



Statewide reuse organization

**MassDEP Reduce & Reuse
Working Group
January 26, 2023**



Who I am



Long-time reuser

Materials management (aka solid "waste") professional

- Minnesota Pollution Control Agency
- City of St. Louis Park, Minnesota
- Reuse Minnesota



Who we are



Member-based network of reuse businesses, supporters, and advocates

Founded in 2012

- Initially as 501(c)6 – nonprofit trade association
- Converted to 501(c)3 – charitable nonprofit
- Primarily volunteer run until 2021

Who we are



PURPOSE: To lead a movement grounded in the principles of reuse, which extends the life of resources and decreases the demand for new production.

MISSION: Build partnerships and support a vibrant network of reuse practitioners through education, promotion, and advocacy.

VISION: Regenerative, reuse-centered communities that protect the environment and value the well-being of future generations.

Board of Directors



ANNIKA BERGEN (she/her)
Vice President
Term: 2022-2023
Team: Strategic planning

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SONYA BETKER (she/they)
Member at Large
Term: 2023-2025

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HANNAH BOHN (she/her)
Member at Large
Term: 2023-2025

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SANDY GUNDERSON (she/her)
Member at Large
Term: 2022-2023
Team: Membership

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MIRIAM HOLSINGER (she/her)
Treasurer
Term: 2023-2025
Teams: Finance and Membership

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JENNY KEDWARD (she/her)
President
Term: 2023-2025
Teams: Governance and Personnel

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TODD CASEY (he/him)
Member at Large
Term: 2022-2023
Team: Membership

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DANIELLE CLASEMAN (she/her)
Member at Large
Term: 2023-2025
Team: Membership

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MAYUR DANKHARA (he/him)
Member at Large
Term: 2023-2025
Team: Membership

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PETE O'KEEFE (he/him)
Member at Large
Term: 2022-2023
Teams: Fund development and Membership

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PETRINA RHINES (she/her)
Secretary
Term: 2022-2023
Teams: Fund development and Strategic planning

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DUSTIN SIEMERS (he/him)
Member at Large
Term: 2022-2023
Team: Personnel

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How we are funded



- LCCMR grants – Legislatively designated Environment and Natural Resources Trust Fund dollars
- Other grants
 - Hennepin County
 - MPCA
- Memberships
- Conference
- Donations – currently in 10-year anniversary campaign

LCCMR grant



Strengthening Minnesota's reuse economy to conserve natural resources.



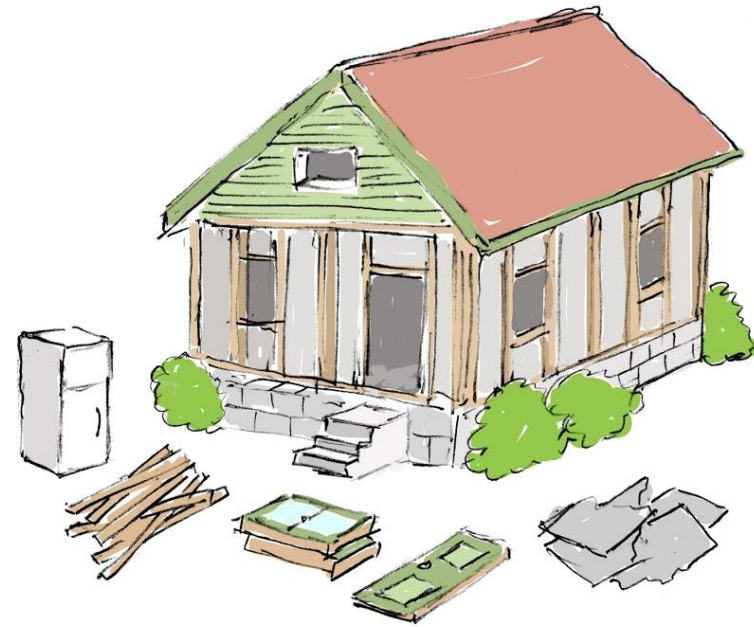
**ENVIRONMENT
AND NATURAL RESOURCES
TRUST FUND**

*Funding is being provided by the Minnesota Environment and Natural Resources Trust Fund
as recommended by the Legislative-Citizen Commission on Minnesota Resources (LCCMR).*

What we do



Educate
Advocate
Promote
Connect



Educate



Presentations, training, and webinars

- County citizen advocate programs
- Community groups, schools
- Reuse for real estate agents ([March 7](#))
- How to host swap events
- Tabling – state fair, community events



Educate: Youth reuse program



Curriculum for young Minnesotans to learn about reuse

- Hennepin County grant
 - Two schools spring 2023
- Pathway to careers and life long connections to reuse
- Partnering with reuse businesses to share experience and expertise

Future: Connections with DEED, certificate program, etc.

Educate: Textile repair



- NEW! MPCA Environmental Assistance grant
- Monthly free textile repair clinics for 18 months
- Monthly educational classes
- Thrift shop repairs

Advocate



Partnerships

- Minnesota Reusables Coalition – promotion of ecosystem and policy to support reusable foodware
- National Reuse Network (Upstream)
- NERC reuse forums

Policy

- Right to Repair
- Deconstruction ordinance template

Funding

- Advocate for and promote funding

Deconstruction grants

Salvage, reuse, and recycle most of the building materials from your next home remodeling or demolition project



Deconstruction is the process of carefully dismantling building structures to salvage building materials for reuse. This approach provides an opportunity to reuse or recycle up to 90% of building materials and provides several environmental and social benefits compared to demolition.



Hennepin County has funding available for the demolition or major renovation of residential properties that use deconstruction techniques to remove reusable building materials. Homeowners and developers can receive up to \$5,000 to help offset the additional time and labor costs for deconstruction.

Advocate: Reuse business needs



- LCCMR project – business needs assessment
- Contracted with Native Sustainability
- Surveyed businesses to determine priority needs
- Will shape work into the future
- Presentation at Feb member meeting



Promote



Share member content

- Business info
- Events
- Jobs
- News
- Accolades

Variety of media

- Social media (@reusemn):
LinkedIn, Facebook,
Instagram, Twitter
- YouTube: [Member features](#)
- Newsletter

Promote: Member directory

A screenshot of the REUSE MINNESOTA DIRECTORY website. The header is blue with the REUSE MINNESOTA logo on the left and navigation links (HOME, ABOUT, JOIN US, EVENTS, NEWS, RESOURCES) in the center. A search bar is on the right. Below the header, the title "REUSE MINNESOTA DIRECTORY" is displayed. A paragraph explains the directory's purpose, and a "JOIN US" button is provided. A "Category" dropdown menu is shown with options: Renovation (1), Repair (5), Rental (0), Resale (8), Consultant (1), and Government (13). Below this is an "Advanced search" link. A search bar shows "Search:" and "Found: 36". A table lists members with columns for Organization, Category, and Services.

Organization	Category	Services
ALTA Technologies, Inc. https://www.altatechnologies.com Plymouth	Other, Repair, Resale	Data Erasure, Refurbishment
Anoka County Recycling Andover	Government	
ASAP CLEAN UP MN. LLC Asapcleanupmn@gmail.com MPLS.	Resale	
Becker County Environmental Svcs www.co.becker.mn.us Detroit Lakes	Government	

Directory

- Searchable
- Growing as membership grows

Promote: Impact report



- LCCMR project
- Contracted with Eunomia
- Analyzed reuse sector sales data from Dun & Bradstreet
- Built on past studies, refined
- Tool using US-EEIO model
- Watch for report and press release next week!



Conference

Member meetings

- [February meeting](#) (virtual)

Networking

- March 10 – virtual speed networking



Areas for growth



- Greater Minnesota reach
- Small business membership – how to make accessible
- Board development

Join us!



Membership

- Individuals, businesses, and organizations can join

Attend events

- Some are virtual

Social media @reusemn

- Facebook, Twitter, Instagram, LinkedIn, and YouTube.

Donate

- Thank you!

Reuse: Upcycle your life



THANK YOU!

Emily Barker

Executive Director

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