



**Letter of Support in Favor of Motion  
“Making Victoria’s Economy More Circular and Sustainable”**

Date: July 28, 2022

To: Committee of the Whole

From: Ashley Howe, Executive Director, SUPPLY Victoria

Dear Members of the City of Victoria Council,

As the Executive Director of SUPPLY Victoria, a circular economy social enterprise and BC’s first nonprofit Creative Reuse Centre, I am writing to you today in support of the motion to make Victoria’s economy more circular and sustainable. In order to accomplish the City’s necessary and ambitious goals to cut greenhouse gas emissions by 50% by 2040, it’s crucial that the City expands its strategy and adopts a more holistic approach and engages more stakeholders. By supporting a shift towards circular practices to keep materials in use longer and stuff out of our landfills, we will be able to: generate more green jobs, keep the water flowing, become more food secure, and become a global leader in the growing Circular Economy movement.

I moved to Victoria in 2018 to start this nonprofit after working for several reuse organizations in Portland, Oregon. I was part of the executive team at The ReBuilding Centre that brought forth the first deconstruction ordinance in North America (mandating all houses built before 1917 be deconstructed rather than demolished). As an active part of the thriving circular economy culture in Portland, I became excited about what a circular business model could look like in Canada. Over the last five years, I’ve committed myself to aligning my mission with the City of Victoria’s Climate Leadership Plan and we have been able to divert and redistribute over 3,000 pounds of reusable materials from the waste stream and introduced our creative reuse education model to hundreds of youth and adults, inspiring people to be more creative and sophisticated about waste and reuse.

The recommendations cited in Councilor Jeremy Loveday’s letter would ensure our survival as a sustainable community resource and help support the thrival of circular economy businesses, nonprofits, and social ventures. I’ve noticed a gap in service for nonprofit organizations with earned income or social enterprise activities. In my experience, I’ve felt like the for-profit sector hasn’t been able to offer much support (Women’s Enterprise Centre and Small Business BC weren’t able to help us since we were a nonprofit) and the nonprofit sector doesn’t have affordable business or financial literacy support to help startups. A policy that supports the creation of a circular economy hub and resources would benefit our organization and many inspired albeit frustrated entrepreneurs I have connected with over the years. Access to affordable arts, culture, and innovation space has been another hurdle for our organization and

**SUPPLY**  
**VICTORIA**  
CREATIVE REUSE CENTRE

many others I've connected with over the years. These small startups have new, fresh ideas that (if supported) will create the type of change we need to solve some of our biggest environmental problems.

Given the urgent need for action to ensure the safety and health of future generations and the beauty of our surroundings, I urge you to vote in favor of the motion to take action towards a more circular and sustainable Victoria.

Best,

A handwritten signature in black ink that reads "Ashley Howe". The signature is written in a cursive, flowing style.

Ashley Howe

To Whom it may Concern

July 26, 2022

**Re: In support of circular economy recommendations for Victoria 3.0**

On behalf of the Synergy Foundation, I am pleased to be writing this letter of support for the circular economy recommendations for the Victoria 3.0 strategy put forward by Councillor Loveday. If the recommendations were adopted into the Victoria 3.0 strategy it would position the City of Victoria as a national leader in the circular economy, while aligning with the City of Victoria's Climate Leadership Plan and Zero Waste Victoria solid waste strategy.

The Synergy Foundation, founded in 2013, is a non-profit based in the City of Victoria with a mission to share ideas, spark innovation, and activate change to steer our economy and communities towards a more regenerative future. Through our work, we support entrepreneurs and existing SMEs in an inclusive transition to the green and circular economy by providing support programs with focus on sustainability. The Synergy Foundation is recognized as a leading expert in the circular economy within BC and runs an incubator program for circular start ups, developed and accelerator program for existing businesses to adopt circular principals, has consulted on several regional circular initiatives across Vancouver Island, acted as the industry expert for the CleanBC Plastics Action Fund (2020-2021), and is an active member of the Circular Economy Leadership Coalition of Canada.

Our current model of waste is broken, globally only 9% of materials are kept in circulation with the remaining 91% destined for landfill at the end of life, however by increasing circularity to just 18% we can cut global GHG emission by 39% (CGR 2022). The recommendations put forward by Councillor Loveday pertaining to, (1) Access to space, (2) Convening and Championing, (3) Procurement, and (4) Internal City Action should be considered for the Victoria 3.0 Strategy to advance both circular economy initiatives and economic development within the City of Victoria.

Sincerely,



Georgia Lavender

Director of Program Operations, Synergy Foundation



August 2, 2022

RE: Victoria 3.0: Becoming a National Leader in The Circular Economy

I'm pleased to offer this letter of support for the motion *Victoria 3.0: Becoming a National Leader in The Circular Economy*. Circular Economy Leadership Canada (CELC) is working to connect Canada's circular economy community and serves as a bridge to similar networks around the world. CELC is uniquely positioned as a multi-sectoral, national organization dedicated to advancing the circular economy in Canada. We provide thought leadership, technical expertise, and collaborative platforms for accelerating systems change and the transition to a low carbon, circular economy in Canada.

The circular economy is poised to unlock \$4.5 trillion of economic growth by 2030, and as much as \$25 trillion by 2050. It could boost companies' competitiveness and profitability, make global supply chains more resilient, and create over a million jobs in the next decade. Collaboration across all levels of government, businesses, NGOs, and civil society is key to building a thriving innovation ecosystem that attracts investments and creates jobs, while strengthening communities and protecting the environment.

Supported by the Project Zero incubator, Victoria has a healthy and growing ecosystem of small circular economy entrepreneurs and ventures. The actions recommended in the *Victoria 3.0: Becoming a National Leader in The Circular Economy* report can help circular businesses like these to scale, while fostering more sustainable entrepreneurship in Victoria. Additionally, the recommendations align with best practices in municipal support for a transition toward a circular economy.

I'm glad to see the City of Victoria taking meaningful steps towards a more circular economy. Along with the leadership that is demonstrated in the Zero Waste Victoria plan, these recommendations will help Victoria capitalize on the potential economic benefits of the circular economy and position the city as a national leader in circular economic development. Doing so is also timely as it aligns with Province of British Columbia's commitment to develop a Circular Economy Strategy as part of CleanBC, as well as the Government of Canada's work to add circular economy principles to the Federal Sustainable Development Strategy.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Shorthouse", written over a light blue horizontal line.

**Paul Shorthouse**

Managing Director,

Circular Economy Leadership Canada

[www.circulareconomyleaders.ca](http://www.circulareconomyleaders.ca)