Local government and community
collaborating toward a circular future

Annual Report 2022

January 2023

OurFoodFuture
Guelph-Wellington

 **Circular Opportunity
Innovation Launchpad**





126,984

Meals distributed to community members

2021 Report: 77,013



Individuals with increased access to affordable, nutritious foods

7,836

2021 Report: 3,264



Acres of land piloting regenerative agriculture practices

150

2021 Report: 0



Data sets centralized in the Food Future Data Hub

60

2021 Report: 52



Stakeholders engaged in our programs

1,079

2021 Report: 995



New funding leveraged

\$17,136,507

2021 Report: \$14,223,374

Our Impact 2020-2022



Value of inkind contributions

\$1,772,598

2021 Report: \$1,275,004



Value of supports for NGOs

\$3,046,868

2021 Report: \$2,919,219



Value of supports for businesses and social enterprises

\$2,028,505

2021 Report: \$1,503,755



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

\$1,247,409

2021 Report: \$960,812



Value of edible food recovered

\$641,467



Businesses that established or expanded their circular practice

243

2021 Report: 181



Business collaborations strengthening the circular supply chain

308

2021 Report: 232



New products and services from diverted food waste

23

2021 Report: 14



Tonnes of food waste diverted, upcycled or recycled

86,458



Tonnes of food upcycled to new products

75,567



GHG Emissions prevented

116,419 tonnes

2021 Report: 1,769

The Circular Economy is Healthy Communities



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45 Community Food Access Projects Funded

Infrastructure and Innovation

- The SEED – \$124,000
- CoLab – \$100,000
- COIL grants to food social enterprises – \$60,000
- Community FEWD – \$70,000
- Spark Grants – \$51,500

Equity

- Fresh Food RX – \$30,000
- Setting the Table Fund – \$20,000
- Medicine Bundles – \$30,000

Food Production

- GW Urban Agriculture Challenge – \$106,000
- GW Community Agriculture Challenge – \$20,000

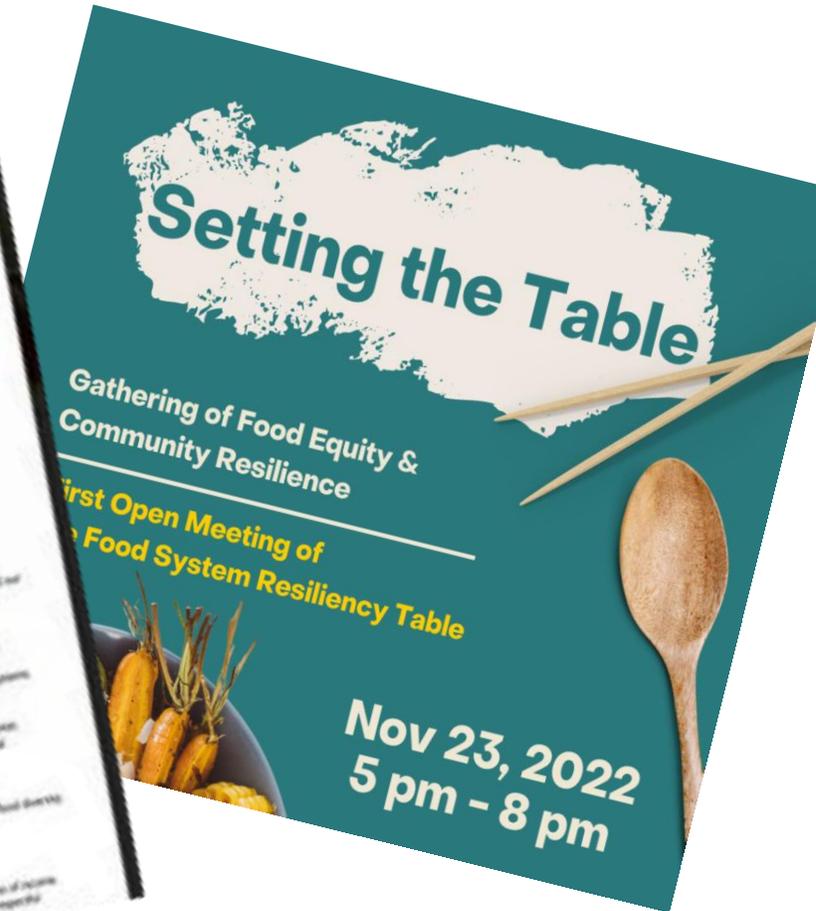
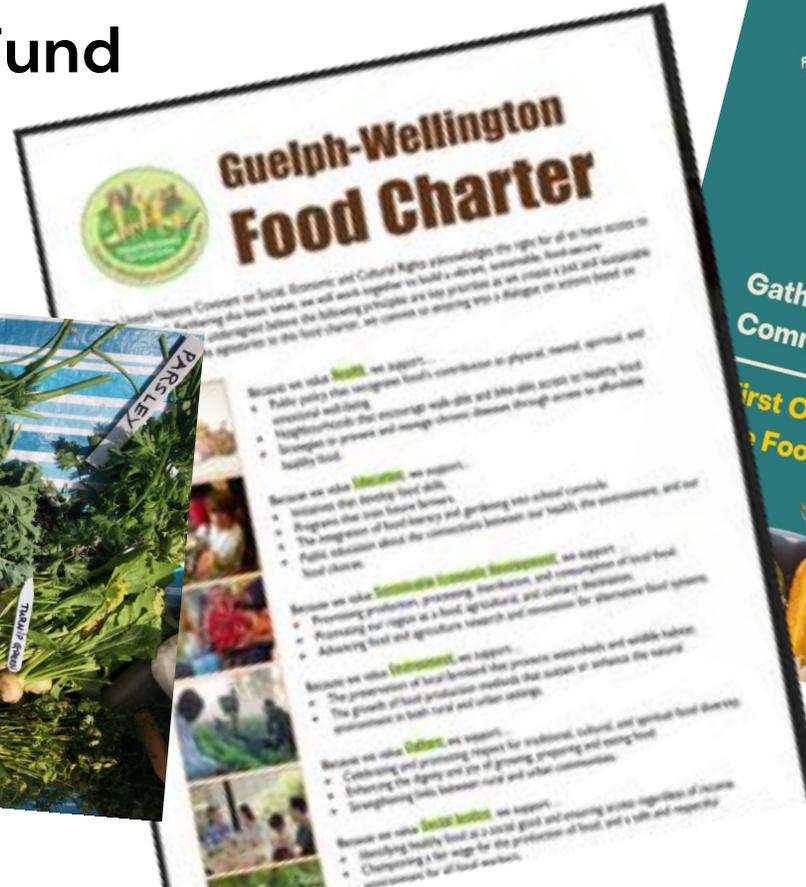
Community Food Innovation



Food Equity and Systems Change



- Food System Resiliency Table
- Setting the Table Series and Fund



The Circular Economy is Innovative Businesses

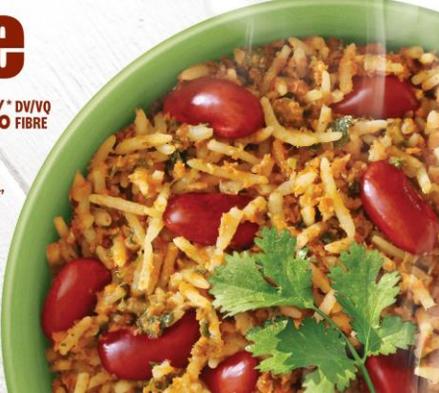
GREEN BOWL™

simple, delicious & planet friendly
.....
simple, délicieux et écologique

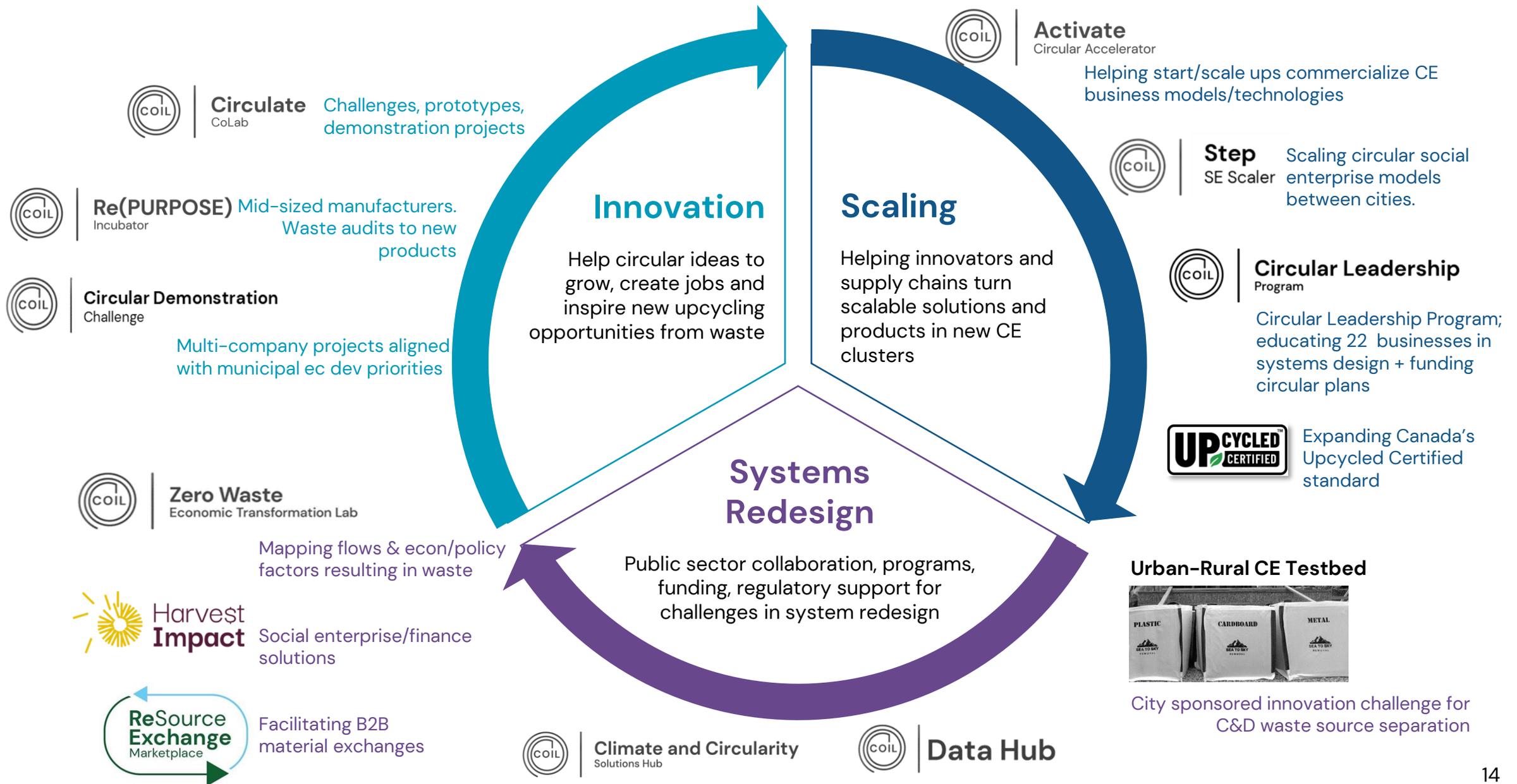
hi fi be

11g PROTEIN PROTÉINES **65%** DV/VQ FIBRE

Rice and red beans with upcycled spinach, carrot and barley.
.....
Riz et haricots rouge avec épinards, carottes et orge surcyclés.



Circular Opportunity Innovation Launchpad





Growth and Success

- ✓ 100+ companies in programs
- ✓ Increased revenue projections \$14M+
- ✓ Expansion into construction, renovation and demolition (CRD) material-stream



Innovative business models



CE cluster creation



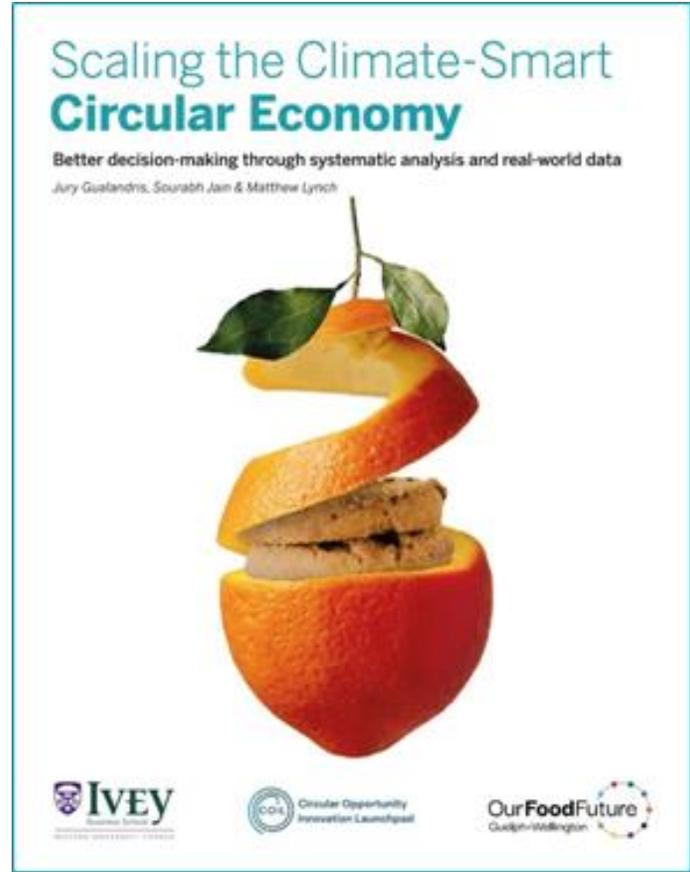
New circular technologies



Social & environmental impact



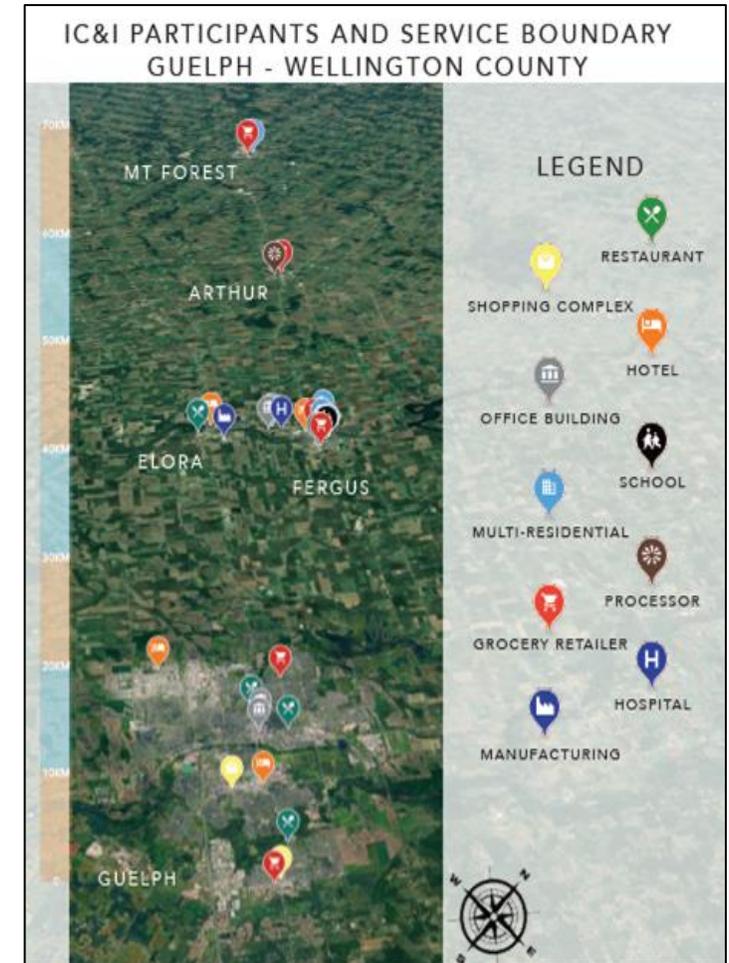
The Circular Economy is Climate Action



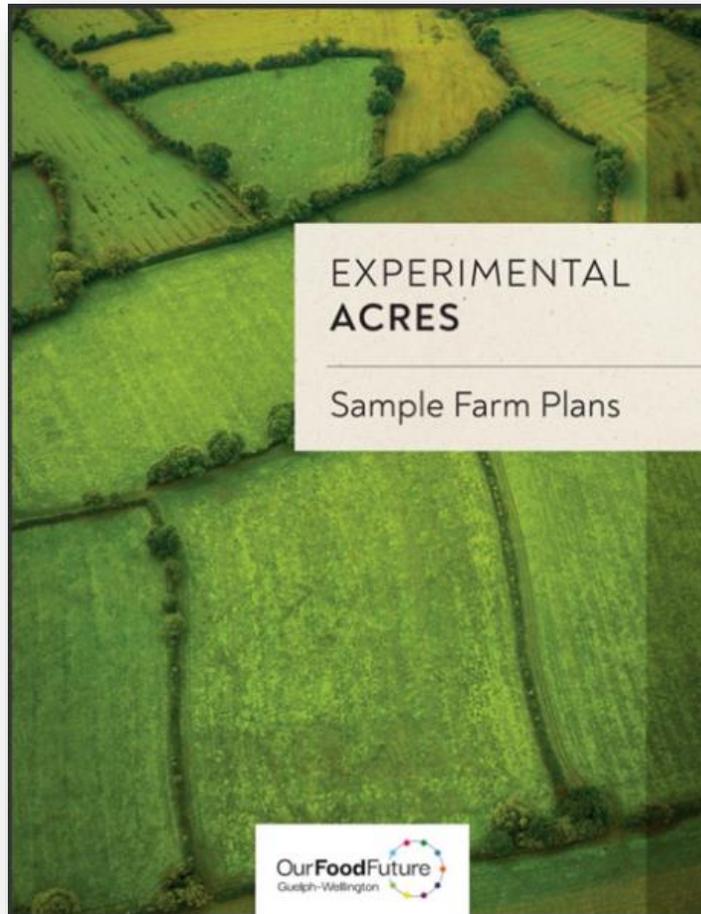
IC&I Food Waste Diversion Pilot

Pilot groups neighbouring businesses together to mimic the efficiencies and consolidated collection model of residential programs, while leveraging technology to simplify edible food rescue for business sector.

- Transitioning to full-payment service model
- Finalist for AAFC Food Waste Challenge
- Deploying sensors for real time data collection
- Potential long-term system manager (The SEED)
- CIC pursuing another pilot in western Canada



Regenerative Agriculture Innovation



Public Awareness and Climate-Smart Behaviour Change



7 Motivations for Lighter Living Action in Guelph-Wellington



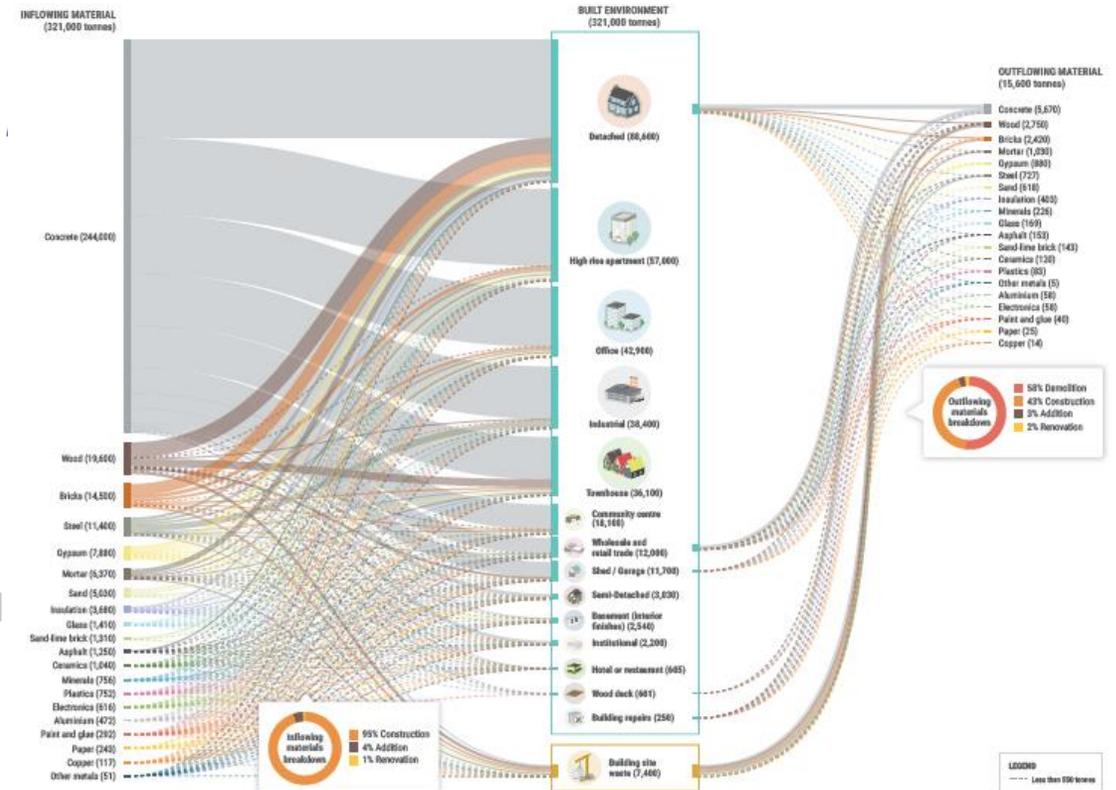
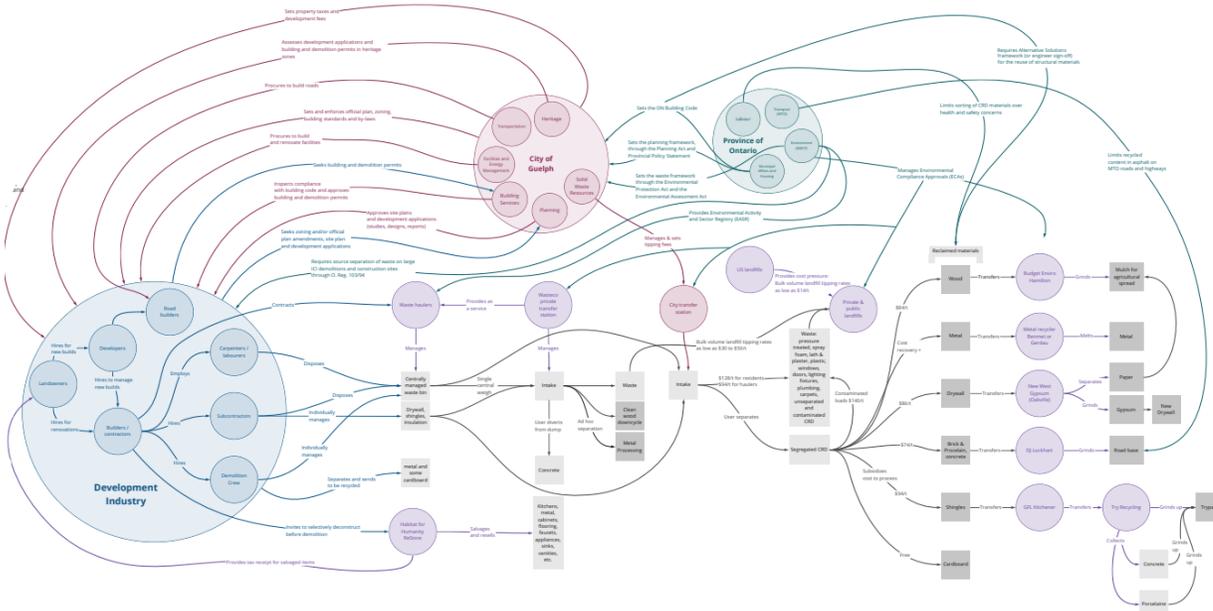
Behavioural Insights pilot for household food waste reduction





Zero Waste Economic Transformation Lab

- Completed extensive research and mapping of construction, renovation and demolition waste flows across the region
- Pilots launched at new residential building sites



**Where we go
from here...**



Go-Forward Strategy and Action Plans



Circular Business Action Plan

December 2022



Waste as a Resource Action Plan

December 2022



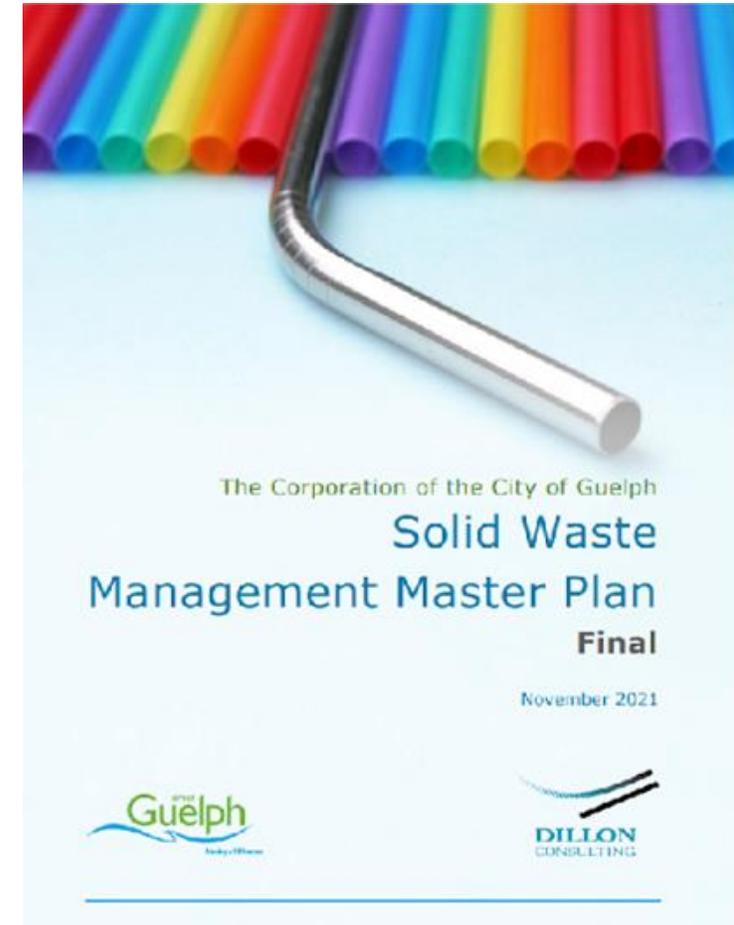
Guelph-Wellington Food Security Action Plan

December 2022



Municipal Circular Economy Leadership

- City internal circular economy strategy under development led by Solid Waste Resources.
- Guelph and Wellington County jointly participating in FCM Circular Cities and Regions initiative.





National Network

- Exploring opportunity to support 4-5 new regional CE clusters in partnership with local organizations/governments
- Scale and support 100's businesses/year
- Lead **annual** mission-based national and regional challenges
- Create **nationally-connected** materials marketplace and upcycling programs
- Grow CE impact **funding and financing**



Five Priority Sectors



Built Environment



Agriculture & Food



Textiles



Cross-Sector Plastics



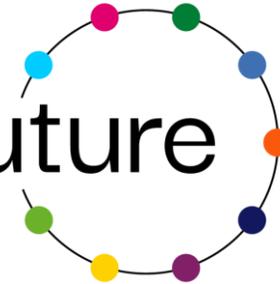
Manufacturing





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