

Final Abstract

Final Report Approved on November 8, 2024

M.L. 2021 Project Abstract

For the Period Ending June 30, 2024

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

Project Manager: Emily Barker

Affiliation: Reuse Minnesota

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Website: <https://www.reusemn.org/>

Funding Source:

Fiscal Year:

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

Appropriation Amount: \$334,000

Amount Spent: \$330,511

Amount Remaining: \$3,489

Sound bite of Project Outcomes and Results

A large portfolio of work was completed including hiring two staff, producing two conferences, an impact report of reuse, a business needs assessment, the creation of a resale business training, a survey of secondhand shoppers, a rebate for repair program, and ongoing support for reuse and related benefits in Minnesota.

Overall Project Outcome and Results

With funding from LCCMR, Reuse Minnesota successfully illustrated and expanded the positive impacts that reuse has on Minnesota's economy, environment, and communities. The deliverables for this grant were wide and varied, sometimes making the management of the grant difficult, however, there are many positive outcomes from the work. Two staff were hired in 2021, both of whom are still with the organization, which now has expanded capacity in education, outreach, and promotion and obtained new funding to continue our work.

An impact report examined economic data from reuse businesses in the state to show the positive benefits for jobs, the economy, and the environmental.

A business needs assessment helped us focus our work on the areas most needed by reuse organizations throughout the state. Connection opportunities were expanded by creating an ongoing series of quarterly virtual speed networking

events. We continue to look for ways to implement more of the recommendations.

REUSE22 and REUSE23 were well attended conferences, covering an extensive range of topics related to reuse both in Minnesota and beyond. These events serve as a powerful connecting point for reuse advocates in the state.

An incredibly successful and well-received Resale Business Development training was created and the first cohort of 25 happened in March 2025. We have a publicly available handbook and intend to seek funding in the future to offer this training again.

A survey of 300 secondhand shoppers was conducted at 10 resale locations, with data providing important insight into the behaviors of individuals who opt to shop used.

The rebate for repairs was a massive undertaking, but resulted in approximately \$7800 in rebates going to individuals who opted to have repairs made instead of buying new. These actions reduce the demand for natural resources and create jobs.

Project Results Use and Dissemination

Reuse Minnesota shares all of the work conducted under this grant to the public through regular social media, emails, and our website. Appropriate ENRTF attributions are made whenever applicable.

A rebate program report has not yet been completed. We will upload it to the system when it is.

A link to the in-progress report for the shopper survey has been added under attachments.

A webinar about the shopper survey and rebate program is being planned for winter 2024-2025.

A brief presentation about the rebate program will be made at the virtual Repair Economy Summit in December 2024.



Environment and Natural Resources Trust Fund

M.L. 2021 Approved Final Report

General Information

Date: November 21, 2024

ID Number: 2021-402

Staff Lead: Michael Varien

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

Project Budget: \$334,000

Project Manager Information

Name: Emily Barker

Organization: Reuse Minnesota

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Project Reporting

Final Report Approved: November 8, 2024

Reporting Status: Project Completed

Date of Last Action: November 8, 2024

Project Completion: June 30, 2024

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? Introduce us to the work you are seeking funding to do. You will be asked to expand on this proposed solution in Activities & 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 Minnesota 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 Minnesota 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 Minnesota 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	Approximate Completion Date
Hire Executive Director to lead projects	July 31, 2021
Hire Administrative & Communications Assistant to support business projects.	November 30, 2021
Host national conference for 250 attendees to share innovative reuse activities.	October 31, 2022
Build robust network website with resources based on member needs assessment	October 31, 2022
Build strategic partnerships in Greater MN to provide business planning, networking expertise	March 31, 2023
Host 8 business development/networking sessions in person or online throughout Minnesota	August 31, 2023
Develop tangible support services based on needs assessment (e.g. central marketing, inventory software).	November 30, 2023
Nurture talent and reuse workforce through targeted professional development training sessions (e.g apprenticeships)	April 30, 2024
Create a license/certificate program to foster a base of knowledgeable and empowered workforce	April 30, 2024
Grow membership to 250 members by offering benefits that meet member needs	June 30, 2024

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 Minnesota 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	Approximate Completion Date
Utilize and refine the pre-defined tool for measuring impacts of reuse businesses statewide.	December 31, 2022
Determine audience, chosen behavior(s), strategy, pilot and measurement with consultant for social marketing activities.	December 31, 2023
Test social marketing techniques to reduce purchasing of new products and switch to reuse strategies	June 30, 2024
Create plan and start implementation of behavior change strategies.	June 30, 2024

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	Approximate Completion Date
Develop and share internal policy options to invest used government-purchased items into communities.	March 31, 2023
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
Identify 5 government entities (municipal, county, state) that are willing to adopt new policies	June 30, 2023
Implement social marketing campaign designed to change consumer behaviors to reduce consumption of natural resources	June 30, 2024

Project Partners and Collaborators

Name	Organization	Role	Receiving Funds
Annika Bergen	Minnesota Pollution Control Agency	Reuse Minnesota Board Vice President. 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 Thomas	The Next Frontier	Reuse Minnesota Board member-at-large. Professional expertise on reuse businesses.	No
Miriam Holsinger	Eureka Recycling	Reuse Minnesota Board Treasurer. Professional expertise on reuse businesses.	No
Jenny Kedward	Dakota County	Reuse Minnesota Board President. Professional expertise, previous grant project manager.	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 work 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	\$ Amount Spent	\$ Amount Remaining
Personnel										
Executive Director/Project Manager		Operational management specific to the grant, administration and communications lead for grant, fiscal management, LCCMR project lead			20%	2		\$176,288	-	-
Administrative and Communications Assistant		Support for trainings, webinars and workshops; social media support; phone and email support related to grant activities.			20%	1.25		\$58,500	-	-
							Sub Total	\$234,788	\$233,921	\$867
Contracts and Services										
Eunomia Research & Consulting	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)				0.5		\$19,982	\$19,982	-
Cat Polivoda	Professional or Technical Service Contract	Certificate training facilitator: create certificate program, facilitate classes. (Activity 1a) Hiring of person or contractor will adhere to state contracting guidelines and a competitive bid process.				0.5		\$13,000	\$13,000	-
Native Sustainability	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)				0.25		\$14,170	\$14,170	-
TBD	Professional or Technical Service Contract	Events and conference vendor. Possible hiring of accessibility services (audio relay, ASL, etc.) Hiring of person or contractor will adhere to state contracting guidelines and a competitive bid process (Activity 1c)				0.13		\$1,038	\$1,038	-

Three Rivers Consulting, LLC	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.				0.05		\$8,640	\$8,640	-
							Sub Total	\$56,830	\$56,830	-
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				\$1,240	\$1,240	-
	Equipment	Meeting equipment (speaker/microphone/webcam)	Facilitate hybrid meetings, events, trainings.	X				\$500	\$430	\$70
	Equipment	Zoom Videoconferencing	Electronic meeting and webinar service to connect with businesses across the state. (Activity 1d, 1e)					\$1,735	\$1,735	-
	Equipment	Mailchimp	Manage electronic communications with members, prospective members (including reuse, repair and rental businesses across the state) and community and government supporters.					\$1,483	\$1,483	-
	Equipment	Website and directory	Technology to maintain network membership, public-facing website, and event registration. (Activity 1b.)					\$8,500	\$7,676	\$824
	Equipment	Digital camera	Documentation and storytelling	X				\$400	\$400	-

							Sub Total	\$13,858	\$12,964	\$894
Capital Expenditures										
							Sub Total	-	-	-
Acquisitions and Stewardship										
							Sub Total	-	-	-
Travel In Minnesota										
	Miles/ Meals/ Lodging	Car travel for Greater Minnesota outreach: 2600 miles X .65 cents/mile = \$1750 and food and lodging = \$1000	Outreach and education for reuse businesses across Minnesota					\$2,710	\$2,332	\$378
							Sub Total	\$2,710	\$2,332	\$378
Travel Outside Minnesota										
							Sub Total	-	-	-
Printing and Publication										
	Printing	Promotional materials and signage	Marketing of educational and networking events. Reuse Minnesota limits printing as much as possible, using reusable signage and electronic communication whenever possible.					\$2,400	\$2,145	\$255
							Sub Total	\$2,400	\$2,145	\$255
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	X				\$3,000	\$2,600	\$400

			expand their reuse businesses would be eligible.							
		Dun & Bradstreet	Purchase of statewide economic and business data of reuse, repair and rental business data to validate research model.(Activity 2b)					\$4,880	\$4,880	-
		Event space rental	October 4, 2022, conference					\$2,500	\$2,500	-
		Speaker honorariums	October 2022 conference speakers (3-12 people); other event speakers; Oct 2023 conference speakers (12); Resale training guest speakers; reuse business training (June 2024)					\$2,850	\$2,850	-
		Rebates for repair	Behavior change project - Offer 50% rebate on cost of repair up to \$50. Require survey to be completed and itemized receipt to be eligible. Restrictions apply.					\$8,500	\$7,805	\$695
		Secondhand shopper survey incentives	Provide up to 300 secondhand shoppers with small compensation (\$5) for providing survey feedback. `					\$1,500	\$1,500	-
		Resale training program refreshments	Food and beverages for training participants	X				\$184	\$184	-
							Sub Total	\$23,414	\$22,319	\$1,095
							Grand Total	\$334,000	\$330,511	\$3,489

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		Meeting equipment (speaker/microphone/webcam)	There are equipment needs that would greatly help facilitate the work we are doing for our project, specifically in regards to virtual and hybrid meetings, events, trainings, and building the reuse network in Minnesota. Currently we are limited when it comes to facilities where we can meet based on availability of AV equipment, both for presentations and for connecting with folks attending virtually. This will ensure we have the ability to meet in more locations.
Equipment, Tools, and Supplies		Digital camera	To fully tell the story and show the impacts of reuse, documenting our work through photographs and videos is crucial to our work. We are currently limited to what staff and board members have access to personally. Having a camera for the organization that could take pictures and short videos would ensure this part of our work is done most effectively. Reuse Minnesota will look for a used/refurbished camera.
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.
Other Expenses		Resale training program refreshments	We expect trainings will be 3-5 hours each and we would like to be able to provide attendees with refreshments as appropriate based on training length.

Non ENRTF Funds

Category	Specific Source	Use	Status	\$ Amount	\$ Amount Spent	\$ Amount Remaining
State						
			State Sub Total	-	-	-
Non-State						
Cash	Network membership revenue (125-175 members @ \$100 average membership renewal)	General operating expenses and membership renewal	Pending	\$25,000	\$12,415	\$12,585
Cash	Conference (2022)	Conference sponsorships and exhibitors	Secured	\$26,000	\$26,000	-
Cash	Conference (2023)	Conference sponsorships and exhibitors	Secured	\$20,250	\$20,250	-
Cash	Fundraising event	General operations to support non-reimbursable org expenses.	Secured	\$2,000	\$2,000	-
			Non State Sub Total	\$73,250	\$60,665	\$12,585
			Funds Total	\$73,250	\$60,665	\$12,585

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

Supplemental Attachments

Capital Project Questionnaire, Budget Supplements, Support Letter, Photos, Media, Other

Title	File
Fiscal Management Plan_July 2021	d01f6d4e-24a.pdf
Staffing Plan_July 2021	b6549383-4d3.docx
Employee Handbook	04592fae-108.pdf
Background Check Form	459f36cd-dda.pdf
Environmental, economic, and social impacts of reuse in Minnesota	bf7b2991-ce4.pdf
Launching & growing your resale business	6dcbff28-f09.pdf
REUSE23 conference guide	acacaf17-f45.pdf
REUSE23 conference guide	03df72cb-f90.pdf
Business Needs Assessment final report	098e1b19-9f2.pdf
Business Needs Assessment - Hard Truths	4e1909cf-de2.pdf

Media Links

Title	Link
Environmental, economic, and social impacts of reuse in Minnesota	https://reusemn.org/impact-report
Survey of secondhand and shopping behaviors in Minnesota	https://www.canva.com/design/DAGVxaJKCeA/IHGZ8PNNRphLSGmpo3B7g/edit?utm_content=DAGVxaJKCeA&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

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 understand the Commissioner's Plan applies.

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

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

Work Plan Amendments

Amendment ID	Request Type	Changes made on the following pages	Explanation & justification for Amendment Request (word limit 75)	Date Submitted	Approved	Date of LCCMR Action
1	Amendment Request	<ul style="list-style-type: none"> • Budget • Project Collaborators - Project Manager Info • Project Collaborators - Organization Info • Narrative • Project Collaborators - Project Partner Info • Activities and Milestones • Budget - Professional / Technical Contracts • Budget - Capital, Equipment, Tools, and Supplies • Budget - Printing and Publication • Budget - Other • Budget - Non-ENRTF Funds Contributed 	<p>Budget amendment moves funds from event coordinator vendor to other expenses for the conference, specifically the facility fee and speaker expenses. Conference is being coordinated by staff instead. Updated known contractors. The Non-ENRTF funds contributed updates our membership income since the grant started.</p> <p>Milestone changes are adjusting dates to reflect more accurate timelines for completion. All remain within the grant funding period.</p> <p>Narrative: Changed org name capitalization to Reuse Minnesota (no longer using ReUSE Minnesota).</p>	May 26, 2022	Yes	June 3, 2022
2	Amendment Request	<ul style="list-style-type: none"> • Budget • Project Collaborators - Project Manager Info • Narrative • Activities and Milestones • Budget - Professional / Technical Contracts • Budget - Capital, Equipment, Tools, and Supplies • Budget - Travel and Conferences • Budget - Printing and Publication • Budget - Other • Budget - Non-ENRTF Funds Contributed 	<p>Updating address to reflect new mailing address effective January 1, 2023 (this also needs to change on org info). Budget amendment moves funds as discussed with Michael Varien, moving unneeded funds for a printer and computer to meeting equipment and digital camera. Non-ENRTF Funds updated to reflect membership income and adding conference income. Adding contractor name for business needs assessment. Typo correction in activities and milestones (national to natural).</p>	December 5, 2022	Yes	December 5, 2022
3	Completion Date	<p>Previous Completion Date: 07/31/2023</p> <p>New Completion Date: 09/30/2023</p>	As project funding did not start until August 2021, we would like to extend our timeline to a full two-years, plus an additional month. As the appropriation is	November 30, 2022	Yes	December 5, 2022

			through June 2024, this is still within the bounds of the funding period.			
4	Amendment Request	<ul style="list-style-type: none"> • Budget • Narrative • Activities and Milestones • Budget - Personnel • Budget - Professional / Technical Contracts • Budget - Capital, Equipment, Tools, and Supplies • Budget - Travel and Conferences • Budget - Printing and Publication • Budget - Other • Budget - Non-ENRTF Funds Contributed 	Moving remaining funds from completed impact research, business needs assessment, and data purchase to personnel (ED). Moving funds anticipated to not be needed from Accountant, website, and printing to personnel (ED and Communications Asst). These changes ensure staffing for remaining project pieces. Moving funds that won't be needed for Mailchimp to Zoom where cost is anticipated to be higher than current budget.	June 1, 2023	Yes	June 12, 2023
5	Completion Date	Previous Completion Date: 09/30/2023 New Completion Date: 12/31/2023	To accommodate completion of remaining contracts and a second conference in October.	May 24, 2023	Yes	May 24, 2023
6	Amendment Request	<ul style="list-style-type: none"> • Budget - Personnel • Budget - Professional / Technical Contracts • Budget - Capital, Equipment, Tools, and Supplies • Budget - Travel and Conferences • Budget - Printing and Publication • Budget - Other • Budget - Non-ENRTF Funds Contributed 	We are making a budget amendment request to ensure we have adequate staffing to support our remaining subcontractor projects (training development and social marketing) and to provide speaker honorariums for our Oct 2023 conference. We are moving funds that will not be needed from budget lines for printing, travel, mailchimp, and website.	September 27, 2023	Yes	October 2, 2023
7	Completion Date	Previous Completion Date: 12/31/2023 New Completion Date: 06/30/2024	We have two remaining subcontractor projects (training program and social marketing/behavior change) that will not be complete by Dec 31. This is primarily due to staffing and overall organizational capacity, as other grants have come in and workflow has resulted in delay of RFPs being posted and contractors being hired.	September 27, 2023	Yes	October 2, 2023
8	Amendment Request	<ul style="list-style-type: none"> • Budget • Budget - Professional / Technical 	Reduced training budget based on signed contract, moved funds to guest speakers,	December 2, 2023	Yes	December 20, 2023

		<p>Contracts</p> <ul style="list-style-type: none"> • Activities and Milestones • Budget - Personnel • Budget - Capital, Equipment, Tools, and Supplies • Budget - Travel and Conferences • Budget - Printing and Publication • Budget - Other • Budget - Non-ENRTF Funds Contributed • Attachments 	<p>refreshments, and supplies (all for training).</p> <p>Increased accountant budget to have funds through end of grant (moved funds from printing/MailChimp)</p> <p>Removed milestone for behavior change contractor, RM to do work internally (see status update). Moved funds from behavior change to RM staff and "other" to support proposed projects.</p> <p>Non-ENRTF funds updated with conference exhibitor and fundraising income.</p> <p>Attachments - added impact report</p>			
9	Amendment Request	<ul style="list-style-type: none"> • Budget • Budget - Capital, Equipment, Tools, and Supplies • Budget - Personnel • Budget - Professional / Technical Contracts • Budget - Travel and Conferences • Budget - Printing and Publication • Budget - Other 	<p>Reduced funds for event/conf vendor (didn't end up needing any additional funding), training supplies (obtained all items used/free), laptops (had small amount remaining after completing purchases), stipends (didn't need all), travel (didn't need all), meeting equipment (none additional needed). Moved funds to RM staff to complete final projects (shopper survey and rebate program and evaluation analysis for both), and some to printing to cover final project printing.</p>	June 19, 2024	Yes	June 27, 2024

Status Update Reporting

Final Status Update August 14, 2024

Date Submitted: August 14, 2024

Date Approved: September 17, 2024

Overall Update

In the final two weeks since our last report, we wrapped up the the remaining pieces of the grant. Overall, this grant covered a very wide swath of work from an impact report, a business needs assessment, several trainings (for individuals interested in resale, real estate professionals, and existing reuse businesses wanting to improve their marketing), a secondhand shopper survey to learn more about why people shop used, a rebate program for repairs, two successful conferences, the creation of regular speed networking events, and numerous other networking opportunities for individuals and businesses in the reuse space. While some milestones took longer than hoped or were implemented later in the project, and the scope of this grant was extensive for a small organization, the work performed provided Reuse Minnesota and the audiences we serve with many great opportunities to share knowledge, an understanding of areas for improvement for growing reuse in the future, and an increased presence of our network throughout the state. We are incredibly proud of the many connections and learnings achieved under this grant, all of which have direct or long-term impacts for reducing natural resource use, waste, and pollution. We greatly appreciate the support of LCCMR.

Activity 1

No additional items to add since June report.

(This activity marked as complete as of this status update)

Activity 2

Surveys were completed at one final business for the secondhand shopper surveys, totaling 300 surveys. Results have been aggregated and a final report and webinar will be shared this fall.

Our rebate for repairs program was incredibly popular and successful. Participants were required to complete a survey and submit a receipt to receive their rebate. See Activity 3 for details.

(This activity marked as complete as of this status update)

Activity 3

157 eligible rebates were received, totaling \$7805 (ranging between \$6-75). Items repaired included shoes, clothing, mobile devices, scooters, baseball gloves, bikes, backpacks, lawnmowers, furniture, and more. Major takeaways include that cost is both a motivator and a barrier to repair (sometimes it saves money, other times it is more expensive than replacing the item), many individuals are motivated by the desire to support small and local business, and many people choose repair to reduce waste. The lack of repair shops nearby and the ease of buying new are two of the top reasons people don't always choose repair. Many participants noted that rebate programs are a big motivator to seek out repair options, as cost of repair labor is the top barrier. We hope to use the findings from the surveys to seek out additional funding to offer this program in the future, which will serve to decrease the demand for new items, decrease waste, and support Minnesota's repair sector.

(This activity marked as complete as of this status update)

Dissemination

Outcomes from both the shopper surveys and rebate program are still forthcoming and will be shared in fall 2024.

Appropriate ENRTF attributions are made whenever applicable.

Status Update Reporting

Status Update June 1, 2024

Date Submitted: August 14, 2024

Date Approved: September 17, 2024

Overall Update

Reuse Minnesota continues to focus on bringing together individuals and organizations to build the reuse network in Minnesota. We have continued to provide valuable connection opportunities including continuing speed networking, collaborating with several coalitions, and hosting our conference. We created a valuable asset for Minnesota through the training program for individuals wanting to start resale businesses and gathered secondhand shopper data.

Activity 1

We hosted an incredibly successful Resale Business Development training in March. 25 individuals participated, gaining valuable insight from our trainer (Cat Polivoda) and created connections between participants. Feedback was positive overall, with helpful thoughts about how we can improve the training in the future. A handbook which is available to the public was created and printed. A followup training called (Re)fresh your Business Tactics was held in June to address areas that the Resale training attendees felt would be helpful topics (marketing and financing).

A virtual speed networking events were held in February and June and were well attended.

In mid-May our ED traveled to St. Cloud for an in-person workshop on reuse for real estate professionals.

Our quarterly member meeting was held in Duluth at the end of May, with a couple dozen in-person attendees and additional virtual participants. NRRI (a partner on another current LCCMR program with Emerge) hosted the meeting and discussed their project on mattress and furniture recycling/reuse opportunities. Tours followed at WLSSD's reuse program and Northern Bedrock's facility.

(This activity marked as complete as of this status update)

Activity 2

We conducted a secondhand shopper survey at 9 resale businesses and learned a lot about how secondhand shoppers are motivated and barriers we can work to address in the sector to encourage more reuse behaviors. Initial results were shared with attendees at our (Re)fresh your Business Tactics training in June, and will be shared more widely in the future. A Rebates for Repair program was created and is almost complete.

Activity 3

Our virtual member meeting in February featured Dakota, Ramsey, and Washington Counties sharing data they gathered on residential reuse behaviors.

Dissemination

Reuse Minnesota continues to share all of our work and promote the activities of our network to the public through regular social media, emails, and our website. We also printed copies of the Resale handbook. Appropriate ENRTF attributions are made whenever applicable.

Status Update Reporting

Status Update December 1, 2023

Date Submitted: December 2, 2023

Date Approved: December 20, 2023

Overall Update

Reuse Minnesota continues to focus on bringing together individuals and organizations to build the reuse network in Minnesota. We have continued to provide valuable connection opportunities including continuing speed networking, collaborating with several coalitions, and hosting our conference. We are moving forward to creating a valuable asset for Minnesota through the training program for individuals wanting to start resale businesses and are excited to see the first training implemented in the spring.

Activity 1

Speaker series - based on business needs assessment, we continued our speaker series webinars with sessions on using brand and storytelling (June), creating a culture of inclusion (Aug), indigenous models of sustainability (Nov).

October 2023 - hosted our annual conference with 175 attendees. The event was well received with many new connections made.

June and August-hosted workshops in Dodge and Chisago Counties on how to host swaps and fix-it clinics.

We continue to grow membership (reaching 110). We did separate fundraising to establish a small business membership scholarship fund to make membership accessible, in particular those in Greater MN and those owned by BIPOC individuals.

Refined our plan for the business training program, specifically focusing on training for individuals seeking to start resale businesses. RFP was posted to hire a consultant to create the program and teach the first training in early 2024. 6 proposals received, 3 were chosen for interviews (utilizing a panel of volunteer evaluators representing the resale sector). Cat Polivoda was hired.

Member meeting in August included a tour of Keys 4/4 Kids and Blue Sun Soda Shop (utilizes reusable glass bottles).

Activity 2

We did not hire a social marketing/behavior change consultant due to capacity to manage another contractor. Through internal discussion and conversation with LCCMR staff, we will complete this project internally. Utilizing what we have learned from our impact report, business needs assessment, and ongoing program work, we identified repair and secondhand shopping as two areas with growing interest and opportunity to encourage positive behavior change. For repair, we will create a rebate to incentivize individuals who may not have chosen repair or who may have delayed repair otherwise. We will require a survey to be completed and itemized receipt to be eligible. Eligible: Clothing, small appliances, sports equipment, outdoor gear, shoes, electronics. Not included: home repairs, large appliances, vehicles, basic maintenance (e.g. knife sharpening). Anyone in MN is eligible, focus outreach in Greater MN. Repair must be done by MN-based company. Survey to cover why repair is chosen/motivating factors, if a new purchase was avoided due to repair, barriers, ideas to incentivize repair, familiarity with fix-it clinics, location, age. For secondhand, we will do surveys in collaboration with 10 thrift stores and offer a small participation incentive to understand motivations and examine additional behavior change opportunities.

Activity 3

We will do a webinar in spring 2024 on the results of our social marketing and behavior change projects, which will include recommendations for potential future funding to support repair.

Our ED presented to the Solid Waste Administrators Assoc workshop in September on how to host swaps and fix-it clinics and the MN Council of Nonprofits conference on how nonprofits can incorporate reuse into their operations and programming.

Reuse Minnesota continues to lead the MN Reusables Coalition.

Our Feb 2024 member meeting will feature resident research done by two MN counties on the topic of reuse.

Dissemination

Reuse Minnesota continues to share all of our work and promote the activities of our network to the public through regular social media and emails. Appropriate ENRTF attributions are made whenever applicable.

Status Update Reporting

Status Update June 1, 2023

Date Submitted: June 1, 2023

Date Approved: June 12, 2023

Overall Update

Reuse Minnesota continues to focus on bringing together individuals and organizations to build the reuse network in Minnesota. We started virtual speed networking events for reuse professionals. Using results of the business needs assessment we created a series of virtual speaker events to help reuse businesses reach their goals. We worked with our contractor to disseminate the impact report study.

Activity 1

We continue to grow our membership and build the resources on our website. We had a booth at the two Minneapolis Home Show events in Feb and March, where we featured members and our work overall, promoting reuse to attendees, in hopes of encouraging them to consider more sustainable remodeling options. We began a speaker series featuring topics that were noted as important areas in the business needs assessment, with the first being on creating a business plan. Our next is June 2 and will focus on storytelling. We held 2 member meetings. The virtual meeting in Feb included a presentation by Native Sustainability about the business needs assessment. Our May meeting was an in-person all-day event in Red Wing, featuring tours at the college instrument repair program, Red Wing Shoes, and the Anderson Center. ED Emily Barker traveled to Alexandria to present a workshop on how to host swaps and fix-it clinics. A second workshop on the same topic is planned in Dodge County in June. We have also begun planning for our October 4 conference, which will be in Brooklyn Park.

Activity 2

The impact report was finalized with Eunomia in December. ED Emily Barker presented about the report briefly at the Feb member meeting and in detail at a forum hosted by NE Recycling Council in April.

The social marketing and behavior change contractor will be hired in summer 2023.

Activity 3

Our government internal reuse group continues to meet regularly to understand existing policy and opportunities for government disposition of surplus materials, with a prioritization on reuse. ED Emily Barker presented on this work at the Solid Waste Administrators Assoc workshop in March. We have identified the lack of definition of "public works department" as a barrier to more government reuse and will work with partners to clarify this in the next legislative session. We met with the Cities of Edina and Bloomington to encourage them to adopt surplus property policies, such as the model ordinance from League of MN Cities.

The Minnesota Reusables Coalition (MRC) presented at the Recycling Association of MN conference in April. The panel included ED Emily Barker, Board member Hannah Bohn on behalf of Waste Wise, and Mac Sellers from r.Cup (RM member) and focused on the opportunities and challenges to adopting more comprehensive reusable foodware systems in Minnesota. We continue to be involved in national reusable coalitions to learn more about effective campaigns for adopting reusables.

Dissemination

Reuse Minnesota continues to share all of our work and promote the activities of our network to the public through regular social media and emails. The impact study was shared by Eunomia to many media platforms and featured by several.

Appropriate ENRTF attributions are made whenever applicable.

Status Update Reporting

Status Update December 1, 2022

Date Submitted: December 5, 2022

Date Approved: December 5, 2022

Overall Update

Reuse Minnesota continues to focus on bringing together individuals and organizations to build the reuse network in Minnesota. We hosted our national conference, held members meetings, participated in workgroups, and more. We are also now co-hosting a MN GreenCorps member who is helping us tell more stories of reuse and expanding the impact of our ENRTF project. We will be wrapping up our impact report and business needs assessment projects by the end of 2022.

Activity 1

The highlight during this period was our conference in October. We had 185 virtual and in-person participants, with many great presentations and connections made. Four member businesses also hosted pre-conference tours to provide participants with a close-up look at reuse operations. We continue to grow our membership and build the resources on our website. We launched a job board, hosted a session on how members can get the most out of their membership, and had 2 member meetings. ED Emily Barker traveled to Baxter in Sept for the Solid Waste Administrators Assoc conference and presented on county-run reuse programs. Native Sustainability was hired as the contractor to conduct the business needs assessment. They are creating resources and recommendations and will be wrapped up by the end of the year. We will have an RFP to hire a training contractor posted by early December, training will be focused on how to start/run a resale business. In September, ED Barker co-presented the Reuse for Real Estate Agents virtual class with Rethos.

To compliment and expand the training work, we also received funding to create a reuse class with high school students in Hennepin County, which will take place in spring 2023.

Activity 2

Eunomia was hired as the contractor for the reuse impact modeling and report. Staff purchased and refined NAICs data from Dun & Bradstreet. Eunomia created a model and outcomes were presented at the Oct conference. RM staff and board are currently reviewing final report for completion by end of 2022.

The social marketing and behavior contractor will be hired in 2023. We produced a holiday shopping guide to encourage individuals to shop reuse businesses when gift giving. Our GreenCorps member is also creating a virtual catalog that will be shared in early December highlighting offerings from Reuse Minnesota businesses.

Activity 3

Our government internal reuse group continues to meet regularly to understand existing policy and opportunities for government disposition of surplus materials, with a prioritization on reuse. We coordinated a tour of the State Surplus facility in Arden Hills and learned how gov't can use the program, as well as how nonprofits can access those surplus materials. We will present on this work at the Solid Waste Administrators Assoc workshop in March.

Reuse Minnesota is also now the lead organization for the Minnesota Reusables Coalition (MRC), which was created this fall to promote policy and programs that all support the use of reusable to-go containers and foodware, including addressing barriers in existing food code. ED Barker has been involved in national network groups on this topic and this effort formalizes the work in Minnesota.

Dissemination

Reuse Minnesota continues to share all of our work and promote the activities of our network to the public through regular social media and emails. The impact study was presented by Eunomia at the conference and RM staff will

present the info as part of a reuse forum in the spring. The results of the business needs assessment will be shared in a virtual format in December and all resources created will be posted on our website and shared via social media. Appropriate ENRTF attributions are made whenever applicable.

Additional Status Update Reporting

Additional Status Update October 18, 2022

Date Submitted: December 5, 2022

Date Approved: December 5, 2022

Overall Update

Unclear why this section is here.

Activity 1

Unclear why this section is here.

Activity 2

Unclear why this section is here.

Activity 3

Unclear why this section is here.

Dissemination

Unclear why this section is here.

Status Update Reporting

Status Update June 1, 2022

Date Submitted: May 26, 2022

Date Approved: June 3, 2022

Overall Update

We are actively working toward building our training opportunities for various sectors of reuse. Our staff regularly make connections between businesses and those in need of reuse resources. Our new directory is much more user friendly and does a better job of promoting members with logos, short description of services, and links to services. Our next reuse impact tool and report will be finalized by the end of summer 2022 and findings shared at the October conference.

Activity 1

- 1 - Active. Membership Team (staff and board) is actively recruiting members, conference should significantly increase membership in summer/fall
- 2 - Active. In Aug 2022, Emily met with zero waste advocates and local development staff in Grand Marais; visited WLSSD (Duluth) and toured their reuse center. Emily presented at the Rethos conference in Faribault (Apr 2022). Upcoming May member meeting is in Becker County, includes tours of several local reuse businesses and the county reuse center.
- 3 - Not yet active.
- 4 - Active. Conference date set for Oct 4, 2022, Minneapolis. Currently have open call for speakers; registration will open June 1.
- 5 - Not yet active.
- 6 - Active. Launched a brand new, greatly improved website (Feb 2022). Includes private member-only forum section. Regularly adding content and resources.
- 7 - Not yet active.
- 8 - Complete. Hired ED in August 2021. Emily supervises admin staff and coordinates with board teams.
- 9 - Active. Hosted a virtual training for gov't on how to host swap events (Feb 2022). Co-hosted a virtual training for real estate agents on how to incorporate reuse into their business practices (March 2022).
- 10 - Complete. Hired Admin/Communications (Dec 2021).

Activity 2

- Milestone 1 - Active. Hired Eunomia Research and Consulting Inc as the consultant to complete the impact study and create the measuring tool. Kickoff meeting held in May 2022. Tool and report will be complete by late summer, contractor will present at the October conference.
- Milestone 2 - Not yet active.
- Milestone 3 - Not yet active.
- Milestone 4 - Not yet active.
- Milestone 5 - Not yet active.

Activity 3

- Milestone 1 - Active. We have held two meetings with individuals in government who are interested in creating better internal reuse policies. Board President Jenny Kedward has led this effort.
- Milestone 2 - Not yet active
- Milestone 3 - Not yet active
- Milestone 4 - Active. Connected with Milestone 1, we have held two meetings with individuals in government who are interested in addressing barriers to reuse of gov't purchased items in communities. Board President Jenny Kedward has led this effort.

Milestone 5 - Active. Emily is a member of a work group lead by the MPCA to develop a waste management plan template for building materials. This template will be shared with cities and counties to be completed by contractors engaged in deconstruction/remodeling. The data collected will be used to inform policy and potential reuse requirements for building materials. We have also been educating our members and social media followers about Right to Repair and why it is important as a policy.

Dissemination

Our social media presence has greatly increased since Carolyn joined as our admin/communications staff. We have regular post on Facebook, Instagram, LinkedIn, and Twitter sharing our activities and other events, promoting our members, and providing educational information. We have a monthly e-news distribution list of about 1800 people. Our website is brand new as of February and we continue to build the resources including new blog content. We have done several webinars for a variety of audiences. We are actively planning our fall conference. ENRTF logo and attribution language is included on website in several places.