

CIRCULAR FOOD LEADERSHIP PROGRAM

Exploring Innovative Uses For Waste Products In Southwestern Ontario

Around the world, food sector businesses are finding innovative ways to turn operational waste or by-products into new revenue using upcycling strategies, part of what's known as the circular economy. Upcycling strategies help mitigate climate change and reduce environmental harm, while turning waste streams into new products, collaborations and value streams.

The circular economy is the future - it will help you grow your business while helping the community and the environment - but do you know how to implement these ideas in your day-to-day operations?

If you are interested in creating new upcycling solutions for your organic waste material(s), come join our partnership including food industry SMEs in Southwestern Ontario, [Innovation North](#), [Ivey's Centre for Building Sustainable Value](#), and [Circular Opportunity Innovation Launchpad \(COIL\)](#).

The Process

Over the span of a year, your business will be guided through a structured innovation process to drive successful food waste exchanges and a resilient circular economy in Ontario.

- Onboarding: After submitting your application, you will participate in an interview with Ivey researchers to discuss circularity concepts and your business's operations, needs and goals.
- Workshops: You will participate in a series of 4 workshops where you will be guided through processes to help develop circular solutions for your organization. Workshop dates are: September 30, 2022; November 25, 2022; January 27, 2023 and March 31, 2023.*
- Circular Solution Pitch Sessions: You will present your circular solution on May 26, 2023*. COIL will provide prototype funding for the "pitches" that demonstrate the most sustainable product and process-related benefits to the business and the greatest potential for environmental, societal and economic impact.

*Subject to change

Eligibility

- Businesses should be SMEs with 10 - 250 employees based in Southwestern Ontario. The process is not intended for start-up businesses.
- Businesses should be involved in meat, dairy, or produce supply chains. They can be operating in one or more supply chain tiers, including: producers, processors, or consumer facing businesses.
- Businesses should have little to no experience repurposing, upcycling, or recycling organic materials.

Benefits To You

We anticipate the following benefits to you and your business through this partnership:

- Learning leading edge sustainable business growth strategies from Ivey faculty
- Develop a circular solution tailored to your business's needs, with potential prototype funding through COIL
- Inform ground-breaking research and policy recommendations on circular solutions and corporate innovation practices that will be amplified by reports published by Ivey and COIL
- Network and collaborate with innovative food sector businesses in Southwestern Ontario

Your Commitment

A member of your organization, such as Chief Operating Officer or Supply Chain Manager, will commit to engaging actively in the sessions and the activities between sessions. The time commitment of 50-60 hours will be mainly spent developing circular solutions to address your business's challenges. The participation fee is \$700-\$1,400 based on enterprise size.

To learn more about the program, visit [this webpage](#) or [apply now!](#)

For more information, contact David Messer (david.messer@guelph.ca).



For more information about the research activities and use of data, contact Liam Riley (lriley@ivey.ca).

