



**PUTTING CIRCULAR  
ECONOMY CONCEPTS  
INTO ACTION**

# CIRCULAR PROCUREMENT SUMMIT 2021

Redefining Value: Using Buying Power to  
Accelerate the Circular Economy



## **SPONSORSHIP PROSPECTUS**

### **CONTACTS**

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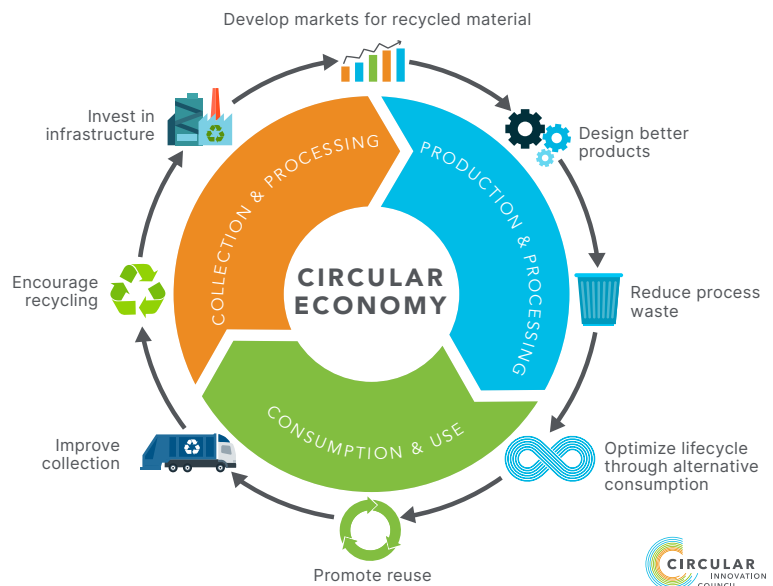
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## CIRCULAR DEMAND CREATES CIRCULAR SUPPLY

Circular procurement is a strategic process and tool to acquire goods and services in accordance with circular economy principles. Goods and services are purchased systemically and purposefully to incorporate closed energy and material loops within value and supply chains, to reduce waste and other environmental impacts.

It is a multi-pronged implementation tool that delivers on the three pillars of sustainability or triple bottom line – environment, economic, and social – and requires a complete lifecycle analysis to challenge an organization's approach to buying and consuming goods and services.

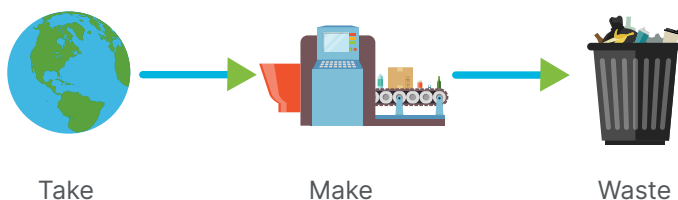
Circular procurement also goes beyond environmental compliance: it builds on principles of sustainable procurement by considering the delivery of environmental gains by incorporating and concurrently driving social and economic benefits.



Buyers can transition their organization toward a circular economy, as well as influence product and service providers, by considering design, production, and innovation with circularity as an outcome.

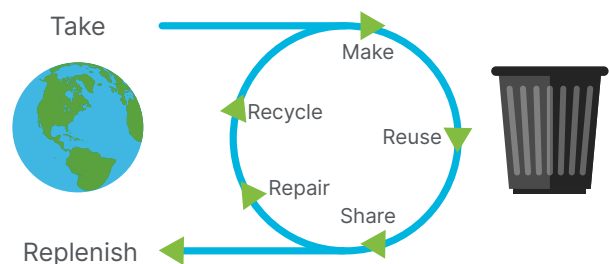
## LEADING A TRANSITION

### LINEAR ECONOMY



Traditional model of production and consumption where resources are made into products and used until discarded as waste.

### CIRCULAR ECONOMY



New model of production and consumption that keeps materials at their highest utility and value throughout their lifecycle, and recirculated into productions cycles to avoid waste.

## JOIN US FOR CANADA'S PRE-EMINENT SHOWCASE FOR CIRCULAR PROCUREMENT: 18 - 22 OCTOBER 2021

Government procurement ranges between 13 – 20% of a country's gross domestic product (GDP), which equates to government spending on goods and services in Canada at a minimum of \$260 billion and up to \$400 billion every year. Through procurement, market stimulus, and partnerships the public sector is a catalyst to reshaping current linear economies to become circular.

Buying power is relative and scalable, which means governments, corporations, and small- and medium-sized enterprises (SMEs) – irrespective of size – can shift markets.

Leveraging purchasing influence to accelerate adoption of circular business models and practices to deliver goods and services can also advance circular economies in every community across the country.

The Circular Procurement Summit 2021 is a five-day forum and official World Circular Economy Forum Virtual Side Event that offers stakeholders a series of tangible benefits and actions to put circular economy concepts into action:

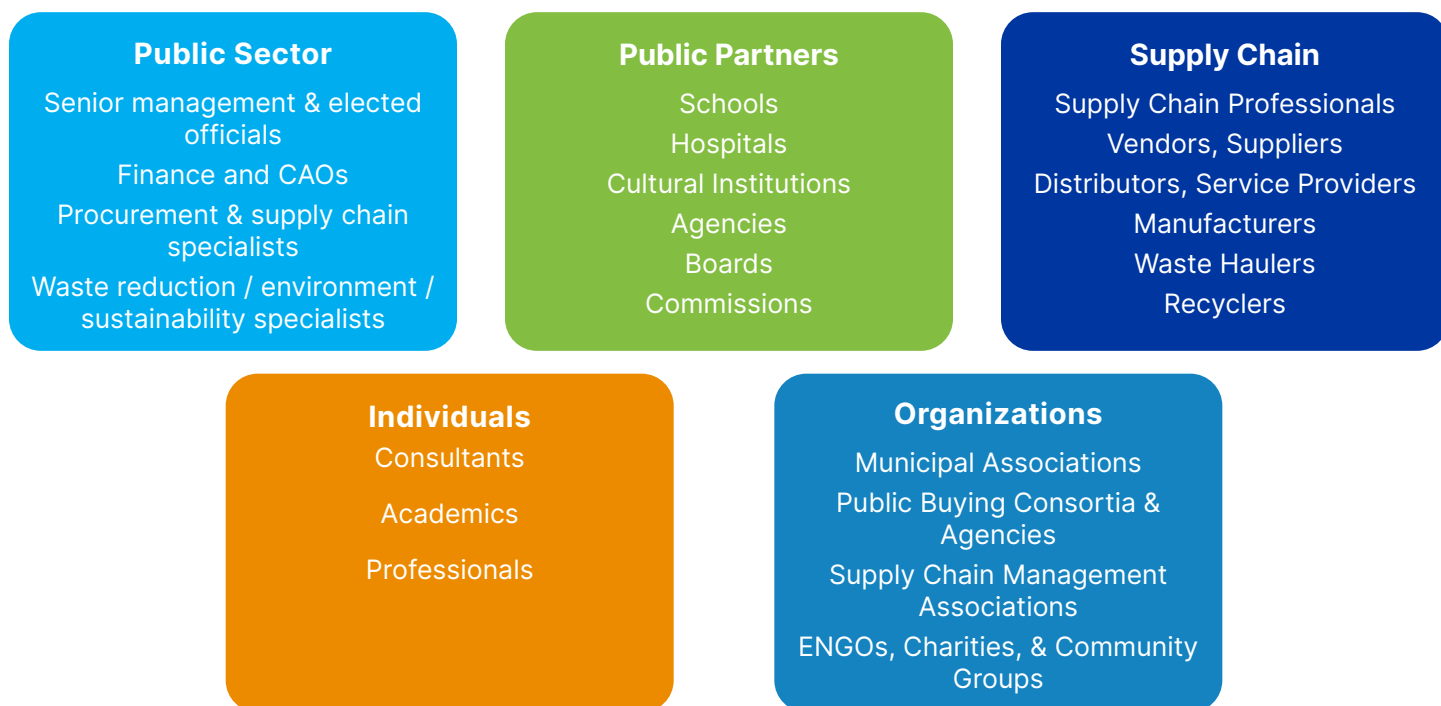
- Demonstrate how governments and private sector organizations can influence markets to create circular supply and service by redefining value and incorporating circular demands into tenders and contracts across sectors, such as infrastructure, transport, and information technology, and product streams, such as textiles and plastics.
- Gain knowledge on the strong links between circular procurement and its use to achieve carbon emission and waste reduction objectives; drive sharing and local economies; build supply chain resiliency; and reduce cost.
- Gather and feature global practitioners in circularity to share their results, ambitions, knowledge, and lessons learned from trialling circular procurement.
- Showcase practical examples of circular procurement to represent the realities of governments and private enterprises of all sizes.
- Explore market readiness through conversations with suppliers and vendors with embedded circular business models that are ready and willing to meet demand.



The summit will also explore cross-cutting themes that can be achieved simultaneously through circular procurement:

- Meeting carbon emission reduction objectives with a focus on net-zero embedded carbon and scope 3 emissions;
- Accelerating circularity in Canada through regional and local implementation with the public sector as a central focus;
- Resource conservation, protection, biodiversity, and circularity;
- Green economic recovery and resiliency in a post-COVID setting;
- Social inclusion and equity; and
- Zero waste.

## TARGET AUDIENCE FOR KNOWLEDGE SHARING



## SUPPORTING A GLOBAL AGENDA

Adopted by all United Nations Member States in 2015 the Sustainable Development Goals are a call to action to promote prosperity and protect the environment where circularity can deliver:



## SUMMIT AGENDA

Monday, 18 October

PEOPLE, PLANET, PROSPERITY |

INTERNATIONAL TRADE AGREEMENTS: FRIENDS OR FOES OF CIRCULAR ECONOMY

A showcase of governments at every level around the globe that are leveraging procurement to accelerate a circular economy | Trade agreements and their role as a potential barrier to integrating circular requirements in public procurement or if they can be leveraged to enable it.

Tuesday, 19 October

DEMANDING CIRCULAR: HOW TO CHANGE TENDER REQUIREMENTS TO DRIVE MARKETS TOWARD CIRCULARITY

Exploring key changes required in tenders and request for proposals to shift markets to realign their value proposition to delivery social and environmental outcomes along with price.

Wednesday, 20 October

KEY CATEGORIES FOR CIRCULAR PROCUREMENT

Circular supplies and services are crucial to realizing the circular economy. As procurement processes transition to require circularity from vendors and suppliers, it is vital that the market transitions in tandem. To support and enhance understanding, determine market readiness, and spur innovation, the summit agenda will explore and drill down current market conditions and mechanisms to transition toward circularity.



Food and  
Catering



Construction and  
Renovation



Furniture and  
Office Supplies



Information  
Technology



Manufacturing



Plastics



Textiles



Facility & Building  
Management

Thursday 21 October

NET ZERO IN NINE YEARS: TACKLING EMBEDDED EMISSIONS THROUGH PROCUREMENT | PLASTICS

How governments of all sizes are leveraging procurement opportunities to deliver on their carbon emissions commitments | Global plastic commitments; and how they are actioning procurement to keep the value of plastics within the economy to create closed-loop circular systems.

Friday 22 October

SMALL AND MEDIUM-SIZED ENTERPRISES AND CIRCULAR PROCUREMENT | THE POWER OF LOCAL

Uncovering how circular procurement can be a strategy to enable SMEs to scale-up and build local economies | Exploring the influence of local governments and First Nations in using the procurement to encourage circular goods and services

**[AGENDA IN FULL : CIRCULARPROCUREMENT.CA/SUMMIT21](https://circularprocurement.ca/summit21)**

## WHO IS INVOLVED

We've convened an Advisory Committee with an extensive range of experience and expertise to help shape the quality of success that Circular Procurement Summit 2021 will offer.



## SUPPORTING A GLOBAL AGENDA



The Circular Procurement Summit is an official side event of the World Circular Economy Forum (WCEF), which brings together more than 4,000 business leaders, policymakers, and experts from around the world to present the world's best circular economy solutions. The WCEF examines how businesses can seize new opportunities and gain a competitive advantage through circular economy solutions, and how the circular economy contributes to achieving the UN's Sustainable Development Goals.

WCEF 2021 is being hosted by Canada for the first time ever - 13-15 September 2021 - and will focus on the cross-cutting issues and topics that are central to economic recovery and the circular transition. The event is a global collaboration that focuses on key actions and systemic changes needed to create the conditions for long-term success on the path towards a thriving circular economy.

## YOUR INVOLVEMENT

### PARTNER: \$15,000

- Profile three-minute circular economy promo video during event.
- Showcase video on CircularProcurement.ca summit webpage.
- Brand profiling on all summit assets and communications.
- Option to introduce sessions and/or speaker(s) at the summit.
- Dedicated partnership announcement sent to global audience of 2,500.
- Four complimentary summit registrations.
- Circular Innovation Council 2021 Membership.
- Spotlight profile shared with Circular Innovation Council membership highlighting circular economy business model post-summit.

### SUPPORTER: \$10,000

- Dedicated announcement sent to global audience of 2,500.
- Brand profiling on all summit assets and communications.
- Option to introduce sessions and/or speaker(s) at the summit.
- Two complimentary summit registrations.
- Circular Innovation Council 2021 Membership.
- Spotlight profile shared with Circular Innovation Council membership highlighting circular economy business model post-summit.

### SPEND CATEGORY SESSION (8): \$5,000 EACH

- Profile three-minute circular economy promo video during relevant session.
- Brand profiling on all summit assets and communications.
- Opportunity to introduce speakers / be a speaker (if applicable) at the relevant session.
- Emcee acknowledgment at the summit and during the relevant session.
- Two complimentary registrations.
- Video at session.

### ONE-TIME: \$2,500

- Brand profiling on all summit assets and communications.
- Emcee acknowledgment at the summit.
- One complimentary registration.

### BREAKS: \$800 EACH

- Brand profiling on all summit assets and communications.
- Emcee acknowledgment at the summit.

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