

## **M.L. 2018 Project Abstract**

For the Period Ending December 31, 2020

**PROJECT TITLE:** Expanding the State's Reuse Economy to Conserve Natural Resources

**PROJECT MANAGER:** Jenny Kedward

**AFFILIATION:** ReUSE Minnesota

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**FUNDING SOURCE:** Environment and Natural Resources Trust Fund

**LEGAL CITATION:** M.L. 2018, Chp. 214, Art. 4, Sec. 02, Subd. 05j as extended by M.L. 2020, First Special Session, Chp. 4, Sec. 2

**APPROPRIATION AMOUNT:** \$275,000

**AMOUNT SPENT:** \$271,068

**AMOUNT REMAINING:** \$3,931

### **Sound bite of Project Outcomes and Results**

ReUSE MN connected businesses and consumers to organizations providing reuse, repair, and rental services through two conferences and 24 educational events. Research conducted revealed the Minnesota reuse sector makes up 1/3 of the retail economy. By avoiding new products, reuse saves 67 billion gallons of freshwater from being used each year.

### **Overall Project Outcome and Results**

Current practices of throwing away usable items and unnecessarily producing new goods depletes finite natural resources and pollutes our environment at an unsustainable pace. Reuse helps slow this process and keeps materials and products in use longer. The goal for this project was to promote the benefits of reuse, repair, and rental, including the organizations providing these services. Encouraging consumers to reuse results in more sustainable consumption patterns and supports the local economy.

LCCMR funding allowed ReUSE MN, a small, volunteer-run non-profit, to hire a management company to streamline organizational processes, update our website, and improve our membership structure.

Over the past two years, we hosted two conferences that highlighted reuse innovations, programs, policies, and research. The 2019 conference was the state's first reuse-focused conference, and welcomed 118 attendees. The 2020 virtual national conference saw 212 attendees representing 23 states and 3 Canadian provinces. ReUSE MN also hosted 20 webinars and educational sessions, and staffed booths/presented about reuse at 17 partner-hosted events.

The organization grew its reuse network of nonprofits, businesses, policymakers, educators, and consumers with paid memberships increasing to 205 – a nearly 7-fold increase over the grant period.

Using survey responses and purchased business data, ReUSE MN created a report summarizing the environmental, economic, and social impacts of reuse. Minnesota's reuse sectors:

- make up 1/3 of the retail economy, generating \$5.8 billion (2017).
- avoid over 2.7 million metric tons of greenhouse gas emissions and 67 billion gallons of freshwater extraction per year (ground or surface water sources) from products that would have been newly manufactured.

Reuse organizations play an important role in communities, keeping money and services local, offering spaces for learning and skills-building, and bringing like-minded individuals together around shared goals. Data and stories gathered throughout this grant will help advocate for Minnesota reuse organizations and show the importance of extending the life of our belongings and protecting the state's resources.

### **Project Results Use and Dissemination**

ReUSE Minnesota provides regular updates and resources through monthly e-newsletters and social media. We reached more than 2,100 people through 36 educational sessions, member meetings, and two conferences. The ReUSE MN website acts as a directory for rental, repair, and reuse businesses as well as a resource for events and news about the reuse economy.

The final measurement and methodology report is housed on the ReUSE MN website. The new Reuse Impact map provides an interactive look at how reuse benefits the economy and environment across the state and by county. Nearly 100 listeners heard about the impact study results on a webinar. Results have already helped start conversations in counties that want to boost their reuse business sector to reduce waste.



# Environment and Natural Resources Trust Fund (ENRTF)

## M.L. 2018 Work Plan Final Report

**Date of Report:** 11/01/2021  
**Final Report**  
**Date of Work Plan Approval:** 06/05/2018  
**Project Completion Date:** 12/31/2020

**Project Title:** Expanding the State’s Reuse Economy to Conserve Natural Resources  
**Project Manager:** Jenny Kedward  
**Organization:** ReUSE Minnesota  
**Mailing Address:** 3304 E Lake St, Minneapolis, MN 55406  
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**Location:**

<b>Total ENRTF Project Budget:</b>	<b>ENRTF Appropriation:</b>	<b>\$275,000</b>
	<b>Amount Spent:</b>	<b>\$271,068</b>
	<b>Balance:</b>	<b>\$3,931</b>

**Legal Citation:** M.L. 2018, Chp. 214, Art. 4, Sec. 02, Subd. 05j as extended by M.L. 2020, First Special Session, Chp. 4, Sec. 2

M.L. 2020 - Sec. 2. ENVIRONMENT AND NATURAL RESOURCES TRUST FUND; EXTENSIONS. [to June 30, 2021]

**Appropriation Language:** \$275,000 the second 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 create and expand opportunities for reusing, renting, and repairing consumer goods as an alternative to using new materials so solid-waste disposal and its impacts are measurably reduced and more local reuse jobs are created. Net income generated as part of this appropriation may be reinvested in the project if a plan for reinvestment is approved in the work plan.

**I. PROJECT STATEMENT:**

This project will improve the State’s air, water, and land by expanding the reuse, rental, and repair sectors throughout Minnesota. The current practices of throwing away items and producing new goods consumes natural

resources and pollutes the State's environment. Reuse, rental, and repair eliminates the consumption of virgin-materials, reduces solid waste, and decreases pollutants generated in the production or recycling of products and materials.

A 2015 MPCA report highlighted the urgent need for a more robust approach to solid waste management in Minnesota. Existing practices focus "too narrowly on recycling, rather than on the full range of waste management activities." The practice of rental, reuse, and repair significantly reduces solid waste and pollution. Currently, the reuse sector employs an estimated 77,834 Minnesotans and generates an estimated \$10.26 billion in total gross economic activity. But this sector is underdeveloped and has the potential to grow substantially in more communities statewide.

The overarching goal for this project is to promote the value and impact of reuse, repair, and rental throughout the State. This project will focus on creating a much more robust reuse economy throughout the State resulting in reduced solid waste, less pollution, more jobs, and small business development.

The project's key activities include:

1. Design and implement educational and business development events across the state
2. Further develop a reuse network of businesses, policymakers, educators, and consumers
3. Build and test methods for measuring the environmental and economic impact of reuse

ReUSE Minnesota intends to solicit bids, through the State -prescribed competitive bid process, for an association management company to provide the staffing, fiscal management, and consultant services outlined in this proposal. Since ReUSE Minnesota employs no staff, the hiring of a management company is a cost-effective way to attract quality personnel and secure access the robust systems needed to manage finances, maintain websites and social media, and host trainings and conferences. Under this scenario, the ReUSE Board is ultimately is responsible for the performance of the management company and the performance of the proposed LCCMR project.

Overall, by hiring a management company, ReUSE Minnesota minimizes the liabilities related to employing staff. This approach enables the organization to mature and position itself to employ people and manage finances directly in the future.

This management company is expected to provide the following staff expertise:

- an Education and Outreach Coordinator, responsible for developing and hosting business development sessions and educational workshops about reuse statewide;
- an Event and Communications Coordinator, responsible for planning two reuse conferences (one regional and one national), and, drafting and distributing newsletters and blogs via multiple social media outlets
- a Website Redesign and Enhancement Consultant to improve the performance and accessibility of the ReUSE MN website in an effort to increase membership, promote reuse and enhance networking among business owners;
- and, a consultant to help develop impact measurement tools.

The ReUSE Minnesota Board will implement a range of policies and protocols to monitor performance and ensure accountability of the management association.

- The Board will approve an annual budget and receive monthly financial statements to review. In addition, the Board's Treasurer must approve all expenditures. The Treasurer will also have on-line access to a bank account used exclusively by ReUSE Minnesota.
- Annual performance goals for the program manager and other management association staff will be established by the Board. These goals will be used to review staff and the association's overall performance each quarter. There will also be a performance scorecard, consisting of critical indicators of performance and progress in meeting the expectations of the LCCMR grant.

- The Board will maintain a full and routine engagement with staff. The Program Manager will attend all Board meetings and one staff person will attend all committee meetings. In addition, the Board will appoint a member to serve as a liaison to the Program Manager to provide advice and serve as a conduit for communication between Board meetings.
- The ReUSE Board will consult with a DNR contract manager in developing the RFP and selection process for hiring the association management company. ReUSE MN will also develop the contract with the association management company in consultation with the DNR.

If any income is generated during this project, the proceeds will be reinvested in the mission and activities of this project.

## II. OVERALL PROJECT STATUS UPDATES:

### **First Update - January 31, 2019 (Delivered on April 15, 2019)**

ReUSE Minnesota in consultation with the DNR developed a comprehensive RFP for management services and executed the selection of an association management company. ReUSE Minnesota selected Minneapolis based Management HQ. Management HQ (MHQ) is an association management company that exists to serve associations and non-profits that are determined to thrive. MHQ fully supports ReUSE Minnesota's commitment to transform policy and practices to establish reuse as the norm in America and to support the growth of robust industries focused on reusing, renting and/or repairing goods and materials. ReUSE Minnesota's board has established annual performance goals, based on the LCCMR work plan, to evaluate MHQ staff and overall performance. A performance scorecard will be reviewed monthly with MHQ - a process that is currently happening.

ReUSE Minnesota has utilized the past 9 months to establish critical resources, operations and processes. This work includes the implementation of critical financial reports and processes as well as the approval of the 2019 budget. Additionally, committees and task forces have been created to drive outcomes in all major project activities.

It is important to note that ReUSE Minnesota recently experienced a change of account coordinator at the management company which has caused some delays in advancing work plan objectives. However, ReUSE Minnesota is on schedule and confident the foundation is in place to execute the approved LCCMR workplan and achieve its June 2020 objectives. As of 1/31/19, our grant spending has been low due to our being behind on our invoicing. We have put in place systems and processes that will ensure timely invoicing moving forward.

### **Amendment Request - 04/15/19**

ReUSE Minnesota would like to request a change in completion date on the first outcome of the 'Build and Test Methods for Measuring the Environmental and Economic Impact of Reuse' initiative. It was determined by ReUSE Minnesota leadership that foundational objectives needed to be established within the organization prior to launching impact measurement efforts. This work has been completed and ReUSE Minnesota is working quickly to advance its impact measurement initiatives (See the status update under Activity 3). However, because of the deeper understanding of the true needs, ReUSE Minnesota is requesting the completion date to have a reliable method of measurement tested and implemented be changed to ~~6/30/2020~~ February 28, 2020.

Amendment Approved June 7, 2019

### **Second Update - June 30, 2019**

ReUSE Minnesota continues to work in partnership with Management HQ (MHQ) to implement the plan for the LCCMR Grant. The ReUSE board focuses on driving the mission and the vision of the organization, providing oversight to the work of MHQ. ReUSE Minnesota's board has established annual performance goals, based on the LCCMR work plan, to evaluate MHQ staff and overall performance. Currently, the finance committee reviews

monthly financial reports with MHQ, the board president and CEO of MHQ talk on a monthly basis, MHQ participates in and serves as the staff liaison for all ReUSE committees and taskforces where MHQ provides regular reports, and MHQ provides a bi-monthly report to the board of directors.

The committees and taskforces that are currently being supported include some existing committees / taskforces and some new. They include:

- Finance Committee;
- Membership Committee;
- Education and Communications Committee;
- Conference Committee;
- Reporting Measurement and Oversight Taskforce;
- And a recently formed Development Committee.

Committees consist of volunteers and are supported by MHQ staff.

MHQ has been in the process of searching for an Executive Director to serve ReUSE MN. In the meantime, they have appointed an interim Executive Director, Dara Rudick, who has been leading the management team in implementing the work of ReUSE MN.

Overall, ReUSE MN is on-track meeting the goals and deadlines set forth in the LCCMR Work Plan.

### **Third Update - January 31, 2020**

ReUSE Minnesota actively is completing key components of the LCCMR Grant in partnership with Management HQ (MHQ). The ReUSE Board provides leadership of the committees which are each focused on driving achievement of project activities and outcomes.

In August MHQ hired Jen Newberg as Executive Director to serve ReUSE MN and lead the project team working with ReUSE MN. Jen brings more than 20 years of non-profit program and development experience to ReUSE MN. Jen has continued to move forward critical operations and processes for the organization as well as staff the board and committees.

### **Amendment Request - 1/31/2020**

ReUSE Minnesota requests a completion and funding extension to complete Activity #1: Design and Implement Education and Business Development Events Across the State and achieve the goal of sponsoring a national conference. We request the remainder of the original grant be extended - expected to be approximately \$50,000. ReUSE MN, is a state-wide, growing organization committed to creating a sustainable and thriving economy for reuse, rental and repair in Minnesota. We also aim to be prominent leaders in the movement to build a circular economy. In 2019 ReUSE MN hosted the first conference in Minnesota focused on the reuse, rental and repair sectors with great success and are primed to expand outreach in 2020 with a multi-day national conference.

In 2020 ReUSE MN is co-hosting a national reuse conference in conjunction with Build Reuse, a national building material reuse trade association. Formerly-named Building Materials Reuse Association, Build Reuse has more than 25 years' experience bringing together national networks of deconstruction reuse professionals through their annual conference in the fall. Late fall is the best timing for these professionals due to their heavy spring, summer and early fall deconstruction schedule. In anticipation of this partnership ReUSE MN hosted the first regional conference in early November 2019. The 2020 conference, scheduled October 26-28, 2020 follows a yearly cycle.

ReUSE MN and Build Reuse are partnering to co-host a national reuse conference because:

- We believe that together we can create a more dynamic conference (conference topics, exhibitors, sponsors attraction to international speakers) with a broader variety of participation from the reuse sector.

- We believe that funders – government, foundations and businesses – are interested in the marketing and impact reach to a larger conference and interested in organizations with similar purposes working together for greater impact.
- We expect cost efficiencies related to space, food, and staffing for both organizations.

An amendment to our project extending the timeline and funding to 12/31/2020 will allow ReUSE MN to accomplish the final portion of the grant - having the greatest impact on expansion of the state’s reuse economy.

Amendment pending further LCCMR and Legislative action as of 2/21/2020

**Project Status as of June 30, 2020: Project extended to June 30, 2021 by LCCMR 6/18/20** as a result of M.L. 2020, First Special Session, Chp. 4, Sec. 2, legislative extension criteria being met.

**Fourth Update - Project Status as of July 15, 2020:**

The first half of 2020 wrapped up most of the components of the work plan despite shifting tactics due to COVID-19. Unfortunately, Build Reuse, the national building material reuse trade association, had to withdraw from our partnership for a national conference scheduled for October 2020. The construction sector was upended like many other fields due to the pandemic and they could not ensure adequate support for planning. They also warned many building companies might not have the resources to send their staff to a conference which would impact attendance numbers and financial support. Because of this and all factors related to the pandemic, the ReUSE MN Board made a decision in May to move the conference online. The date was also moved up to July to ensure we had MHQ staff support for planning and implementation as their contract was set to expire July 31, 2020 without an approved LCCMR extension. The virtual conference was a success as noted in Activity 1.

The ReUSE MN Board is transitioning out of the MHQ contract as most activities have been completed. Board members and volunteer leaders have been trained on software, financial processes, and how to use the membership database. The last parts of the work plan will be completed by the Board and volunteer leads.

**Amendment request - July 30, 2020**

The ReUSE MN LCCMR work plan and timeline has shifted because of the COVID-19 pandemic. Membership meetings and business development sessions scheduled for the spring for Mankato and Roseville had to be cancelled. We still plan to work with these cities remotely. As we shift our focus to what we can accomplish at a distance, we request a budget amendment to shift funds into different line items. The increase to our professional services would allow us to hire a website vendor to improve access and functionality. These tasks are already in the work plan, but we feel a professional service would give us a better outcome. See Activity 1.2 website improvements and Activity 2.4 for a website business locator.

From:

<i>Equipment/Tools/Supplies</i>	<i>\$1,332.00</i>
<i>Printing</i>	<i>\$451.56</i>
<i>Travel expenses in Minnesota</i>	<i>\$6,534.00</i>
<b>Total:</b>	<b>\$8,317.56</b>

To:

<i>Professional/Technical/Service Contracts</i>	<i>\$7,783.05</i>
<i>Other: Webinar Hosting</i>	<i>\$534.51 (\$59.39/month March-Nov 2020)</i>
<b>TOTAL:</b>	<b>\$8,317.56</b>

Approved August 20, 2020

**Overall Project Outcome and Results**

Current practices of throwing away usable items and unnecessarily producing new goods depletes finite natural

resources and pollutes our environment at an unsustainable pace. Reuse helps slow this process and keeps materials and products in use longer. The goal for this project was to promote the benefits of reuse, repair, and rental, including the organizations providing these services. Encouraging consumers to reuse results in more sustainable consumption patterns and supports the local economy.

LCCMR funding allowed ReUSE MN, a small, volunteer-run non-profit, to hire a management company to streamline organizational processes, update our website, and improve our membership structure. Additional funding was secured through private donation, conference sponsorships and registrations, and membership dues to bolster activities (see Other Funds table).

Over the past two years, we hosted two conferences that highlighted reuse innovations, programs, policies, and research. The 2019 conference was the state’s first reuse-focused conference, and welcomed 118 attendees. The 2020 virtual national conference saw 212 attendees representing 23 states and 3 Canadian provinces. ReUSE MN also hosted 20 webinars and educational sessions, and staffed booths/presented about reuse at 17 partner-hosted events.

The organization grew its reuse network of nonprofits, businesses, policymakers, educators, and consumers with paid memberships increasing to 205 – a nearly 7-fold increase over the grant period.

Using survey responses and purchased business data, ReUSE MN created a report summarizing the environmental, economic, and social impacts of reuse. Minnesota’s reuse sectors:

- make up 1/3 of the retail economy, generating \$5.8 billion (2017).
- avoid over 2.7 million metric tons of greenhouse gas emissions and 67 billion gallons of freshwater extraction per year (ground or surface water sources) from products that would have been newly manufactured.

Reuse organizations play an important role in communities, keeping money and services local, offering spaces for learning and skills-building, and bringing like-minded individuals together around shared goals. Data and stories gathered throughout this grant will help advocate for Minnesota reuse organizations and show the importance of extending the life of our belongings and protecting the state’s resources.

### III. PROJECT ACTIVITIES AND OUTCOMES:

#### Activity 1: Design and Implement Education and Business Development Events Across the State

ReUSE Minnesota will advance this activity by providing technical assistance and business development sessions for existing and potential purveyors of reuse services. ReUSE MN will also offer education on the benefits of reuse, repair, and rental. Education techniques will include a mobile reuse education exhibit and an enhanced website to disseminate educational and business development information. Work in this area will also include outreach to policymakers and public agency personnel to promote the value of reuse.

<b>Summary Budget Information for Activity 1:</b>	<b>ENRTF Budget:</b>	<b>\$121,330.00</b>
	<b>Amount Spent:</b>	<b>\$121,330.00</b>
	<b>Balance:</b>	<b>\$0.00</b>

Outcome	Completion Date
1. <b>COMPLETED</b> A part-time Education and Outreach Coordinator and Events and Communications Coordinator are hired	Nov 2018
2. <b>COMPLETED</b> A regional Reuse Conference is held in 2019. A national Reuse conference is sponsored in 2020	June 30, 2020
3. <b>SEMI-COMPLETED</b> An enhanced ReUSE MN website offers access to education and business advice materials	June 30, 2020



4. <b>COMPLETED</b> 24 business development sessions and educational workshops are presented statewide	June 30, 2020
5. Reuse practices in 2 counties and 5 municipalities are developed and implemented	June 30, 2020
6. <b>COMPLETED</b> 4 webinars focused on promoting reuse and reuse business development are conducted	June 30, 2020

**First Update - January 31, 2019 (Delivered on April 15, 2019)**

As of today, Management HQ has assigned a part time ‘Education and Outreach Coordinator’ as well as a part time ‘Events and Communications’ Coordinator to bolster the education and business development outcomes outlined by ReUSE Minnesota’s board. It is through these critical resources in partnership with ReUSE MN leadership that significant progress has been made on every key education and business development priority.

The 2019 regional ReUSE Minnesota Conference planning is underway with this year’s conference being held on Monday, November 4, 2019, at the University of Minnesota’s Humphrey School of Public Affairs. Additionally, ReUSE MN has executed three business development sessions and educational workshops year to date. This includes a February Member Meeting, an offsite event execution as well as the launch of ReUSE Minnesota’s first webinar titled “Our Right to Repair: How state repair laws can help consumers and businesses”. With an annual goal of 20 events and workshops in 2019, ReUSE MN is on track to be 83% to the work plan goal of 24 events and workshops by the end of 2019.

Lastly, ReUSE Minnesota has identified a vendor to execute the online enhancements necessary to accelerate the distribution of business development and education resources. ReUSE MN is currently working to create a website and content development plan.

**Activity #1**

**Outcome 1: Part-time Education and Outreach Coordinator and Events and Communications Coordinator are hired**

As of today, Management HQ has assigned a part time ‘Education and Outreach Coordinator’ as well as a part time ‘Events and Communications’ Coordinator to bolster the education and business development outcomes outlined by ReUSE Minnesota’s board. It is through these critical resources in partnership with ReUSE MN leadership that significant progress has been made on every key education and business development priority.

**Outcome 2: A regional Reuse Conference is held in 2019. A national Reuse conference is sponsored in 2020**

The 2019 regional ReUSE Minnesota Conference planning is underway with this year’s conference being held on Monday, November 4, 2019, at the University of Minnesota’s Humphrey School of Public Affairs.

**Outcome 3: An enhanced ReUSE MN website offers access to education and business advice materials**

Lastly, ReUSE Minnesota has identified a vendor to execute the online enhancements necessary to accelerate the distribution of business development and education resources. ReUSE MN is currently working to create a website and content development plan.

**Outcome 4: 24 business development sessions and educational workshops are presented statewide**

Additionally, ReUSE MN has executed three business development sessions and educational workshops year to date. This includes a February Member Meeting, an offsite event execution as well as the launch of ReUSE Minnesota’s first webinar titled “Our Right to Repair: How state repair laws can help consumers and businesses”. With an annual goal of 20 events and workshops in 2019, ReUSE MN is on track to be 83% to the work plan goal of 24 events and workshops by the end of 2019.

**Outcome 5. Reuse practices in 2 counties and 5 municipalities are developed and implemented**

We are currently building the structure that will lead to development and implementation of these practices.

**Outcome 6. 4 webinars focused on promoting reuse and reuse business development are conducted**

We have conducted one webinar to-date “Our Right to Repair” on February 14, 2019. We have scheduled an additional four for 2019, for a total of five webinars in 2019. We anticipate 3 more in 2020, so we should be well beyond this goal of a total of 6 by close of the grant. For our May webinar, 46 individuals registered to participate.

**Second Update - June 30, 2019****Activity #1****Outcome 1: Part-time Education and Outreach Coordinator and Events and Communications Coordinator are hired**

Management HQ’s Education and Outreach Coordinator and Events and Communications’ Coordinator have continued to work to bolster the education and business development outcomes outlined by ReUSE Minnesota’s board. It is through these critical resources in partnership with ReUSE MN leadership that significant progress has been made on every key education and business development priority. The staff team supports the Conference Committee and Education and Communications committees in meeting on a regular basis and furthering the outcomes.

**Outcome 2: A regional Reuse Conference is held in 2019. A national Reuse conference is sponsored in 2020**

The 2019 regional ReUSE Minnesota Conference planning is underway with this year’s conference being held on Monday, November 4, 2019, at the University of Minnesota’s Humphrey School of Public Affairs. A conference budget has been created, and goals have been set for sponsors, exhibitors and attendees. Our goal for the conference is to have 150 attendees, 4 sponsors and 14 exhibits. A promotional plan has been developed, and the committee meets regularly. Three conference tracks have been developed: Reuse/repair/rental Business Development and Operations; Policies to Promote Reuse and a reuse economy; and Environmental and Social Impacts of Reuse. Topics have been identified, and presenters are being secured.

**Outcome 3: An enhanced ReUSE MN website offers access to education and business advice materials**

ReUSE Minnesota has identified a vendor to execute the online enhancements necessary to accelerate the distribution of business development and education resources. The technical and back-end of the web site has been set up, as well as the front-end design. Custom development was needed and implemented to develop a Minnesota Reuse, Repair, and Rental Business Locator. The scheduled launch date for the new web site is June 30, 2019 and will likely coincide with the submittal of this report. A technology committee was formed and has been active in providing input and reviewing the site prior to launch. Former ReUSE MN board chair, Todd Tanner, chaired the committee and verified the technology would meet the needs of ReUSE MN and the LCCMR grant requirements. MHQ worked closely with the vendor to develop the site.

**Outcome 4: 24 business development sessions and educational workshops are presented statewide**

ReUSE MN has executed nine (9) business development sessions and educational workshops year to date. This includes two quarterly member meetings, three webinars, and several on-site outreach events and presentations. With an annual goal of 20 events and workshops in 2019, ReUSE MN is on track to be 83% to the work plan goal of 24 events and workshops by the end of 2019. See list of dates, topics and attendance of webinars in Outcome 6.

**Outcome 5. Reuse practices in 2 counties and 5 municipalities are developed and implemented**

We are currently building the structure that will lead to development and implementation of these practices. Please see our progress on the “Reporting, Measurement and Oversight” segment of this report for further information.

**Outcome 6. 4 webinars focused on promoting reuse and reuse business development are conducted**

We have conducted three webinars to-date “Our Right to Repair” on February 14, 2019, “The Power and Impact of Building Material Reuse (Part 1)” on May 16, 2019, “The Power and Impact of Building Material Reuse (Part 2)” on June 13, 2019. We have scheduled an additional two for 2019, for a total of five webinars in 2019. We anticipate 3

more in 2020, so we should be well beyond this goal of a total of 6 by close of the grant. For our May webinar, 46 individuals registered to participate; for our June webinar, 28 individuals registered to participate

### **Third Update – January 31, 2020**

#### **Activity #1**

#### **Outcome 1: Part-time Education and Outreach Coordinator and Events and Communications Coordinator are hired**

MHQ staff assigned as part-time Education and Outreach Coordinator and Events and Communications Coordinators continue to lead key education and business development activities. The team supports the Conference Committee and Education and Communication committees which meet regularly to achieve the grant outcomes.

#### **Outcome 2: A regional ReUSE Conference is held in 2019. A national Reuse conference is sponsored in 2020**

The 2019 regional ReUSE Minnesota Conference was held Monday, November 4, 2019, at the University of Minnesota's Humphrey School of Public Affairs hosting 118 attendees – reuse business owners and staff, government partners and passionate individuals.

This day-long conference offered keynote address “Rethinking Reuse – The Good, the bad and the ugly” by Dr. Tim Smith, professor of sustainable systems management at the University of Minnesota. Three engaging conference tracks – Reuse, Repair, Rental Business Development & Operations; Policies to Promote Reuse & Grassroots Programming and Environmental and Social Impacts of Reuse hosted 3 session each engaging speakers from across the sector.

The conference attracted 9 sponsors in addition to funding from LCCMR and ENFTF and a well-attended exhibit hall of various reuse supporters and businesses, including MN Technical Assistant Program (MnTAP), Ramsey County Fix-it Clinics and Tare Market, the first zero waste market in Minnesota.

After the event 100% of survey respondents said that they would “consider attending” or would “definitely attend” the conference again. Attendees said:

- “I was excited to attend the ReUSE conference because it is higher on the waste reduction hierarchy (than recycling). I am passionate about reuse and want to promote it and encourage it in other people too.”
- I appreciated having a session on a piece of legislation that is relevant right now and that I can track/become involved with in order to help make change.
- I was really inspired by the idea of starting a Reuse business. I...could relate to... being moved by an Inconvenient Truth, and working with an idealism, but getting burnt out with climate depression.
- Opened my eyes to the kinds of reuse/rental happening RIGHT NOW in communities. Very exciting!

Plans for a national 2020 conference are underway. To broaden our reuse impact and outreach we have partnered with Build Reuse, a national organization focused on reuse deconstruction as a conference co-host. We expect that this partnership will help us reach more Minnesotans and national audiences, create more value for all participants and more impact for our communities and environment. The Conference is scheduled for October 26-28. A joint conference committee meets regularly and will soon meet key milestones of venue, sponsorship packages and marketing strategies.

#### **Outcome 3: An enhanced ReUSE MN website offers access to education and business advice materials**

Over the summer, ReUSE MN launched their website on a new platform that also serves to manage membership. The database platform, Your Membership, is a common platform for member-based associations. It has a high level of functionality which can still be built out by ReUSE MN as the organization grows. A website committee continues to meet to ensure that user experience and website language promote ReUSE MN's mission and members. The website now features a community calendar to promote reuse events and includes access to

previous webinar recordings, like the June 2019 webinar “Policies to Promote Building Material Stewardship” for reuse, rental and repair businesses to access.

**Outcome 4: 24 business development sessions and educational workshops are presented statewide**

ReUSE MN executed 24 business development sessions and educational workshops in 2019, fulfilling the Outcome 4. Since June 30, this includes a two series online series on secondhand textiles – a webinar on textiles, also promoted in conjunction with Textile Week in Minneapolis and a Facebook Live event at Arc Value Village. See list of dates, topics and attendance of webinars in Outcome 6. Although we have met our requirement, we still plan on having several other online and in-person educational events in 2020.

**Outcome 5. Reuse practices in 2 counties and 5 municipalities are developed and implemented**

In conjunction with Activity 3, Reporting, Measurement and Oversight, the counties and municipalities for development and implementation were selected. Two counties and five municipalities have been selected to represent both urban and rural communities in Minnesota. We have met with the waste and recycling leads in Blue Earth County to learn more about current reuse practices and garner potential practices to develop and implement. We plan on hosting an event in each county to better understand needs and to present current ReUSE activities including the final measurement report.

Ramsey County

- Roseville
- New Brighton
- White Bear Lake

Blue Earth County

- Mankato
- Lake Crystal

Outcome 6. 4 webinars focused on promoting reuse and reuse business development are conducted  
ReUSE MN conducted four webinars in 2019 promoting reuse and reuse business development.

2/14/2019	“Our Right to Repair”	
5/16/2019	“The Power and Impact of Building Material Reuse (Part 1)”	45 Registrations
6/13/2019	“The Power and Impact of Building Material Reuse (Part 2)”	28 Registrations
10/1/2019	“Collection and Outreach Methods for Used Textile Collection”	67 Registration

Hosted in conjunction with Textile Week, this webinar was very popular with textile upcycling businesses.

10/16/2019 “Hack the Thrift Store” Facebook Live event. While not a webinar, this online Facebook Live event followed up the “Collection and Outreach Methods for Used Textile Collection” webinar and featured tips to purchase with style at the thrift store lead by Arc Value Village’s personal stylists.

**Project Status as of June 30, 2020:**

**Fourth Update – July 15, 2020**

**Activity #1**

**Outcome 1: Part-time Education and Outreach Coordinator and Events and Communications Coordinator are hired - COMPLETED**

MHQ staff assigned as part-time Education and Outreach Coordinator and Events and Communications Coordinators continue to lead key education and business development activities. The team supports the Conference Committee and Education and Communication committees which meet regularly to achieve the grant outcomes.

**Outcome 2: A regional Reuse Conference is held in 2019. A national Reuse conference is sponsored in 2020 - COMPLETED**

The 2020 national ReUSE Minnesota Conference was held virtually over two half-days July 13-14, 2020 and gathered 212 attendees from 23 states and 3 Canadian provinces - we can officially call this conference international.

The 50 speakers presented at 18 sessions over two days, including 2 keynotes and 4 interactive coffee chats. The opening keynote, delivered by Will Steger, arctic explorer and founder of Climate Generation, connected attendees back to why we reuse - to preserve natural resources and build community connections. Sam Grant, the Executive Directory of MN350, wrapped up the conference perfectly in his closing keynote address connecting the intersection of economic, cultural, and environmental justice. Instead of conference tracks, presentations were tagged by topic or interest such as “Business Organization Infrastructure and Best Practices” and “Community Impacts”. The full list of speakers is attached separately.

The Conference Committee worked hard to make an online event as engaging as much as possible. The two Technology Sponsors, BizRecycling and Finger Lakes ReUse, Inc., supported the conference app, Sched, that connected participants in a one-stop platform. Sched housed participants and speakers profiles, interactive scheduler, and videos from 9 exhibitors. All webinars and coffee chat video recordings, presentations, and handouts are available in the app for participants to view later. The ReUSE2020 trivia activity attracted 76 submissions with 3 participants winning a reuse-themed prize.

The Minnesota Pollution Control Agency was the Scholarship Sponsor who helped 6 participants attend the conference.

The connections made during the conference have inspired businesses, government representatives, and individuals. After the event 100% of survey respondents said that they would “consider attending” or would “definitely attend” the conference again. Attendees said:

- 93% rated their experience as “Satisfactory” or “Very Satisfactory”
- 88% liked the virtual format, but 50% would prefer being in person
- Quotes:
  - “Overall, I thought this was put together really well. Kudos to the conference planning team!”
  - “This was an AMAZING conference! I am SO PROUD of all the people who put it together, and glad to live in a community with so many people who care!!”
  - “I had intended to travel from out of state for the October in-person conference and am so glad you went ahead with the conference virtually. I think this industry is very important and needs to keep pushing to have a seat at the table (rather than just recycling)”
  - “Well done! The tech side was great. Everything I saw ran smoothly. The staff who hosted sessions were awesome. I also liked the breakout feature that was utilized in my coffee chat session, very cool to see that in action.
  - “Well done in a very strange time in our culture and country. Thank you.”

We are excited to take the speaker and policy reform ideas from the conference and host more discussions over the next year.

### **Outcome 3: An enhanced ReUSE MN website offers access to education and business advice materials**

The ReUSE MN website, while better than it was in 2018, still needs enhancements to make it the resource we envision. Currently, the website is hosted by Your Membership platform, which enables members to login to renew or update their membership and access member-only resources and webinars. The public-facing site focuses on the news blog, planned events, and past recorded webinars.

This outcome will be one of the last major activities to complete the LCCMR work plan. The Website Committee will focus efforts over the next four months on website evaluation and the competitive solicitation of a new

website host. It is expected that Your Membership will still be used as the membership database but will be integrated with a new, more functional website.

**Outcome 4: 24 business development sessions and educational workshops are presented statewide COMPLETED**

ReUSE MN executed 24 business development sessions and educational workshops in 2019, fulfilling the Outcome 4. Since January 31, 5 webinars have been hosted with 3 of them for members-only focused on supporting reuse businesses at the onset of COVID-19 closures. See list of dates, topics and attendance of webinars in Outcome 6. Although we have met our requirement, we plan on having several other online educational events in 2020.

**Outcome 5. Reuse practices in 2 counties and 5 municipalities are developed and implemented**

Two counties and five municipalities were selected at the beginning of 2020 to focus policy and outreach efforts. We have met with the waste and recycling leads in Blue Earth County to learn more about current reuse practices and garner potential practices to develop and implement. Unfortunately, the events planned for Mankato (Blue Earth County) and Roseville (Ramsey County) were cancelled due to the COVID-19 pandemic.

The Policy Task Force met in February to outline goals: to understand of state law and policies for public entities to donate items; to identify a clear understanding of options to donate/how to donate; to create guidelines for public entities to give donations and nonprofits to get donations; and, to identify barriers and gaps in the current system. The rest of LCCMR work plan time will re-focus the Task Force as we settle into new work structures.

**Outcome 6. 4 webinars focused on promoting reuse and reuse business development are conducted COMPLETE**

In addition to 4 webinars in 2019, ReUSE MN coordinated 5 additional webinars promoting reuse and reuse business development.

2/27/2020 "Reuse in Proposed Minnesota Bills"	18 Attendees (3 additional views of recording)
3/26/2020 "Incorporating Reuse at City Clean-ups and Drop-offs"	76 Attendees (13 views)
4/16/2020 "Small Business Help Under the CARES Act"	10 Attendees (5 views)
4/30/2020 "Connecting with Your Customers When Your Business is Closed"	8 Attendees (3 views)
5/7/2020 "Strategically and Safely Reopen Your Reuse Business"	12 Attendees (4 views)

**Final Report Summary: December 31, 2020**

ReUSE MN held numerous educational and business development events over the last two years with positive feedback from members and non-members. Staff and committee leads ensured consistency across projects as volunteers signed up or transitioned out of activities. The two conferences brought people together – in-person and virtually – to build on current statewide efforts to grow reuse.

**Activity #1**

**Outcome 1: Part-time Education and Outreach Coordinator and Events and Communications Coordinator are hired - COMPLETED**

MHQ staff, assigned as part-time Education & Outreach Coordinators and Events & Communications Coordinators, led key educational and business development activities. The team supported the Conference, Education, and Communication Committees that met regularly to achieve the grant outcomes.

**Outcome 2: A regional Reuse Conference is held in 2019. A national Reuse conference is sponsored in 2020 - COMPLETED**

The 2020 national ReUSE Minnesota Conference was held virtually over two half-days (July 13-14, 2020) and gathered 212 attendees from 23 states and 3 Canadian provinces - we can officially call this conference international. Connections are still being made six months after the conference as speakers and participants start new projects.

**Outcome 3: An enhanced ReUSE MN website offers access to education and business advice materials**

**COMPLETED**

As stated in the previous update, the ReUSE MN website still needs enhancements to make it the resource we envision. Currently, the website is hosted by the Your Membership platform, which enables members to log in to renew or update their membership and access member-only resources and webinars. The public-facing site focuses on the news blog, planned events, and past recorded webinars.

Updating the website to a new host platform was going to happen in the last part of the grant. As we started working on this activity, we realized we had a budget issue: we had put the website update funding in the Professional Services line item since we expected to hire a consultant for guidance. Because it was lumped into the Professional Services budget, we included that funding when we contracted with MHQ. In other words, we spent the website funding to pay MHQ for their staffing support.

We still plan to update the website platform in the future, but, for now, we are continuing with Your Membership.

**Outcome 4: 24 business development sessions and educational workshops are presented statewide**

**COMPLETED**  
ReUSE MN executed 27 business development sessions and educational workshops. See previous updates for more information and the attached event summary.

**Outcome 5. Reuse practices in 2 counties and 5 municipalities are developed and implemented**

This activity was not completed due to the COVID-19 pandemic; however, because the grant included this goal, we established connections with county and local officials that will help grow our policy work going forward. We are still eager to change city, county, and state policies and guidelines to make reuse of government-purchased equipment easier.

Two counties and five municipalities were selected at the beginning of 2020 to focus policy and outreach efforts. Work stalled in Blue Earth and Ramsey counties after the January meetings with county staff. The Policy Task Force action stalled as well after initial enthusiasm at the February meeting. Government staff on the task force have been pulled to work on health-related activities or have had to refocus assignments due to COVID-19.

**Outcome 6. 4 webinars focused on promoting reuse and reuse business development are conducted**

**COMPLETED**  
Over the two grant years, ReUSE MN has hosted 10 webinars promoting reuse and reuse business development, 3 of which were member-only offerings. See previous updates for more information.

**Activity 2: Further Develop a Reuse Network of Businesses, Policymakers, Educators, and Consumers**

ReUSE Minnesota will recruit a wide range of practitioners, consumers, policymakers, and educators to expand a reuse network statewide. The organization will also develop and deliver network support services, such as a monthly newsletter and a forum for sharing creative reuse ideas/opportunities.

**Summary Budget Information for Activity 2:**

<b>ENRTF Budget:</b>	<b>\$94,208.00</b>
<b>Amount Spent:</b>	<b>\$94,208.00</b>
<b>Balance:</b>	<b>\$0.00</b>

<b>Outcome</b>	<b>Completion Date</b>
1. <b>COMPLETED</b> Participation in ReUSE Minnesota increases from 31 (current) to 125 members	June 30, 2020
2. <b>COMPLETED</b> Redesign the ReUSE Minnesota website to serve as a portal for membership networking, enrollment, and renewal	June 30, 2019
3. <b>COMPLETED</b> Social media campaigns via Facebook, Instagram, and Twitter (at least 3 postings each week) increases membership and fosters a strong vibrant reuse network statewide	June 30, 2020

4. <b>SEMI-COMPLETED</b> A “Minnesota Reuse, Repair, and Rental Business Locator” is created and maintained on the ReUSE Minnesota website	June 30, 2020
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**First Update - January 31, 2019 (Delivered on April 15, 2019)**

ReUSE Minnesota is laying the foundation to rapidly expand its membership base. This foundation includes an updated membership structure to engage a broader reuse audience in Minnesota and the development of a membership retention and development strategy. These policies will feed a comprehensive 2019 membership outreach plan.

It is imperative that ReUSE Minnesota has a solid online platform and portal to support its membership growth. ReUSE leadership has selected the membership data platform developed by *YourMembership* – an industry leader in association member management systems. *YourMembership’s* all-in-one solution will integrate front end design and back end systems to create a seamless online membership experience. Website development is currently underway. The new platform will also enable the improvement of the current business locator/online directory to better serve the reuse community.

ReUSE Minnesota is planning to launch a 2019 member recruitment campaign in line with the launch of the redesigned ReUSE MN website. The updated online platform is on track to launch by June 30<sup>th</sup>, 2019. In the meantime, ReUSE has been executing consistent outreach with its existing member base, key stakeholders and prospective members via monthly newsletter and regular communication on established social media channels.

**Activity #2**

**Outcome 1: Participation in ReUSE Minnesota increases from 31 (current) to 125 members (6/30/20)**

Membership committee created a membership outreach communications plan, updated membership structure, and is finalizing web site for online membership sign-up. Management company has developed list of 600+ prospective members, and outreach will begin in mid-June.

**Outcome 3: Social media campaigns via Facebook, Instagram, and Twitter (at least 3 postings each week) increases membership and fosters a strong vibrant reuse network statewide**

Social media platforms are currently being used to promote organization educational webinars, meetings, and newsletter content. We have developed a communications plan outlining topics to educate the public, and we will begin implementing the plan in mid-May.

**Outcome 4: A “Minnesota Reuse, Repair, and Rental Business Locator” is created and maintained on the ReUSE Minnesota website**

This is currently housed on the ReUSE MN web site. We plan to have our updated website, with enhanced functionality, up-and-running by June 30, 2019.

**Second Update June 30, 2019**

**Activity #2**

**Outcome 1: Participation in ReUSE Minnesota increases from 31 (current) to 125 members (6/30/20)**

Membership committee created a membership outreach communications plan, updated membership structure, and is finalizing web site for online membership sign-up. Management company has developed list of 600+ prospective members and has begun outreach as mid-June as stated in the last update. Results so far of outreach have been six new member joins. Once the web site is launched, additional membership development efforts will immediately be implemented, including immediate outreach to and invoicing of 60 expired members.

**Outcome 2: Redesign the ReUSE Minnesota website to serve as a portal for membership networking, enrollment, and renewal**

The technical and back-end of the web site has been set up, as well as the front-end redesign. Custom development was needed and implemented to develop a Minnesota Reuse, Repair, and Rental Business Locator.



This includes a member portal, and an automated, online membership join and renewal process. The process has been tested and finalized as of 6/26/19. The scheduled launch date for the new web site is June 30, 2019 and will likely coincide with the submittal of this report.

**Outcome 3: Social media campaigns via Facebook, Instagram, and Twitter (at least 3 postings each week) increases membership and fosters a strong vibrant reuse network statewide**

Social media platforms are currently being used to promote organization educational webinars, meetings, and newsletter content. We have developed a communications plan which outlines topics to educate the public, and we will have begun implementing the plan in mid-May. We are on track with this outcome.

**Outcome 4: A “Minnesota Reuse, Repair, and Rental Business Locator” is created and maintained on the ReUSE Minnesota website**

This is currently housed on the ReUSE MN website. For our new website, custom development was needed and implemented to develop a Minnesota Reuse, Repair, and Rental Business Locator. The scheduled launch date for the new web site is June 30, 2019, and will likely coincide with the submittal of this report.

**Third Update - January 31, 2020**

**Activity #2**

**Outcome 1: Participation in ReUSE Minnesota increases from 31 (current) to 125 members (6/30/20)**

ReUSE Minnesota membership has doubled membership total 62 members through implementation of the membership outreach and communications plans. In addition to renewing lapsed members, new members were reached through a late summer email campaign, personal outreach and networking, increased social media presence and event recruitment, creation of reusable membership signage for events, social media video and written testimonials and follow-up after events. Membership will continue to grow through promotion of the 2020 national conference, marketing to the 600+ prospective members list and member to member outreach.

**Outcome 2: Redesign the ReUSE Minnesota website to serve as a portal for membership networking, enrollment, and renewal**

The technical and back-end of the web site is up and running for membership enrollment and renewal. In addition to managing their own membership contact information, members also have access to submit community events and community blog posts. The website committee continues to work on improving site function when needed and updating web content and directory listings.

**Outcome 3: Social media campaigns via Facebook, Instagram, and Twitter (at least 3 postings each week) increases membership and fosters a strong vibrant reuse network statewide**

ReUSE MN has a growing social media presence on Facebook and Twitter fostering more engagement from the reuse community. In 2019 our Facebook community grew by 17% from 1,305 to 1,528 followers. We started a Twitter account in 2019 and grew to more than 1,000 followers during the year. Member stories and highlights are posted throughout the year as a member benefit and in late 2019/early 2020 we highlighted members with video and written testimonials on Facebook to drive increased membership.

**Outcome 4: A “Minnesota Reuse, Repair, and Rental Business Locator” is created and maintained on the ReUSE Minnesota website**

For our new website, custom development was needed and implemented to develop a Minnesota Reuse, Repair, and Rental Business Locator. The locator directory is available on the website for general searches. We are continuing to customize the zip code search function of the website with additional development.

**Activity 3: Build and Test Methods for Measuring the Environmental and Economic Impact of Reuse**

ReUSE MN intends to develop methods and tools for measuring the environmental and economic impact for reuse/rental/repair activities statewide. The plan is to routinely share this impact data with policymakers, businesses, and consumers.

#### **Fourth Update - July 15, 2020**

##### **Activity #2**

##### **Outcome 1: Participation in ReUSE Minnesota increases from 31 (start of grant) to 125 members (7/15/20) COMPLETE**

Email membership campaigns and monthly webinars helped expand our network of paid members and general supporters. The national conference in July helped us surge past our goal of 125 members to 230 members. Conference registration included a year membership to ReUSE MN which helped us reach our goal and stretch our network nationally.

##### **Outcome 2: Redesign the ReUSE Minnesota website to serve as a portal for membership networking, enrollment, and renewal COMPLETE**

The technical and back-end of the web site is up and running for membership enrollment and renewal using the Your Membership platform. It has worked well for registering for the conference and webinars and accessing member-only information. This fix enables ReUSE MN to have a better inventory of members and a more stable financial resource. Now, members will receive renewal notices on time.

##### **Outcome 3: Social media campaigns via Facebook, Instagram, and Twitter (at least 3 postings each week) increases membership and fosters a strong vibrant reuse network statewide COMPLETE**

With the leadership of Communications Committee volunteers and MHQ staff, ReUSE MN continues to expand our social media presence on Facebook and Twitter. The first 6 months of 2020 has seen Facebook followers increase 13% to 1,727 followers and Twitter followers rise to 1,104 (10% increase over 2019).

##### **Outcome 4: A “Minnesota Reuse, Repair, and Rental Business Locator” is created and maintained on the ReUSE Minnesota website**

The custom development needed to implement a Minnesota Reuse, Repair, and Rental Business Locator will occur in the final phase of the work plan.

#### **Final Report Summary: December 31, 2020**

The ReUSE MN Board and Website Committee leads learned more lessons about website structure and design. In hindsight, we should have looked at more vendors to host our member directory and website platform. We went with the recommendation of our management company, but the platform does not function in a few key areas that we need. The Website Committee has summarized the desired functionality and design elements we plan to include in the future, and have created mock-ups to communicate those items in the future. The Your Membership platform does offer a better membership directory than when we started in 2018.

##### **Outcome 1: Participation in ReUSE Minnesota increases from 31 (start of grant) to 205 members (12/31/20) COMPLETE**

Currently, ReUSE Minnesota has 205 paid members with many more non-paying members in our network. The increase in membership is nearly seven times what was at the start of the grant.

##### **Outcome 2: Redesign the ReUSE Minnesota website to serve as a portal for membership networking, enrollment, and renewal COMPLETE**

The Your Membership platform provides back-end structure to membership invoicing and payments, as well as hosts listings of businesses in the directory. It has worked well for registering for events and accessing member-only information.

**Outcome 3: Social media campaigns via Facebook and Twitter (at least 3 postings each week) increases membership and fosters a strong vibrant reuse network statewide COMPLETE**

With the leadership of Communications Committee volunteers and MHQ staff, ReUSE MN continues to expand our social media presence on Facebook and Twitter. In 2020, ReUSE MN saw a 13% increase of Facebook followers to 1,743 followers and Twitter followers rose to 1,104 (10% increase over 2019). We post organizational updates, highlights from our members, reuse and sustainability events in Minnesota, and news related to the reuse economy. We had five larger paid campaigns during the grant period, focused on event promotion like the annual conferences or specific reuse topics.

**Outcome 4: A “Minnesota Reuse, Repair, and Rental Business Locator” is created and maintained on the ReUSE Minnesota website SEMI-COMLETE**

As stated in Activity 1, funds that were meant to go to a website consultant were mistakenly put into our management contractor budget. Because of this, we did not go out for bid and choose a new website platform in 2020 that would meet the expanded needs of a searchable directory. The current Your Membership website includes a directory of reuse businesses, but we will be transitioning to a new platform in the future that is more customizable and user-friendly.

**Activity 3: Build and Test Methods for Measuring the Environmental and Economic Impact of Reuse COMPLETE**

**Summary Budget Information for Activity 3:**

<b>ENRTF Budget:</b>	<b>\$59,462.00</b>
<b>Amount Spent:</b>	<b>\$59,462.00</b>
<b>Balance:</b>	<b>\$0.00</b>

<b>Outcome</b>	<b>Completion Date</b>
1. <b>COMPLETED</b> A reliable method for gathering and analyzing reuse impact data is tested and used routinely	February 28, 2020
2. <b>COMPLETED</b> A report that summarizes the environmental and economic impact of reuse activities throughout the State is produced and widely distributed	June 30, 2020
3. <b>SEMI-COMLETE</b> Impact data is used to help frame reuse practices in 2 counties and 5 municipalities	June 30, 2020

**First Update - January 31, 2019 (Delivered on April 15, 2019)**

ReUSE Minnesota will be a leader in the development of methodology and tools to measure the environmental and economic impact of reuse both statewide and nationally. In order to achieve this, the organization first needed to solidify its strategic objectives and further define its target audience. These are foundational elements that will dictate what environmental and economic factors should be measured. Unfortunately, this has delayed the completion date for a reliable method for gathering and analyzing reuse impact data to be tested and implemented by June 30, 2019. However – ReUSE MN believes this delay will benefit the long-term strength of the measurement model (See 4/15/19 Amendment).

ReUSE is now positioned to advance the impact measurement outcomes and has started with the creation of an ‘Impact Measurement and Reporting Oversight’ task force. The committee has identified the need to partner with an expert specialized in methodology development and measurement. As a result, ReUSE Minnesota is working to develop a comprehensive RFP for services. Once the specialized resource is secured, ReUSE MN anticipates the ability to quickly ramp up impact measurement capabilities.

The following is the timeline established by committee:

- Taskforce assigned by Board of Directors: Complete
- Taskforce convening to develop RFP: In Progress

RFP Distributed: 6/15/2019  
Proposals Due: 8/1/2019  
Final Vendor Selection: 8/15/2019  
Measurement and Oversight Process Development: TBD  
Final Report Produced: TBD – by 6/30/2020

## **Second Update - June 30, 2019**

### **Activity #3**

#### **Outcome 1: A reliable method for gathering and analyzing reuse impact data is tested and used routinely**

ReUSE is positioned to advance the impact measurement outcomes and has started with the creation of an ‘Impact Measurement and Reporting Oversight’ task force. The taskforce has identified the need to partner with an expert specialized in methodology development and measurement. As a result, ReUSE Minnesota has developed and distributed a comprehensive RFP for services. Once the specialized resource is secured, ReUSE MN anticipates the ability to quickly ramp up impact measurement capabilities.

The following is the timeline established by taskforce:

Taskforce assigned by Board of Directors:	Complete
Taskforce convening to develop RFP:	Complete
RFP Distributed:	Complete
Proposals Due:	8/1/2019
Final Vendor Selection:	8/15/2019
Measurement and Oversight Process Development:	TBD
Final Report Produced:	TBD – by 6/30/2020

The RFP was distributed to more than 1200 individuals and organizations, including suggestions from taskforce members, and all reuse related contacts in the ReUSE MN database.

#### **Outcome 2: A report that summarizes the environmental and economic impact of reuse activities throughout the State is produced and widely distributed**

One outcome of the RFP / consultant selection process in Outcome 1 is the final report to be produced by 6/30/2020. We are on track to achieve this outcome.

#### **Outcome 3: Impact data is used to help frame reuse practices in 2 counties and 5 municipalities**

Based on the Final Report being produced in Outcome 2, we are on track to achieve this outcome. The taskforce has been including this topic on meeting agendas and planning for its achievement.

## **Third Update - January 31, 2020**

### **Activity #3**

#### **Outcome 1: A reliable method for gathering and analyzing reuse impact data is tested and used routinely**

In August the ReUSE MN ‘Impact Measurement and Reporting Oversight’ task force using a comprehensive RFP and thorough vetting process, selected a contractor with expertise in methodology development, collection and measurement. This partner, Brio Marketing, in partnership with iINNOVADATA, proposed a stepped project including a discovery period with interviews of local reuse leaders, data collection through a custom online survey, and analysis of data gathered.

As of this time the data collection survey has launched to members and non-members. Data collection will continue through 2/18/2020.

#### **Outcome 2: A report that summarizes the environmental and economic impact of reuse activities throughout the State is produced and widely distributed**

Using the survey data collected from reuse, rental and repair businesses from across Minnesota, in combination with key data points from purchased Dun and Bradstreet data, a report will be created summarizing the environmental, economic and social impact of reuse activities throughout the state. The release of this data will be tiered with the executive summary broadly released and detail with compared with individual business data available as a benefit to ReUSE MN members.

**Outcome 3: Impact data is used to help frame reuse practices in 2 counties and 5 municipalities**

Counties and municipalities selected are Ramsey County (Roseville, New Brighton, White Bear Lake) and Blue Earth County (Mankato, Lake Crystal). Based on the Final Report being produced in Outcome 2, we are on track to achieve this outcome. The taskforce is meeting with key contacts in government and business in these areas to be ready to implement the report when completed.

**Fourth Update - July 15, 2020**

**Activity #3**

**Outcome 1: A reliable method for gathering and analyzing reuse impact data is tested and used routinely COMPLETE**

Brio Marketing with guidance from the Reporting Measurement and Oversight Task Force created a replicable model to evaluate reuse economy, environmental and social data. The methodology and results are attached to this report.

The Impact Survey, completed in February, 2020, was designed to encourage businesses to share stories of the social impact created by reuse businesses, in order to begin to develop a snapshot of reuse business activity. Following the qualitative survey, Brio analyzed Dunn & Bradstreet Hoover business data for economic impacts, then used that data in the Economic Input-Output Life Cycle Assessment (EIO-LCA) model developed and published by Carnegie Mellon University to show environmental impacts.

**Outcome 2: A report that summarizes the environmental and economic impact of reuse activities throughout the State is produced and widely distributed**

Using the survey data collected from reuse, rental and repair businesses from across Minnesota, in combination with key data points from purchased Dun and Bradstreet data, a report was created summarizing the environmental, economic and social impact of reuse activities throughout the state (attached).

Major results from data collection and analysis include:

- Statewide, the entire reuse economy is nearly one third of the size of the entire retail economy, generating \$5.8 billion in 2017. (Dunn & Bradstreet purchased data)
- Avoidance of over 2.7 million metric tons of CO2 equivalent emissions per year, including greenhouse gases such as carbon dioxide, methane, nitrous oxide, and hydrofluorocarbons
- Reduction of over 67 billion gallons in withdrawals of freshwater each year from ground or surface water sources (Dunn & Bradstreet Hoover purchased data; Economic Input-Output Life Cycle Assessment (EIO-LCA) model developed and published by Carnegie Mellon University).
- 20% of ReUSE Minnesota member businesses surveyed employ people with disabilities and provide employment opportunities for underserved communities. Many consider the job creation and professional skill development for disadvantaged individuals to be a missional goal of their operation. (qualitative survey conducted by Brio)

Although this data is impressive, a huge takeaway for the Board and Brio is how important storytelling is in the reuse community. Numbers do not adequately describe the outcomes felt by the reuse sector. Reuse businesses build a community of like-minded individuals. They encourage community identity and involvement.

The release of this data will be tiered with the executive summary broadly released. Our intent is to create individual business data with this formula as a membership benefit to ReUSE MN members.

**Outcome 3: Impact data is used to help frame reuse practices in 2 counties and 5 municipalities**

Counties and municipalities selected are Ramsey County (Roseville, New Brighton, White Bear Lake) and Blue Earth County (Mankato, Lake Crystal). Based on the Final Report being produced in Outcome 2, we are on track to achieve this outcome. The taskforce is meeting with key contacts in government and business in these areas to be ready to implement the report when completed.

**Final Report Summary: December 31, 2020**

**Outcome 1: A reliable method for gathering and analyzing reuse impact data is tested and used routinely COMPLETE**

Brio Marketing, with guidance from the Reporting Measurement and Oversight Task Force, created a model to evaluate the economic, environmental, and social impacts of reuse in Minnesota. The methodology and results are attached to this report.

**Outcome 2: A report that summarizes the environmental and economic impact of reuse activities throughout the State is produced and widely distributed COMPLETED**

We have successfully created a report outlining environmental, economic, and social benefits of the reuse economy with methodology. The study results will be widely shared on a March 2, 2021 during a webinar. As of this report submission, 68 people have registered for the webinar. A page has been created on the ReUSE MN website to highlight the findings, link to the full report and methodology, and link to an interactive statewide impact map. This will be publically available following the “launch” following the March 2 webinar. High-level results have been shared with peers working on similar projects and spotlighted on the monthly national Government Reuse Forum hosted by Upstream.

While we tried to meet our timeline of distribution by Dec. 31, we had issues with wrapping up the final report. The materials provided by Brio Marketing were insufficient for a final report, lacking detail and clarity. The Board provided extensive feedback months before the contract ended, which was ignored by Brio Marketing. Brio Marketing also became unresponsive during the last month of the grant year, which delayed tying up these loose ends. Since the company had already received their final payment in July, they had little financial incentive to make time for the report completion. While disappointing to the Board, the main activities and report are complete because of ReUSE MN team members putting in extra work to make up for lack of follow-through from Brio Marketing. The Board and team are proud of the final outcome.

**Outcome 3: Impact data is used to help frame reuse practices in 2 counties and 5 municipalities**

Counties and municipalities selected are Ramsey County (Roseville, New Brighton, White Bear Lake) and Blue Earth County (Mankato, Lake Crystal). This part of the report needed more explanation, but the vendor has not completed this task (see Outcome 2 above). We have started offering an analysis for member businesses to see their business impact using the formula created in this research.

**IV. DISSEMINATION:**

**Description:**

As noted in the work plan, the partners intend to prepare marketing materials that promote the practice and multiple benefits of reuse, rental and repair. These materials will focus on residents, small and large businesses and government organizations throughout greater Minnesota and the metro area. The partners also intend to identify key gatherings such as trade shows, industry conventions, and the State Fair to promote the practice of reuse, rental and repair and the economic and environmental benefits in Minnesota.

ReUSE Minnesota will also provide regular updates about the purpose and status of this project through its Facebook page and website (www.reusemn.org). ReUSE Minnesota’s newsletter is another outlet for providing updates and promoting reuse, rental and repair. This newsletter is distributed monthly via email to all ReUSE Minnesota members and those passionate about our mission on our distribution list.

### **First Update - January 31, 2019 (Delivered on April 15, 2019)**

ReUSE Minnesota has developed a comprehensive communication strategy to disseminate critical information and drive awareness of ReUSE MN initiatives. The strategy established is a two-pronged approach focused on consistent online touchpoints and a full-scale external outreach plan. The initial objective of these activities is to drive membership with the secondary outcome being member and community education.

To date, ReUSE Minnesota has executed consistent monthly e-newsletters reaching a diverse audience of reuse professionals and enthusiasts. In addition, ReUSE MN is regularly utilizing key social media channels to distribute community announcements, highlight ReUSE events and disseminate industry news.

Lastly, ReUSE Minnesota has made significant progress in the implementation of its external outreach plan. A presentation outreach taskforce has identified over 20 opportunities for ReUSE presentations to Minnesota community members and is working to develop the materials and content necessary to execute those presentations.

### **Second Update - June 30, 2019**

ReUSE Minnesota has developed a comprehensive communication strategy to disseminate critical information and drive awareness of ReUSE MN initiatives. The strategy established is a two-pronged approach focused on consistent online touchpoints and a full-scale external outreach plan. The initial objective of these activities is to drive membership with the secondary outcome being member and community education.

To date, ReUSE Minnesota has executed consistent monthly e-newsletters reaching a diverse audience of reuse professionals and enthusiasts. In addition, ReUSE MN is regularly utilizing key social media channels to distribute community announcements, highlight ReUSE MN events and disseminate industry news.

Lastly, ReUSE Minnesota has made significant progress in the implementation of its external outreach plan. A presentation outreach taskforce has identified over 20 opportunities for ReUSE presentations to Minnesota community members and is working to develop the materials and content necessary to execute those presentations.

### **Third Update - January 31, 2020**

ReUSE MN continues to communicate and disseminate reuse strategies to consumers and networking insights to reuse, repair and rental businesses. As part of the Research and Measurement project reuse, rental and repair business data was collected for measurement. As a secondary purpose it will also be used for membership recruitment and community education.

In 2019 ReUSE MN has promoted reuse, repair and rental at key gatherings:

- **MN State Fair** – August 22-September 2, 2019. ReUSE MN provided volunteer management and materials for member business to showcase their services and volunteers to connect residents with additional reuse practices and membership.
- **RAM/SWANA Conference** – October 15, 2019. ReUSE MN tabled at a key joint conference of the Recycling Association of Minnesota and Solid Waste Association of North America highlighting the benefits of reuse, repair and rental impact higher on the waste management hierarchy.
- **The True Cost movie screening** – October 24, 2019. ReUSE MN provided resources to attendees about secondhand textiles.
- **Green Gifts Fair** – November 23, 2019. ReUSE MN staffed a full day booth with volunteers providing education on gift options related to reuse, repair and rental including a hands-on craft idea.
- **Policy on Tap Sponsorship** – December 2, 2019. As a sponsor of the Citizen's League Policy on Tap: Talking Trash featuring Adam Minter, author of Secondhand: Travels in the New Global Garage Sale and Nick Adams, senior director of retail stores at Goodwill-Easter Seals Minnesota.

- **Minneapolis Home & Remodeling Show** – January 24-26, 2020. In partnership with Miller Upholstering, ReUSE MN designed a booth for the 3 day show and staffed it with ReUSE volunteers and partner member businesses to showcase services to show participants. ReUSE implemented a member recruitment strategy, reaching out to home and remodeling reuse business to offer a showcase time for members. Two members took advantage of that opportunity and were pleased to have the opportunity to reach new customers in an otherwise financially out of reach method. In addition, ReUSE volunteers connected with other Home and Remodeling vendors sharing reuse practices.

**Project Status as of June 30, 2020:**

**Final Report Summary: December 31, 2020**

Before the pandemic restrictions started in March 2020, ReUSE MN participated in the Minneapolis Home & Remodeling Show (Jan. 24-26) and Minneapolis Home & Garden Show (Feb. 26-Mar. 1). Member businesses were highlighted through the booth design and signed up for tabling shifts to showcase their reuse, rental, and/or repair offerings. This approach was successful because our member businesses may not have been able to afford their own booth, and it allowed diverse representations of reuse and the benefits for the environment.

Most of our recurring in-person outlets like tradeshow, the Minnesota State Fair, and smaller member events were cancelled throughout the remainder of 2020. We took advantage of virtual interactions by continuing to host webinars (see above) with an increased focus on member business support during the shutdowns. We also had team members virtually presenting at the county Master Recycler/Composter classes held in the spring and fall of 2020, sharing the importance of reuse for saving natural resources and mitigating climate impacts.

Our biggest outreach effort was the national conference hosted virtually in July, 2020. By going virtual and moving the event up to a summer time frame instead of fall, we expanded our reach to attendees that likely would not have been able to travel to us in non-COVID circumstances. Over 200 people attended to learn how Minnesota was using resources effectively through reuse in public and private sector programs.

Our monthly e-news grew to 1,868 recipients (70% growth in two years). We sent 105 emails since July 2018 (some to members only) with an average open-rate of 25.6% (industry average for non-profits is 25.17%). Our topics focused on opportunities for businesses and residents to donate properly, support local reuse businesses, and highlight member businesses that are going above-and-beyond to support their communities. For instance, during the pandemic, TechDump (a ReUSE member) and Ramsey County put together TechPaks for students and residents. These TechPaks included refurbished laptops and tech equipment to support individuals transitioning to virtual schooling or work spaces.

ENRTF was acknowledged through a statement or logo in print materials and online whenever possible:

- Monthly e-news
- Conference materials (agenda, Welcome and Closing presentations, dedicated signs, revolving TV display)
- Website
- In-person and virtual events (annual meetings, member meetings, webinars)
- Reuse Impact Report (final report, webinar)

**V. PROJECT BUDGET SUMMARY:**

**A. Preliminary ENRTF Budget Overview:**

BUDGET ITEM (See "Guidance on Allowable Expenses")	AMOUNT
Professional/Technical/Service Contracts	\$272,946
Equipment/Tools/Supplies	\$168.00



Printing	\$1,048.44
Travel	\$0
Additional Budget Items	\$837.51
<b>TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =</b>	<b>\$275,000</b>

Explanation of Capital Expenditures Greater Than \$5,000: N/A

Explanation of Use of Classified Staff: N/A

Total Number of Full-time Equivalents (FTE) Directly Funded with the ENRTF Appropriation:

Enter Total Estimated Personnel Hours: 0	Divide by 2,080 = TOTAL FTE: 0
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Total Number of Full-time Equivalents (FTE) Estimated to Be Funded through Contracts with this ENRTF Appropriation:

Enter Total Estimated Personnel Hours: 2,912	Divide by 2,080 = TOTAL FTE: 1.4
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**B. Other Funds:**

SOURCE AND USE OF OTHER FUNDS	\$ Amount Proposed	\$ Amount Spent	Status and Timeframe
<b>Other Non-state \$ to be Applied to Project During Project Period:</b>			
Private funders and organization membership fees	\$52,000	\$12,169	Funding secured from private sources by March 2019; Fees secured by Dec. 2020
Conference income - to pay for conference-related activities such as venue, supplies, technology. These funds were also used after the conference for general administration (phone system, printing, etc.), member meeting supplies, and kept as emergency funds in the bank account.		\$22,205	2020 Regional Conference and 2021 National Conference: registration, exhibitor fees, sponsorship
<b>Other State \$ to be Applied to Project During Project Period:</b>			
N/A	0		
<b>Past and Current ENRTF Appropriation:</b>			
N/A	0		
<b>Other Funding History:</b>			
Minnesota Pollution Control Agency		\$124,889.12	2015-2017; Final report submitted in 2017 1) Development of interactive website to connect consumer with rental, reuse, and repair sector in Minnesota 2) Funding for part-time staff

**VI. PROJECT PARTNERS:**

A. Partners receiving ENRTF funding:

Name	Title	Affiliation	Role
N/A			

**B. Partners NOT receiving ENRTF funding**

Name	Title	Affiliation	Role
State MPCA Hennepin County Ramsey County Better Futures MN U of Minnesota Twin Cities and Duluth			

**VII. LONG-TERM-IMPLEMENTATION AND FUNDING**

**A. Project Team/Partners**

This project is sponsored by ReUSE Minnesota, a member-based, non-profit network promoting Minnesota’s reuse, rental and repair sectors. ReUSE also works to measure the benefits of reuse for Minnesota’s people and environment. Steve Thomas, a board member of ReUSE Minnesota and founder of Better Futures Minnesota, will serve initially as the project manager then transition to Jenny Kedward as project manager. The plan is for the newly hired Outreach Coordinator of this project to eventually assume the role of Project Manager. Board members at the time of application also include Todd Tanner, President of ReUSE and the director of the University of Minnesota Reuse program, and Jenny Kedward, Vice President of ReUSE and Chair of the Education and Communications committee. ReUSE Minnesota intends to partner with a fiscal agent to ensure fiscal accountability, manage billing, produce monthly financial statements, and oversee an annual audit.

**B. Project Impact and Long-Term Strategy**

A robust reuse economy statewide will reduce the amount of waste buried in landfills, reduce emissions, and begin to change the mindset of throwing away materials. A culture of reuse will reduce the amount of virgin materials produced and consumed and increase the lifetime of current materials. Strong networks of consumers and business owners across the State will establish a sustainable marketplace for reuse activities.

**C. Timeline Requirements**

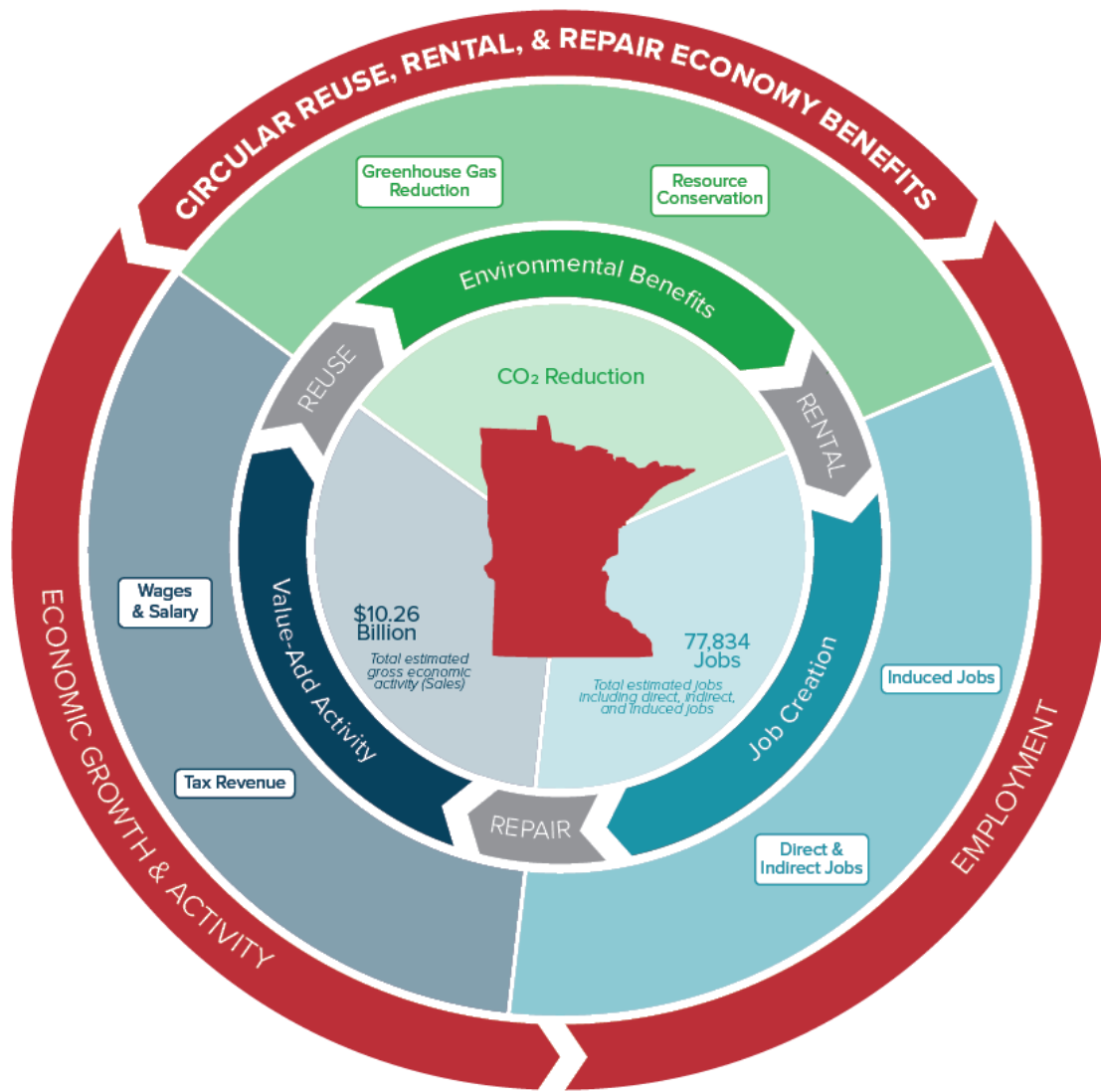
This is a two-year project. Year 1 will focus on hiring coordinators, retaining consultants, developing materials and vehicles for delivering technical assistance, and hosting education sessions statewide. During Year 2, the education and technical assistance sessions will continue and a report documenting the environmental and economic impact of the reuse economy will be produced.

**VIII. REPORTING REQUIREMENTS:**

- The project is for two and half (2.5) years, will begin on July 1,2018 and end on December 31, 2020
- Periodic project status update reports will be submitted January 31 and June 30 of each year.
- A final report and associated products will be submitted between December 31, 2020 and February 22, 2021.

**IX. SEE ADDITIONAL WORK PLAN COMPONENTS:**

- A. Budget Spreadsheet
- B. Visual Component or Map
- C. Parcel List Spreadsheet - N/A
- D. Acquisition, Easements, and Restoration Requirements - N/A
- E. Research Addendum - N/A



## ReUSE MN Event Summary

LCCMR Work Plan	Date	Event	Topic	Speaker(s)	Attendance
6 Webinars <i>Requirement Met</i>	2/14/2019	Webinar 1	Our Right to Repair	Facilitator: Amanda LaGrange, TechDump Kyle Opdahl, CPR Cell Phone Repair Nathan Proctor, U.S. PIRG Right to Repair	45
	5/16/2019	Webinar 2	The Power and Impact of Building Material Reuse	Facilitator: Steve Thomas, Better Futures Thomas Adams, Better Futures John McCarthy, North Shore Architectural Antiques	48
	6/13/2019	Webinar 3	Policies to Promote Building Material Stewardship	Facilitator: Steve Thomas, Better Futures Eve Pitel, Delta Institute Colleen Hetzel, MPCA Carolyn Collopy, Hennepin County	28
	10/1/2019	Webinar 4	Collection and Outreach Methods for Used Textiles	Facilitator: Todd Tanner, UofM Reuse Center Miriam Holsinger, Eureka Recycling Greg Rue, Arc's Value Village	67
	10/16/2019	Webinar 5 (Facebook Live)	Hack the Thrift Store	Arc's Value Village Personal Shoppers	19
	2/27/20	Webinar 6	Reuse in Proposed Minnesota Bills	Tim Schaefer, Environmental MN Lynn Hoffman, Eureka Recycling	21
	3/24/20	Bonus Webinar 7	Incorporating reuse at city clean-ups/drop-offs	Facilitator: Jenny Kedward, Dakota County Jim Nejedly, Mt Diablo Recycling Diana Dalsin, Bridging Inc.	89
	4/16/2020	Bonus Webinar 8	Small Business Help Under the CARES Act (Members only)	Jeremy Kalin, Avisen Legal	15

	4/23/2020	Bonus Webinar 9	Connecting with your customers when your business is closed (members only)	Kirsten McCoy, Rethink Tailoring Grant Henry, Brio Marketing Julie Kearns, Shop Junket Kate Hersey, MN Tool Library Julie Steller, Steller Handcrafted Goods	11
	4/30/2020	Bonus Webinar 10	Strategically and safely reopen your reuse business (members only)	Steve Jameson, Bridging Greg Rue, Arc's Value Village	16
	3/2/2021	Outside of grant dates but related	ReUSE MN Impact Study Results	Jenny Kedward Annika Bergen	95 registered as of 2/22/2021
Events & Presentations Hosted by ReUSE MN  10 Events Requirement Met	11/14/2018	Q4 ReUSE Meeting/Annual celebration	Annual Member Meeting at Burning Bros. Brewery	ReUSE MN Team	25
	2/26/2019	Q1 ReUSE Member Meeting	Quarterly meeting hosted by Eureka Recycling	ReUSE MN Team	25
	5/14/2019	Q2 ReUSE Member Meeting	Quarterly meeting at Better Futures	ReUSE MN Team	20
	8/5/2019	ReUSE MN Volunteer Training	Training at Bridging, Inc.	ReUSE MN Team	10
	8/13/2019	Q3 ReUSE Member Meeting	Quarterly meeting at City of St Louis Park	ReUSE MN Team	20
	11/4/2019	ReUSEMN19 - ReUSE MN Regional Conference	First Conference at Humphrey School Conference Center	ReUSE MN Team	118
	12/10/2019	Q4 ReUSE Meeting/Annual celebration	Quarterly meeting at La Dona Cerveceria	ReUSE MN Team	30
	2/11/2020	Q1 ReUSE Member Meeting	Quarterly meeting co-hosted by Rethos and Hayes' Window Restoration	ReUSE MN Team	20
	12/2/2019	Policy on Tap	Sparking Joy and the World of Secondhand	Lead organization: Citizens League	150
	7/13 - 7/14/2020	ReUSE2020 - ReUSE MN Virtual National	First Virtual Conference	ReUSE MN Team	212

		Conference			
Events & Presentations Hosted by Partner  6 Events <b>Requirement  Met</b>	4/18/2019	Dakota County Master Recycler/Composter (MRC) class	Waste Prevention & Reuse for MRC	Nathan Landwehr	32
	10/1/19	Dakota County MRC class	Waste Prevention & Reuse for MRC	Nathan Landwehr	27
	10/15/2019	RAM/SWANA Conference	Moderating the reuse panel,:Integrating Reuse (Goodwill, Mobile Menders, and City of St. Louis Park) - 3:15-4:30pm	Nathan Landwehr	35
	10/31/2019	Three Rivers MRC class	Waste Prevention & Reuse for MRC	Nathan Landwehr	20
	11/11 - 11/15/19	Ellen MacArthur Disruptive Innovation Festival (DIF) - Reuse Panel	Panel featuring reuse organizations and the state of community reuse and the circular economy (broadcast)	Steve Thomas	60
	11/13/19	Hennepin County MRC class	Waste Prevention & Reuse for MRC	Annika Bergen	50
	4/22/20	Dakota County MRC class	Waste Prevention for MRC - virtual	Annika Bergen	30
	5/13/20	Hennepin County MRC class	Waste Prevention for MRC - virtual	Annika Bergen	30
	10/8/20	Dakota County MRC class	Waste Prevention for MRC - virtual	Annika Bergen	14
Table/Booth at Event  6 Tabling Events	4/2/19	Wild Game	General ReUSE MN Info	Annie Pottorff	30
	4/25/19	Lafayette Park Earth Week	General ReUSE MN Info & DIY Reused Notebook Craft	Madalyn Ciocci, Annika Bergen	25
	8/22-9/2/19	MN State Fair	Repair & Reuse Room at the Eco Experience	Annika Bergen, and members	300

<b>Requirement Met</b>	10/15/19	RAM/SWANA Conference	General ReUSE MN - Conference, Membership	Jenny Kedward, Nathan Landwehr, Allyson Sawyer	45
	10/24/19	<i>The True Cost</i> movie screening	ReUSE MN info, conference, Membership	Steve Thomas, Jenny Kedward	15
	11/23/19	Green Gifts Fair	Gift tag making and general plugs	Jenny Kedward, Annika Bergen, Michelle Palmer, Miriam Holsinger	150
	1/24-1/26/20	Minneapolis Home + Remodeling Show	Sustain-able Alley - Repair & Reuse Room II	Annika Bergen, Miller Upholstering, Rethos, Hayes Window Restoration, MN Tool Library	200
	2/26 - 3/1/20	Minneapolis Home + Garden Show	Member group tabling	Kate Hersey, MN Tool Library	100
				<b>TOTAL</b>	<b>2152</b>

**Final Attachment A:**

**Environment and Natural Resources Trust Fund**

**M.L. 2018 Final Corrected Budget Spreadsheet**

**Project Title:** Expanding the state's reuse economy to conserve natural resources

**Legal Citation:** M.L. 2018, Chp. 214, Art. 4, Sec. 02, Subd. 05j

**Project Manager:** Jenny Kedward

**Organization:** ReUSE Minnesota

**College/Department/Division:**

**M.L. 2018 ENRTF Appropriation:** \$275,000

**Project Length and Completion Date:** 2 years, June 2020

**Date of Report:** 11/1/2021



ENVIRONMENT AND NATURAL RESOURCES TRUST FUND	TOTAL BUDGET	AMOUNT SPENT	TOTAL
<b>BUDGET ITEM</b>			
<b>Personnel (Wages and Benefits)</b>	\$0	0	\$0.00
<b>Professional/Technical/Service Contracts</b>	\$272,946	269,015	\$3,931.23
ReUSE Minnesota intends to solicit bids, through the State -			
<b>Equipment/Tools/Supplies</b>	\$168	168	\$0.00
Laptop and projector			
<b>Printing</b>	\$1,048	1,048	\$0.00
printing of education and promotional material			
<b>Travel expenses in Minnesota</b>	\$0	0	\$0.00
Car travel for 24 educational/business development sessions:			
<b>Other</b>	\$838	838	\$0.00
Webinar hosting: 4 sessions at \$200 per session			
<b>COLUMN TOTAL</b>	<b>\$275,000</b>	<b>271,069</b>	<b>\$3,931.23</b>