



Circular Opportunity
Innovation Launchpad

Demonstration Challenge



Funded by:
Federal Economic Development
Agency for Southern Ontario

Financé par :
Agence fédérale de développement
économique pour le Sud de l'Ontario



Demonstration Challenge

The Challenge

The circular economy has been identified as a primary strategy in Canada's [climate action plan](#), which sets bold targets to reduce emissions by 40 per cent by 2030 and achieve [Net-Zero Emissions](#) by 2050. The plan highlights that the path to a resilient future requires the adoption of clean technologies and resource efficient approaches that underpin a circular economy.

Demonstration Overview

COIL Demonstration Projects are bold, novel climate-smart solutions aimed to inspire circular transitions at an industry-scale. Projects are expected to be ready to implement using proven circular strategies and backed with significant matched funding. As a team-based application, projects are required to have three or more different enterprises with the strategic relationships required across the supply chain to demonstrate and inspire systems change. As these projects are intended to spur the development of regional clusters, demonstration projects should align with regional economic development priorities of the municipality/ies where they are being implemented. Applicants can apply for funding between \$50,000 - \$100,000 for a ten-month demonstration pilot running February – November 2023.

[Submit Demonstration Challenge Proposal](#)

Application Criteria

- ✓ Team applications of three or more enterprises
- ✓ Climate-smart solution (e.g., measurable emissions reductions, waste reduction and diversion, onshoring or localization of production, etc.)
- ✓ Potential for industry-wide impact
- ✓ Implementation-ready
- ✓ Significant matched funding (equivalent of \$50-\$80K across team members preferred, including capital, in-kind, commitment to knowledge transfer, etc.)
- ✓ Letter of support from regional economic function (see application for template)
- ✓ Projects, team members and prototype impacts must be based in southern Ontario

Example Demonstration Categories

COIL is interested in working with teams of companies/organizations to prototype ideas in a wide range of areas in the food, environment and construction, renovation, and demolition (CRD) sectors. Example Demonstration categories include:

- Reverse logistics
- Product as a Service transition
- Secondary market development
- Systems/behavioral change
- Waste to value and value-added upcycling of materials otherwise sent to landfill
- Solutions for hard-to-recycle materials (e.g., agricultural plastics)

Demonstration Timeline

Application Deadline	January 20, 2022 5pm ET
Demonstration Challenge Orientation	February 6, 2023 11:30–12:30pm ET
February – November 2023	Demonstration Pilot
December 2023	Reporting & Evaluation

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Circular Opportunity Innovation Launchpad (COIL) is an innovation platform and activation network fostering, proving, and scaling transformative solutions to move Canada toward a sustainable, circular economy. COIL is doing this through business incubation, acceleration and collaboration programs, innovation challenges, and large-scale demonstration projects.

COIL is a smart cities initiative of the City of Guelph in collaboration with the County of Wellington and community collaborators. COIL is funded in part by the Government of Canada through the Federal Development Agency for Southern Ontario. Projects across southern Ontario are eligible for funding under COIL.

For more information on the Demonstration Challenge or support with your application, please contact info@coil.eco



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Canada