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Build a circular economy initiative in your municipality

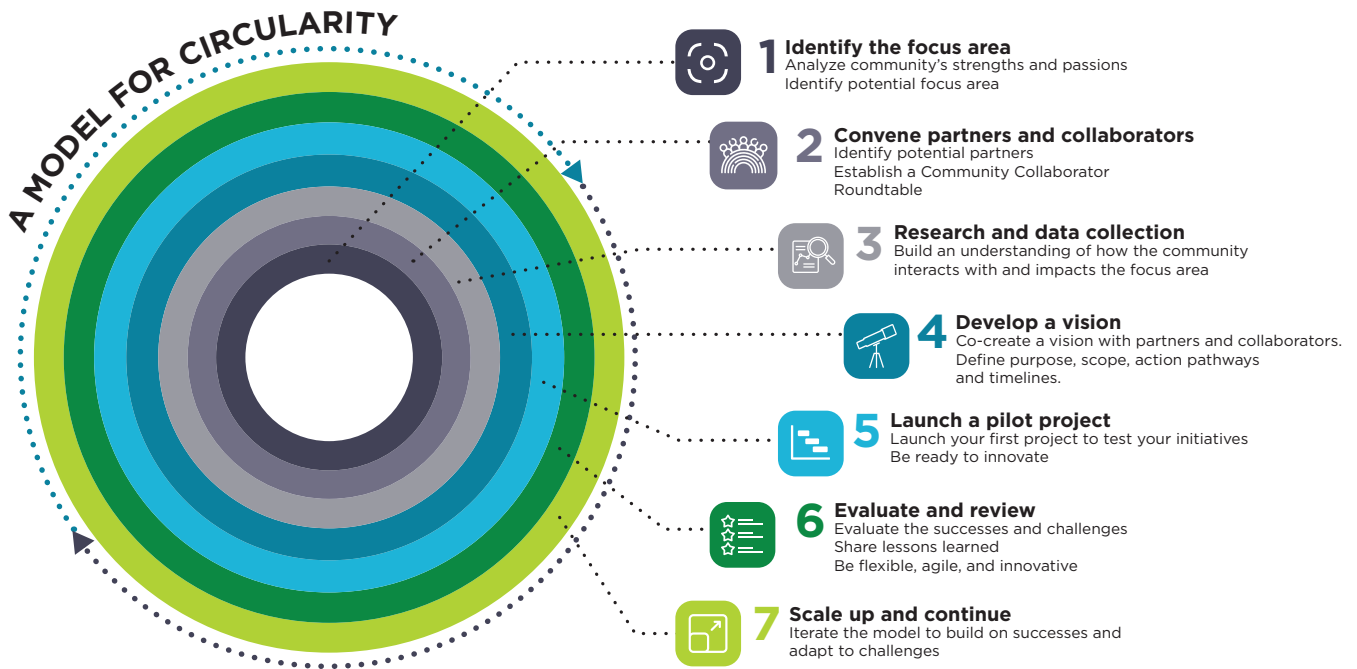
Why a circular economy: To tackle pressing environmental challenges like the climate crisis, biodiversity loss and plastic pollution, humanity must drastically reduce how much we consume and waste. Building a circular economy (CE)—an economy in which materials are constantly reused

and recycled, rather than thrown away—is essential to tackle these pressing issues. Circular economy initiatives create resilience, increase productivity, create new economic opportunities, and have the potential to address social inequities.

Why municipalities: As institutions with a central role in their communities, municipalities can support local businesses and organizations in transitioning to circularity while accomplishing economic development, climate action and waste reduction goals. Municipalities can also access provincial and federal funding that can catalyze local circular economy initiatives.

What municipalities can do: This *seven-step model*, which draws on lessons from a successful circular economy initiative in the City of Guelph and Count of Wellington, outlines how municipalities of all sizes can develop and grow a circular economy vision and initiative.

A MODEL FOR CIRCULARITY



Ready to get started?

- Read the guide *Catalyzing a circular economy in your community* for more information on how to implement the model.
- Connect with other local governments and circular economy experts in the *Circular Cities and Regions Initiative*. To learn more about the program and how to apply, visit the [CCRI website](#).

Visit the full guide [here](#)

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