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MICHIGAN RECYCLE *by* DESIGN

JOIN THE RECYCLE BY DESIGN TEAM CHALLENGE

Kicking off on 11/2/2015 —and with YOUR participation—the Challenge will achieve significant growth in Michigan's recycling rates through the implementation of strong public private partnerships

TOGETHER WE WILL MAKE A CHANGE

MICHIGAN RECYCLE by DESIGN

THE **RECYCLE BY DESIGN** TEAM CHALLENGE

will *incentivize* and *accelerate* the development and implementation of innovative strategies to *increase recycling in Michigan.*

RECYCLE BY DESIGN is the *catalyst.*

Recycle by Design is intended to facilitate important developments above and beyond the normal course of action. A public-private partnership approach will allow for focus on the socio-economic value of recycling and integrated waste management, not just bottom line costs. Through this process, the resulting projects will generate not only "hard" asset solutions, but also a "softer" awareness of the impacts of recycling on the local and regional economies. The Challenge seeks to bring local, regional, and statewide knowledge to bear within a P3 environment in order to:

- Foster the implementation of business-driven investments in Michigan's recycling infrastructure;
- Generate project proposals that focus on solutions which develop and promote innovation and integrate efforts across the state;
- Build capacity in local communities while strengthening economic growth at the local, regional, and state level;
- Contribute to a better understanding of the state's vulnerabilities, strengths, and interdependencies as they pertain to recycling and resource management;
- Connect to local efforts and strengthen the collaboration within governments and between government, business, academic, non-profit, and other organizations such as economic development agencies;
- Ignite and encourage innovative out-of-the-box thinking while addressing new industry trends; and
- Execute world-class projects with regional impact that are replicable across the state.

Competing teams of local, regional, and state level private and public sector partners will be supported technically and financially throughout the Challenge to advance leading-edge ideas that contribute to a more robust and resilient recycling infrastructure; that bolster local economies and ensure valuable recaptured commodities find their way into new products.

FOR MORE INFORMATION CONTACT

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Recycle by Design is a market development strategy aimed at achieving Governor Snyder's ambitious goal of doubling Michigan's residential recycling rate by fostering public-private partnerships to meet identified needs.

Achieving the Governor's goal will require the implementation of a coherent infrastructure system that guarantees that the recycling rate increases at short notice and ensures the recycling rate will continue to grow.

A WINNING PROPOSAL MUST MEET THE FOLLOWING CRITERIA:

- Implementation contributes (significantly) to an increase in the state recycling rate
- Subscribing team is able and willing to implement the proposal
- Subscribing team presents a solid business case and has arranged project financing (through private or public-private funding)
- There has been active local participation in the design of the proposal and the subscribing team can demonstrate that the final proposal has the buy-in of the local community/communities

RECYCLE BY DESIGN is an approach that fosters public-private partnership (P3) solutions through innovative and collaborative relationships between the sectors.

Public-private partnerships offer development solutions at a time when traditional sources of funding and energy for development are under strain, yielding innovative funding and financing solutions for resilient recycling infrastructure without relying wholly on the public sector. This new P3 approach also offers synergies among partners and local communities by leveraging their collective talents, technologies, expertise, and convening power. When the private sector is fully engaged in a process where the public sector is defining its need, private sectors partnerships can respond with new and innovative ways to meet the need.

mrc michiganrecyclingcoalition

DEQ

IMG MABEL

Recycle, MICHIGAN

RECYCLE BY DESIGN *timeline*

1 TEAM DEVELOPMENT
11/2/15 - 1/31/16

- *Recycle by Design Team Challenge kick- off on Nov 2nd*
- *Formulation of community and regionally focused teams*
- *Formulation of conceptual proposals*

With the kick off of the Recycle by Design Challenge in early November, applicants will be given approximately three months to develop and submit a short 10-12 page proposal, the requirements of which will be detailed in a Recycle by Design Call for Innovation issued by Challenge organizers in early November 2015. The public program will include a "Jump Kit" that provides detailed information about the Challenge such as what the stages of the Challenge will look like, how the teams will interact and receive direction and support from advisors, what the evaluation criteria are for advancing a concept into an implementable design solution, and what levels of funding will be available to teams to support their design efforts as they move through the stages of the Challenge.

2 RESEARCH & COMMUNITY ENGAGEMENT
2/1/16 - 5/31/16

- *Study local and regional challenges and vulnerability*
- *Interact with government entities*
- *Engage with local community groups via publicly-held meetings*
- *Identify potential opportunities*

After review by the selection committee, the most promising proposals that meet the selection criteria will be invited to formally enter the Recycle by Design Challenge. These teams will be given access to an electronic data room that will allow them to carry out the research and development necessary to further refine their concepts into workable proposals. During this stage, it will be critically important for the teams to interact with local communities design solutions that will ultimately have community buy-in. During Stage 2, each participating team will be eligible for up to $20,000 to help cover internal team costs associated with this stage. At the end of Stage 2, it is anticipated that at least five but no more than ten teams will then be selected to move forward to Stage 3.

3 DEVELOPMENT & SELECTION OF PROPOSALS
6/1/16 - 10/31/16

- *Teams work closely with local public officials, community leaders and expert advisors in the field*
- *Take concepts to design solutions*
- *Push innovation while maintaining local and regional priorities*
- *5-7 most promising projects move to Implementation*

During this stage, teams will intensely focus on their solutions to maximize the physical, social, economic, and ecological impacts to the community and region through improved recycling and resource capture. The teams will develop the implementation plans in partnership with local stakeholder coalitions—incorporating research, analysis, and feedback from as many participants as possible at which point final presentations will be made to the selection committee. During this stage, each team will also have direct access to and work closely with the Challenge advisors who can offer technical and financial implementation expertise. In Stage 3, each participating team will be eligible for up to an additional $30,000 to help cover internal team costs associated with this stage. The selection committee will then take the time needed to review the most promising designs, interacting with each of the teams to ensure a complete understanding of what is being proposed and the impacts of implementation.

4 IMPLEMENTATION OF WINNING PROPOSALS
11/1/16 & BEYOND

- *Build new more resilient recycling infrastructure through smarter design*
- *Drive change through how we design, build, and legislate for the future*

After announcement of the winning Recycle by Design proposals, selected proposals will be implemented through various forms of public-private partnerships that bring their solutions from an idea to reality. It is anticipated that, if funding gaps exist for the implementation of the winning proposals, assistance will be provided to attract needed resources to complete implementation. Again in Stage 4, each winning proposal will continue to have access to the Challenge advisors to ensure that the benefits offered by each project are maximized.