

## 2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

### The Future of Recycling

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Canada's households and businesses divert over 10 million tonnes of material from landfills each year through recycling programs, playing a critical role in the shift toward a circular economy. As the nation prioritizes sustainability, the recycling sector is driving economic resilience, resource efficiency, and environmental progress. This special feature will spotlight the innovations, challenges, and policy developments shaping the future of recycling across the country.

#### **Proposed topic highlights:**

**Circular Economy Innovation:** Advancing recycling technologies that maximize material recovery and minimize environmental impact. **Economic Impact:** Exploring the role of recycling in job creation, supply chain development, and raw material production.

**Cross-Sector Collaboration:** Partnerships between recyclers, manufacturers, and governments to scale sustainable solutions. **Environmental Leadership:** Showcasing the sector's contributions to emissions reduction, waste diversion, and climate goals.

#### **GET INVOLVED TODAY. CONTACT:**

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31% 48% 44% More likely to More likely to be More likely to be highly educated have donated to from high-income educational (\$200K+) households (3.4M have a organizations. university degree with children under 18. or higher). Print/Digital Weekly Readers - 5,286,000 Print Weekly Readers – 2,417,000 | Digital Weekly Readers – 3,636,000 Source: Vividata SCC Fall, 2024, National, Adults 18+

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May 5	June 9	June 16