

Committee of the Whole
City of Victoria
1 Centennial Square
Victoria, BC V8W 1P6

Dear Committee of the Whole

We are pleased to be writing a letter of support for Councillor Loveday on his proposal for the development of a circular economy lens to actions within the Victoria 3.0 strategy. Salt Legacy strongly supports the circular economy, as it is embedded into our business concept. Our mission is to build strong connections between individuals and the ocean in order to raise awareness and educate on alternative practices towards upcycling.

We utilise discarded sailcloth (from sailboats) that are no longer fit for sea, while giving them a second life by upcycling into new adventure gear such as backpacks, surfboard bags and other small accessories. (www.saltlegacy.com).

Through this letter, we advocate the outlined recommendations that Councillor Loveday has stated. We attended an in person meeting to give our opinions and provide feedback on these key points that would benefit from building a startup circular business.

We support the recommendation for access to space. We are finding it challenging to find an affordable space that fits our needs (light industrial) for our business. Access to a circular economy hub would be greatly beneficial not only to aid in our startup expenses, but also to assist in building a like-minded community around circular economy concepts. This could also allow the general public to get curious and learn about these innovative concepts.

We believe that it is important for the City to promote community engagement towards convening and championing circular economy initiatives. This would also encourage the general public to learn more about alternative practices towards waste reduction and disposal. We incorporate education and transparency into our products and business model. We believe that waste can be viewed as a resource under the right circumstances. Our business model introduces a storytelling approach to aid in connection. We believe that additional training and information sessions for city staff, local entrepreneurs, and existing businesses on the benefits and opportunities of adopting circular practices would be extremely beneficial to the local community.

We look forward to hearing about the outcome of these recommendations.

Sincerely,

Meaghan McDonald - Founder/ CEO
Tisha Becker - Principal - Business Strategist