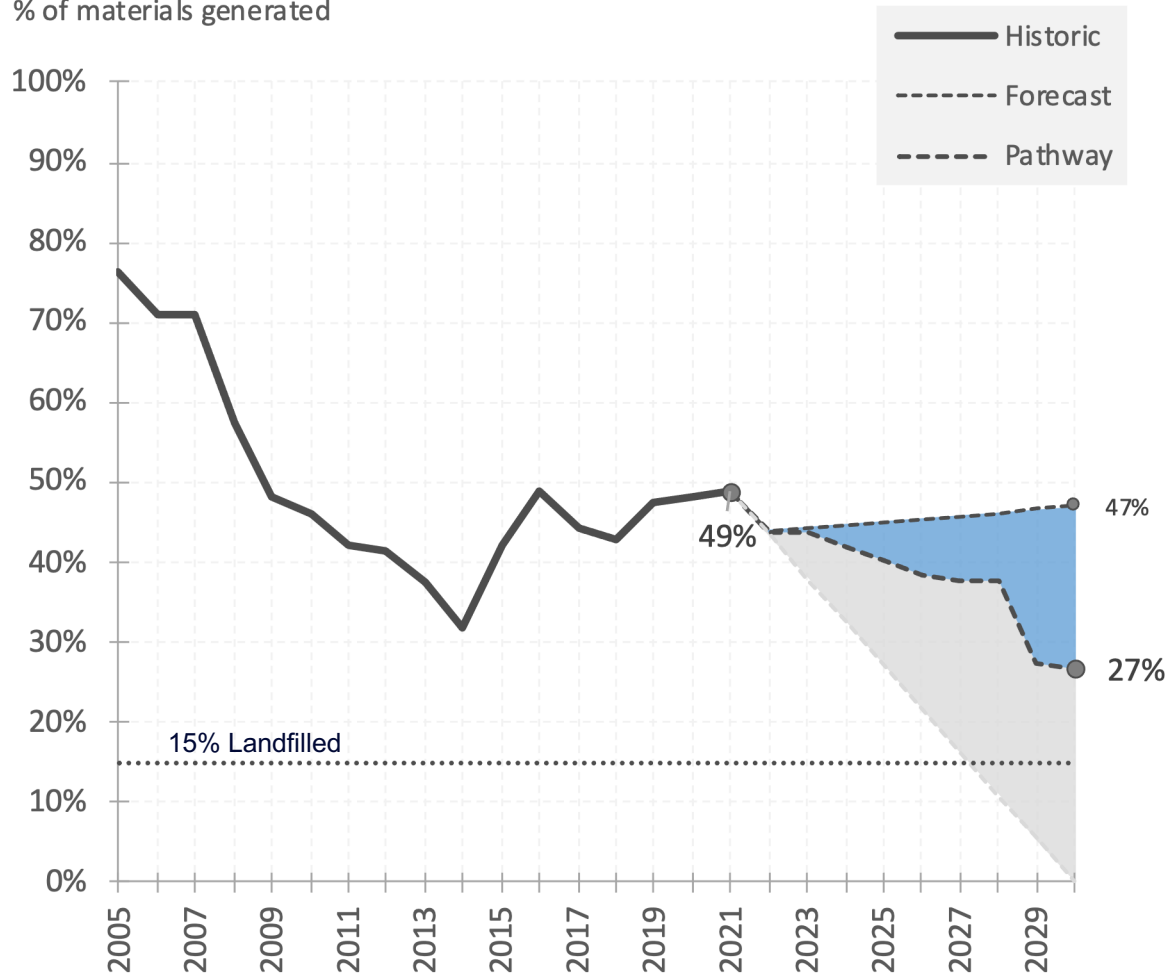




Circular Economy in Fort Collins' Economic Health Strategic Plan

Jacob Castillo, Fort Collins Chief Sustainability Officer

Community Landfilled Waste
% of materials generated



Pathways

- Strategies we know of today get us 75% of the way to zero waste
- Most cities struggle to make progress beyond 85% diversion
- To get all the way there, we need
 - Better recycling behavior
 - **To re-design systems for circularity**

- **What is the Economy Health Strategic Plan?**
 - Integration of Triple Bottom Line
 - Circular Economy
 - Our Climate Future: Healthy Local Economy & Jobs Big Move
 - Housing Strategic Plan
 - Workforce/Sector Partnerships
 - 15 Minute Cities
 - Pandemic Recovery Plan
 - Innovation
- **Why integrate the circular economy?**



IURC Master Class – Co-learning with an international cohort!

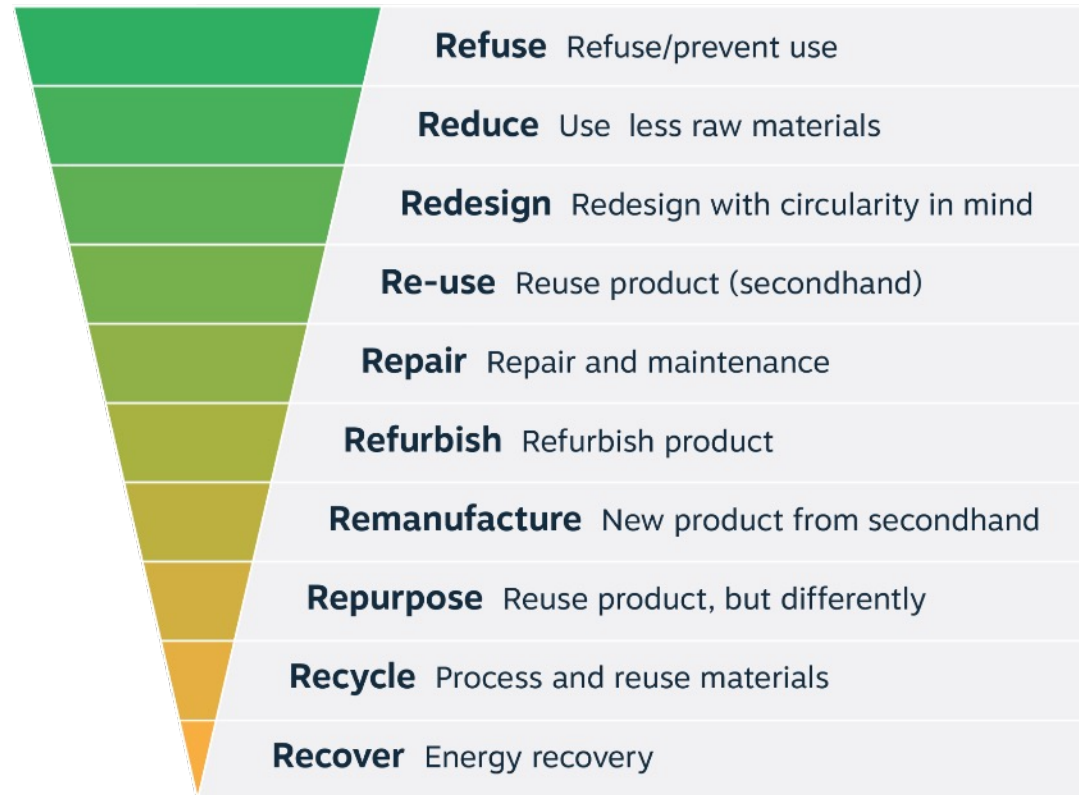


- Co-designed sessions with current planning work in mind
- Four interactive sessions
 - Frameworks
 - Business panel
 - Strategies
 - Lessons learned
- International CE experts
Metabolic
- Focused on key question:
What do manufacturing businesses need from cities?

Applied learning #1 – CE frameworks

Levels of Circularity (10 R's)

MOST SUSTAINABLE



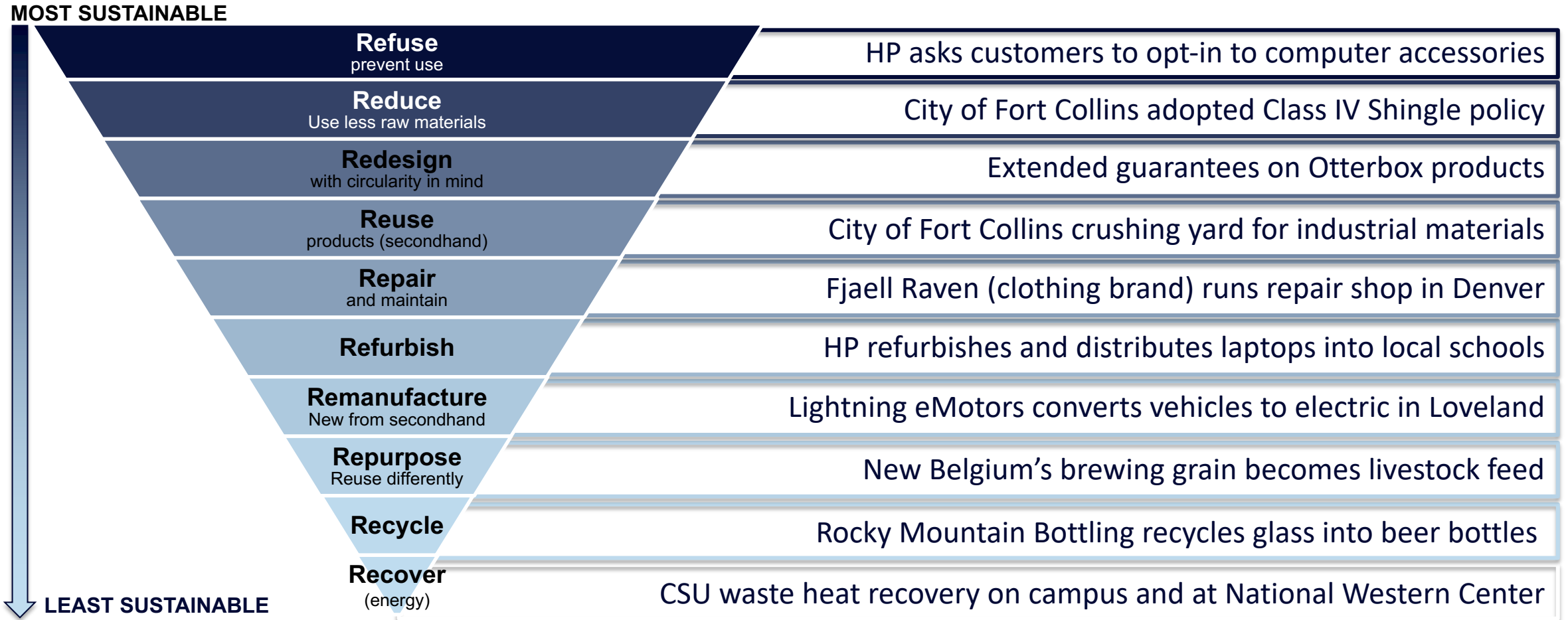
LEAST SUSTAINABLE

Learnings:

- CE frameworks
 - **R-strategies**
 - Innovation ecosystems
 - Industrial symbiosis
 - Living labs
 - Urban mining

Applied in Fort Collins:

- Created our own R-strategy pyramid with local examples!



Applied learning #2 – What do businesses need from cities?

Hearing from Businesses



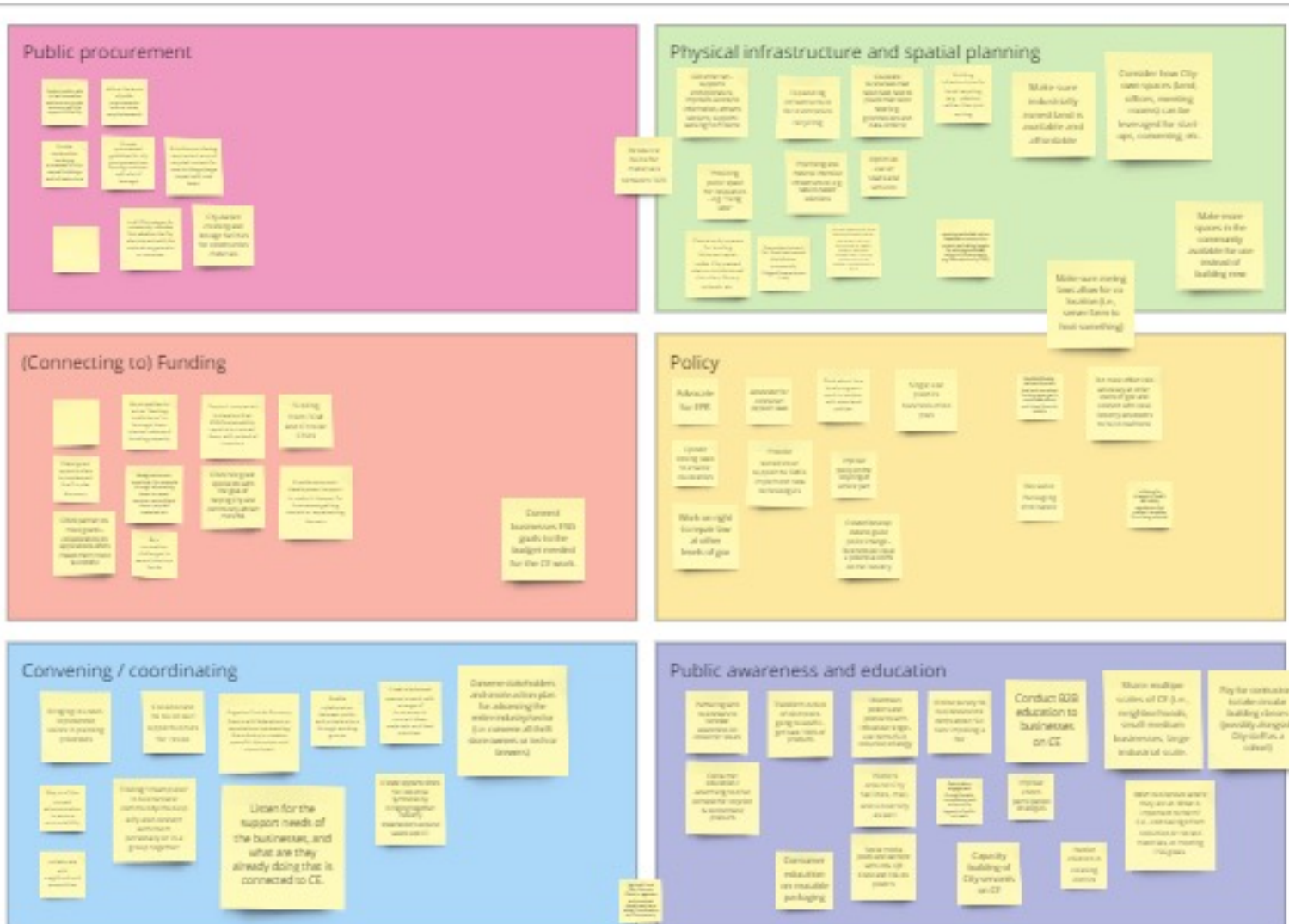
Learnings:

- Some federal policies support business sustainability goals.
- Zoning for co-location.
- Infrastructure & markets are crucial.

Applied in Fort Collins:

- Shared learnings in the form of quotes with City Council
- Building on webinar with survey

Applied learning #3 – Types of CE strategies



Learnings:

- Six key types of CE strategies
 - Public awareness & education
 - Convening & coordinating
 - Connecting to funding
 - Public procurement
 - Policy
 - Physical infrastructure

Applied in Fort Collins:

- Identified types for current planning effort

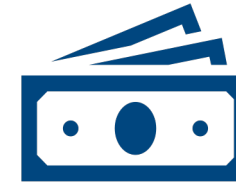
What can *cities* do to help manufacturers on the circular economy?



Awareness and Education



Convene and Coordinate



Connect to funding

“We work with Vila Nova de Famalicao to incubate start-ups and share lessons learned”

“Cities can bring businesses together in a room to cultivate knowledge and resource sharing, and ideas for innovation to move into the circular economy.”

“It’s great when cities are tuned into state & federal programs which benefit decarbonization and circularity goals.”

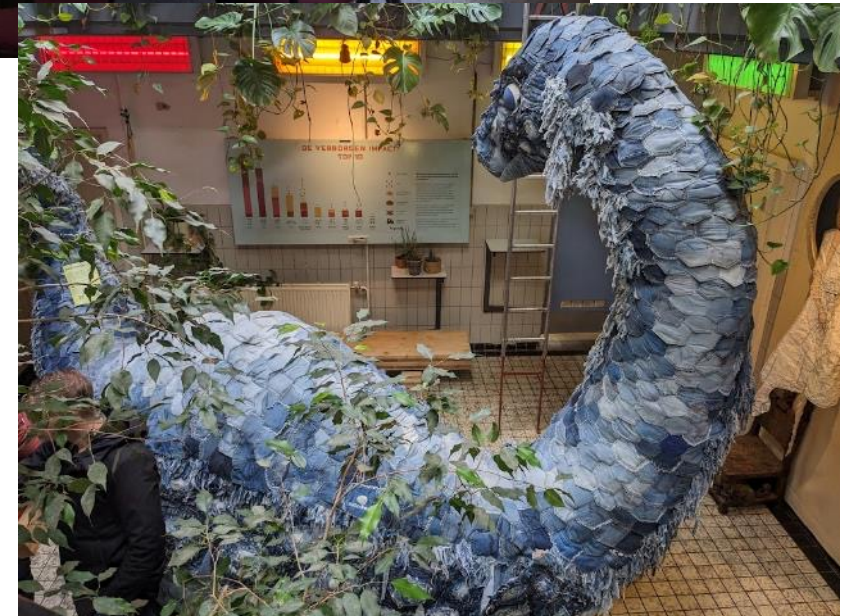


Awareness and Education

Strategy: Identify and collaborate on demonstration projects that have visibility in community (biz community and at-large)

Connect to funding

Strategy: Help businesses navigate government systems and connect to funding for CE innovation (e.g. green financing, grants, resources, etc.)



Convene/Coordinate

Strategy: Attract CE-focused businesses, especially where they replace single-use plastics or close an eco-system/cluster gap. Support community-led initiatives that serve a similar purpose.

Strategy: Support development of circular ecosystems (tech, beer) using innovation lab method with meaningful implementation funding



Loop.A Life
(100% post consumer
sweaters - Google it to learn
more!)

Procurement & City Resources

Strategy: Update City purchasing policy to support more City purchases of locally produced and locally produced circular products

Strategy: Identify city spaces and land that could be used for circular initiatives and meeting spaces for start ups and community



Project timeline

Fall 2022 – Winter 2023

- ✓ Early business engagement
- ✓ IURC webinar sessions 1-3
- ✓ Check in with elected leaders (City Council)

Spring 2023

- ✓ Circular economy site visits to Essen (IURC city) & Amsterdam
- ✓ IURC-LA Circular Economy regional Event: Fortaleza, Brazil
- ✓ Visit to Vila Nova de Famalicao (IURC City) with Fort Collins Mayor
- Research promising practices and develop strategy + **final IURC webinar on strategies!**

Summer 2023

- Write plan and present to City Council

Discussion: Cleveland, Austin, and Vila Nova de Famalicao share their insights on lessons learned

Briefly, what are your main circular strategies?

What lessons have you, as leading cities, learned so far?

What would you do differently if you were to start again today?

Discussion: Open forum – everyone can answer!

Adapting good ideas from one city to another is something that happens all the time and yet can be tricky across different cultural contexts, histories, and local value systems.

What's the secret to adapting good ideas?

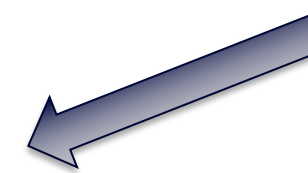
Where has it worked?

Where have folks struggled?

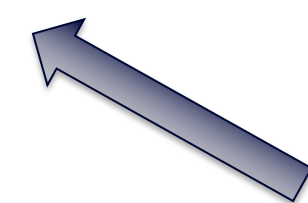
Tell us what you learned from this series!

Click the link to the Miro board posted in the chat and leave us a note about what you learned through this series and what you are carrying forward in your work.

While in the Miro board, take a moment to grab good ideas from your city or other cities!



Go here and use a sticky to capture your ideas!



THANK YOU!



15 Minute City Analysis

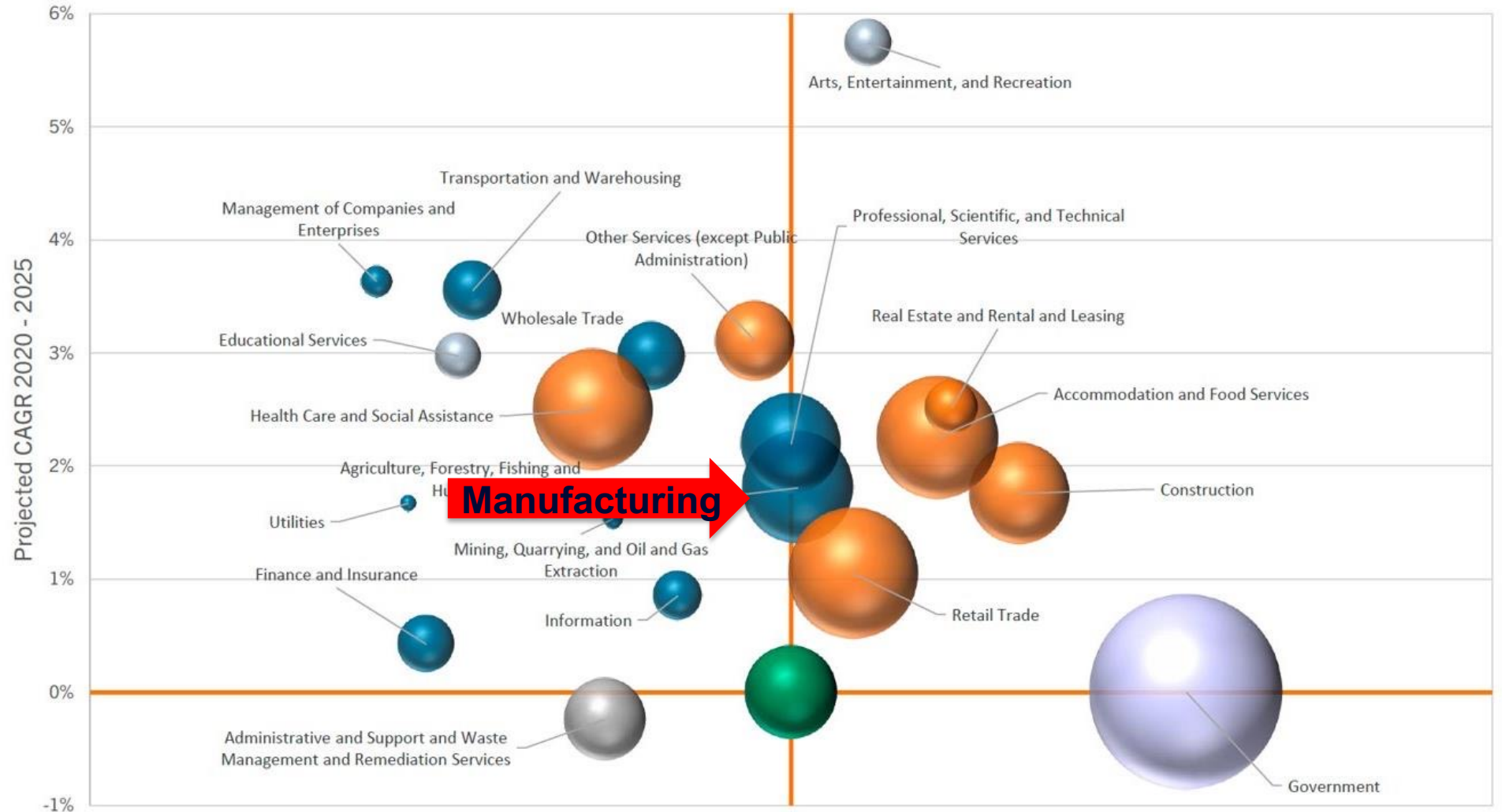


Vision

Fort Collins is a “15-minute city” where every resident can walk, bike, or roll within 15 minutes of their home to their daily needs and services.

Cluster Study

Location Quotient vs. Projected Annual Growth



Key takeaway – manufacturers are a big part of our economy – what do they need to become more circular?

Guiding Principles

Livability

Sustainability

Community

Vision

We exist to support businesses to enable a healthy, equitable, and resilient economy and community.



Project Pizza

Momentum on Circular Economy



- Colorado Extended Producer Responsibility Act
- Colorado Circular Economy Center



- Source of innovation and awareness
- Leadership in industrial diversion



- Six Council priorities supporting circularity
- Two major environmental plans
- Portfolio of ongoing programs and policies



- International collaboration around circular economy