



MN Reuse Sector Survey

Summary of Survey Results

August 2011

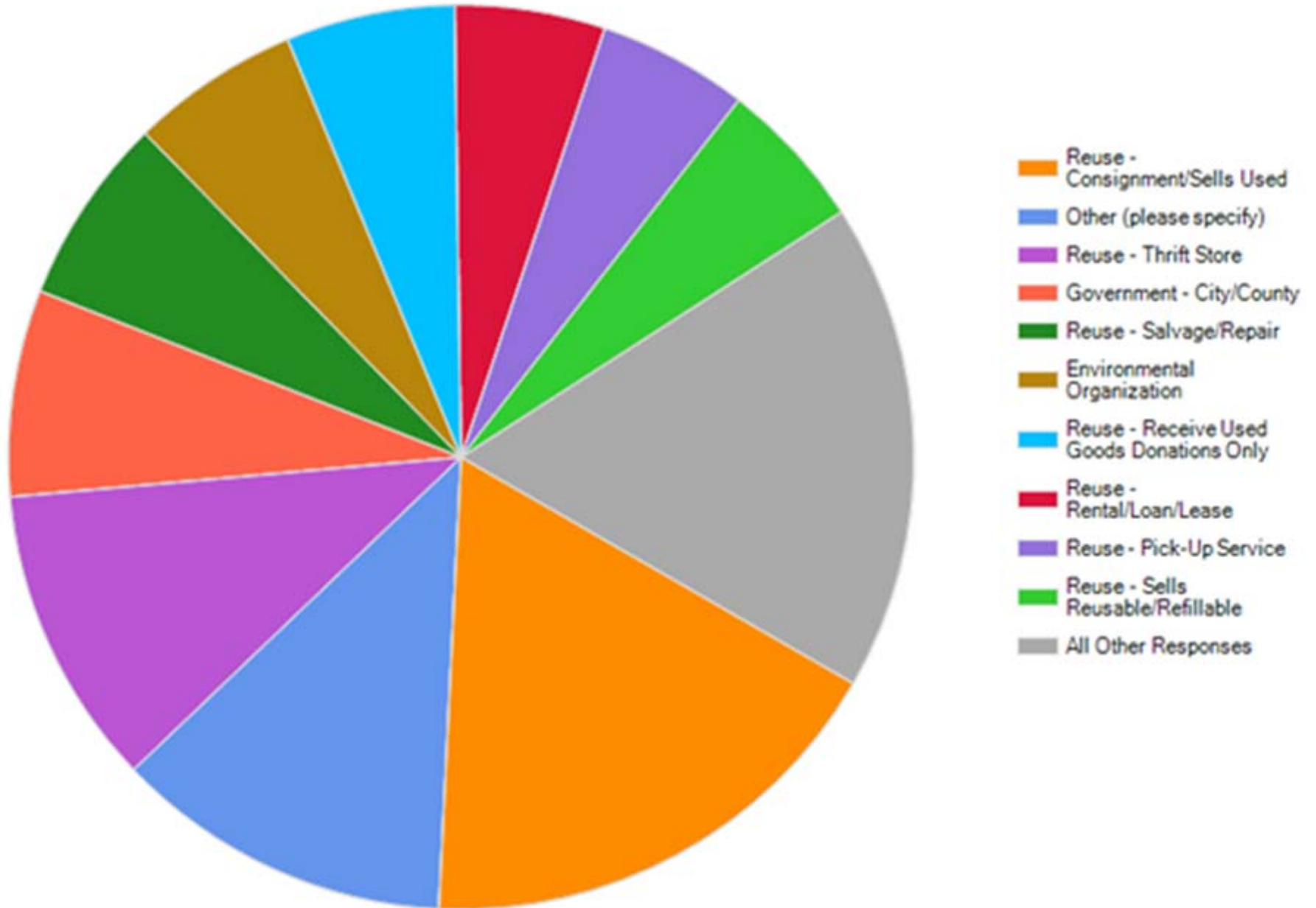
Reuse Sector Survey Overview

- ▶ Reuse Alliance MN, MN Pollution Control Agency & Institute for Local Self-Reliance are partnering on a reuse sector data standard project (“Measure your Treasure”).
- ▶ This *MN Reuse Sector Survey* was a first step to determine who makes up MN’s reuse sector, what’s needed to improve it & how Reuse Alliance MN can help.
- ▶ The following presents some of our results from this survey, a final report is pending.

Changes from Preliminary Findings

- ▶ 34% increase in respondents
- ▶ 50% increase in survey distribution
- ▶ Increase in respondents who thought MN public had “low” awareness of reuse options
- ▶ Increase in respondents who thought that “to reduce GHG emissions” and “to create Green Collar Jobs” were not effective public messages for promoting reuse

What kind of organization do you represent? Please check all that apply.



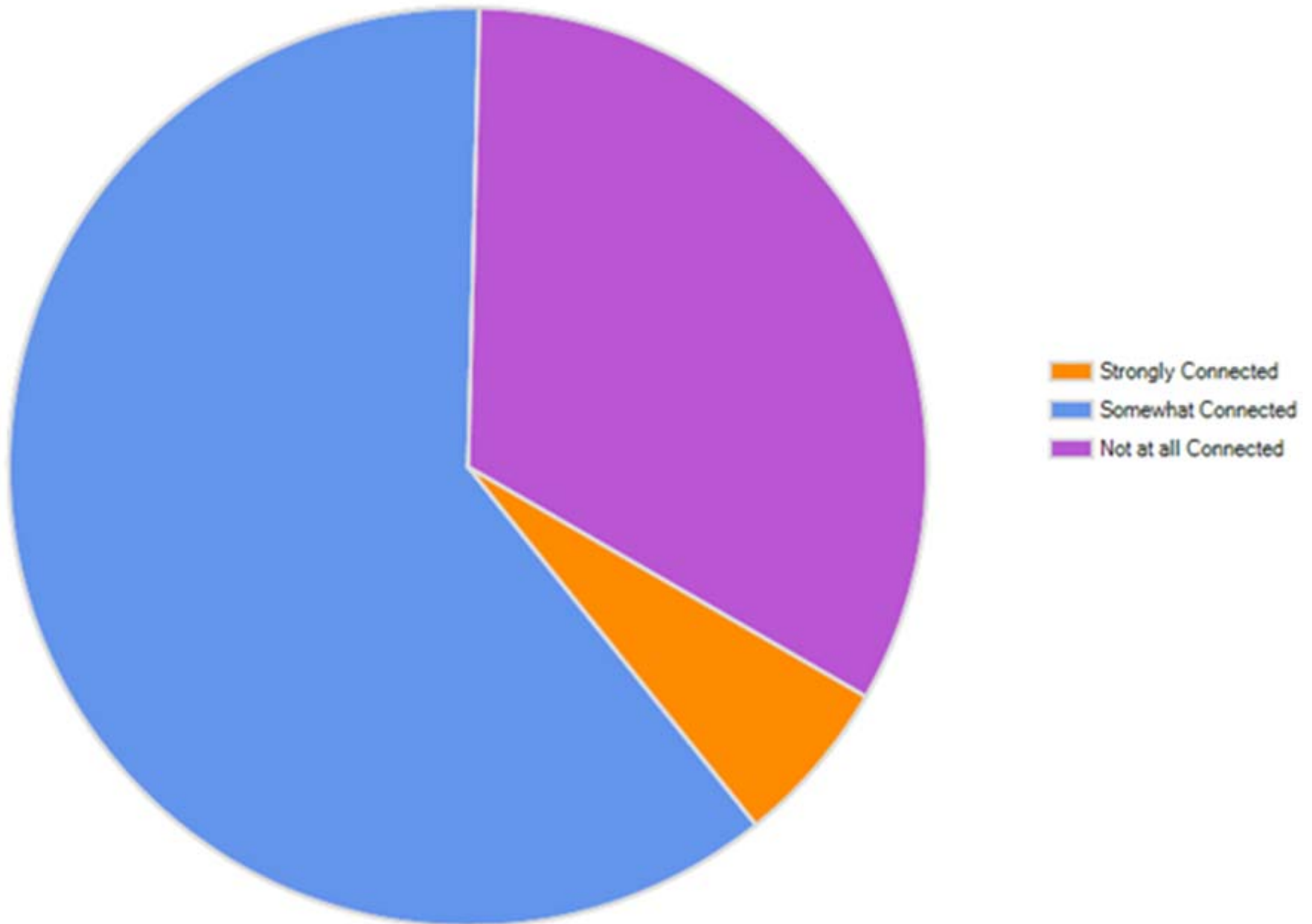
Breakdown of “Other” (21.2%)

- ▶ Art Center
- ▶ Food co-op
- ▶ Healthcare
- ▶ Neighborhood organization
- ▶ Electronics recycling
- ▶ Recycling services
- ▶ Consulting

Reuse Sector Lacks a Network

- ▶ Data suggests a significant proportion (32.9%) of respondents do “not feel connected” to others in the reuse sector
- ▶ The bulk of the remainder (61.2%) only feel “somewhat connected” to others in the reuse sector
- ▶ Indicates a strong need for a group like Reuse Alliance MN to help bring reuse organizations together

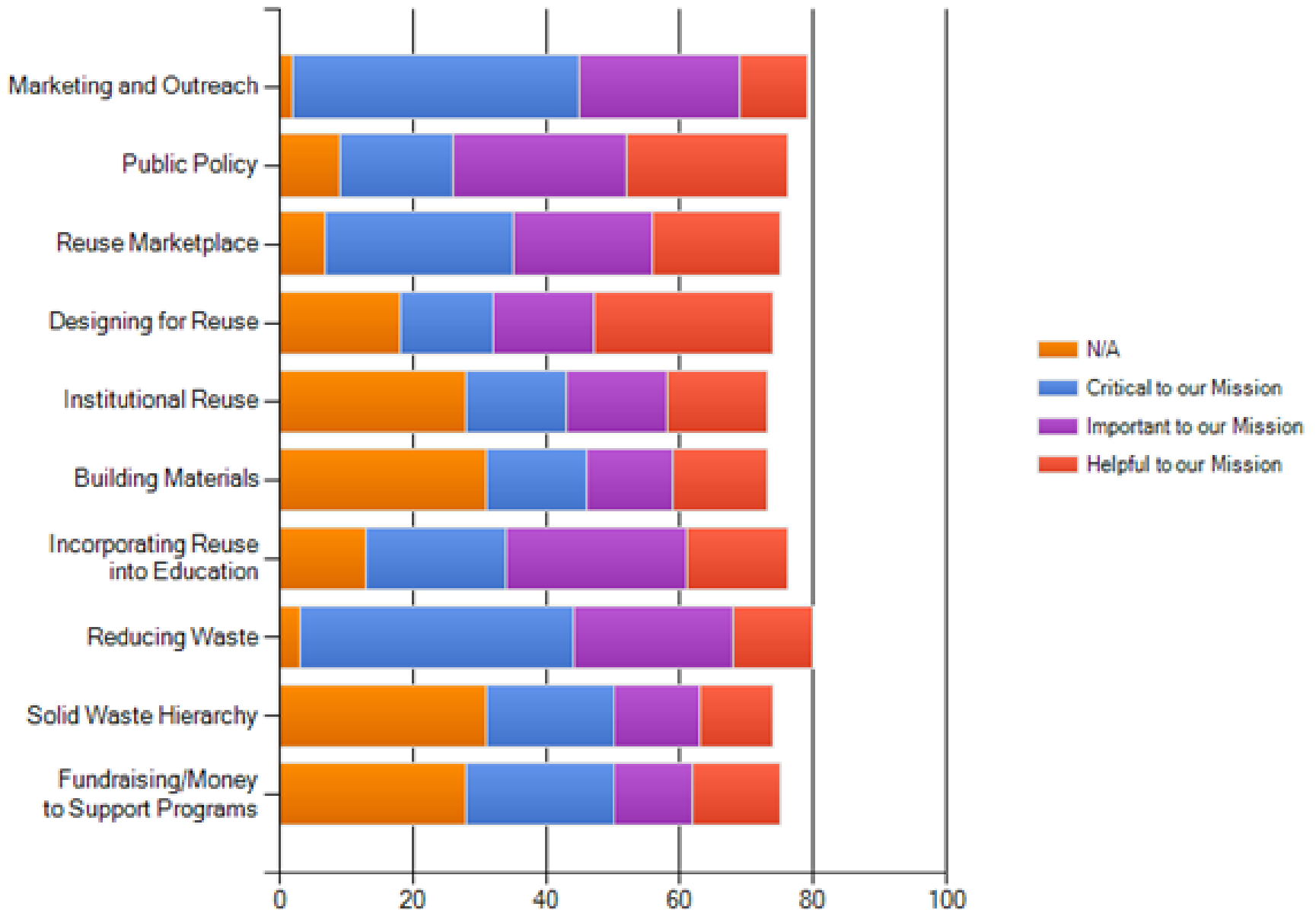
How connected do you feel with other reuse organizations and the broader reuse sector?



Most Important Reuse Sector Topics

1. Marketing and Outreach
2. Reducing Waste
3. Reuse Marketplace
4. Public Policy
5. Incorporating Reuse into Education

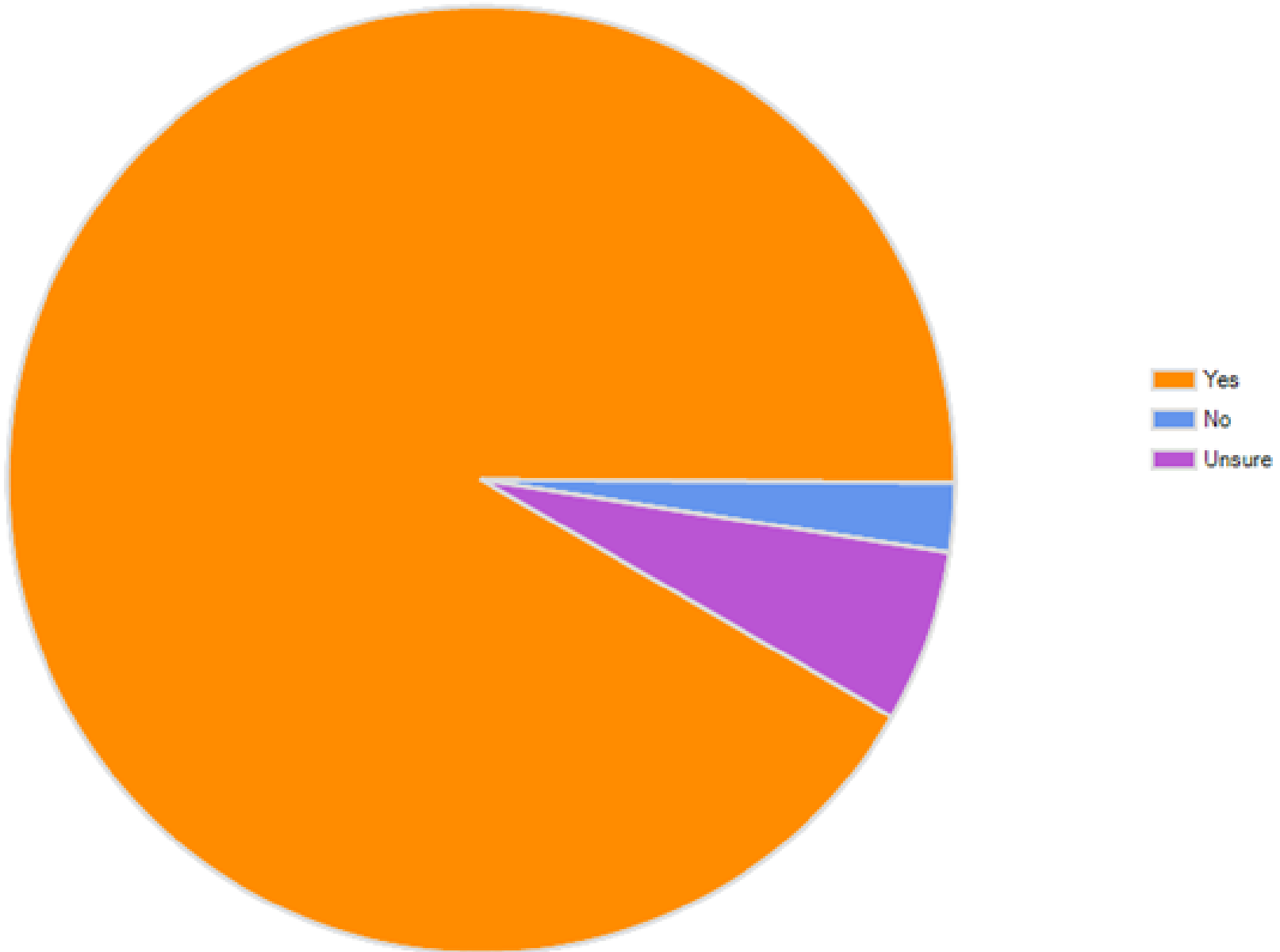
Which of the following reuse sector topics are most important to your organization? Please rank them in order of importance/relevance.



MN Needs Reuse Outreach

- ▶ Overwhelming majority (91.8%) said there should be more reuse education and outreach in the state

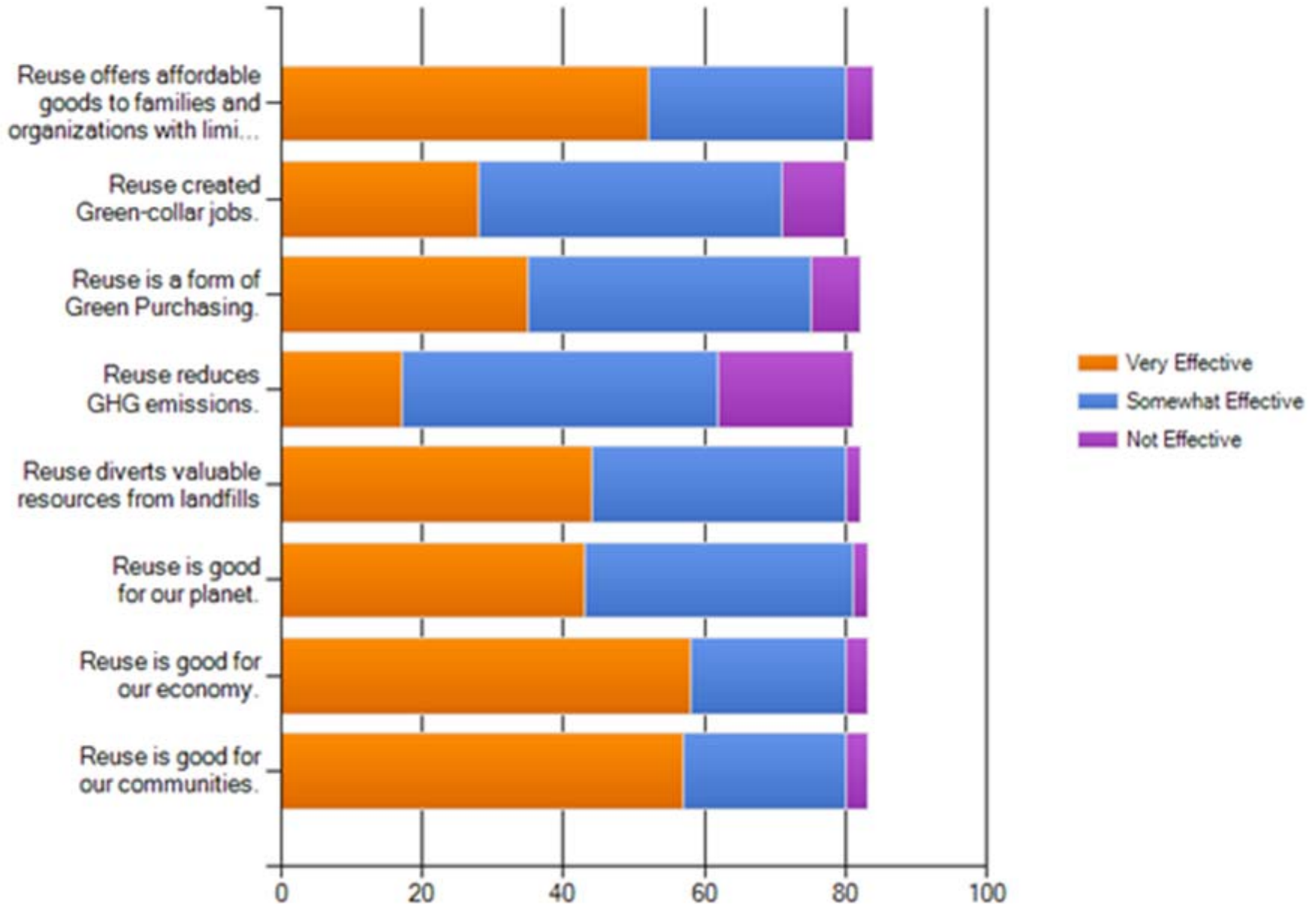
Do you think there should be more outreach and education about reuse in the state?



Top Messages to Promote Reuse

- ▶ Reuse is good for our planet
- ▶ Reuse is good for our economy
- ▶ Reuse is good for our communities
- ▶ Reuse diverts valuable resources from the landfill
- ▶ Reuse offers affordable goods to families with limited means

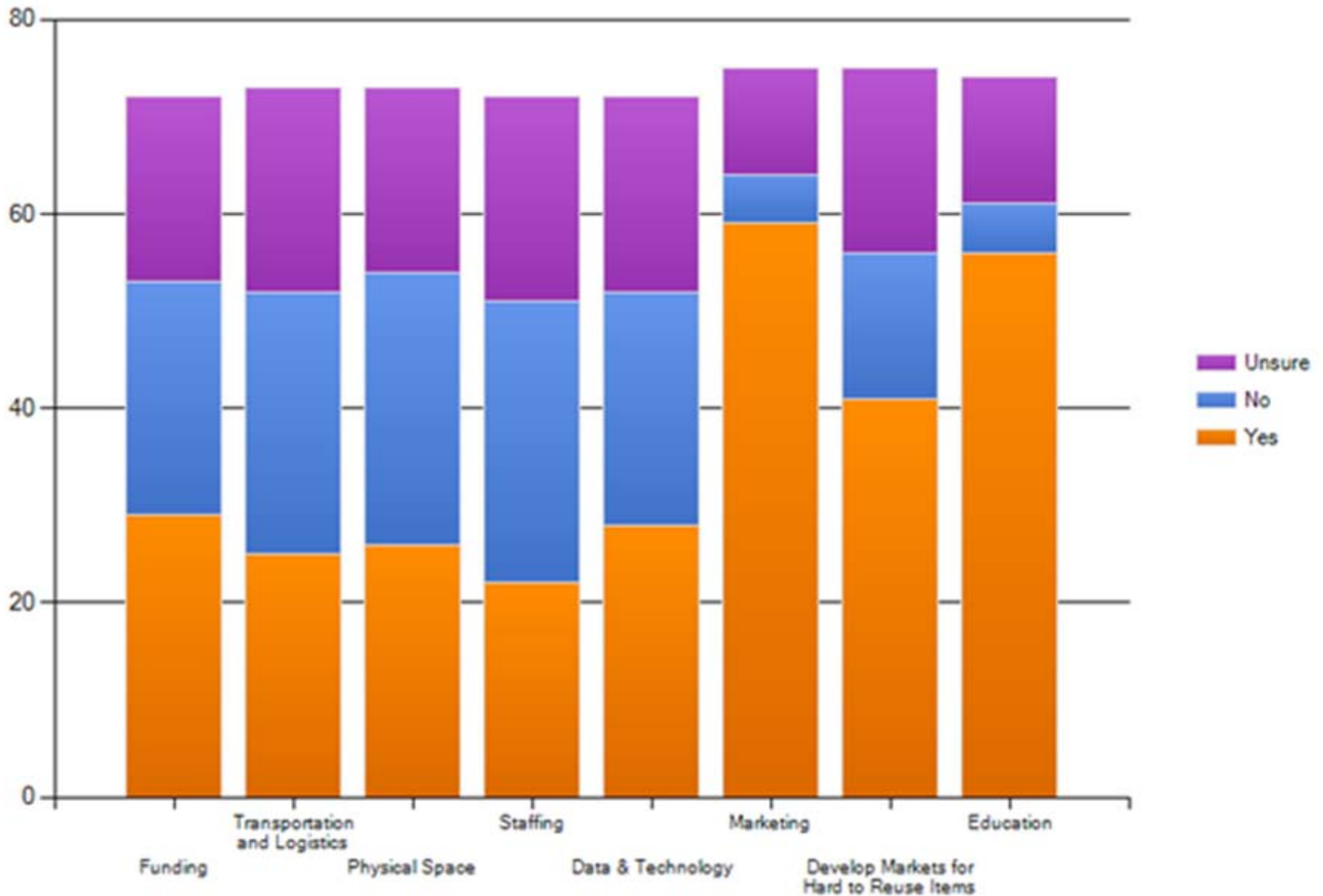
How effective do you think the following outreach messages will be to increase public awareness of reuse?



Marketing & Education

- ▶ Respondents indicated that they wanted Reuse Alliance MN to help with marketing (78.7%) and outreach (75.7%), significantly more than any other category

Would it be helpful to your reuse operation if Reuse Alliance MN worked to address any of the following challenges?



Top Metrics for Measurability

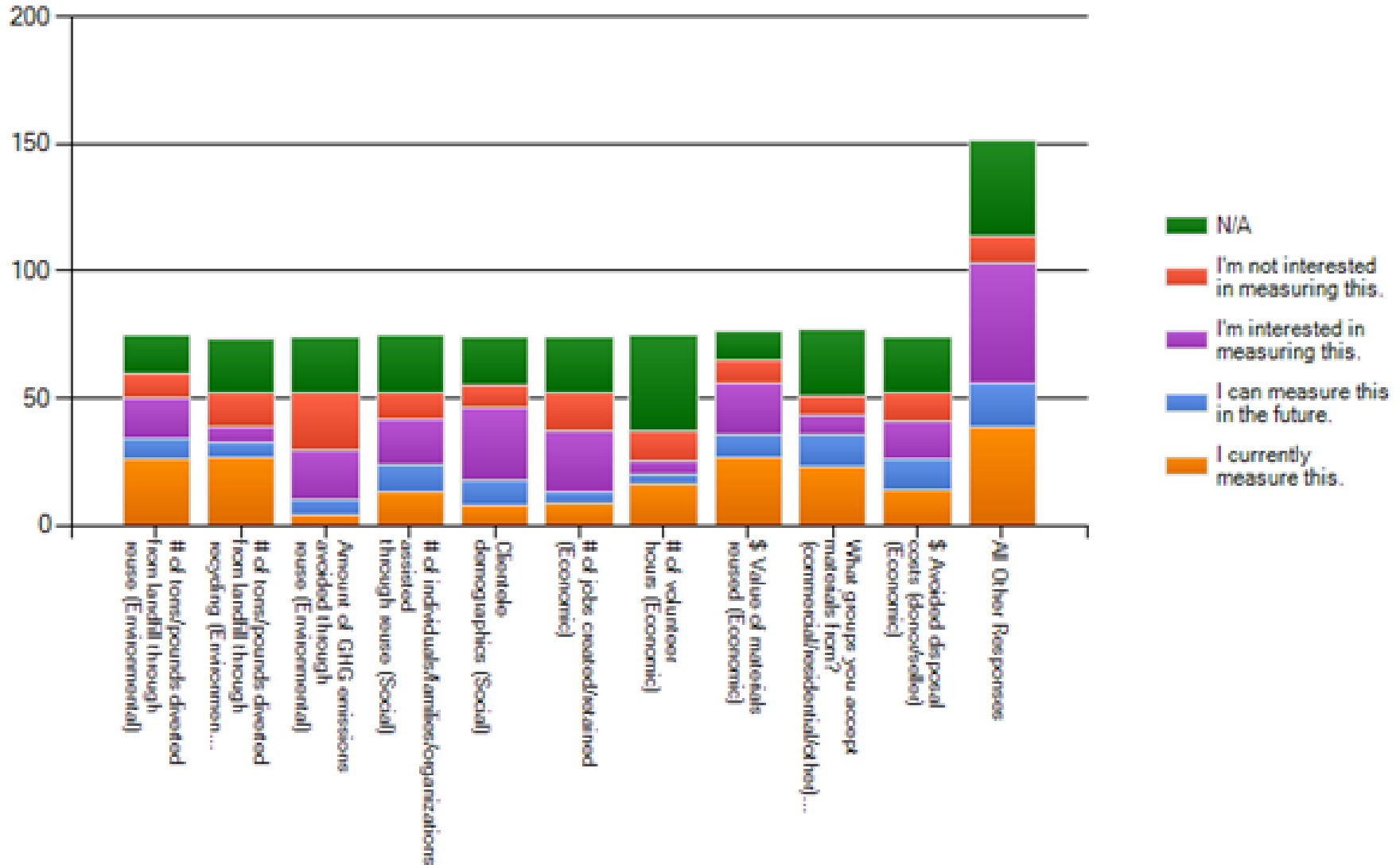
- ▶ Economic – value of materials reused
- ▶ Economic – avoided disposal costs
- ▶ Economic/Social – # jobs created/maintained
- ▶ Social – # individuals/families assisted through a reuse organization
- ▶ Social – clientele demographics
- ▶ Environmental – # tons/lbs diverted from landfill through reuse

The Triple Bottom Line Metrics Chosen at July Chapter Meeting

- ▶ Environmental – # of lbs/tons diverted from landfill through reuse
- ▶ Social – # of families/individuals/organizations assisted through reuse (additional for-profit option: clientele demographic)
- ▶ Economic – # jobs created/retained (and/or \$ amount of sales or \$ amount of avoided disposal)

Reuse Alliance MN has a grant to develop a consistent way of measuring the "triple bottom line benefits" (social, economic and environmental) of reuse in Minnesota.

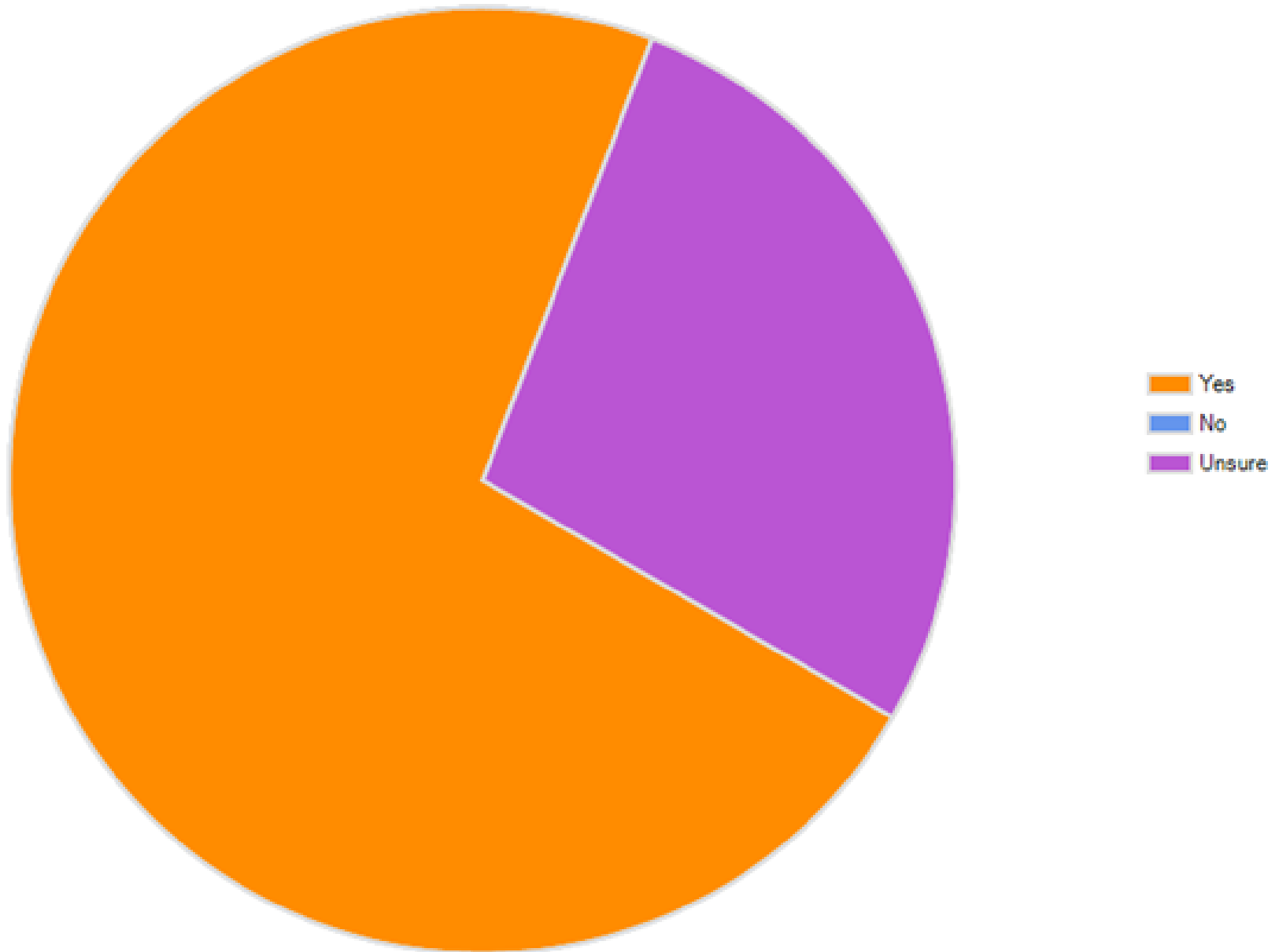
Which of the following metrics does your organization already measure, or have the ability to measure in the future? Please select all that apply.



Triple Bottom Line Benefits

- ▶ Significant agreement that MN needs to promote the triple bottom line benefits of reuse (72.5% yes, 27.5% unsure, 0% no)

Would promotion of the reuse sector's triple bottom line benefits (environmental, social, economic) be helpful to Minnesota's reuse organizations?



Most Important Components of an Online Database

- ▶ Ease of access and use
- ▶ Easy entry of raw data (calculator feature)
- ▶ Benefits-based
- ▶ High-tech (maps, iPhone app)
- ▶ Comprehensive
- ▶ Consistent units of measurement
- ▶ Simple to update/time effective

What can Reuse Alliance MN do to help the reuse sector – short term?

- ▶ Collect and disseminate data on reuse
- ▶ Provide resources & a network for reuse organizations
- ▶ Public education about reuse
- ▶ Perception of GHG measurements
- ▶ Recruitment of new members
- ▶ Promotion/marketing of reuse organizations
- ▶ Find sources for hard-to-donate/reuse items

What can Reuse Alliance MN do to help the reuse sector – long term?

- ▶ Educate the public on reuse
- ▶ Marketing the reuse sector
- ▶ Developing industry standards
- ▶ Sponsor reuse events, confs., workshops
- ▶ Become a visible & established organization
- ▶ Assist for–profits to increase reuse
- ▶ Work w/local govt on waste red. efforts
- ▶ Create a campaign to promote reuse
- ▶ Online directory/website for reuse orgs.

Survey Summary

- ▶ Reuse Alliance MN found that MN's reuse sector needs an entity to help:
 - Facilitate networking opportunities that connect reuse orgs.
 - Develop mutually-beneficial marketing & outreach efforts to promote reuse orgs.
 - Create a sector-backed standard (common language & methodology) for collecting & disseminating data related to the triple bottom line impacts of their reuse services

Next Steps

- ▶ Reuse Alliance MN will help members by:
 - Offering networking & outreach
 - Chapter Meetings
 - Green Drinks
 - Promoting their reuse services
 - “What to Know, Before you Throw” Guides
 - Working on the Data Standard Project
 - Hosting focus groups in September
 - Developing “reuse sector data standard”
 - Collecting & disseminating data on the triple bottom line benefits of members

Contact Us

- ▶ For more information about Reuse Alliance MN, please contact Arielle Courtney, Chapter Coordinator at arielle@reusealliance.org
- ▶ For national information, please contact MaryEllen Etienne, Executive Director of Reuse Alliance at maryellen@reusealliance.org