SYNERGY FOUNDATION

PROJECT ZERO in partnership with Vancity

VANCOUVER ISLAND'S CIRCULAR ECONOMY MOVEMENT

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& Communications
Synergy Foundation

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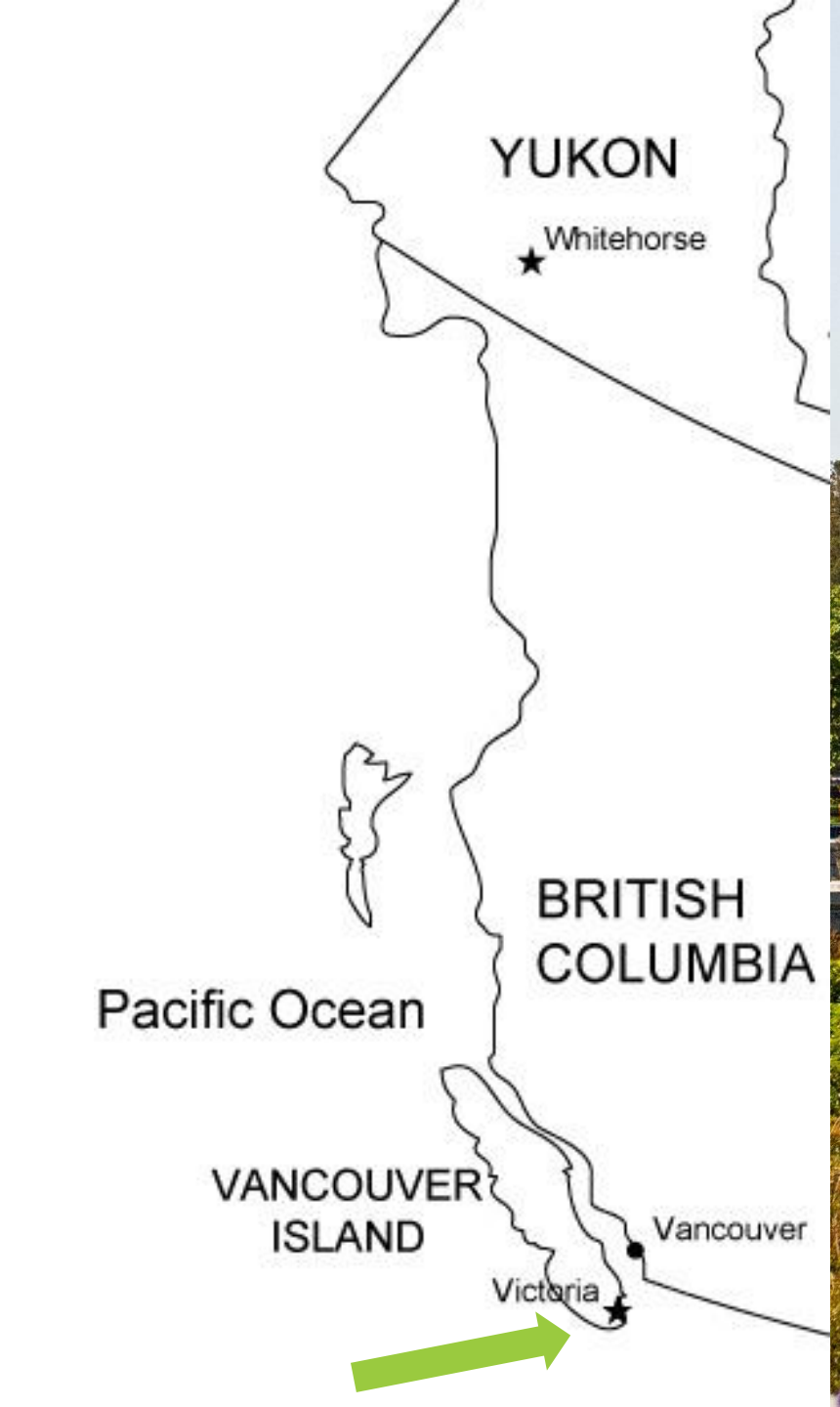
Canada
ELLESMERE ISLAND
DEVON ISLAND
Baffin Bay
Beauton Sea
BANKS ISLAND
MELVILLE ISLAND
SOMERSET ISLAND
PRINCE OF WALES ISLAND
VICTORIA ISLAND
Davis Strait
PRINCE CHARLES ISLAND
BAFFIN ISLAND
YUKON
Whitehorse
Great Bear Lake
NUNAVUT
SOUTHHAMPTON ISLAND
NORTHWEST TERRITORY
Yellowknife
Great Slave Lake
Labrador Sea
NEWFOUNDLAND
Hudson Bay
Lake Athabasca
St. John's
NEWFOUNDLAND
BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
James Bay
QUEBEC
Gulf of St. Lawrence
Pacific Ocean
Edmonton
Lake Winnipeg
Prince Edward Island
NEW BRUNSWICK
NOVA SCOTIA
VANCOUVER ISLAND
Vancouver
Calgary
Saskatoon
ONTARIO
Fredericton
Victoria
Regina
Lake Winnipegosis
Lake Nipigon
Quebec
Saint John
Halifax
Winnipeg
Thunder Bay
Lake Superior
Montreal
Ottawa
Lake Huron
Lake Ontario
Toronto
Lake Michigan
Lake Erie


YUKON
Whitehorse
BRITISH
COLUMBIA
Pacific Ocean
VANCOUVER
ISLAND
Vancouver
Victoria

YO A
GHOST
CONTROLLING A
FLESH PUPPET OF
A T O M S
CURRENTLY FLOATING
ON A MOSTLY EMPTY SPACE
DOING WHAT MAKES YOU
HAPPY

PROJECT ZERO

SYNERGY FOUNDATION

VANCOUVER ISLAND GREEN BUSINESS COLLECTIVE

FED FOOD ECO DISTRICT

PROJECT ZERO

www.synergyfoundation.ca

PROJECT ZERO

WHY PROJECT ZERO?

- Positive environmental impact
- Lower carbon emissions
- Innovation
- Entrepreneurial opportunity
- Job creation

www.project-zero.ca

INCUBATOR PROGRAM

- Annual 8 month program, free for all accepted ventures
- Entrepreneurs in the program will:
  - Develop their business plans + pitches
  - Learn about operation fundamentals & entrepreneurial skills
  - Build connections
- 2021 marks our third round of the incubator

OTHER INITIATIVES

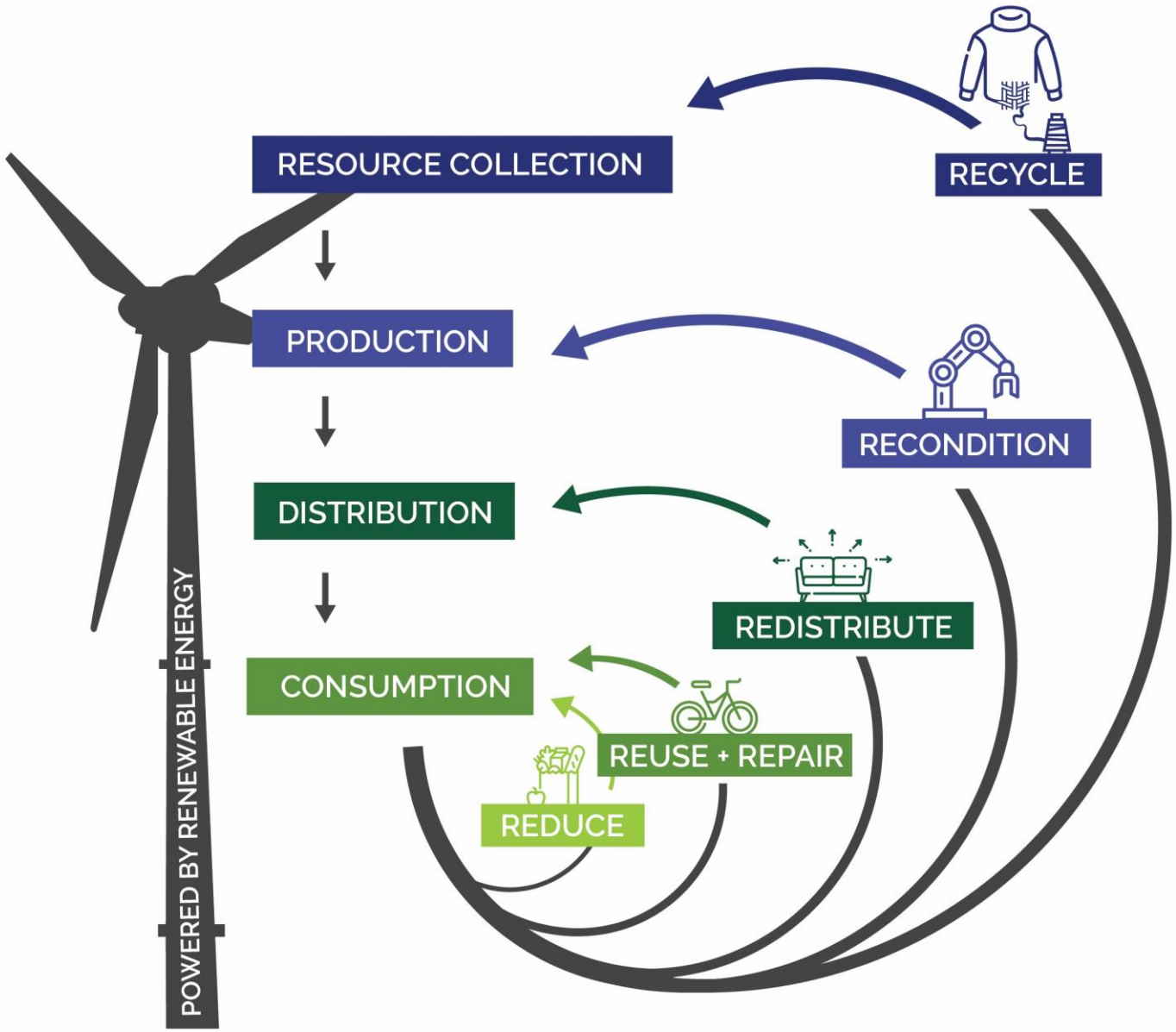
- Business Accelerator
- First Nations Recycling Programs
- Community Circular Economy Initiatives
- Corporate Circular Economy Strategy

OUR APPROACH TO THE CIRCULAR ECONOMY

LINEAR ECONOMY MODEL

CIRCULAR ECONOMY MODEL

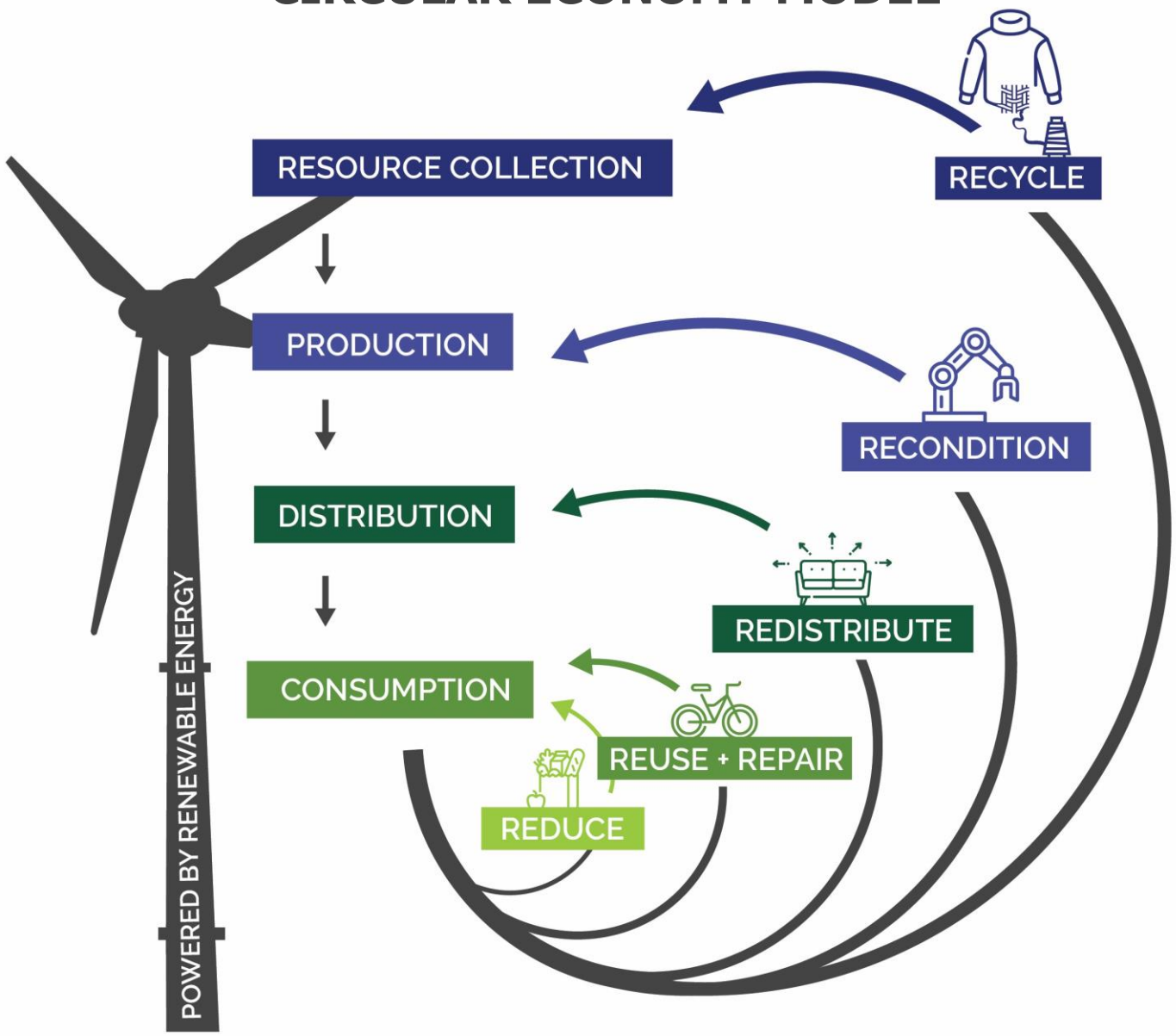
PROJECT ZERO



Our world is only
8.6% circular

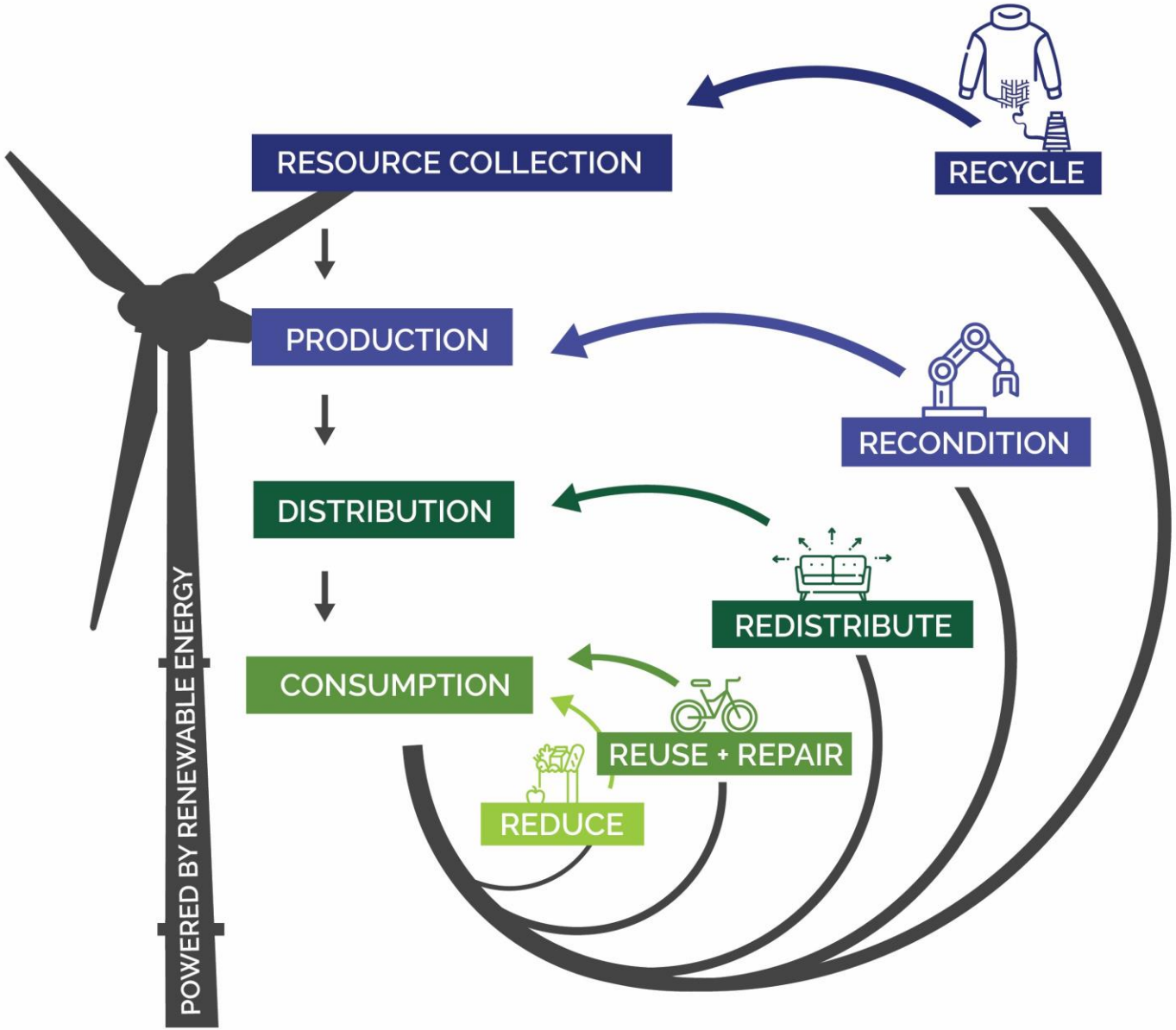
The circular economy
is a trillion dollar
opportunity

CIRCULAR ECONOMY MODEL



CIRCULAR ECONOMY MODEL

PROJECT ZERO



Products we purchase are not wasted and packaging is drastically reduced. The products we buy add real value to our lives and businesses. Eliminating waste starts with our purchasing decisions.

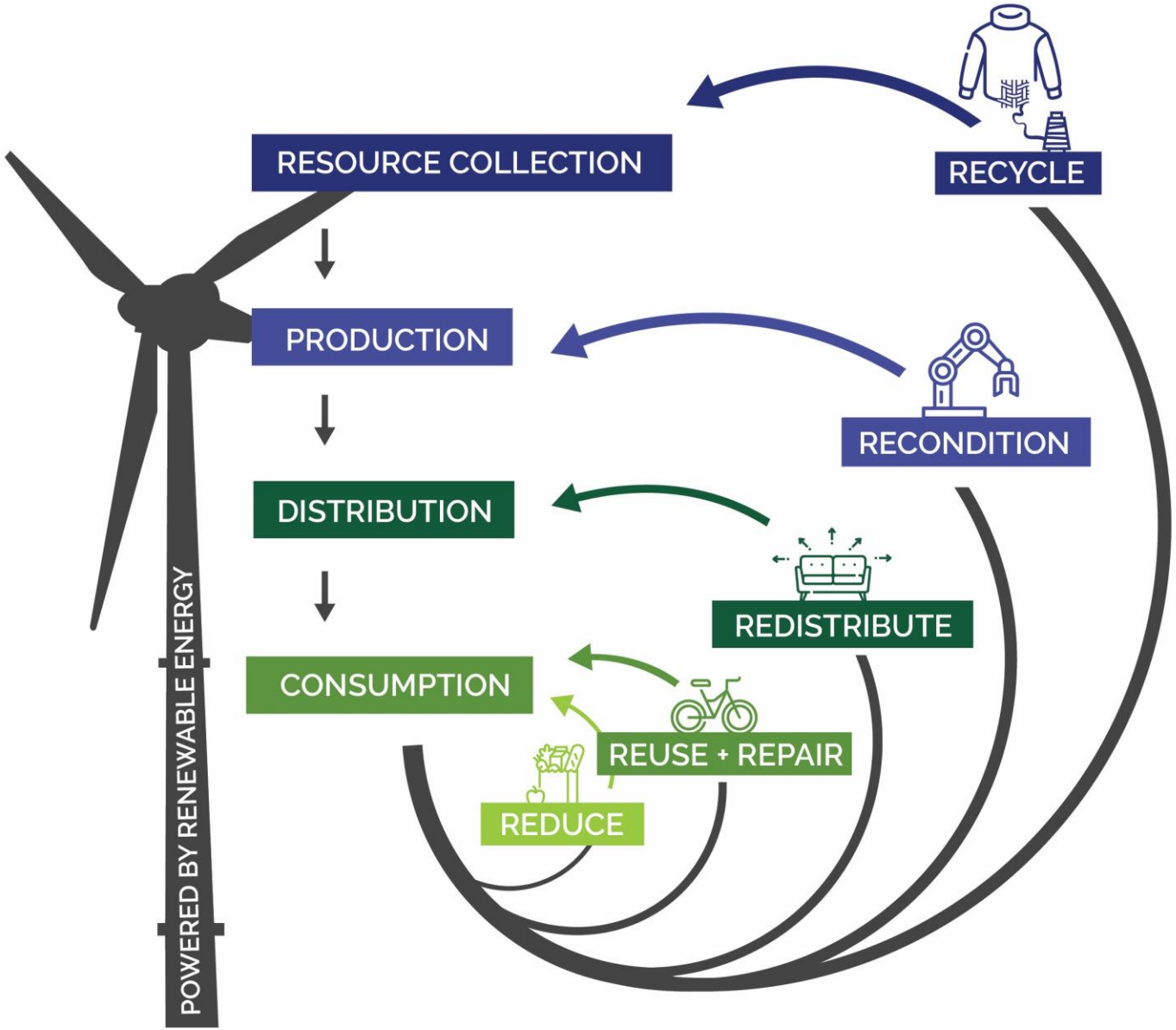
discount
50%
discount
50%
30%

PROJECT ZERO
2019 VENTURE

ZERO WASTE
EMPORIUM
Your local unpackaged store

CIRCULAR ECONOMY MODEL

PROJECT ZERO



REUSE + REPAIR

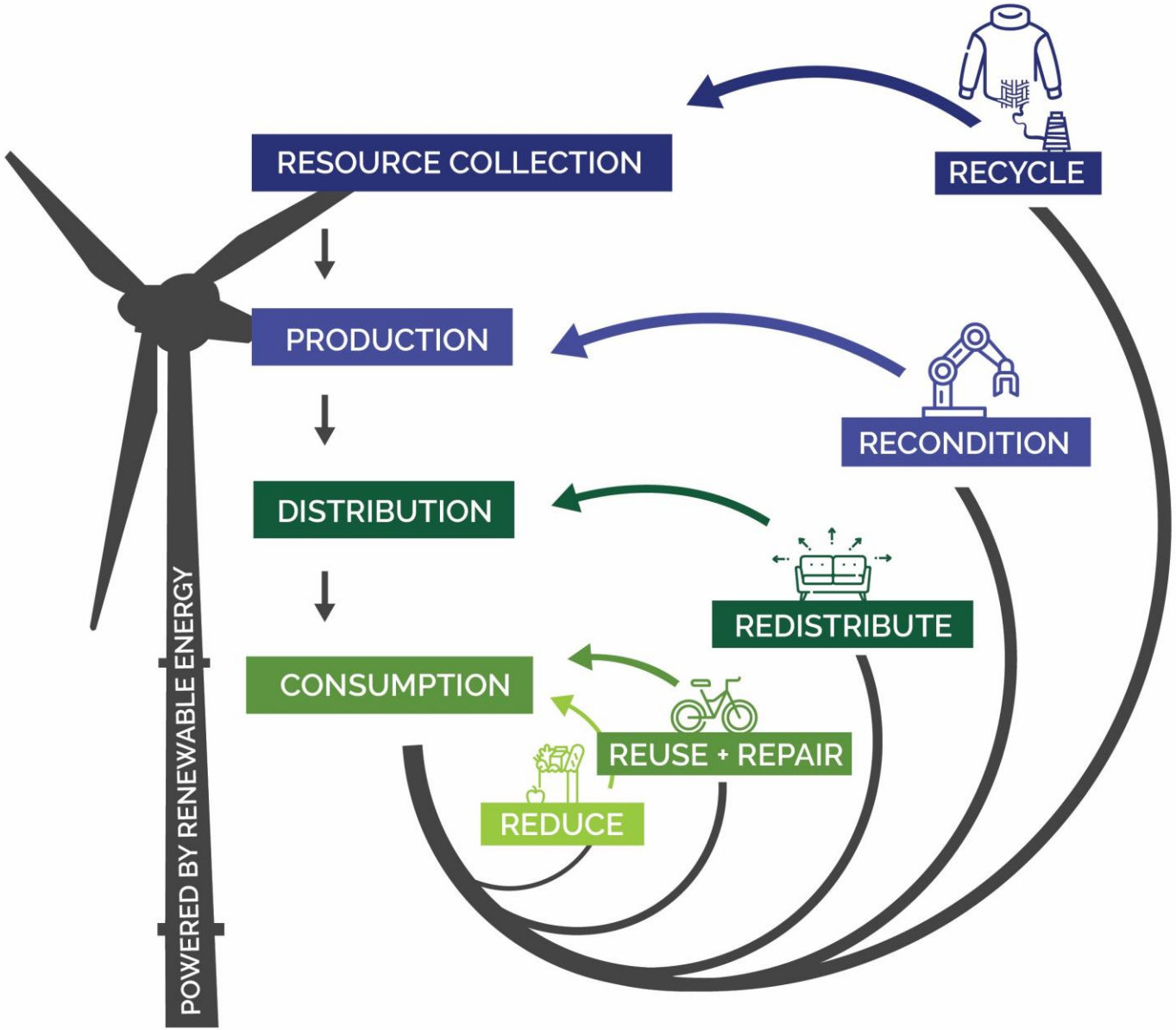
Products made/chosen can be reused and repaired in order to reduce waste. Upkeep and simple maintenance extends product life.

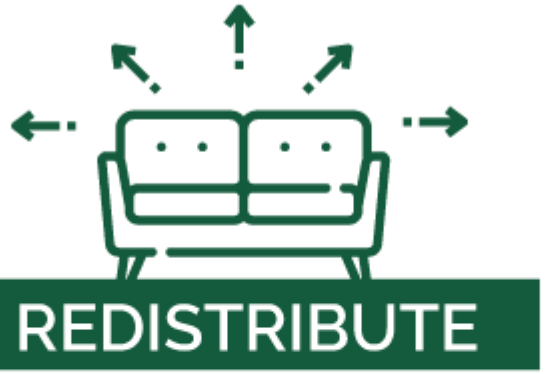
BASECAMP REPAIRS

PROJECT ZERO
2020 VENTURE

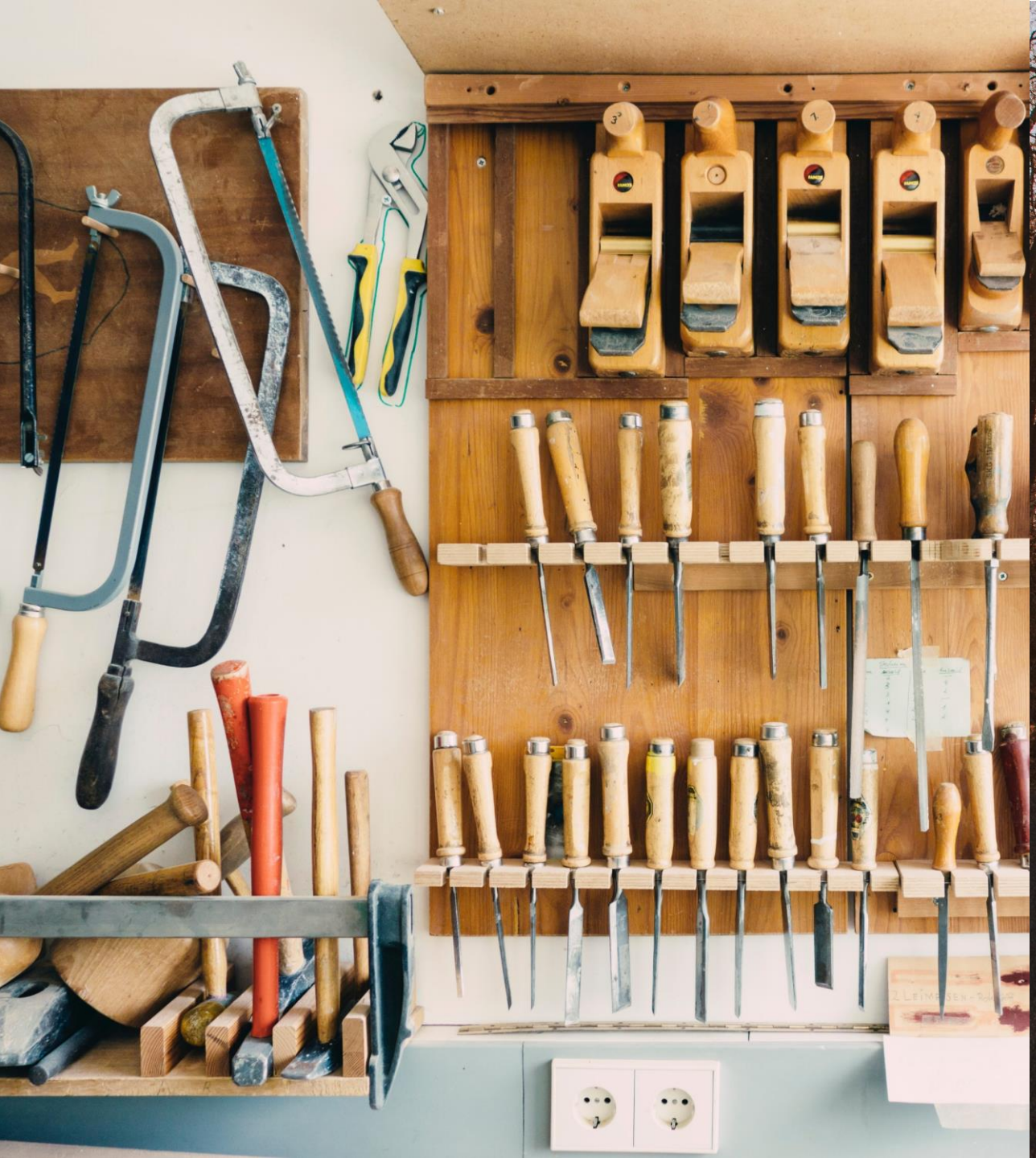
CIRCULAR ECONOMY MODEL

PROJECT ZERO





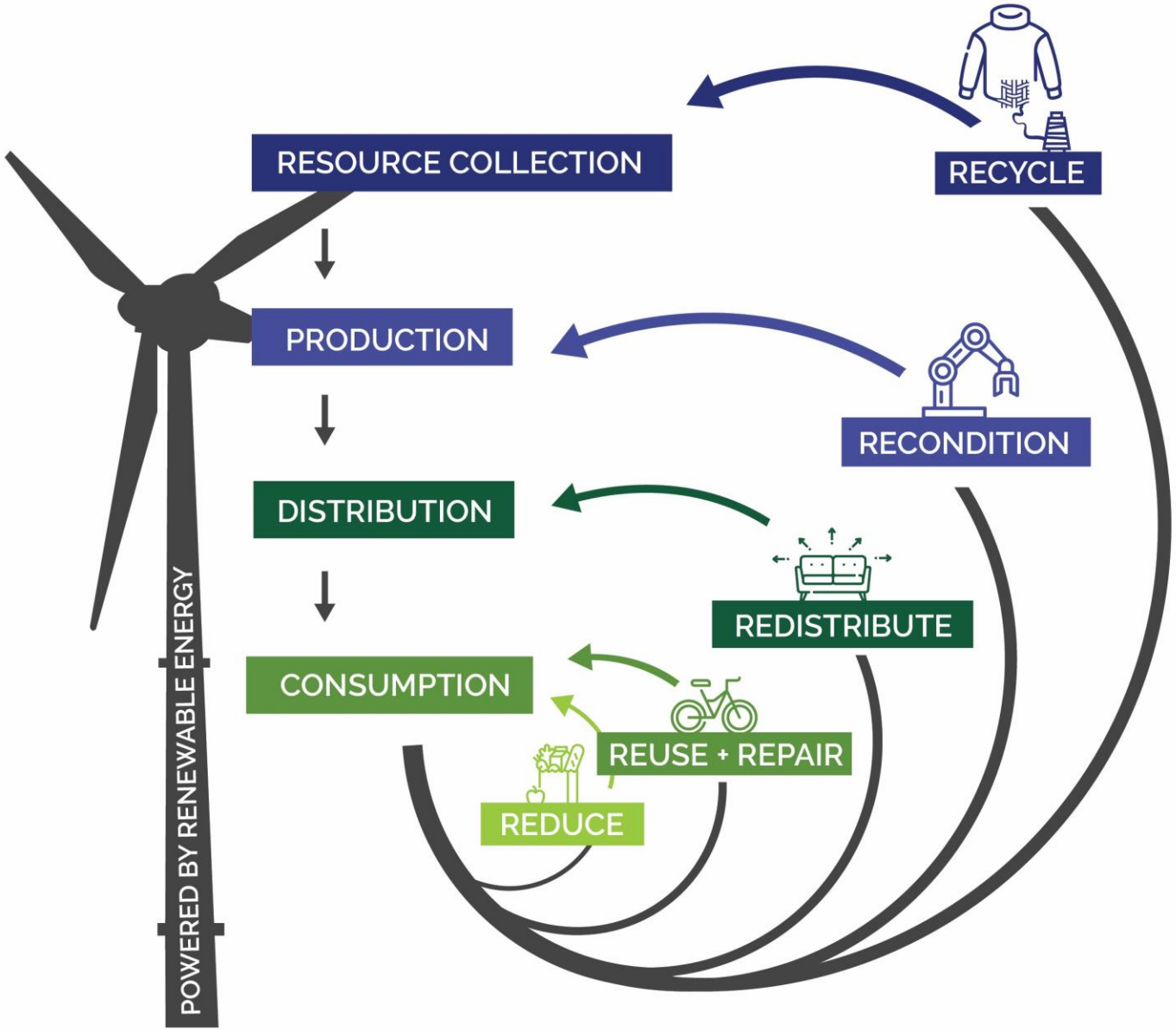
Products may have become obsolete to one consumer but has value to another. "Waste" products are resold, shared, or donated.



The Mustard Seed
Street Church
Food Security
Distribution Centre
CARRIER
ISUZU
Loading Zone
NO PARKING

BANANAS
Premium
GROWN IN CANADA
All Seasons
MUSHROOMS

CIRCULAR ECONOMY MODEL



Products are taken in to be reconditioned and upgraded for continued use.

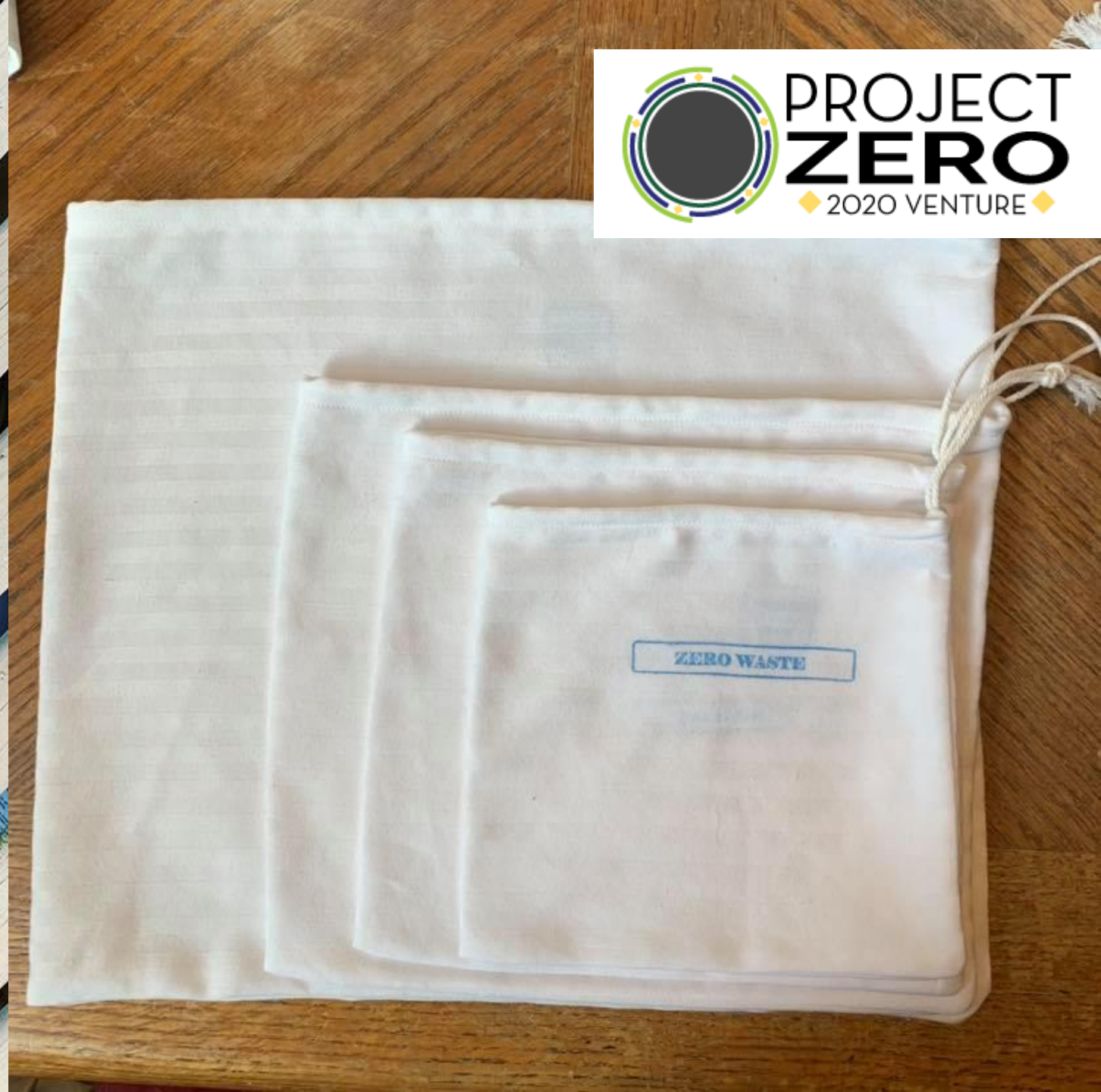
Bio Diesel
Cowichan Bio-Diesel Co-op
Local, Sustainable, Carbon-Neutral: Bio-Diesel
Litres 130.032
Fuel to feel good about!
CEA
NETWORK
Press Enter
Pump Operating Instructions
1. Push enter (green)
2. Enter 4-digit ID number, press enter
3. Enter 4-digit PIN number, press enter
4. Select fuel grade
5. Lift nozzle
6. Begin pumping fuel
7. Replace nozzle when finished fueling
BioDiesel
B100
B50
B20
Diesel
Diesel
ergo
ECO SOLUTIONS
Making every drop matter. For people and planet.
Sustainably Produced

PROJECT ZERO
2019 VENTURE
oil-ternative
DANGER

CHOPVALUE

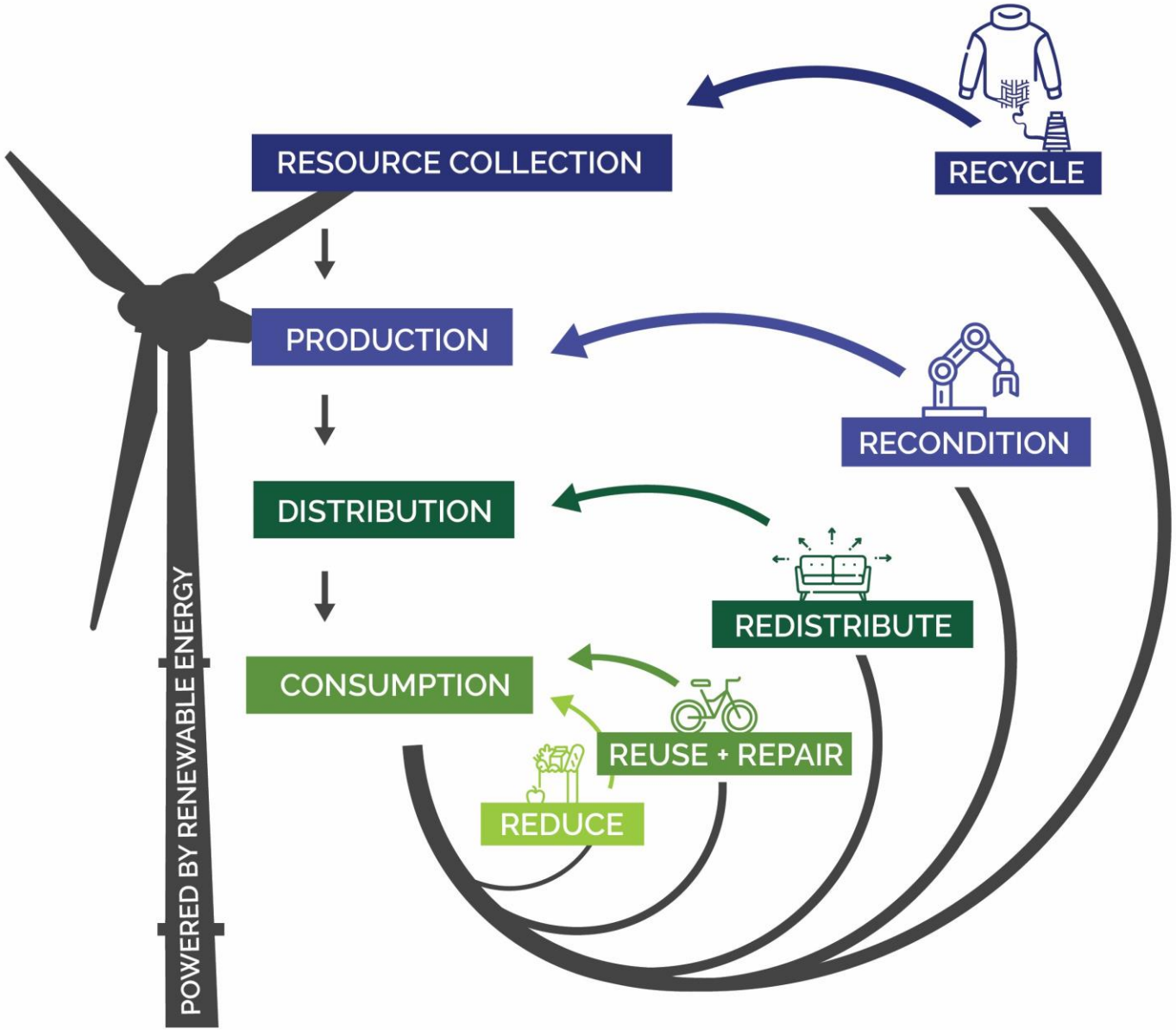
THREAD LIGHTLY
simple·sensible·sustainable

PROJECT ZERO
2020 VENTURE



CIRCULAR ECONOMY MODEL

PROJECT ZERO



RECYCLE

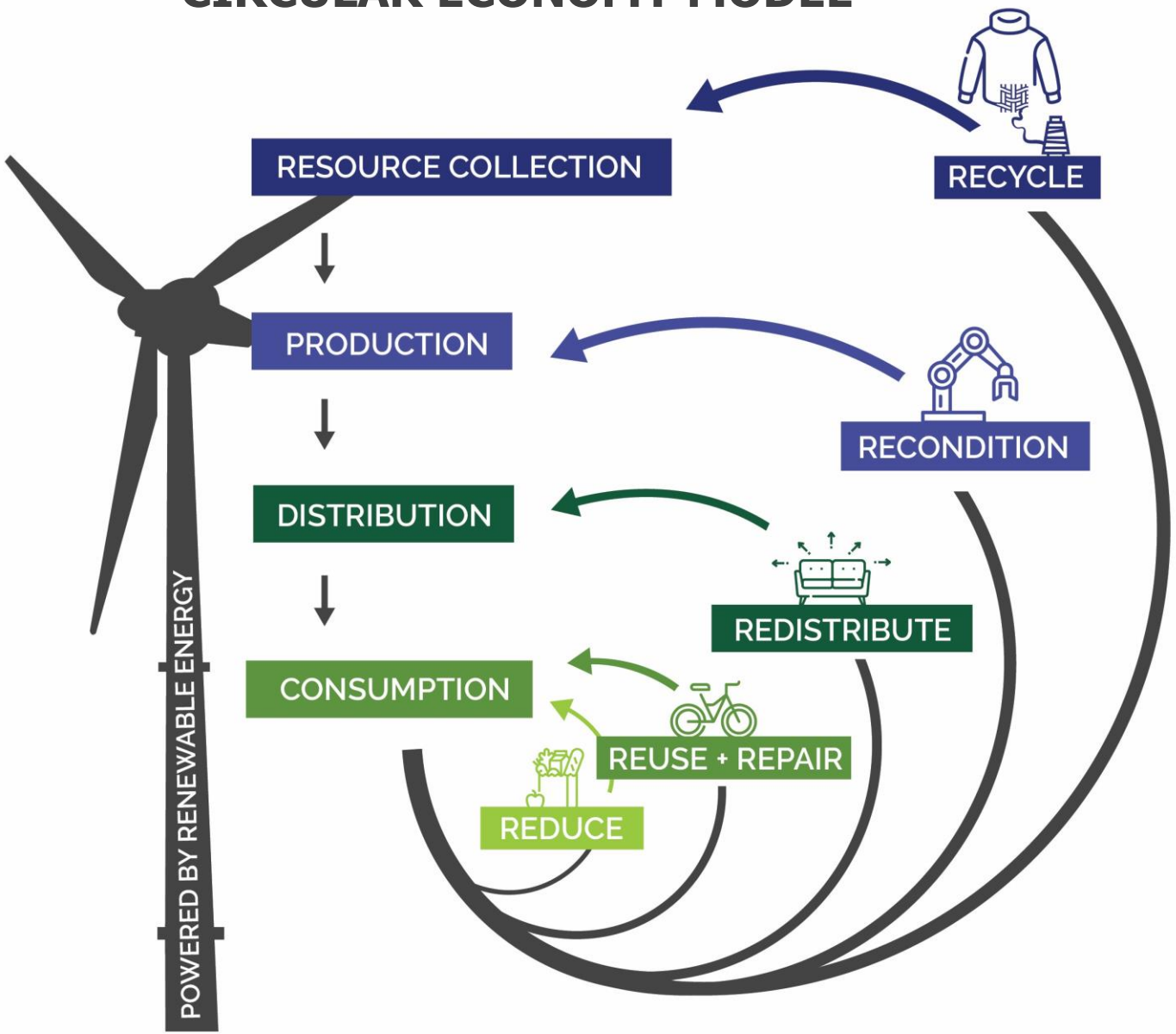
Products that have reached their end-of-life and are no longer useful. Materials within products are separated, and re-enter the production processes to create new products.

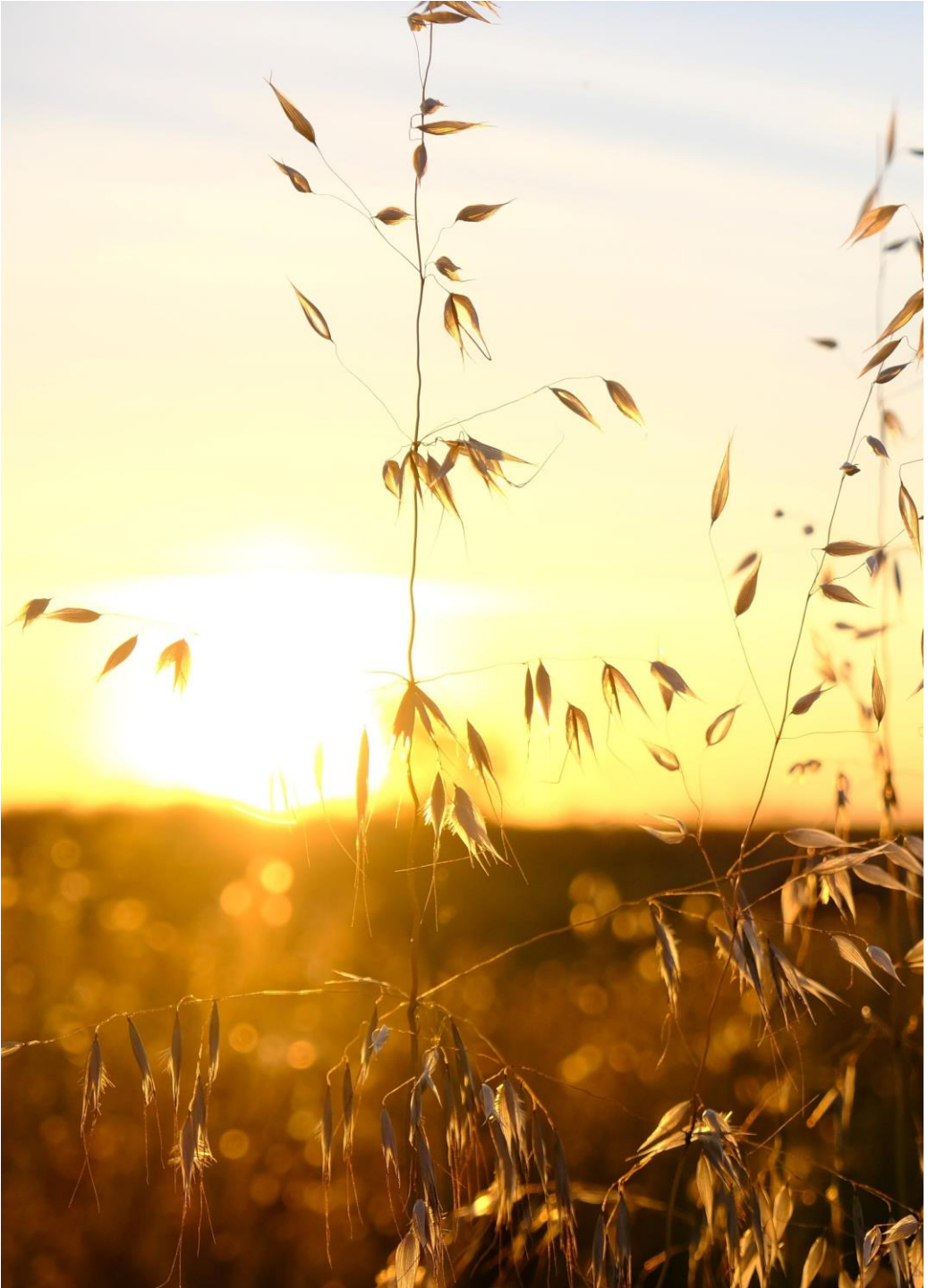
Est. 2013
ANIÁN
MFG. Co
MADE IN CANADA

unbuilders

FLIPSIDE
PLASTICS
EMBRACING WASTE SINCE 2020
PROJECT
ZERO
2020 VENTURE

CIRCULAR ECONOMY MODEL





NEXT STEPS

- Conscious consuming
- Look for opportunities to reduce waste and find new uses for the waste streams you have
- Find other learning opportunities and start the conversation

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