



Environment and Natural Resources Trust Fund

M.L. 2021 Approved Work Plan

General Information

ID Number: 2021-402

Staff Lead: Michael Varien

Date this document submitted to LCCMR: August 27, 2021

Project Title: Strengthening Minnesota's Reuse Economy To Conserve Natural Resources

Project Budget: \$334,000

Project Manager Information

Name: Jennifer Kedward

Organization: ReUse Minnesota

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Project Reporting

Date Work Plan Approved by LCCMR: August 26, 2021

Reporting Schedule: December 1 / June 1 of each year.

Project Completion: July 31, 2023

Final Report Due Date: September 14, 2023

Legal Information

Legal Citation: M.L. 2021, First Special Session, Chp. 6, Art. 6, Sec. 2, Subd. 07f

Appropriation Language: \$334,000 the first year is from the trust fund to the commissioner of natural resources for an agreement with ReUSE Minnesota to provide outreach and technical assistance to communities and small businesses to increase reuse, rental, and repair of consumer goods as an alternative to using new materials; to reduce solid-waste disposal impacts; and to create more local reuse jobs. A fiscal management and staffing plan must be approved in the work plan before any trust fund dollars are spent.

Appropriation End Date: June 30, 2024

Narrative

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.

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 (any direct funding to businesses will not be using ENTRF funds), 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.

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

Activities and Milestones

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

Activity Budget: \$131,300

Activity Description:

Expand and support a financially sustainable statewide network of reuse, repair and rental businesses and organizations. Build ReUSE MN organizational capacity by hiring staff and consultants. 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. The needs of various-sized reuse businesses will be assessed through research lead by a Business Needs Consultant. Professional development sessions will empower small business owners and staff to understand the unique opportunities and challenges of reuse businesses while providing resources to support them. Because trainings take time away from operating a business, stipends or other assistance might be provided as an incentive to attend business trainings . Depending on the business needs assessment, the trainings and stipends might be directed towards a more apprentice-like program to train a new reuse workforce. The certificate program works as an in-depth class(es) for business staff as and volunteers to build dedicated reuse advocates. In addition to regular member meetings and trainings, ReUSE MN will host a national conference to bring in innovations from around the country and to share Minnesota business projects with others.

Activity Milestones:

Description	Completion Date
Hire Executive Director to lead projects	July 31, 2021
Hire Administrative & Communications Assistant to support business projects.	November 30, 2021
Build strategic partnerships in Greater MN to provide business planning, networking expertise	March 31, 2022
Create a license/certificate program to foster a base of knowledgeable and empowered workforce	March 31, 2022
Nurture talent and reuse workforce through targeted professional development training sessions (e.g apprenticeships)	June 30, 2022
Develop tangible support services based on needs assessment (e.g. central marketing, inventory software).	June 30, 2022
Build robust network website with resources based on member needs assessment	October 31, 2022
Host national conference for 250 attendees to share innovative reuse activities.	December 31, 2022
Host 8 business development/networking sessions in person or online throughout Minnesota	May 31, 2023
Grow membership to 250 members by offering benefits that meet member needs	June 30, 2023

Activity 2: Expand methods and tools for measuring the environmental, economic and social impacts of reuse, repair, and rental

Activity Budget: \$111,000

Activity Description:

With funding from LCCMR, ReUSE MN successfully illustrated the positive impact that reuse, rental and repair businesses have on Minnesota's economy, environment, and communities. With this new funding, the same research will be conducted, with additional depth, 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 most successful in driving consumer behavior changes. Social marketing combines ideas from commercial marketing and the social sciences to influence a behavior in a sustainable and cost-effective way. To change a behavior (e.g., get consumers to shop secondhand or repair instead of buy new), research must be conducted to understand audience motivations and barriers to the behavior. A chosen strategy based on the audience research will

increase incentives and lower barriers to the behavior. This strategy is tested as a pilot and the ability to measure. If successful, the pilot is increase to the general audience. The audience, chosen behavior, strategy, pilot and measurement will all be determined with help from a professional consultant.

Activity Milestones:

Description	Completion Date
Hire consultant to lead behavior change analysis.	December 31, 2021
Determine audience, chosen behavior(s), strategy, pilot and measurement with consultant for social marketing activities.	June 30, 2022
Utilize and refine the pre-defined tool for measuring impacts of reuse businesses statewide.	December 31, 2022
Test social marketing techniques to reduce purchasing of new products and switch to reuse strategies	December 31, 2022
Create plan and start implementation of behavior change strategies.	June 30, 2023

Activity 3: Create a landscape for a successful reuse economy through policy change, advocacy and consumer support

Activity Budget: \$91,700

Activity Description:

To complement a strong business engagement effort, ReUSE MN will identify barriers to businesses working to expand access to quality used goods and services and deterrents to residents wanting to reduce their consumption. Based on findings, ReUSE MN will develop and share policy alternatives to increase incentives or remove 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 (complements Activity 2).

Activity Milestones:

Description	Completion Date
Identify 5 government entities (municipal, county, state) that are willing to adopt new policies	December 31, 2021
Develop and share internal policy options to invest used government-purchased items into communities.	June 30, 2022
Implement social marketing campaign designed to change consumer behaviors to reduce consumption of national resources	December 31, 2022
Assist government entities to update practices aimed at increasing internal reuse.	June 30, 2023
Use data and examples of successful business models to inform changes in policy and practices	June 30, 2023

Project Partners and Collaborators

Name	Organization	Role	Receiving Funds
Annika Bergen	Minnesota Pollution Control Agency	ReUSE MN Board Secretary MPCA collaboration of resources, expertise, guidance	No
Julie Kearns	ninthstreetlife LLC	Create and lead reuse business certificate program. Give professional expertise about reuse businesses.	Yes
Steve Jameson	Bridging Inc.	Professional expertise on reuse businesses. Board of Directors	No
Steve Thomas	Better Futures	Professional expertise on reuse businesses, Board of Directors.	No
Miriam Holsinger	Eureka Recycling	Professional expertise on reuse businesses, Vice President and Treasurer of ReUSE MN.	No

Dissemination

Describe your plans for dissemination, presentation, documentation, or sharing of data, results, samples, physical collections, and other products and how they will follow ENRTF Acknowledgement Requirements and Guidelines.

We share all information with our members and network routinely through e-news, social media, website and webinars. We plan to actively share grant findings and best practices with peers and business owners and leaders locally and nationally. The planned national conference will be one effort of information dissemination. The Minnesota Environmental and Natural Resources Trust Fund (ENRTF) will be acknowledged through use of the trust fund logo or attribution language on project print and electronic media, publications, signage, and other communications per the ENRTF Acknowledgement Guidelines.

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, educational resources, results of the social marketing and business impact studies will be shared with government and professional networks and policy makers to show the influence reuse businesses have on the environmental and economy. The updated website and directory will continue to be used and supported after the grant ends. Funding will come from memberships, sponsorships, and grants. Part of the Executive Director's time (not covered by ENRTF funds) is allocated for long-term financial development.

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

Budget Summary

Category / Name	Subcategory or Type	Description	Purpose	Gen. Ineligible	% Benefits	# FTE	Classified Staff?	\$ Amount
Personnel								
Executive Director/Project Manager		Operational management specific to the grant, administration and communications lead for grant, fiscal management, LCCMR project lead			20%	1.6		\$134,400
Administrative and Communications Assistant		Support for trainings, webinars and workshops; social media support; phone and email support related to grant activities.			20%	1		\$43,200
							Sub Total	\$177,600
Contracts and Services								
TBD	Professional or Technical Service Contract	Additional economic, environmental and social impact research of reuse, repair and rental businesses across the state. Brio is former LCCMR grant partner but another contractor might be needed. Hiring of person or contractor will adhere to state contracting guidelines and a competitive bid process (Activity 2b)				0.25		\$20,000
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. Hiring of person or contractor will adhere to state contracting guidelines and a competitive bid process. (Activity 2a, 3b)				0.5		\$50,000
ninthstreetlife LLC, Julie Kearns Principal	Sub award	Certificate training facilitator: create certificate program, facilitate classes. (Activity 1a) Julie Kearns has extensive experience in owning a small reuse business and measuring waste impacts. The proposed training course is a project no other organization in Minnesota has created (sole source) therefore a request for proposals was not conducted.				0.5		\$16,000

TBD	Professional or Technical Service Contract	Business network needs assessment. Hiring of person or contractor will adhere to state contracting guidelines and a competitive bid process. (Activity 1c)				0.3		\$15,000
TBD	Professional or Technical Service Contract	Events and conference vendor. Hiring of person or contractor will adhere to state contracting guidelines and a competitive bid process (Activity 1c)				0.24		\$7,000
TBD	Professional or Technical Service Contract	Accountant: grant financial management. Hiring of person or contractor will adhere to state contracting guidelines and a competitive bid process. These functions are handled by a volunteer treasurer normally. To satisfy grant accountability and fiscal management, an accountant is necessary for this ENRTF grant period.				0.08		\$10,000
							Sub Total	\$118,000
Equipment, Tools, and Supplies								
	Equipment	Computers used for project (Used or refurbished laptops for 2 staff)	New staff for grant project - equipment may not be necessary	X				\$1,900
	Equipment	Office printer used for project	For new staff - equipment may not be necessary	X				\$500
	Equipment	Zoom Videoconferencing	Electronic meeting and webinar service to connect with businesses across the state. (Activity 1d, 1e)					\$1,500
	Equipment	Mailchimp	Manage electronic communications with members, prospective members (including reuse, repair and rental businesses across the state) and community and government supporters.					\$2,500
	Equipment	Website and directory	Technology to maintain network membership, public-facing website, and event registration. (Activity 1b.)					\$12,000
							Sub Total	\$18,400
Capital Expenditures								

							Sub Total	-
Acquisitions and Stewardship								
							Sub Total	-
Travel In Minnesota								
	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
							Sub Total	\$4,800
Travel Outside Minnesota								
							Sub Total	-
Printing and Publication								
	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
							Sub Total	\$4,200
Other Expenses								
		Stipends for professional development to expand reuse businesses	Stipends for travel, training costs, professional development dependent on business needs assessment. Business representatives that need incentives to get training to open or expand their reuse businesses would be eligible.	X				\$5,000
		Dun & Bradstreet	Purchase of statewide economic and business data of reuse, repair and rental business data to validate research model.(Activity 2b)					\$6,000
							Sub Total	\$11,000

							Grand Total	\$334,000
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Classified Staff or Generally Ineligible Expenses

Category/Name	Subcategory or Type	Description	Justification Ineligible Expense or Classified Staff Request
Equipment, Tools, and Supplies		Computers used for project (Used or refurbished laptops for 2 staff)	The project focuses a lot of work on data and communications for which a computer is needed. Equipment purchases may not be needed depending on what the new hire has available. If equipment is needed, the purchased item(s) will continue to be used for ReUSE MN's efforts after the grant and will benefit the reuse network. If the use changes, ReUSE MN will payback the costs for this equipment to ENRTF.
Equipment, Tools, and Supplies		Office printer used for project	The project focuses a lot of work on data and communications for which a computer is needed. Equipment purchases may not be needed depending on what the new hire has available. If equipment is needed, the purchased item(s) will continue to be used for ReUSE MN's efforts after the grant and will benefit the reuse network. If the use changes, ReUSE MN will payback the costs for this equipment to ENRTF.
Other Expenses		Stipends for professional development to expand reuse businesses	This may end up being a different incentive for businesses development depending on research. (Activity 1e) We do not know specifically how these funds will be used until we know what is needed. After needs assessment, we will consult with LCCMR staff to verify use of funds appropriately.

Non ENRTF Funds

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

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	0fb22f44-1b4.pdf

Optional Attachments

Support Letter or Other

Title	File
Background Check Form	459f36cd-dda.pdf
Employee Handbook	04592fae-108.pdf
Staffing Plan_July 2021	b6549383-4d3.docx
Fiscal Management Plan_July 2021	d01f6d4e-24a.pdf

Difference between Proposal and Work Plan

Describe changes from Proposal to Work Plan Stage

Work plan activities did not change. Budget had major shifts to replace management company with staff and contractors.

Additional Acknowledgements and Conditions:

The following are acknowledgements and conditions beyond those already included in the above workplan:

Do you understand and acknowledge the ENRTF repayment requirements if the use of capital equipment changes?

N/A

Do you agree travel expenses must follow the "Commissioner's Plan" promulgated by the Commissioner of Management of Budget or, for University of Minnesota projects, the University of Minnesota plan?

Yes, I agree to the Commissioner's Plan.

Does your project have potential for royalties, copyrights, patents, or sale of products and assets?

No

Do you understand and acknowledge IP and revenue-return and sharing requirements in 116P.10?

N/A

Do you wish to request reinvestment of any revenues into your project instead of returning revenue to the ENRTF?

N/A

Does your project include original, hypothesis-driven research?

No

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