



## **THEORY OF CHANGE**

RCBC has always stood upon the foundational facts of the pollution prevention hierarchy in all of its work. It is a simple and now well understood and accepted fact that the creation, management and disposal of 'waste' is damaging to human health and the planet. And, as we are seeing with climate change impacts, our finite system can no longer bear the consequences of continued growth.

At the time that RCBC was born, recycling WAS a leading-edge, innovative and practical solution, but 4 decades later we recognize that we need to evolve to remain relevant, and that further bold innovation is required to truly address the issue of waste generation and disposal.

We recognize that it isn't just behavior change but systems change that needs to be activated

Over the next five years, the Recycling Council of British Columbia is committed to working to create a circular economy in B.C.

We'll do this by informing and educating the public, businesses and institutions through raising awareness of the circular economy and sharing strategies for moving our collective actions up the waste hierarchy.

We'll influence systems and frameworks in support of more robust norms, guidelines, resources, and legislation for a circular economy and waste reduction.

And, to serve this work, we will convene our colleagues, partners, allies and sector experts to discuss innovation, deepen our understanding and build capacity.

This theory of change was developed as the result of a 2022 Impact and Strategic Clarity process, intended to evaluate and understand RCBC's strategic direction and goals. This Theory of Change is the framework for RCBC's work to create a Circular Economy in BC.



# THEORY OF CHANGE

## audiences

### direct

BC Residents  
BC Businesses

### indirect

Municipal Government  
Regional Government  
Provincial Government  
Policy Makers

## strategies



Expanded Info Services + new RCBC CE narrative about environmental & human health.

CE Events, knowledge exchange, partnerships & collaborations

Research & policy proposals, case studies, working groups

## partners & levers

### partners

Stewardship Agencies  
Non-Profits  
Institutions & Associations

### levers

Local Media  
Union of BC Municipalities

## short-term outcomes

Increased awareness among business and public of how to access SRR options and info

Local governments all have a base level understanding of the circular economy

Partnerships developed to pursue CE infrastructure projects (physical, economic, labour)

Strengthened capacity to establish baseline for next level of engagement in CE (once we have more definition then the systems work becomes clearer)

Demonstrated investments in growth of SRR options for public

Public and businesses have better understanding of connection between solid waste and human and environmental health and how a circular economy contributes to a just and sustainable future

Increased awareness among business about CE resources

Sector leaders are convened to create a shared understanding about just and sustainable CE

Pilot initiatives co-developed and tested

More events that emerge from directions coming out of the central event

## long-term outcomes

Because RCBC is the central depository for CE educational resources for the public - Residents and businesses are knowledgeable and empowered to move up the waste hierarchy and support the transition to a CE

We are hosting events that foster partnerships, greater understanding of policies and initiatives that support the development of the CE

Increased SRR options available to the public

Waste as a resource

Increase in public demand for options further up the waste hierarchy (share, reuse and repair)

### ultimate impacts

Increased supply of SRR services

Increased investment in SRR infrastructure

Greater understanding and public will for a just and sustainable Circular Economy