

NextCycle: A Model for Recycling Market Development Webinar

Project Partner Perspective

August 10, 2022

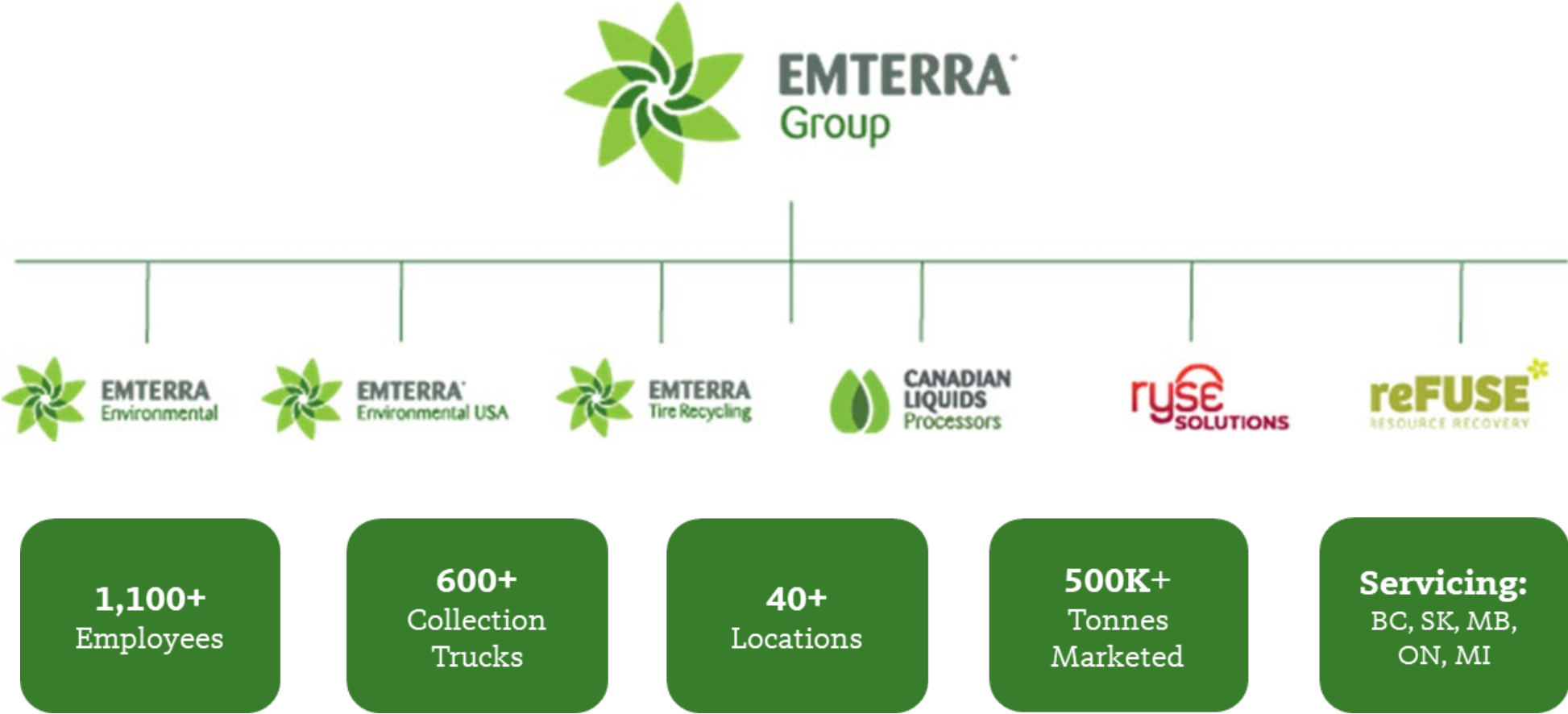
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EMTERRA
Environmental USA

*We're your
hometown choice!*

This is us:





Our Vision: To create a modern, efficient, and multi-material regional recycling hub





NextCycle Support Phase 1: Lansing MRF

- **Facilitated connections to FPI, GPI and Carton Council**
 - Secured match grant funding for successful state of Michigan EGLE grant applications
- **Additional MRF sortation equipment**
 - To expand the range of recyclables accepted, including cartons, cups, and convenience food packaging
 - To enhance glass cleaning
- **Results:**
 - Achieved Glass Recycling Coalition Silver Certification
 - Developing a strong hub and spoke network where collected recyclables can be processed centrally
 - Expanding the domestic circular economy for container glass and food service ware recovery and domestic manufacturing
 - Increased promotion and education to communities in counties around the MRF



NextCycle Support Phase 2: CARE Center

- Private-public sector team working to co-develop/co-design a Capitol Area Recycling Education (CARE) Center at the Emterra Lansing MRF
- For convening and educating on the importance of recycling and the circular economy

- **NextCycle support includes:**

- Securing funding partners for Part 1 construction – approximately \$320K secured
- Securing funding partners and engaging community partners for Part 2 internal CARE Center development

- **Futureproofing**

- E.g. a modular white space that is “turned on” using different lighting and projected graphics and videos
- E.g. an interactive drop off multi material depot



Benefits of NextCycle

Help connect private sector funds with users of those funds

Accelerate transformative ideas thru industry connections and work in other markets

Help resource recovery organizations scale through technology-based solutions

Help recycling supply chains adapt to ever changing packaging and policy objectives

Help increase local economy resilience and sustainability

