



## RECYCLE BY DESIGN

is a catalyst for public private partnerships that will help make the Governor's goal of doubling Michigan's recycling rate a reality. At the same time, the Challenge will also help in supporting important additional state goals including:



Building stronger local economies



Attracting tourism through a more pristine Great Lakes



Creating valuable new skilled and unskilled labor opportunities



Raising a heightened awareness of the intrinsic value of waste as a resource within our schools, businesses, and communities



Facilitating cleaner, more picturesque, and environmentally-friendly communities



Increasing efficiency in resource and energy use while reducing greenhouse gasses

The opportunities within the Recycle by Design Challenge are endless. Each will serve to increase the recycling rate and make additional recycled materials available for Michigan and Midwest manufacturers.



# VISUALIZE A FUTURE MICHIGAN WHERE...

A community with 100,000 households works with its private sector partners to bring best practice curbside recycling to all of its residents while also reducing its expenses for all waste and recycling services by 30% – strengthening community resiliency, and quadrupling its recycling rate.

A local anti-litter beautification organization working with community and foundation support then partners with the local private sector recycling industry and the local school districts to have community schools adopt a neighborhood door-to-door awareness promotion of curbside recycling effectively raising recycling participation in those neighborhoods from 20% to 90%

Five counties in a northern Michigan rural area with a tourist-based economy collaborate to adopt standardized recycling practices for both drop-off recycling and curbside recycling across the region and recruit a private sector partner to invest in both the recycling facility and collection equipment - collaborating as well on outreach and education at home, in schools and in local businesses and institutions – resulting in a cleaner environment that brings about a cultural transformation from “I don’t care” to “lets get everyone recycling!”

Plastic packaging producers partner across the state to add the full range of mixed plastics to all recycling programs through a secondary processor of plastics or plastic recovery facility (PRF) developed with private sector funding and local job training and development programs to successfully capture more plastics, keeping the Great Lakes clean.

The primary hauler for eight smaller communities sets up a regional partnership with a MRF in the closest big city (no more than 100 miles away) to set up a more cost-efficient single stream “hub and spoke” recycling transfer system - and begins providing bi-weekly curbside recycling with carts to all its customers, reducing wear and tear on roads.

A Michigan-based manufacturer looking to secure recycled feedstock for their manufacturing process partners with communities and haulers to expand recycling access and participation so that they have a domestic supply of commodities that meet their manufacturing specifications—reinforcing that “Michigan is good for business”.

A coalition of Michigan manufacturers works together with recycling processors to grow local processing capacity to manage a high-volume low-value but readily recyclable material in a more cost-effective and environmentally-friendly manner.

A large Michigan manufacturer that produces difficult to recycle packaging actively seeks out and supports end-use market development so that their products contribute to stronger, more circular economy.