

News Release



FOR IMMEDIATE RELEASE

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Virtual ‘lunch and learn’ to explore opportunities to strengthen Cowichan circular economy

DUNCAN, BC – Economic Development Cowichan has partnered with Duncan Cowichan Chamber of Commerce and Synergy Foundation to host a virtual lunch and learn exploring a vision of a thriving circular economy in Cowichan.

A circular economy is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems. Participants will learn the basics of the circular economy concept and how it can increase economic opportunity and resilience in Cowichan. This free event takes place virtually on Thursday, January 28, 2021 from 12 – 1 p.m.

“The circular economy is a new mindset for business which recognizes that for communities to thrive, business and the environment need to work in concert,” said Barry O’Riordan, Manager of Economic Development Cowichan. “Business leaders that understand this tool may find innovative ways to drive business growth that aligns with their customers’ values”

The lunch and learn will cover circular economy basics, explore examples of local and global businesses operating within the circular economy, and identify local opportunities to increase economic opportunity and resilience while having a positive impact on the environment.

“In many ways, shifting to a circular economy is a combined effort to leverage our innovation and technology of the new green economy era, while drawing on inspiration from traditional and natural processes,” said Jen Fraser of Synergy Foundation, facilitator of the upcoming session.

For more information and to register for this event, visit Economic Development Cowichan’s website at ecdevcowichan.com.

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For more information, please contact:

Barry O’Riordan
Manager, Economic Development Cowichan
250.709.1119
barry.oriordan@cvrd.bc.ca