



# Environment and Natural Resources Trust Fund

## 2021 Request for Proposal

### General Information

**Proposal ID:** 2021-402

**Proposal Title:** Strengthening Minnesota's Reuse Economy to Conserve Natural Resources

### Project Manager Information

**Name:** Jennifer Kedward

**Organization:** ReUse Minnesota

**Office Telephone:** ( ) -

**Email:** jennykedward@gmail.com

### Project Basic Information

**Project Summary:** This project will conserve the State's natural resources by bolstering the reuse business network, providing individual business assistance and influencing consumer behavior to prioritize reuse, repair and rental.

**Funds Requested:** \$393,000

**Proposed Project Completion:** 2023-06-30

**LCCMR Funding Category:** Air Quality, Climate Change, and Renewable Energy (E)

### Project Location

**What is the best scale for describing where your work will take place?**

Statewide

**What is the best scale to describe the area impacted by your work?**

Statewide

**When will the work impact occur?**

During the Project

## Narrative

### **Describe the opportunity or problem your proposal seeks to address. Include any relevant background information.**

The pandemic of 2020 disrupted supply chains across the globe and brought to light the tenuous nature of American access to key products - from medical equipment, to food, to oil and gas. With more than 90% of our rare earth materials coming from outside the United States and this potentially unreliable supply chain, Americans and Minnesotans will look to rebuild more local supply chains, bringing the use of natural resources to create new products much closer to home. The pandemic advances the urgency to re-imagine, redesign, and rebuild American supply chains; from the status quo linear, single use of precious natural resources to a circular, regenerative economy where new products using natural resources and energy are designed with reuse and regeneration in mind. This new supply chain is one where producers and consumers look first to reuse before purchasing and consuming new products. ReUSE Minnesota is the only organization in Minnesota building the professional and business network needed to advance this regenerative reuse business sector.

### **What is your proposed solution to the problem or opportunity discussed above? i.e. What are you seeking funding to do? You will be asked to expand on this in Activities and Milestones.**

The overarching goal for this project is to strengthen the state's reuse, rental, and repair businesses by creating a more robust economy and resulting in reduced reliance on natural resources for production of new products, reduced solid waste, decrease in pollution related to manufacturing, and a more talented and trained workforce. Protecting our natural resources must come through supporting strong reuse practices and a collaborative network of consumers, government representatives and business leaders. Over two years, ReUSE MN proposes to expand partnerships, create a funding pool for reuse business incubators, and host educational events including a national conference and professional development sessions across the state. Additional strategies include influencing government policies and practices that decrease use of natural resources by creating robust reuse alternatives for consumers and businesses; testing and implementing social marketing techniques to drive consumer behavior; and measuring the impact of reuse across the state through tested, pre-defined tools to prove growth in the reuse, repair and rental sector and environmental, economic and social impacts.

### **What are the specific project outcomes as they relate to the public purpose of protection, conservation, preservation, and enhancement of the state's natural resources?**

ReUSE MN will establish tested tools that change consumer behavior to shop with the environment in mind thereby decreasing the harmful effects of material production. Reuse businesses, who are vital to our circular economy, will be supported with training, network services, and market analysis to ensure they can be successful now and for the next generation of skilled workers. We will advocate to increase incentives and alter/remove known barriers to reuse efforts. Research will be conducted two years after the first study to show trends of reuse businesses and the effect of new networks and consumer behavior.

## Activities and Milestones

### Activity 1: Protect resources through strong reuse, repair, and rental businesses

**Activity Budget:** \$194,600

**Activity Description:**

Expand and support a financially sustainable statewide network of reuse, repair and rental businesses and organizations. Deliver essential professional and business development assistance to that network, connecting industry leaders, government representatives, and emerging innovators to build capacity, address common barriers to progress and growth, and pilot new practices.

**Activity Milestones:**

Description	Completion Date
Create license/certificate program to foster a base of knowledgeable and empowered workforce	2022-03-31
Build strategic partnerships to provide business planning, networking expertise and capital to reuse businesses.	2022-06-30
Nurture talent and reuse workforce through targeted professional development training sessions and networking	2022-06-30
Develop two network support services based on a network needs assessment	2022-06-30
Build robust network website with resources based on member needs assessment	2022-06-30
Host national conference and regular business development/networking sessions in person or online throughout Minnesota	2022-06-30
Grow membership to 200 members by offering benefits that meet member needs	2023-06-30

### Activity 2: Create a landscape for a successful reuse economy through policy change, advocacy and consumer support

**Activity Budget:** \$115,600

**Activity Description:**

Current ordinances, laws, and general practices act as barriers to businesses working to expand access to quality used goods and services, and deterrents to residents wanting to reduce their consumption and environmental impacts. To complement a strong business engagement effort, ReUSE MN will advocate to increase incentives and alter or remove these known barriers to reuse efforts. ReUSE MN will also continue raising consumer awareness and encouraging behavior changes, by connecting individuals with the right reuse businesses to address their needs, and implementing ongoing social marketing campaigns.

**Activity Milestones:**

Description	Completion Date
Advocate policy changes to invest used government-purchased items back into the reuse economy	2022-06-30
Implement social marketing campaign designed to change consumer behaviors to reduce consumption of national resources	2022-12-31
Influence 5 government policies and practices aimed at increasing reuse, repair, and/or rental	2023-06-30
Use data and examples of successful business models to inform changes in policy and practices	2023-06-30

### Activity 3: Expand methods and tools for measuring the environmental, economic and social impacts of reuse, repair, and rental

**Activity Budget:** \$82,800

**Activity Description:**

Previous successful ReUSE MN research illustrates the positive impact that reuse, rental and repair businesses have on Minnesota's economy, environment, and communities. Complementary research will be conducted two years after the first study to show trends of reuse businesses and the effect of new networks and consumer habits. ReUSE MN will also pilot different social marketing techniques to identify the tools and approaches are most successful in driving consumer behavior changes.

**Activity Milestones:**

Description	Completion Date
Test social marketing techniques to reduce purchasing of new products and switch to reuse strategies	2021-12-31
Utilize and refine the pre-defined tool for measuring impacts of reuse businesses statewide.	2023-06-30

## Long-Term Implementation and Funding

**Describe how the results will be implemented and how any ongoing effort will be funded. If not already addressed as part of the project, how will findings, results, and products developed be implemented after project completion? If additional work is needed, how will this be funded?**

Creating a sustainable circular economy is a long-term process that includes all stakeholders. Trainings and educational resources will be shared with members, business leaders and government representatives. Results of the social marketing study will be shared with government and professional networks in and out of Minnesota. Business impact data, gathered using the previously-created tool, will be shared with members and policy markers to show the influence reuse businesses have on the environmental and economy. All materials will be shared with partners as a way to build a robust network with the ultimate goal of preserving our air, water, and land.

## Other ENRTF Appropriations Awarded in the Last Six Years

Name	Appropriation	Amount Awarded
Expanding the State's Reuse Economy to Conserve Natural Resources	M.L. 2018, Chp. 214, Art. 4, Sec. 2, Subd. 05j	\$275,000

## Project Manager and Organization Qualifications

**Project Manager Name:** Jennifer Kedward

**Job Title:** Board President

**Provide description of the project manager's qualifications to manage the proposed project.**

For the last two years, Jenny Kedward has led the ReUSE MN Board of Directors as Board President. In this role she has also served as Project Manager of current LCCMR funding. In her work with Dakota County Jenny has deep experience working with implementation of reuse and recycling practices with government officials, residents and county reuse, repair and rental businesses in Dakota County and across the state. Jenny Kedward has been involved in the waste management field professionally for fourteen years and is passionate about reducing our impact through waste reduction and better consumption. She chose to get her bachelor's degree in Biology to fully understand the world she wanted to protect. Kedward is trained in social marketing and uses her enthusiasm to educate residents on recycling and reducing waste.

**Organization:** ReUse Minnesota

**Organization Description:**

ReUSE Minnesota is a member-based network. Its diverse membership consists of reuse, repair and rental businesses large and small, and the people and organizations who support them. ReUSE MN is the only organization promoting Minnesota's reuse, rental and repair sector with a commitment to creating a thriving reuse economy in Minnesota and documenting the environmental impact of reuse. Currently, the agency builds the reuse community and grows businesses through networking, public education, events, advocacy, and a web-based reuse directory. ReUSE MN is a 501(c)(3) non-profit organization. A volunteer Board of Directors currently supervises activities implemented by staff contracted through a management company. Several committees— Education; Outreach, Membership, and Fundraising & Sponsorship are channels for advancing the agency's mission and strategies.

## Budget Summary

Category / Name	Subcategory or Type	Description	Purpose	Gen. Ineligible	% Benefits	# FTE	Classified Staff?	\$ Amount
<b>Personnel</b>								
							<b>Sub Total</b>	-
<b>Contracts and Services</b>								
Dun & Bradstreet	Sub award	Purchase of statewide economic and business data of reuse, repair and rental business data to validate research model.				0		\$6,000
Brio	Sub award	Additional economic, environmental and social impact research of reuse, repair and rental businesses across the state.				0		\$20,000
ZOOM	Professional or Technical Service Contract	Electronic meeting and webinar service to connect with businesses across the state.				0		\$1,500
Management HQ	Sub award	ReUSE Minnesota minimizes liabilities related to employing staff by hiring a management company to provide staffing, fiscal management and consultant services outlined in this proposal. Staffing will include a policy and partnership consultant, an education and outreach coordinator, an event and communications coordinator and a member services coordinator.				4		\$312,000
MailChimp	Professional or Technical Service Contract	Manage electronic communications with members, prospective members (including reuse, repair and rental businesses across the state) and community and government supporters.				-		\$2,500
TBD	Professional or Technical Service Contract	Technology to maintain network membership, public-facing website, and event registration.				0		\$12,000
TBD	Professional or Technical Service Contract	Consultant to test social marketing techniques to change consumer behavior and implement statewide social marketing campaign resulting in replacement of new purchases with reuse, repair, and/or rental activities.				0		\$30,000

							<b>Sub Total</b>	<b>\$384,000</b>
<b>Equipment, Tools, and Supplies</b>								
							<b>Sub Total</b>	-
<b>Capital Expenditures</b>								
							<b>Sub Total</b>	-
<b>Acquisitions and Stewardship</b>								
							<b>Sub Total</b>	-
<b>Travel In Minnesota</b>								
	Miles/ Meals/ Lodging	Car travel for Greater Minnesota outreach: 4,000 miles X .575 cents/mile = \$2,300 and food and lodging = \$2,500	Outreach and education for reuse businesses across Minnesota					\$4,800
							<b>Sub Total</b>	<b>\$4,800</b>
<b>Travel Outside Minnesota</b>								
							<b>Sub Total</b>	-
<b>Printing and Publication</b>								
	Printing	Promotional materials and signage	Marketing of educational and networking events. ReUSE MN limits printing as much as possible, using reusable signage and electronic communication whenever possible.					\$4,200
							<b>Sub Total</b>	<b>\$4,200</b>
<b>Other Expenses</b>								
							<b>Sub Total</b>	-

							<b>Grand Total</b>	<b>\$393,000</b>
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Classified Staff or Generally Ineligible Expenses

Category/Name	Subcategory or Type	Description	Justification Ineligible Expense or Classified Staff Request
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Non ENRTF Funds

Category	Specific Source	Use	Status	Amount
<b>State</b>				
			<b>State Sub Total</b>	-
<b>Non-State</b>				
Cash	Network membership revenue (125-175 members @ \$100 average membership renewal)	General operating expenses and membership renewal	Potential	\$30,000
			<b>Non State Sub Total</b>	<b>\$30,000</b>
			<b>Funds Total</b>	<b>\$30,000</b>

## Attachments

### Required Attachments

#### *Visual Component*

File: [b266023c-e22.pdf](#)

#### *Alternate Text for Visual Component*

Board Resolution in support of LCCMR Proposal

#### *Financial Capacity*

File: [560b2e35-436.pdf](#)

#### *Board Resolution or Letter*

Title	File
LCCMR Board Resolution_ReUSE MN	<a href="#">0fb22f44-1b4.pdf</a>

## Administrative Use

**Does your project include restoration or acquisition of land rights?**

No

**Does your project have patent, royalties, or revenue potential?**

No

**Does your project include research?**

Yes

**Does the organization have a fiscal agent for this project?**

No



Reuse  
Repair  
Rediscover  
Minnesota's reuse community

TO: Legislative-Citizen Commission on Minnesota Resources  
April 29, 2020  
Board Letter of Resolution

This is a Certified Copy of Resolution that was passed by of the Board Members of ReUSE Minnesota, via electronic quorum on April 29, 2020.

RESOLVED, that this Board hereby authorizes and approves the submission of the application for the 2021 LCCMR grant. President Jenny Kedward signs this resolution on behalf of the board of ReUSE Minnesota.

A handwritten signature in blue ink, appearing to read "Jenny Kedward", is written over a light gray horizontal line.

Jenny Kedward, Board President  
ReUSE Minnesota