



CANADIAN TIRE ENVIRONMENTAL SUSTAINABILITY CHALLENGE  
PROUDLY PRESENTED BY CANADIAN TIRE CORPORATION (CTC) LTD.

Waste has become one of the most critical challenges facing the world today. According to the World Bank, over two billion tonnes of municipal solid waste is generated around the world each year. As our collective demand for resources grows, it is increasingly clear that our planet cannot support the resulting waste. The circular economy retains and recovers as much value as possible from resources by reusing, repairing, refurbishing, recycling, and more. The graphic to the right is a simplified circular economy framework specific to CTC. For more information on the circular economy, please see the appendix.



The **Canadian Tire Environmental Sustainability Challenge** was designed to reinforce Canadian Tire’s commitment to being part of the solution to reduce landfill waste and pollution in Canada and to drive economic opportunities for Canadian businesses to develop Canada’s circular economy.

**PURPOSE**

The **Canadian Tire Environmental Sustainability Challenge** is designed to empower Enactus teams to identify, create and deliver projects that tackle climate change through the concept of circularity while teaching and empowering others to do the same.

**NOTE:** Teams have the option to reuse, repair, refurbish, and/or recycle as part of their project or any combination of these activities.

**JUDGING CRITERIA**

Which Enactus team most effectively demonstrates entrepreneurial leadership with a project that drives sustainable positive impact and supports the circular economy?

**PRIZES**

This competition is designed to reward the Enactus teams that best fulfill the judging criteria. The prize structure for the **Canadian Tire Environmental Sustainability Challenge** is as follows:

- Regional Round of Competition  
 Regional Champion(s) (\$1,500)  
 Regional Runner-Up(s) (\$1,000)  
 Regional Second Runner-Up(s) (\$500)

- Final Round of Competition  
 National Champion (\$3,000)  
 National Runner-Up (\$2,000)  
 National Second Runner-Up (\$1,000)

**MEASURED OUTCOMES**

As a guideline, measurable outcomes for the **Canadian Tire Environmental Sustainability Challenge** could include, but are not limited to, the following:

- Number of people directly impacted
- Number of customers reached
- Tonnes of waste diverted



- Dollars saved through the reduction of waste
- GHG emissions avoided
- Number of suppliers introduced to green business practices

## APPENDIX: CIRCULARITY OVERVIEW

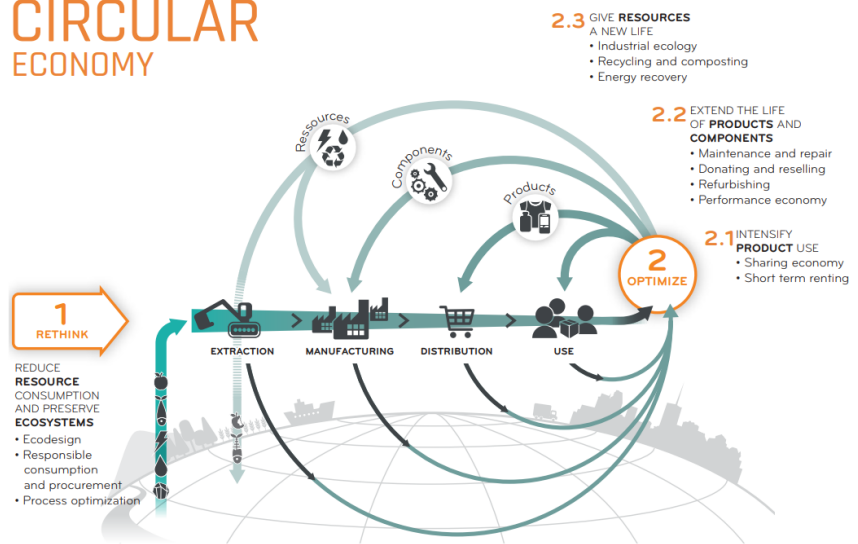
In our current “linear economy,” we take materials to make something and then get rid of it when we’re done using it. The linear economy is a system that assumes that our supply of resources is infinite and that the Earth can absorb all our waste. This approach has real costs for businesses and the planet. A circular economy changes this model.

### WHAT ARE THE KEY ELEMENTS OF THE CIRCULAR ECONOMY?

The circular economy keeps resources — such as products, materials, and energy — in the economic system for as long as possible and at the “highest value” possible.

Products gain value as they’re manufactured, through the input of materials, labour, and energy. Finding ways to reuse a product keeps much of that value. Recycling a product captures less value, because it requires energy, and some materials break down in the recycling process. The graphic to the right shows various aspects of the circular economy.

## CIRCULAR ECONOMY



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Pursuing a circular economy first requires changing the way we think about products, by changing product design and production. It requires thinking less about increasing revenues by selling more product, and more about selling longer-life and higher-quality products.

Once products are in use, the priority becomes reusing them, then repairing or remanufacturing them, and then recycling. Circularity means that instead of materials moving from resource extraction to production to waste, the waste becomes feedstock for new products. Resources are recovered and reused, and waste is reduced.

### WHY IS THE CIRCULAR ECONOMY IMPORTANT?

The circular economy is not a new concept, but it has received a lot of attention in recent years as climate change, waste, and resource scarcity become increasingly urgent. The circular economy can address all these concerns and provide economic gains. Reimagining “waste” as a resource shows how much value is lost in the linear economy. Today, only 8.6% of resources that enter the global economy are cycled back into it. The rest goes the route of the linear economy, discarded, and often replaced with new items.

When you find ways to recover resources, such as by recycling, composting, or remanufacturing, that’s value that’s saved and returned to your business. Companies have seen real benefits from making products from waste. A circular economy makes economic growth possible without the reliance on limited resources.



Source: [What is a Circular Economy and How Does it Work? - Network for Business Sustainability \(NBS\)](#)

Check out the videos [here](#) and [here](#) for an overview of the Circular Economy, with some examples.

Take a look at Canadian Tire Corporation's ESG (environmental, social, and governance) Report [here](#) for examples of circularity work already being done at the company.