



# ONE HOME, ONE PLANET 2024



Creating circular solutions that make repair and reuse options easy, accessible, and more affordable for Canadian households.



## Hej!\*

Welcome to One Home, One Planet (OHOP) 2024 and thank you to all who joined us in person on April 16. OHOP is an IKEA event that has been experienced around the world and, for the first time, was hosted in Canada in 2024. We held this event because sustainable solutions often seem too far out of reach for the average Canadian. We frequently talk about complex ideas but we are determined to help Canadians find practical and accessible circular solutions, including repair and reuse, that they can easily implement in their homes.

We believe action speaks louder than words, so this OHOP focused on action-based solutions to the challenge that has been years in the making. We're keen to roll up our sleeves and work with our partners from coast to coast to create much-needed change. It's time to bring circularity home, Canada!



**Selwyn Crittendon**  
CEO & Chief Sustainability Officer, IKEA Canada

\* "Hello" in Swedish

One Home, One Planet 2024

## Why?

Cities, businesses, and community organizations are already doing so much to make it easier for Canadians to live more circular. However, they are often doing it alone. OHOP is an opportunity to build a shared national framework that will outline best practices and opportunities where we can empower Canadian households to reduce, reuse, repair, and recycle more.

## Who?

More than 100 purpose-driven, ideas-led doers, thinkers, and leaders from brands, businesses, government, community groups, social enterprises, colleges/universities and average consumers joined us.

## How?

One Home, One Planet (OHOP) 2024, an action-oriented multi-stakeholder event held at the 1 Hotel in Toronto, Ontario on April 16.

# Attendees

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BASF  
Blackstone Energy Services  
Brands for Canada  
Canadian Tire  
CEED Canada  
CIBC  
Circular Economy Leadership Canada  
Circular Innovation Council  
City of Guelph  
City of Toronto  
City of Vancouver  
Delphi  
Edelman  
Environmental Defence  
Fashion Takes Action  
Food, Health & Consumer Products of Canada  
Furniture Bank  
Government of Ontario  
H&M  
Habitat for Humanity  
IKEA Canada  
Impact Zero  
Ivey School of Business  
KPMG  
Loblaw  
Mind Your Plastic  
Mission Thrift Store  
MJMA

Once Upon a Child  
Ontario Chamber of Commerce  
Ontario Waste Management Association  
Ouroboros Deconstruction  
Pigeon  
PLAEX  
Provectus  
Regenesi  
Regional Municipality of Peel  
Regional Municipality of York  
Reimage Agriculture  
Retail Council of Canada  
Sage Living Toronto  
Sheridan College  
Sleep Country  
Swedish-Canadian Chamber of Commerce  
Talize  
The Salvation Army  
Toronto and Region Conservation Authority  
Toronto Metropolitan University  
Toronto Regional Board of Trade  
Université de Montréal  
University of Toronto  
University of Toronto Mississauga  
University of Toronto Scarborough  
University of Waterloo  
Walmart Canada  
Women in Renewable Energy  
York University



"OHOP is about bringing together like-minded individuals and groups to connect disparate circular solutions," says Selwyn. "We are the experts, leaders, and influencers. Let's bring our solutions to the table and say in one voice 'Yes Canada, we have a plan to make circularity easy, accessible, and affordable for you!' Canadians deserve to live better and as circular leaders, we owe them a plan to help them live that life."

— Selwyn Crittendon, CEO + Chief Sustainability Officer, IKEA Canada



# One Home, One Planet 2024

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## A time for action

Living more circular means throwing less in the trash and finding more ways to repair, reuse and recycle things. While this has clear benefits for the planet, the increased cost-of-living continues to play a significant part in Canadians' decision to live more circular. According to the annual IKEA Life at Home report, a staggering two-thirds (67%) of Canadians are concerned with the general state of the economy, and more than half (57%) are worried about their household finances.

These statistics are a stark reminder of the pressures faced by Canadians across the country, pushing us all to find ways to do more with less. Canadians have learned that wasting less in their homes means more money in their wallets. A direct outcome has been growth of the second-hand economy and new job creation as companies respond to the increased demand for circular goods and services.

## We all want a better everyday life

Canada has many leaders, influencers and activists working on developing a more circular Canada, but often we find ourselves isolated and working alone. We owe it to Canadians to ensure that living more circular is easy, accessible, and more affordable. Whether you live in Coquitlam, BC, Ottawa, ON or Boucherville, QC, people should have the same access to similar reuse, repair, and recycling options.

It shouldn't be hard to live better. OHOP is an opportunity to bring the best ideas forward to create a shared national circular plan that makes sense for average Canadians.

## This is the driving force behind OHOP 2024.



# Building shared success

**We believe that action speaks louder than words. This OHOP event focused on action-based solutions to a challenge that has been years in the making; how can we help Canadians find practical and accessible circular solutions that can be easily implemented in their homes? Representatives from various sectors including business, government, social enterprises, community groups, academia and average Canadians joined us to dive deeper into the topic.**

**In a panel together with Meaghan Davis, Diane Brisebois, Dr. Calvin Lakhan and Tim Gray, we explored circularity as it relates to Canadian households — what is currently working and where there are opportunities and solutions.**

Meaghan Davis, Manager, Circular Economy and Innovation at City of Toronto, shared her thoughts on circularity and how there is real opportunity for positive change as it is an idea that is deeply connected to our daily lives and understood on a personal level. The City of Toronto has been a municipal innovator when it comes to building citizen buy-in for more circular living, but Meghan shares this is only possible as city council and the people of Toronto support it. Education is an important part of this; time and money are spent to ensure people are aware and understand how to use the programs available.

Diane Brisebois, President, Retail Council of Canada shared a similar sentiment, and added that consumers are finally feeling that they can make a difference with simple actions. However, she feels that we're all looking at the issue based on what we know and where we come from – working in silos. Whether we look at government or business, the number one challenge we see across both sectors is that very little is harmonized, and everyone is fighting a different agenda when it comes to circularity. We all need to work together and push towards the same objectives if we are going to make real, positive change.

Dr. Calvin Lakhan, Director, Circular Innovation Hub at York University focused

“Having worked in universities for 20 years, it's interesting to see how those high-level conversations can translate into very practical things that result in change.”

**Celeste Richards, Director of Development, University of Toronto Scarborough**

on the term ‘circular economy’, and how it might be causing confusion and creating a roadblock in our progress.

“If you ask 90% of people on the street, most won't know what the circular economy is. It's important to understand that there is no universal language for circularity, so we need to make it relevant to them,” says Calvin.

Calvin pointed out that messaging only matters to a small subset of people. In order to encourage participation, we need to make things convenient and accessible, and communicate it in a relevant way with various demographics in mind.

‘Trust’ was also a key theme throughout the discussion, with nearly all panelists touching on the subject.

Tim Gray, Executive Director, Environmental Defence shared the blue box recycling program as an example of this. The program was created with good intentions and continues to have high participation rates, but since the system doesn't work well, a lot still ends up in our landfills. This breeds anger and resentment from consumers, and ultimately breaks trust.

“We don't admit when things aren't going well,” says Diane. “Consumers trust you more when you tell them where you've failed and where you need to do more work.”

## Speakers



**Diane J. Brisebois**  
President



**Calvin Lakhan, Ph.D.**  
Director, “Circular Innovation Hub” York University



**Tim Gray**  
Executive Director  
Environmental Defense



**Meaghan Davis**  
Manager, Circular Economy and Innovation  
City of Toronto

# Action speaks

## Speakers



**Annalee Sawiak**  
Chief Sustainability Officer,  
Furniture Bank



**Julie Hordowick**  
Program Manager, Integrated Waste Management Plan,  
York Region



**Lauren Castelino**  
Co-Executive Director  
Regenesis



**Ashley De Souza**  
CEO, Ontario Waste Management Association

**When it comes to circularity, and making circular options more accessible for all Canadians, there is no need to work in isolation nor duplicate our respective efforts. No matter where you reside within Canada, you should be offered the same circular solutions as everyone else.**

**Our Fast 5 segments provided a platform for organizations to share unique circular challenges faced and successes witnessed, while also encouraging diversity of opinion and distinct viewpoints from various sectors.**

From a social enterprise perspective, Annalee Sawiak, Chief Sustainability Officer, Furniture Bank, shared that millions of people in this country are living in furniture poverty and need basic home furnishings to help turn their houses into homes. At the same time, we also have millions of excess goods that make their way to our landfills.

"Businesses have choices – what will they do with these excess goods?" says Annalee. "They are making decisions that consider their brand and how each of these modalities impact them."

The benefits of social enterprise are low costs, ESG & SDG impact reporting, brand benefit and donation receipts. However, not-for-profits also have challenges, as they can't run for free. "Good feelings don't pay our salaries and they don't cover our costs," says Annalee. "Without money, these solutions aren't sustainable."

From a government lens, Julie Hordowick, Program Manager, Integrated Waste Management Plan, York Region, shared about a successful waste diversion program implemented by the municipality. For over 10 years, York Region has had the highest waste diversion rates in Ontario.

In addition to this program, various libraries and community spaces in York are partnering with the municipality to act as circular economy champions. Julie shared a couple great examples including libraries implementing a borrowing concept called 'Lenderies' and special events held across the region called 'Repair Cafés'.

A Lendery is like a library, except you sign out things with your membership card rather than books. These items may be things you need but may not want to buy or keep in your home such as camping equipment, party supplies and more. The program has been well-received by community members; helping to advance the circular economy and eliminate waste.

Repair Cafés are free events that bring together those with broken items and those who can fix them. From bicycle chains to bracelet clasps, volunteer 'fixers' are available to help repair your broken items free of charge. Since 2018, York Region Repair Cafés have fixed over 550 items, helping to prolong the life of products and contribute to the circular economy.

Lauren Castelino, Co-executive Director, Regenesis, shared that her team has also

set-up Repair Cafés on university campuses in Toronto, along with other circular economy initiatives such as Free Stores (where pre-loved clothes and household items are offered for free), Borrowing Centres (similar to the Lendery concept), and a Community Bike Centre (participants learn to fix a broken bike over the course of 5 weeks, and get to keep the bike at the end).

"Our mission is to empower students as initiators of change in addressing today's social and environmental concerns," says Lauren. "We focus on real, comprehensive and practical initiatives and programs to make our campuses, communities, cities and planet more sustainable."

From a business perspective, Waste to Resource Ontario highlighted there wasn't a magic toolbox to deal with the amount of waste in our system. However, collaboration is one of the key ingredients for building a true circular economy.

"For a true circular economy, manufacturers and service providers need to collaborate to design products with recycling and disposal in mind," says Ashley De Souza, CEO, Ontario Waste Management Association. "We need to be involved with manufacturers at the front end. If manufacturers change their products and don't collaborate with us, then our systems designed to sort and deal with their products at end of life aren't up to date."

# Canada's Circular Roadmap

During OHOP, participants worked together to share circular successes in their sectors/communities, as well as identify areas for growth. Together participants built a framework, a type of roadmap, that would help Canadians live more circular in their homes and communities.

1

Canadians need to be educated and socialized around local reuse and repair options available to them. Similar to the early days of recycling, new habits need to be encouraged. The best way to do this is to ensure that circular options are easy, convenient, and affordable for average Canadians. Furthermore, access to circular services should be similar no matter what part of the country Canadians live in.

2

We need to stop thinking about circularity as merely an environmental opportunity. Waste isn't trash; it's a resource that has economic value. While there are clear benefits for the planet, recycling, reuse, and repair are also about affordability; more and more people are looking to save money by wasting less in their homes. In addition, economic development opportunities flourish, with businesses investing in circularity to meet a growing public demand. Reusing and repairing household items creates jobs.

3

Circularity is uniquely "glocal", that is a global issue that is actioned at the local level. We can't make big movements alone. Partnerships among organizations and community groups are imperative to making circularity more accessible to the many Canadians.

4

There is a robust, circular infrastructure that already exists at the local level. This includes volunteered "Repair Cafes", vibrant businesses growing the second-hand economy, and furniture donation options instead of municipal trash collection. More can be done to coordinate existing circular services and opportunities. People may want to do the right thing, but do not know the best way to go about doing it.

5

Products need to be designed for reassembly, disassembly, and repair from the start. Encouraging a circular innovation culture will help drive new technology, systems, and practices. We need to normalize and have shared ownership of circular solutions.

## Next steps: Shared framework for action

While an IKEA event, One Home, One Planet was focused on what we can do together. Canada's Circular Roadmap is not intended to merely be a discussion document nor a simple summary of OHOP. It is designed to be a beginning, a first step in developing clear and readily accessible solutions that makes reuse and repair easier for Canadians households. Some next steps we can all can take include:

### Keep the conversation going in your communities.

Circularity is local and is led by local leaders. Take the opportunity to forge non-traditional connections, reaching out to individuals and groups who may be natural circular allies, but whom you may not usually cross paths within your day-to-day work.

### When talking about circularity, let's humanize it.

We've made the circular economy an unnecessary complex system, which doesn't resonate with ordinary Canadians. Let's talk about circularity in practical ways that we can all understand, such as saving money, creating jobs, and living in a clean neighborhood. Focusing on simple day-to-day actions people can take in their own homes will make circularity feel real and within reach.

### Be conscious of inclusion.

Let's make deliberate efforts to reach as many people as possible. Everyone can benefit from a more circular Canada, but it isn't accessible to everyone in the same way. Remote/rural areas, BIPOC communities, young people, and financially vulnerable Canadians all face barriers in accessing circular solutions. Inclusion brings underrepresented ideas and innovation to the forefront.

### We need to be brave and bold!

It is clear – there are gaps in building a truly circular Canada. We all need to step-up and take risks. Circularity isn't linear, it can't be measured in terms of success and failure. It's about growth; we shouldn't be afraid to make mistakes. This means businesses testing a new circular service. This means sending a simple cold-call email to a potential community partner. This means raising it with decision-makers and policy leaders when circularity isn't on their agenda. We can't wait for others to step-up; each one of us should have the courage to become a circular advocate.

**There are so many circular success stories across Canada that provide a template for action. But we can do more. A better, more sustainable Canada will not just happen. We all have a part to play to bring solutions forward.**

**We hope Canada's One Home, One Planet will encourage you to go further and be ambitious.**

**Remember,  
action speaks  
the loudest!**







# ONE HOME, ONE PLANET 2024

*Handwritten notes on a flipchart:*

- 1) Accessibility
  - rural + remote areas
  - urban centers / barrier to entry
  - repair - skills / knowledge
- 2) Retail therapy
  - over consumption
  - waste
  - colonialism
- 3) Perceptions around value + quality
  - how to measure
- 4) Messaging / language (inconsistent)
  - "buy Canadian" requires consultation
  - around repair, reuse, etc.
- 5) Opportunities
  - drill down to target audience
  - one size doesn't fit all
  - rebuild skills + knowledge
    - through schools
    - through communities
  - be more transparent + build trust
    - "what does it all go to?" + show report

