

News Release



FOR IMMEDIATE RELEASE

September 3, 2021

Free workshop for Cowichan businesses to explore ‘circular economy’ opportunities

DUNCAN, BC – Following a hugely popular Circular Economy Lunch n’ Learn in January 2021, Economic Development Cowichan has once again partnered with the [Synergy Foundation](#) and [Duncan Cowichan Chamber of Commerce](#) to further the circular economy movement in Cowichan. Business leaders are invited to attend a free virtual workshop on Tuesday, September 21 from 10 – 11:15 am entitled *Circular Cowichan: Business Opportunities in the Circular Economy*.

Our world is only 8.6% circular. This means that of all the products, materials, and resources in existence, only a small percentage are re-entering the economy. All other waste is either landfilled, incinerated, or left to breakdown in our waterways or on our land.

In a circular economy, resources and manufactured goods are designed to remain in the system through innovation, reuse and repair, redistribution, reconditioning, and recycling processes, all of which are powered by renewable energy. The circular economy offers significant opportunities for businesses in all sectors to reduce their environmental impact and create green jobs for the future.

Register for the free workshop to take a deep dive into the circular economy and identify specific opportunities for businesses within the Cowichan Region.

This interactive virtual workshop will cover:

- 1) A brief overview of the circular economy
- 2) Case studies of local businesses who have implemented circular principles
- 3) Assessing your business’s circular opportunities through discussion and worksheets, including how to:
 - a) Evaluate current material flows
 - b) Identify circular solutions
 - c) Create your action plan, set meaningful targets, and track your progress

Spaces are limited, so please visit ecdevcowichan.com to register.

About Synergy Foundation

[Synergy Foundation](#) is a Victoria-based non-profit with a mission to share ideas, spark innovation and activate change to steer our economy and communities towards a more regenerative future. Through one of their core programs, [Project Zero](#), they are working to bring more circular economy concepts to British Columbia to support economic equity, advance the quality of life, and eliminate waste & pollution from our systems.

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