

# Circular Economy Movement Project

## Yellowknife Economic Context for Circular Economy Movement

Taken from City of Yellowknife Economic Development Strategy 2020-24

- Of the approximately 44,500 people living in NWT, 47% (20,607 people) live in Yellowknife. Yellowknife is the territory's largest community and its hub of financial economic activity.
- Both Yellowknife and the NWT have a young population in that the median and average ages (34) are five to six years below the Canadian average (41).
- 23% of Yellowknife's population identifies as Indigenous, compared to 51% for NWT as a whole and 4.9% for Canada.
- Yellowknife has a well-educated workforce with 25.5% of people having earned a post secondary certificate or diploma and another 23.2% having earned a Bachelor degree. 9.3% have achieved academic credentials above the bachelor level.
- Public administration employs more than a quarter (26.1%) of Yellowknife workers. Retail (9.3%), health care and social assistance (8.9%), transportation and warehousing (7.2%) and mining (6.6%) round out the top five industries.
- The following chart shows the representation of the 1,453 businesses in Yellowknife according to annual business licenses:

Agriculture, forestry, fishing & hunting	2
Mining, O&G extraction	14
Construction	146
Manufacturing	8
Retail	124
Transportation & warehousing	106
Finance & insurance	28
Real estate (includes rental, leasing)	12
Professional, scientific & technical services	349

Management of companies & enterprises	99
Educational services	17
Health care & social assistance	127
Arts, entertainment & recreation	111
Hospitality & tourism	157
Other services (except public administration)	153

Adapted from the Downtown Revitalization Vision

- *Downtown is a vibrant hub*, welcoming locals and visitors alike, showcasing NWT art and culture, history, and opportunities.
- *Downtown is sustainable*. The options we have to use and enjoy downtown (shops and restaurants, employment, arts and culture) come together to create a supportive, consistent, safe and welcoming environment that maximizes the social, economic and cultural well being of all people.
- *Downtown reflects our environment*. It connects our urban amenities with surrounding parks, trails, waterfronts and wilderness. It embraces our position as a Winter City and our status as the Canadian city with the most summertime sunshine.
- *Downtown is the common bond that ties us all together*. It is diverse, accessible and reflects our identity as a friendly, hospitable Northern urban experience.
- For the purposes of Downtown revitalization, downtown is defined as the area within 47th Street to 54th Street, 49th Avenue to 52nd Avenue.

Potential framing for Circular Economy Movement in Yellowknife

- When businesses were asked to prioritize the sectors according to promotional importance (and removing mining from the mix), “building Yellowknife as a tourist destination” (4.0 on a 5-point scale) and “revitalization of downtown Yellowknife” (3.9) were rated highest.
- Retail and hospitality & tourism appear to be the most likely target industries for a sector-specific Circular Economy pilot as they have the largest concentration of businesses and were ranked the highest in the survey of businesses as part of the economic development strategy.
- Yellowknife’s Downtown Revitalization Strategy may provide an anchor for developing a CE framework that targets collaboration between the downtown businesses because they are both proximate and highly visible to residents and visitors.