



Indianapolis Circular Economy Initiative Charter

Final adoption date: February 3, 2021

MISSION, VISION AND PRIORITY

Initiated in early 2019 by the Indiana Recycling Coalition (IRC), ICEI is a multi-stakeholder, multiyear collaborative effort, in partnership with the City of Indianapolis and many other stakeholders, to address Indianapolis' recycling challenges, achieve the Thrive Indianapolis Plan goals, generate good and promising jobs, foster innovation, ideas, and investments, and capture the economic, social, and environmental benefits of a thriving circular economy in Indiana.

Our vision is a thriving circular economy in Indiana, where waste is eliminated, resources are captured, and nature is restored.

Our priority to address Indianapolis' recycling challenges is motivated by the greatest opportunity to influence individual behavior and the urgent need to address policy needs in Indiana's most populous city. Addressing recycling issues in Indianapolis as an urgent first priority is intended as a springboard for pursuing broader aspects of the circular economy statewide. Led by the Indiana Recycling Coalition, this locally-focused initiative will leverage the organization's statewide mission to achieve statewide education and advocacy goals in order to achieve the broader vision described above.

DEFINITION OF CIRCULAR ECONOMY

The circular economy, as defined by the Ellen MacArthur Foundation, is a framework for an economy that is restorative and regenerative by design. It is based on three principles:

- Design out waste and pollution;
- Keep products and materials in use, and;
- Regenerate natural systems.

CHALLENGES

- Indianapolis is the largest city in the US that does not provide curbside recycling to residents
- Indianapolis' recycling rate is 7% compared to the national average of 35%
- Marion Co. has not increased solid waste fees for 30 years; basic services are underfunded
- A Solid Waste Management District for Marion County does not exist; therefore resulting in no Marion County solid waste management plan and a lack of consistent public education
- Indiana's landfill tipping fees, at approximately \$45/ton, are among the lowest in the Midwest; low cost to landfill/incinerate results in disincentive for waste reduction/diversion
- Indianapolis has a negative reputation for environmental ethics, discouraging employers and talent

OPPORTUNITIES

City Contracts Expiring

All solid waste management contracts for the City of Indianapolis expire in 2025, creating a once-in-a-lifetime opportunity for Indianapolis to evolve from being a laggard to becoming a leader in recycling and the circular economy.

Thrive Indianapolis Waste & Recycling Goals

The City's goals for improving recycling and waste management, adopted in early 2019 as part of the City's Comprehensive Plan, intentionally align with the expiration of contracts and provide clear and definitive guidance for its functions. Thrive Indianapolis' two primary goals for waste and recycling are:

1. WR: 2A Curbside recycling for all by 2025
2. WR:2B Curbside compost services available to all by 2025, via preferred provider subscription services.

Economic Development

Indiana manufacturers need Indianapolis' recyclables. Increasing recycling in Indianapolis allows Indiana businesses to buy these materials in close proximity, keeps the value of recycled materials in Indiana, and provides opportunities for the growth of businesses, communities, and society.

Increased conventional recycling and waste management can produce a 10X increase in economic activity. Through transitioning Indianapolis to a circular economy, ICEI also has the potential to create indirect jobs outside of the direct recycling and waste management industries through reuse services, remanufacture, and redesign. In the short term, the diversion of waste will create good and promising jobs, support Indiana manufacturing, stimulate entrepreneurial growth, reduce emissions, save finite natural resources, and decrease pollution.

Indianapolis *must* keep pace with corporate and social demands for sustainability goals and investments. By improving access to recycling and other sustainable materials management practices, the City has the opportunity to support corporate sustainability goals, improve Indianapolis' environmental reputation, attract and retain talent - including premier conventions and public sporting events.

Equity and Empowerment

Access to recycling services in Indianapolis is currently limited to: 1) residents of single-family homes that can afford the subscription fee for curbside service, and 2) individuals who have transportation access to one of the City's sixteen drop-off recycling locations. ICEI is the mechanism that drives accountability for the City to engage residents in a way that ensures equitable access to recycling and empowerment for all residents to improve the quality of life within their neighborhoods.

PRIMARY OBJECTIVE

Instill responsibility for solid waste at the individual, government, and organization level in Indiana and Indianapolis.

FOCUS AREA: Circular Economy Vision for Indianapolis

Define a *Circular Indianapolis Vision* by engaging partners, the City of Indianapolis' Office of Sustainability, residents from geographically, economically and socially diverse perspectives, and subject matter expertise. Use global best practices, analyze waste streams, evaluate environmental impacts, and collect data to further refine objectives, identify potential partners and leverage funding, and create a timeline and implementation plans.

DELIVERABLE: Public report w/ recommendations for partners, the City of Indianapolis and other stakeholders to achieve the vision

TIMELINE: 2021-2022

FOCUS AREA: Transparency and Accountability

Define circular economy metrics to quantify and assess municipal waste management practices and outcomes, individual and aggregate behaviors and outcomes, and the environmental, health and safety, and social equity impacts of materials management in Indianapolis and Indiana. Design and implement a public dashboard website to share goals, metrics, and progress with the public, transparently and continually.

DELIVERABLE: Key Performance Indicators (KPIs) and Public Dashboard Website

TIMELINE: 2021-2022

FOCUS AREA: Education

Develop a plan to engage and empower the public about how and why to recycle, the current state of recycling in Indianapolis, how Indianapolis compares to peer cities, and the benefits of improved recycling and a more circular economy. Utilize a variety of channels, such as media campaigns, the IRC website, neighborhood organizations, virtual and in-person events, and the IRC's Master Recycler Program to implement the plan.

DELIVERABLE: Public education campaign (Phase 1: design, Phase 2: execution), Facts & Figures

TIMELINE: 2021-2024

FOCUS AREA: Advocacy

Define critical policy tools and incentives at state and local levels to address economic and behavioral barriers and tap into existing funding for infrastructure, planning, programs, and education. Develop and implement an advocacy plan to act as the focal point for the community and businesses to support and drive Indianapolis toward leadership in the circular economy. Expand partners and deepen commitments to drive the creation of smart policies that result in measurable improvements in waste prevention and waste diversion rates in Indianapolis and Indiana.

DELIVERABLE: Internal Advocacy Plan (Partner advocacy actions supported by IRC education)

TIMELINE: 2020-2024

FOCUS AREA: Job Creation & Economic Development

Attract new businesses and expand the capacity of existing businesses. Attract sustainably-minded businesses - and conventions and sporting events - who's organizational values necessitate operations be located in cities or regions that support the practice of those values. Leverage aforementioned plans, the IRC stakeholder network, and initial funding to attract investment and start-up companies for infrastructure and services to support the circular economy. Develop a plan to create good and

promising jobs for Indianapolis residents in the circular economy, which are particularly beneficial for under-served populations.

DELIVERABLE: Job Creation Plan to generate good and promising jobs in the recycling and circular economy industries in Indianapolis and across Indiana

TIMELINE: TBD (pending visioning process & plan)

GOVERNANCE

ICEI is a program of the Indiana Recycling Coalition. Since July 2019, ICEI has convened stakeholders as the Campaign Strategy Team, led by a volunteer leadership team called the Core Strategy Team. See ICEI Operational Structure diagram at the end of this document.

The IRC is committed to equitable representation in its organizational structure and program offerings. Throughout all components of the initiative, ICEI commits to including and listening to the voices and perspectives of women, people of color and other marginalized communities as stakeholders.

ICEI PARTNER COMMITMENTS

All partners in this initiative are committed to supporting the long-term vision of a strengthened circular economy in Indiana and pursuing the urgent priority of addressing Indianapolis' recycling challenges. Therefore, partners listed below are presumed to be members of this initiative until **December 31, 2024** unless otherwise noted.

Local- and state-funded partner organizations are expected to perform all commitments listed below with the exception of financial commitments. Additionally, local- and state-funded entities are not expected to participate in any advocacy-related activities for the initiative.

MINIMUM COMMITMENTS - all partners must fulfill the following:

1. Maintain organizational membership with the Indiana Recycling Coalition. Membership information is available at: <https://indianarecycling.org/become-a-member/>
2. Representation from organization at 80% of ICEI Campaign Strategy Team meetings.
3. Communicate details and updates on behalf of the Indianapolis Circular Economy Initiative using internal communication networks including social media, organizational newsletters and websites. Use ICEI logo in communications. Edits in messaging and presentation materials will be necessary, but will need to be approved by ICEI Coordinator. Include ICEI Call to Action directing visitors to <https://indianarecycling.org/indianapolis-circular-economy-initiative/> in internal communication channels.
4. Actively participate in at least one major deliverable, working group, or subcommittee
5. At the organizational level, commit to internal waste minimization practices in alignment with the goals and vision of this initiative.

In addition to the minimum commitments above, all partners are encouraged to demonstrate the following advanced commitments via an individual Memorandum of Understanding (MOU) with the Indiana Recycling Coalition.

ADVANCED COMMITMENTS - in addition to the minimum commitments:

6. Each Campaign Strategy member must sign on organizational support to the Indianapolis Circular Economy Initiative at <https://indianarecycling.org/indianapolis-circular-economy-initiative/>

AND as many items from the following list as feasible:

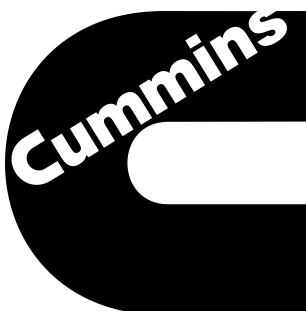
7. Lead one major deliverable
8. Provide funding or sponsorship
9. Attend Speakers Training and host at least one ICEI presentation to external audiences (ex: neighborhood associations, Rotary Club, professional associations, etc.)
10. Publicly advocate for ICEI policy objectives. Coordinate with and inform the IRC Executive Director and ICEI Coordinator on communication with media outlets on behalf of the Indianapolis Circular Economy Initiative.

PARTNER SUPPORT & TOOLKIT

To support the efforts of the Campaign Strategy Team, the ICEI leadership will ensure the following Partner Toolkit is readily available to all ICEI Campaign Strategy Team members:

1. Information resources at <https://indianarecycling.org/indianapolis-circular-economy-initiative/>
2. Template for specific Letter of Support requests
3. Custom sponsorship opportunities
4. Indianapolis Circular Economy Initiative Plan Collateral
5. Template for presentations, presenter identification & support
6. ICEI Cloud-based file storage & exchange (i.e. Google Drive)
7. Partner logo display in charter document (see below) and at <https://indianarecycling.org/indianapolis-circular-economy-initiative/>

Partners logos are displayed on the next page.



ICEI Operational Structure

