

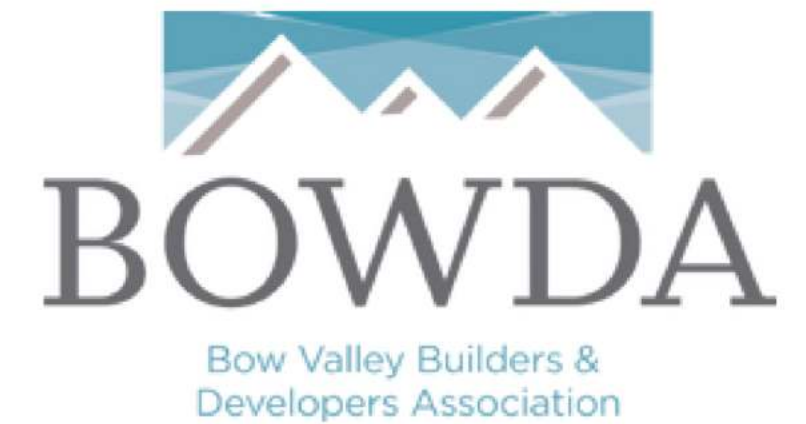


Circular Opportunity
Innovation Launchpad

Building Better in the Bow

National Construction & Demolition
Circular Innovation Challenge Pitch Event

Meet the Team



CLEAN SWEEP WASTE REMOVAL

The Problem





**20,000
tonnes of
Class III
waste
annually**



**20,000
tonnes of
Class III
waste
annually**

**35% or
7,000
tonnes is
Landfilled**





**20,000
tonnes of
Class III
waste
annually**



**35% or
7,000
tonnes is
Landfilled**



**Estimated
40-year
lifespan
remaining**



**14.3%
increase
in 5 years**






**14.3%
increase
in 5 years**



**Residency
expected
to double**





**14.3%
increase
in 5 years**



**Residency
expected
to double**



**4-5M
visitors a
year**

The Solution



Remove Barriers to Source Separation

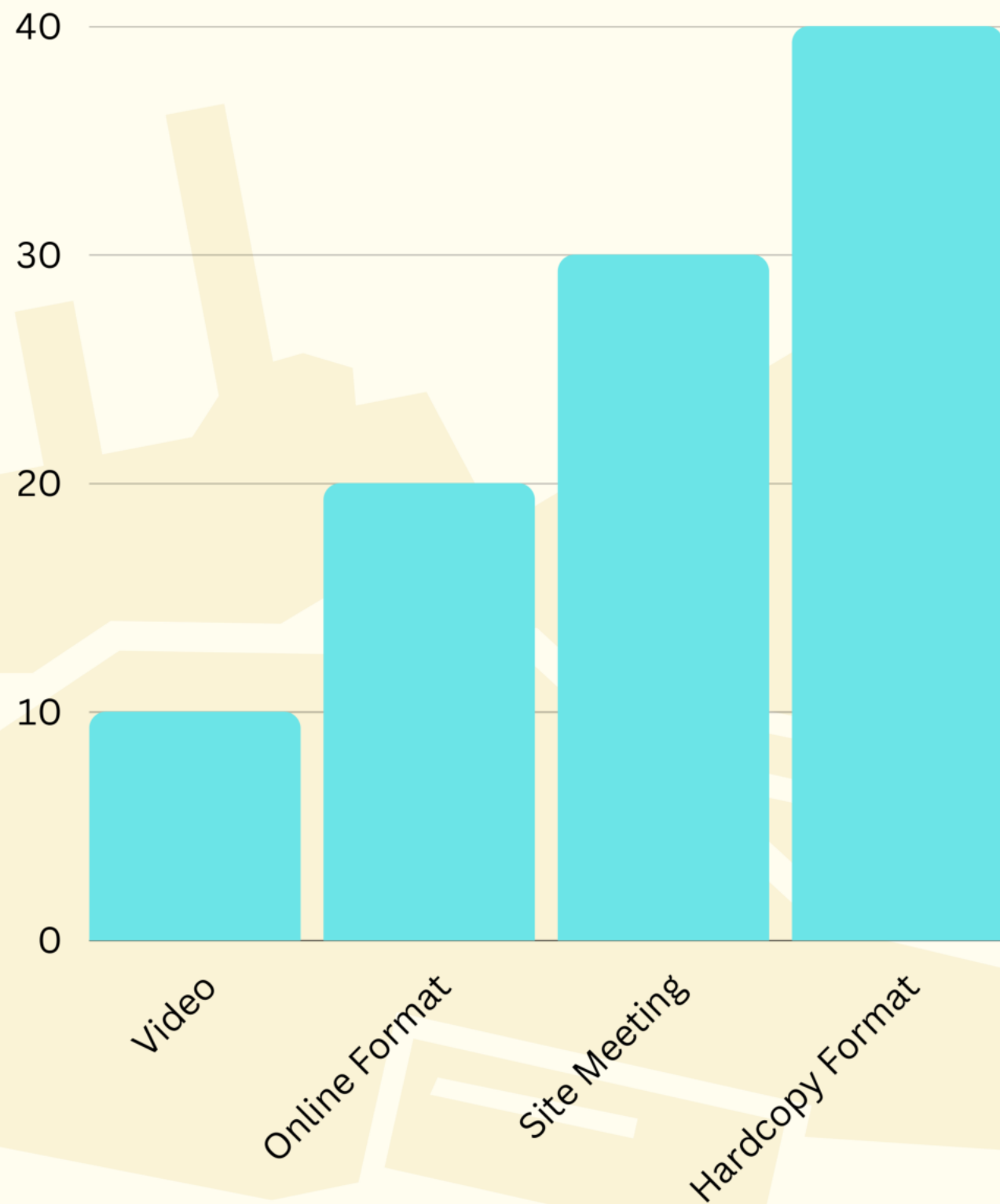
1. **Poor or misunderstood site signage**
2. **Tight project timelines and busy contractors**
3. **Apathy on the part of the contractors**



- 
- 1 Design and Development
 - 2 Pilot Site Selection
 - 3 Pre-education Needs Survey
 - 4 Educational Content Creation
 - 5 Container, Education & Incentive Deployment
 - 6 Pilot Site Waste Auditing
 - 7 Stakeholder Engagement
 - 8 Pilot Feedback Reporting

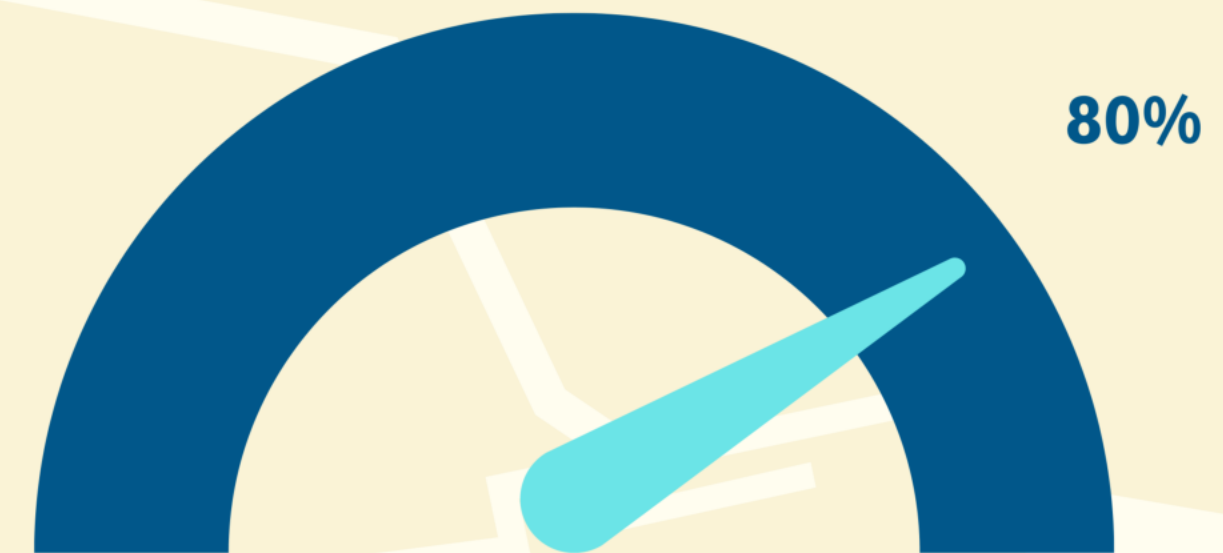
The Results so far...

Education Survey Results



MOTIVATIONS TO SOURCE SEPARATION:

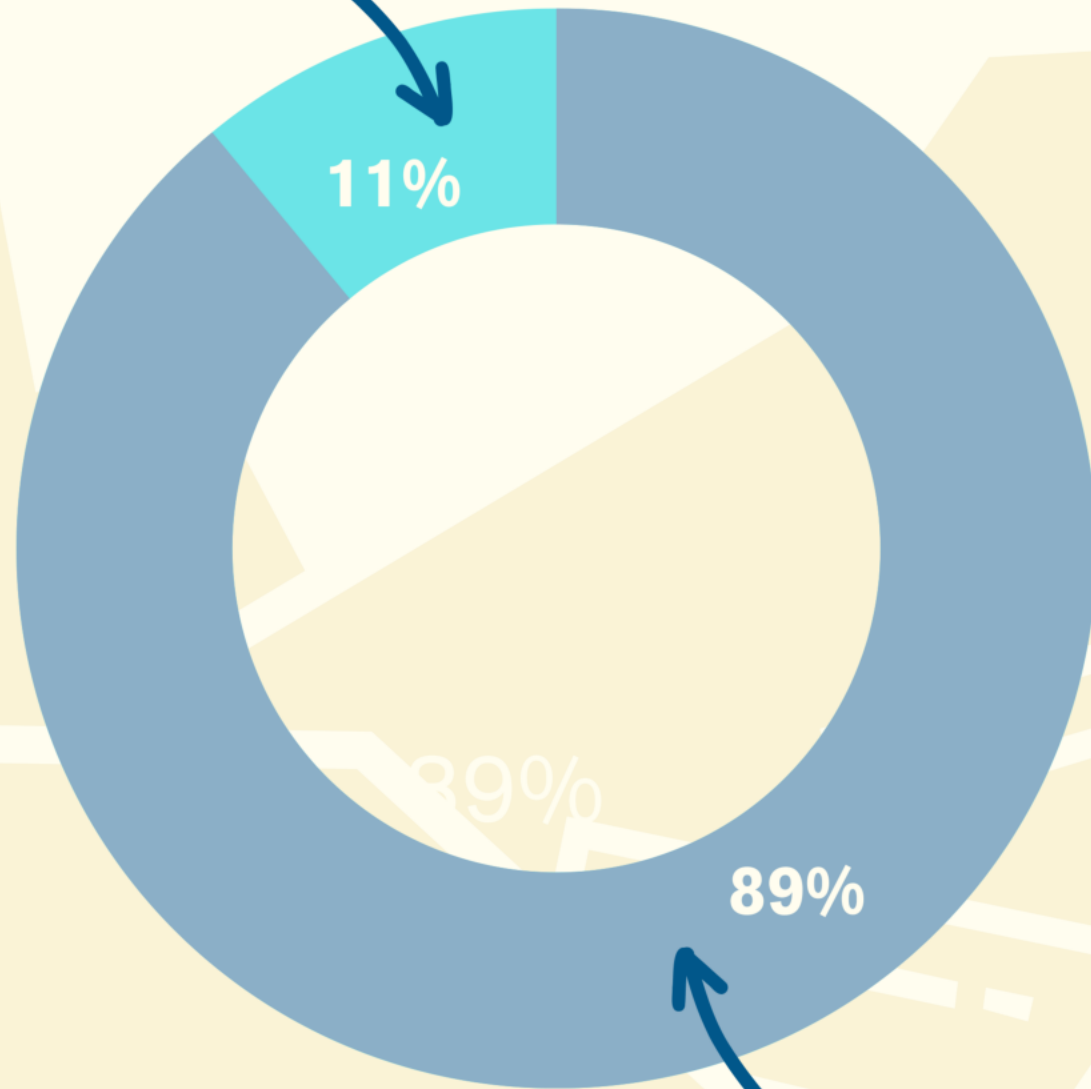
1. Ease of system use
2. Financial benefits
3. Knowing that it makes an actual difference
4. Policy requires it
5. Environmental benefits
6. Incentives



Knowledge & Interest

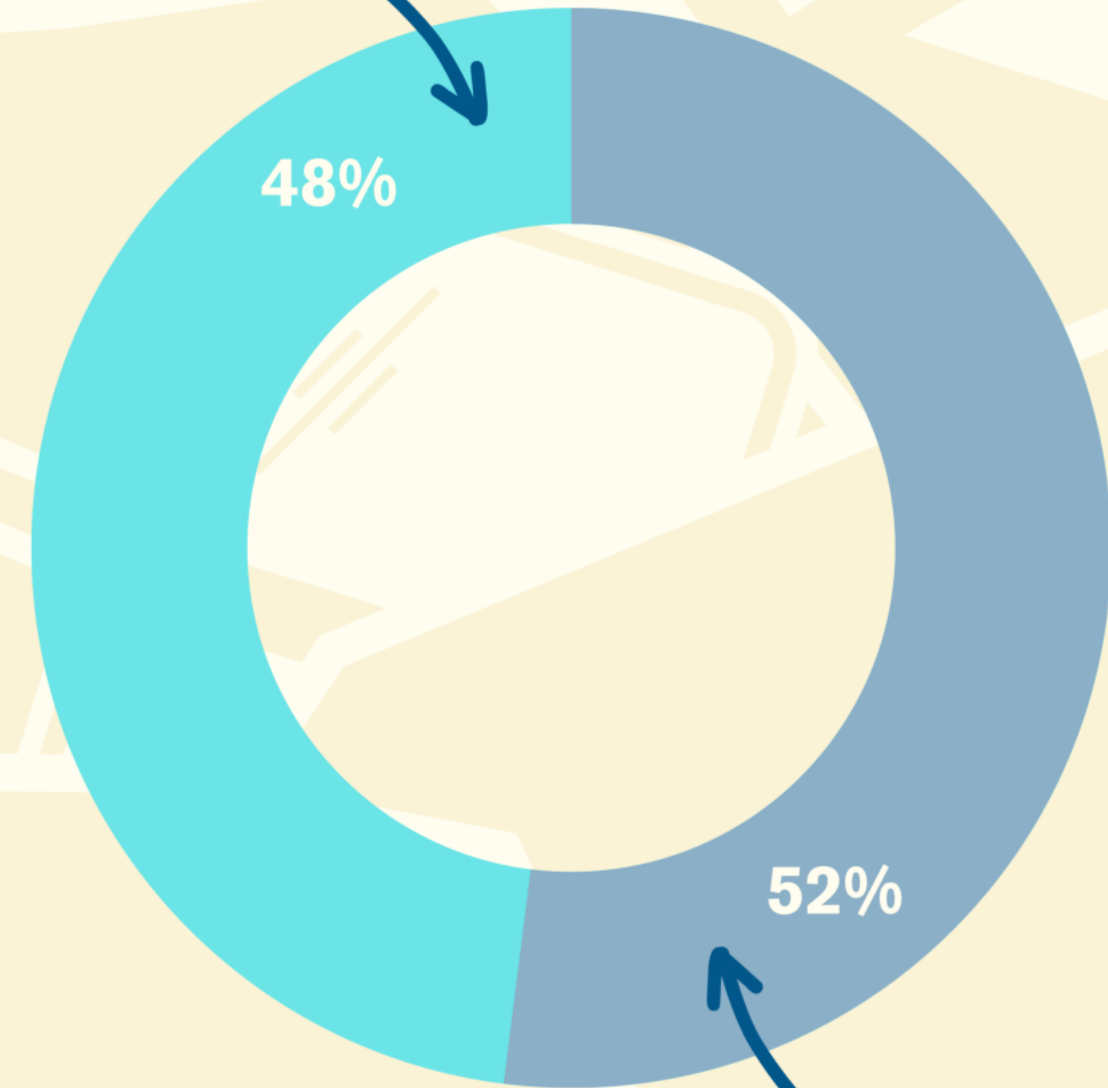
DEMONSTRATION SITE #1

RECYCLED



PRE-PILOT RECYCLING RATE

RECYCLED



MID-PILOT RECYCLING RATE

DEMONSTRATION SITE #2

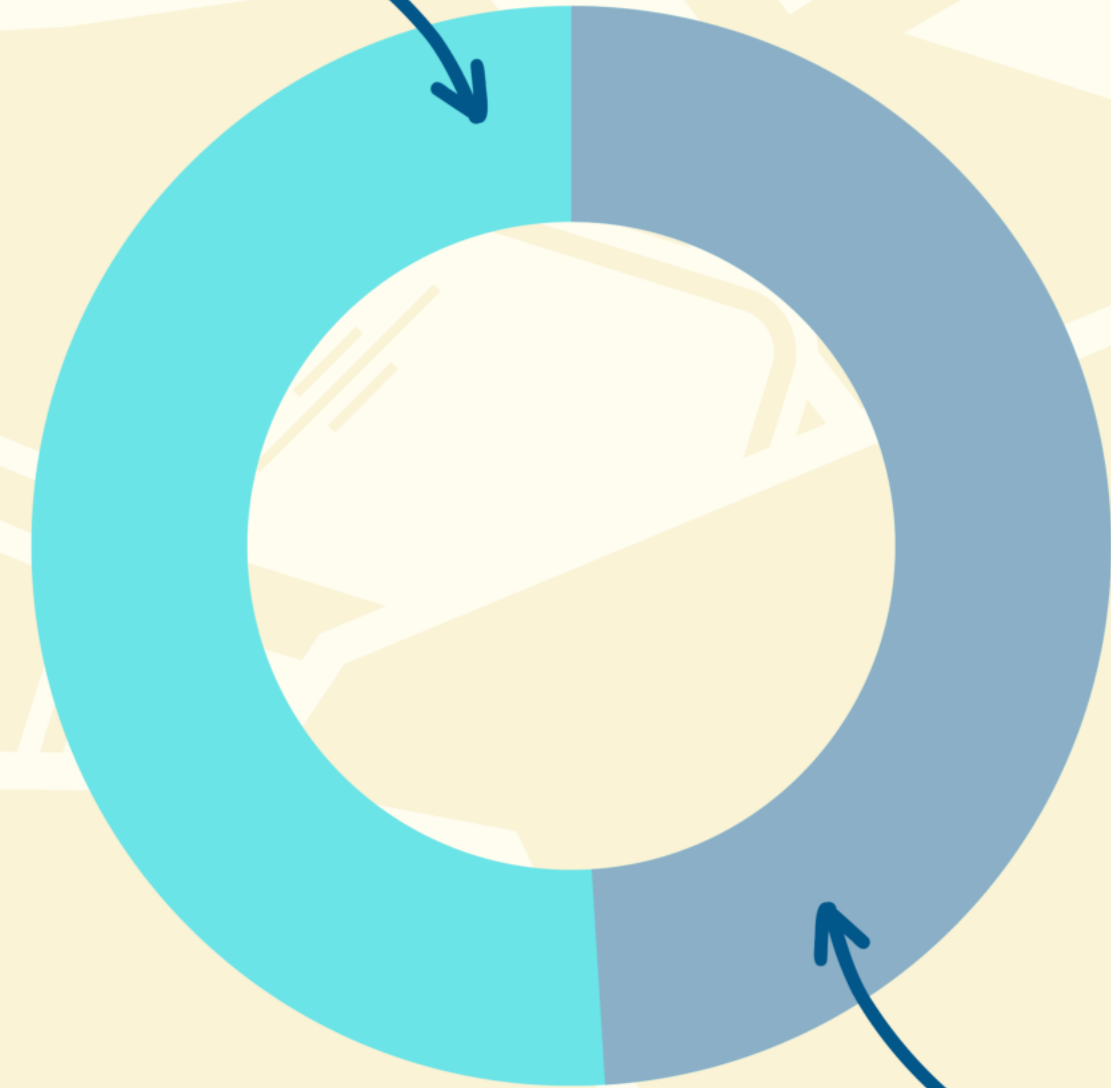
RECYCLED



LANDFILLED

PRE-PILOT RECYCLING RATE

RECYCLED



LANDFILLED

MID-PILOT RECYCLING RATE

Key Learnings to Date

- 1. Construction workers claim to care about recycling and believe themselves knowledgeable**
- 2. Increased waste diversion rates and lower contamination to date**
- 3. External monitoring and an engaged site supervisor are integral to ongoing success**
- 4. Sites may benefit from smaller, more portable containers**
- 5. It is simpler to integrate this system at the start of a construction project**

Solution Scaling



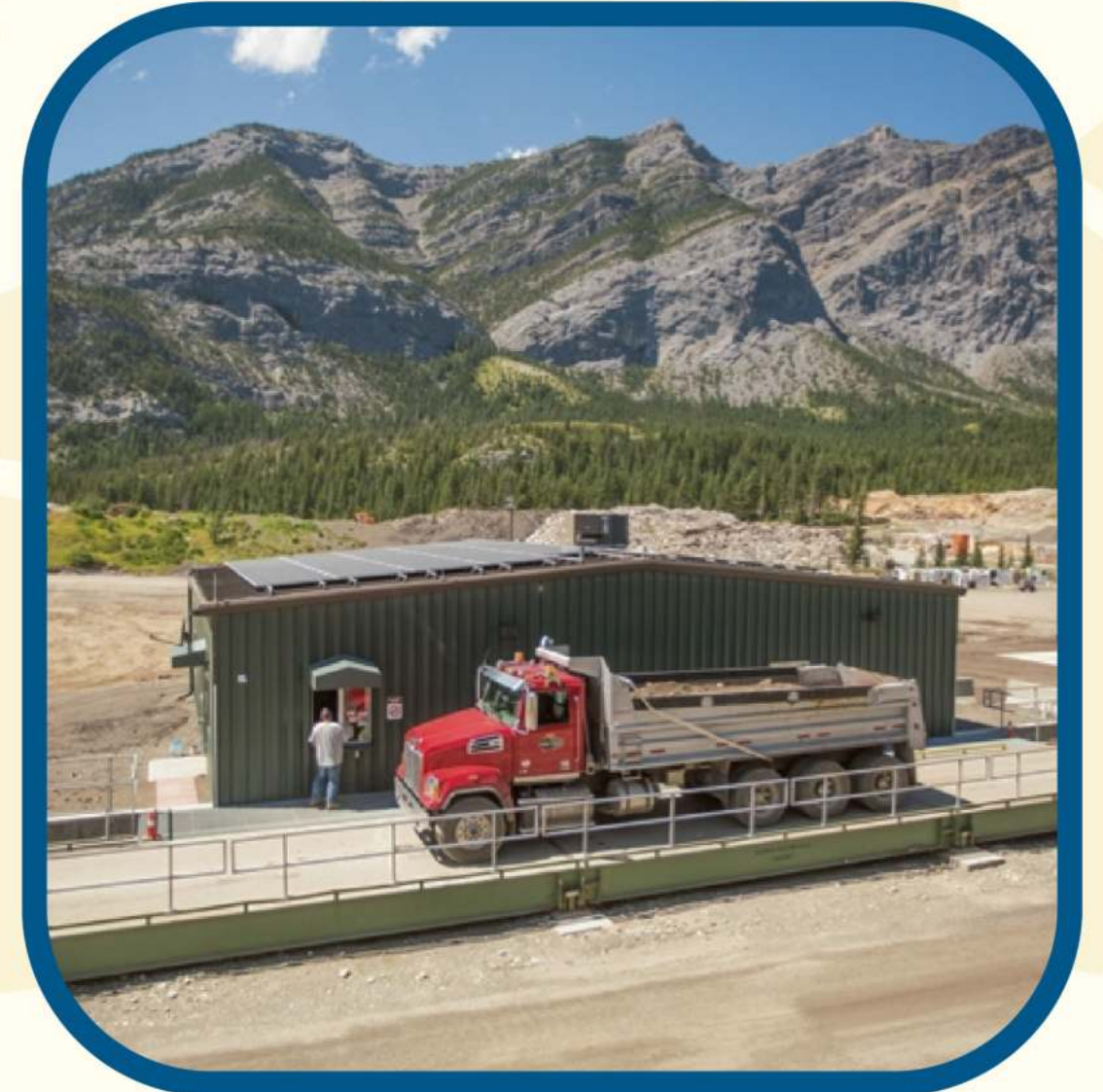
Rapid Development & Implementation

- Testing of Behaviour Change tactics
- Concurrent scaling to more sites
- Train the Trainer
- Container design finalisation



A longer Term Vision

- **Full-Time dedicated staffing**
- **In use across BVRWC catchment area**
- **Roll-out to other Waste Management Commissions**



The Benefits



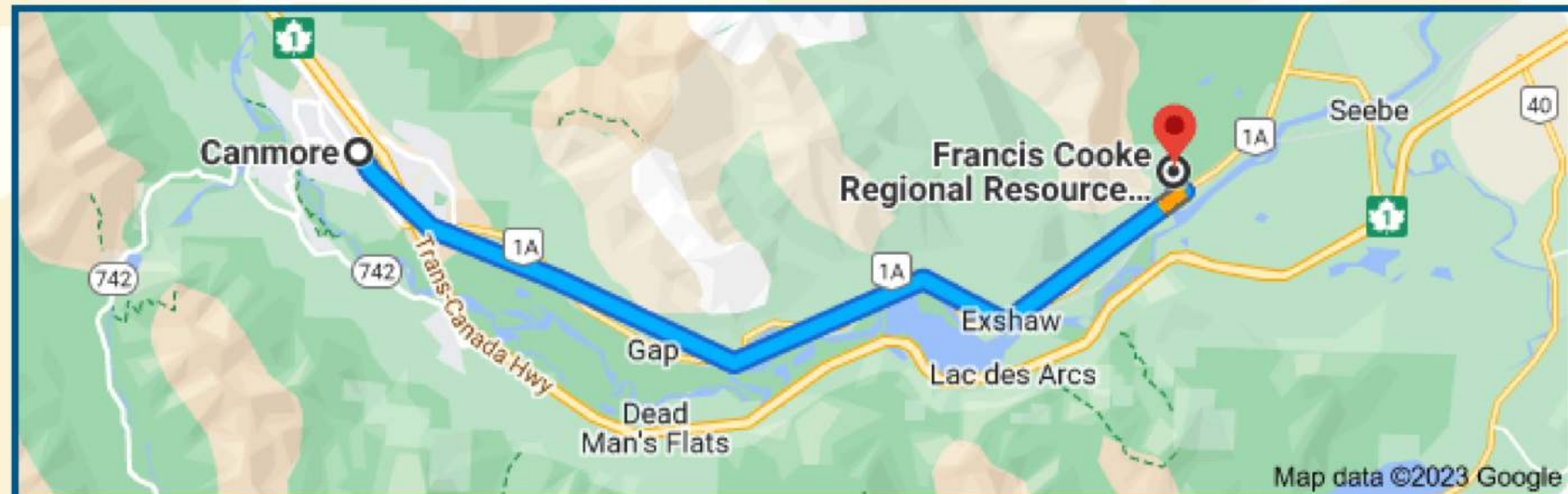
The Environmental Benefits

- **Natural resource conservation**
- **Reduced GHG Emissions**
- **Biodiversity protection**

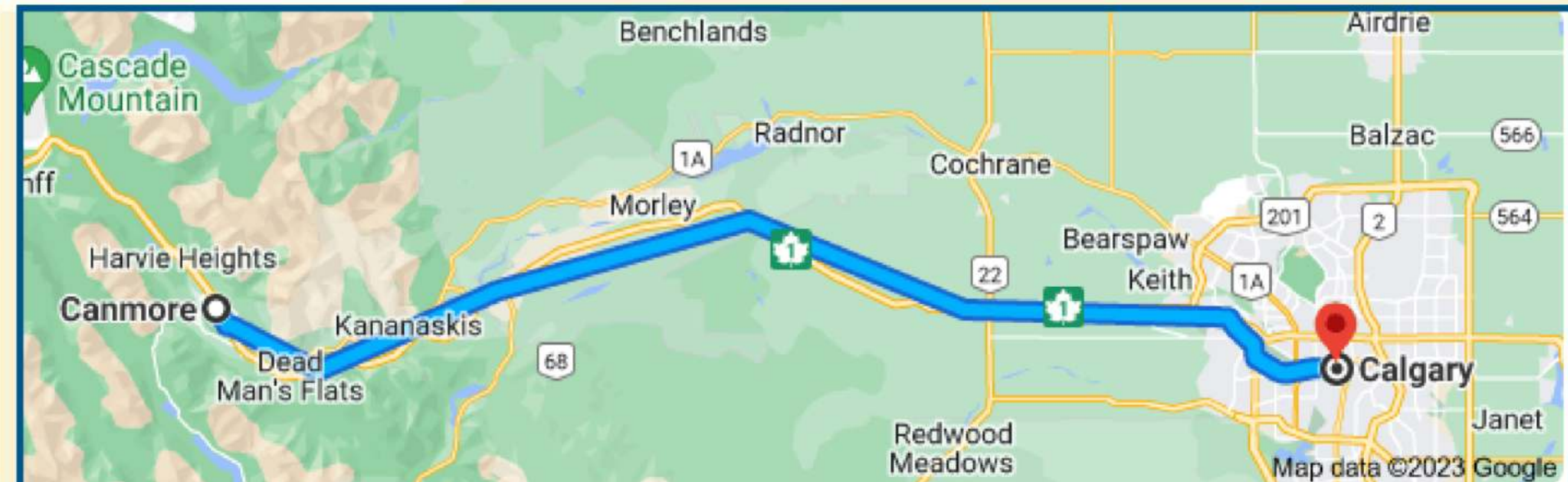


The Economic Benefits

- A vital local service that helps keep development costs down
- The system is designed to save contractors money
- Increased materials entering resource recovery streams
- Opportunities to research new resource recovery streams
- Supports a circular economy model



38 min / 42 km RT



130 min / 204 km RT

The Social Benefits

- **The Bow Valley has an affordability problem**
- **Leading by example**
- **Building strong partnerships**



Final Thoughts



Key Takeaways

- 1. Francis Cooke Landfill is expected to reach capacity in 40 years**
- 2. Our solution - remove the barriers to source separation**
- 3. Increased waste diversion rates and lower contamination to date**
- 4. Behaviour change requires time and personalisation**
- 5. Scaling across sites opens opportunities for improvement**
- 6. Far-reaching environmental, economic and social benefits**



Circulate
CoLab

Thank you!

