WHAT WE DO

Impact Zero is helping you build a circular economy

Our mission is to catalyze Toronto's circular economy by mobilizing businesses to implement circular systems together.

Impact Zero serves two groups of people: individuals, and businesses with circular systems at their core.

We help individuals make low-impact living easy to understand, take part in, and be a leader for. We often underestimate the value of our passion, and Impact Zero will help bring out the activist in you.

We bring businesses together to not only talk, but understand what our collective goals are so we can find ways to grow together. We help them collaborate by breaking down barriers, provide shared services such as lawyers, and organize circular economy projects.

Our work can be summarized in 3 pillars:

- Business Network
- Education
- Action
WHAT IS A CIRCULAR ECONOMY?

A circular economy is an economic system focused on eliminating waste and the increasing use of resources, it focuses on reusing, repairing, sharing, and repurposing instead of recycling and disposal.

What does it look like?

Rental Stores > Shops
Sharing > Purchasing New
Washers > Waste Pick-Up
Returns > Disposables
Having a strong network is key in being able to grow. Trust me, I know what it's like. In 2018 I launched Hera & Co which was a successful online eCommerce site and online refillery. We also educated the public about zero-waste living and hosted workshops with big business around Toronto.

Through this experience, I realized that this problem is bigger than me, and bigger than any one business alone. Our current systems have created a climate crisis, and it's time to be different. But, if we want our systems to work differently, we also need to act differently.

Impact Zero helps businesses connect and scale together because we need to collaborate and align if we want to make systemic change in Toronto.

**BUSINESS NETWORK**

We'll introduce you to the sustainability / low waste community in Toronto.

**COMMUNITY**

We'll organize Impact Projects, where we help mobilize everyone to work on city-wide projects together.

**IMPACT PROJECTS**

We'll help you grow as a business person, and bring in the experts to support you.

**LEARNING & DEVELOPMENT**

We'll help you spread the word about your business, through network partners, our own website & social media, and other member support.

**MARKETING & PR**

We'll have lawyers, accountants, marketing experts that offer support through office hours to members who need it.
MEMBER BENEFITS

We would love to welcome you into our community of kick-ass business owners, educators and activists to change Toronto for the better. As a member, you’ll get:

COMMUNITY

- Invites to structured casual socials to meet everyone in the Impact Zero Network filled with fellow eco-driven businesses and experts
- Invites to monthly structured meetings to chat all things green business, get updates on our collective projects and hear from you and other business owners about what we’re working on
- 24/7 access to our online community where you can: chat with anyone else in the network, share articles, ask general business questions to an experienced group, and post shout-outs or requests to work together
- Post volunteer positions on our site to attract passionate talent

STRUCTURED PROJECT COLLABORATIONS

- Advanced notice of "Impact Projects", that are city-wide projects managed by Impact Zero
- You'll have first chance to request to be a service provider on projects

LEARNING & DEVELOPMENT

- Invites to 4 workshops per month featuring expert speakers, for everyone to build our business skills as a collective
- Access to online business resources (e.g. social media post planning templates, business planning workbooks, and more)

MARKETING & PR

- Consumer exposure on the Impact Zero site & social media accounts
- Featured posts about your business on our blog
- Opportunity to speak at workshops and corporate speaking engagements in collaboration with Impact Zero

SHARED SERVICES

- You'll have access to shared lawyers, accountants, and marketing experts who will help you with your business
Anyone interested in working towards building a circular economy is welcome to our monthly community meetings! They happen on the first Monday of each month at 7pm. Here's how they work:

### MONTHLY MEETING AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 - 7:15</td>
<td>WELCOME</td>
<td>Welcome everyone, do a round-table to let everyone know who’s who.</td>
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<tr>
<td>7:15 - 7:30</td>
<td>NETWORK MEMBER FEATURE</td>
<td>Every week we feature one of our members - they have 15 minutes to chat about their business and initiatives they are working on!</td>
</tr>
<tr>
<td>7:30 - 8:00</td>
<td>COLLECTIVE PROJECT UPDATE</td>
<td>Updates on ongoing projects - identify blocks, accomplishments, and lessons learned.</td>
</tr>
<tr>
<td>8:00 - 8:30</td>
<td>IDEAS &amp; PITCHES FOR INVOLVEMENT</td>
<td>Discuss ways that we can improve our process, execution, strategy on the ongoing collective projects. If anyone else thinks that they can help out, this is where we can pitch.</td>
</tr>
<tr>
<td>8:00 - 8:50</td>
<td>OPPORTUNITIES IN THE CITY</td>
<td>Since the last meeting, if anyone has ideas on projects to initiate - Impact Zero can put together a proposal.</td>
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<td></td>
<td></td>
<td>• Round-table of opportunity ideas</td>
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<td></td>
<td></td>
<td>• Ideation time with the network on how to make it happen, possible blocks</td>
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<tr>
<td></td>
<td></td>
<td>• Facilitate partnerships</td>
</tr>
<tr>
<td>8:50 - 9:00</td>
<td>CLOSING</td>
<td>Re-iterate any action steps for parties involved in projects, answer any lingering questions.</td>
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EDUCATION

We work on a lot of educational resources to help the public learn more about why we need a circular economy. As a small business owner our job isn't just to sell a product or service, but we spend a ton of calories educating customers, suppliers, and stakeholders to understand why we do what we do. We want to help alleviate the pain for you, so we work tirelessly to put out the following content:

SOCIAL MEDIA

We are out there every day putting quality content out, to reach people of all ages. We also pay for promoted educational posts to spread education to a wider audience.

WORKSHOPS

We have business partners around the city who value environmental causes, but maybe it isn't their main focus. We bring in some expertise, and host educational workshops for their customers. By partnering up with these businesses, we can expand our reach even further and build personal connections with customers.

Q&A ON THE SITE

On our blog, we post in the form of a question, that way customers query our posts by "asking a question". Their search triggers keywords that shows them results of quality posts we have written, backed by scientific studies (that we link to!)

LUNCH & LEARNs

Corporations often request that we come chat to their employees to teach them about zero-waste or low-impact living. This is a great opportunity to gain wide exposure and impact lives.
To drive consistent traffic to the site, we offer 8 action steps for consumers (and business owners!!!) to take to tell leaders the status quo is not at all acceptable. We walk visitors through action like:

**EMAIL THE GOVERNMENT**
We made a workflow that will template an email for visitors, to the right minister and shadow minister.

**EMAIL BIG POLLUTERS**
We know who visitors need to email in order to show that they disagree with corporate practices.

**START OR SIGN A PETITION**
We'll show visitors how to start a proper petition, or list some existing petitions that they can sign.

**START OR JOIN A PROTEST**
We'll show visitors where to find protests to support, and we have a list of some big ones on the site.

**STAY INFORMED**
We can't fight the good fight without staying informed. We'll make sure visitors are.

**VOLUNTEER OPPORTUNITIES**
Visitors often want to volunteer their time to help make change, need volunteers? You can post jobs too.

**REQUEST A WORKSHOP**
Visitors can request a workshop from Impact Zero, and as a member we'll hook you up with relevant listeners!
ENGAGEMENT OPTIONS

Members have full access to all of our services, Impact Projects, events and online community. If you want to try it out first, come hang at a social or attend a pay-as-you-go workshop.

NON-MEMBER

SOCIALS
Free! Join Us!

WORKSHOPS
$20.99/ea

EXPERT OFFICE HOURS, MONTHLY MEETINGS & IMPACT PROJECTS
Members only

MEMBER

SPEAKER MEMBERSHIP
Free! Instead, we book you at one speaking event per month, which pays your membership!

DON’T WANT TO SPEAK?

Regular Member - after March 1st
$40.99/mo

Founding Member
$30.99/mo

WHAT’S THE FEE FOR?
- Event space for meetings
- Costs associated with Impact Projects
- Hire shared lawyer, accountant and marketing expert
- Website subscription
- Online network platform
- Depending on membership sign up numbers - grant offerings
**MEMBERSHIP OPTIONS**

If you join before March 1st, you will be considered a Founding Member. You have the choice of jumping on our list of speakers and the revenue from that will pay your member fee, or just pay monthly.

<table>
<thead>
<tr>
<th>CONTRIBUTION</th>
<th>SPEAKER MEMBERSHIP</th>
<th>NON-SPEAKER MEMBERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 hour/mo</td>
<td>$30.99/mo*</td>
</tr>
<tr>
<td>WORKSHOPS</td>
<td>4/mo</td>
<td>4/mo</td>
</tr>
<tr>
<td>HANGOUTS</td>
<td>monthly</td>
<td>monthly</td>
</tr>
<tr>
<td>IMPACT PROJECT MEETINGS</td>
<td>monthly</td>
<td>monthly</td>
</tr>
<tr>
<td>ONLINE NETWORK</td>
<td>unlimited</td>
<td>unlimited</td>
</tr>
<tr>
<td>EXPERT SUPPORT</td>
<td>by request</td>
<td>by request</td>
</tr>
<tr>
<td>SOCIAL MEDIA SHARES</td>
<td>monthly</td>
<td>monthly</td>
</tr>
<tr>
<td>NEW FRIENDS &amp; CONNECTIONS</td>
<td>unlimited</td>
<td>unlimited</td>
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* founding member until March 1st, regular fee is $40.99/month
APPLICATION PROCESS

1. **Apply** on the website
2. We review your application, and determine if your mission aligns with our network goals (if not we will do our best to get you involved some other way)
3. We'll send you an acceptance email within 2-3 business days
4. On March 1st we'll send you a link to choose your membership type & pay your fee if necessary, and show you how to set up your online account

NOT SURE IF IT'S RIGHT?

Let us know that you want to be involved by sending us a quick email to impactzerocanada@gmail.com and we can figure out the best way for you to get involved!

CONTACT US!

Visit our website [here](#)
Email us at impactzerocanada@gmail.com
Apply to the Network [here](#)