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TOGETHER, WE WILL MAKE A CHANGE
IMG Rebel

Rebel runs **offices on 4 continents** and its experts have been active in the development of infrastructure in more than **80 countries**.
Governor Snyder’s April 2014 Recycling Initiative to double the recycling rate from 15% to over 30% within the next two years.

Which approach provides for the most robust recycling infrastructure that will support continued end market growth?
Two Approaches to Infrastructure Expansion

- Public sector top-down approach
- Business-driven bottom-up approach
Recycle by Design

- Is a challenge created to ignite the development of innovative new partnerships over the total value chain in the waste management sector, including the development of end markets for recycled material.

- Local, regional, and state level teams comprised of private and public sector partners will be encouraged to advance "outside the box" thinking; leading to solid business driven proposals.

- Recycle by Design is a strategy for growing an innovative market development platform combined with public private funding mechanisms.
Built on a Foundation of Working Together

REBUILD BY DESIGN
Placed local communities and civic leaders together at the heart of a robust, interdisciplinary, creative process to generate implementable solutions for a more resilient New York metro region.

This is the foundation of Recycle by Design.
Beneficial Public Private Partnerships
A Platform for Innovation

RECYCLE BY DESIGN

Creating an open platform for developing innovative new proposals that meet the following criteria:

▶ The implementation contributes significantly to the increase of the state recycling rate.

▶ The participating team presents a solid business case and has project financing arranged (through private or public private funding).

▶ The participating team is able and willing to implement the proposal with the support of Recycle by Design.

▶ The participating team can demonstrate that their proposal has the support of the local community or communities via active local participation in the design development.
# The Challenge Timeline

## Team Development
**11/2/15 - 1/31/16**
- Recycle by Design Team Challenge kick-off on Nov 2nd
- Hackathon innovation workshop scheduled for Nov 5th
- Formulation of community and regionally focused teams
- Formulation of conceptual proposals

## Development & Selection of Proposals
**6/1/16 - 10/31/16**
- Teams receive financial support for detailed design development costs
- Teams work closely with local public officials, community leaders and expert advisors in the field
- Push innovation while maintaining local and regional priorities
- 5-7 most promising projects move to Implementation

## Research & Community Engagement
**2/1/16 - 5/31/16**
- Teams receive financial support for internal R&D costs
- Study local and regional challenges and vulnerability
- Interact with government entities
- Engage with local community groups via publicly-held meetings
- Identify potential opportunities

## 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
Investment in a Stronger, More Resilient Michigan

There is no single winner.

$210-$260MM is needed to achieve a doubling of the recycling rate

Recycle by Design provides the statewide framework to unlock this investment potential

Bolstering new and expanded infrastructure and the development and support of stronger, more resilient end markets within the state.
Over the coming weeks, we will be communicating more detailed information on Recycle by Design – engaging at the local and regional level to encourage involvement in the Challenge.

We have a website where we regularly provide updated information: www.recycle-by-design.com

We also have a Twitter handle that we use to communicate important information 140 characters at a time: @RbD_Michigan

For further information:
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Visualize a Future Michigan...

Five counties in a northern Michigan rural area with a tourist-based economy collaborate...

A Michigan-based manufacturer looking to secure recycled feedstock for their manufacturing process partners with...

The primary hauler for eight smaller communities sets up a regional partnership...