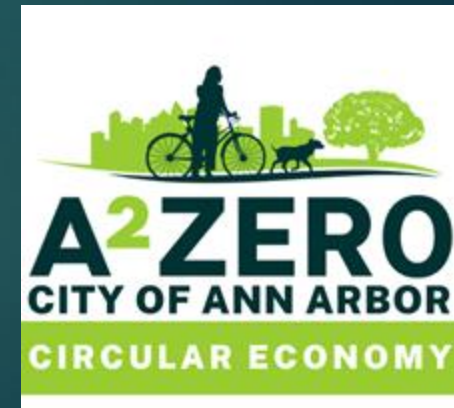


The Circular Economy and You!

Ann Arbor, MI



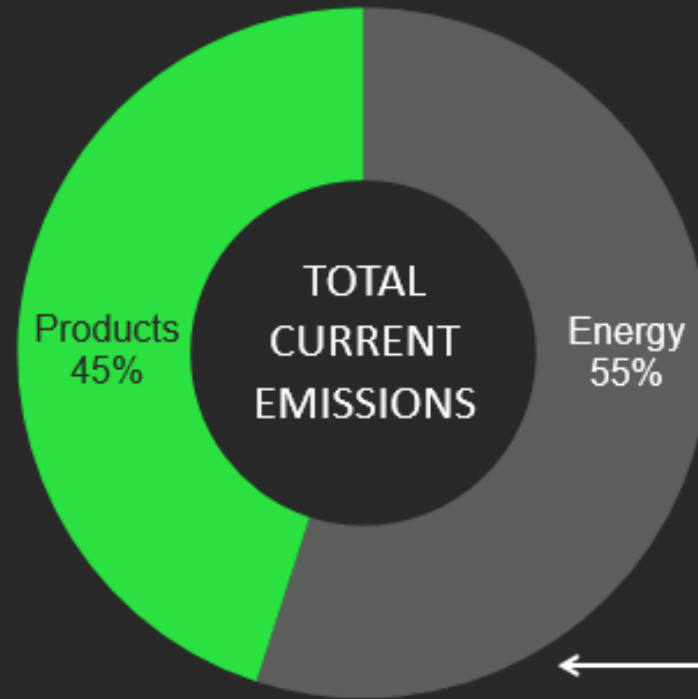
John Callewaert, Lisa Disch, Jenny Petoskey

IMPACT OF PRODUCTS & MATERIALS

TACKLING THE OVERLOOKED
EMISSIONS

45%

of Global GHG Emissions can be attributed to the production of materials, Products, and Food, as well as the management of land



Examples covered in paper

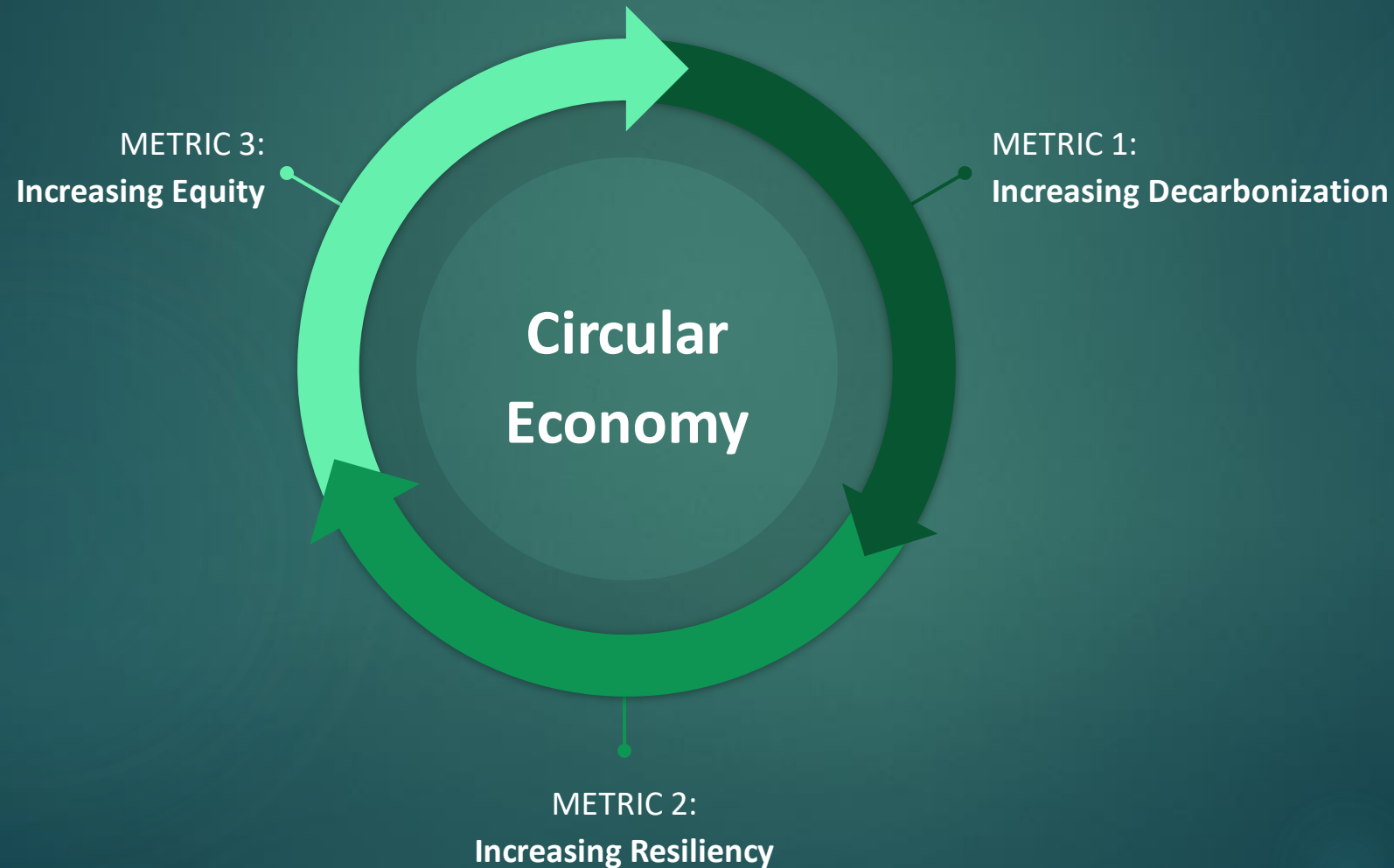
- Food
- Steel
- Cement
- Plastic
- Aluminum

Emission Reductions in 2050

- 45%** Circular Economy
- 55%** Emerging tech, carbon capture storage and diet shift

↓
ZERO EMISSIONS

The Circular Economy advances A2ZERO in three ways:



BET YOU'LL
ANSWER YES
TO AT LEAST
ONE OF THESE
QUESTIONS:

 AM I A PART OF THE CIRCULAR ECONOMY?	
HAVE YOU...	<input checked="" type="checkbox"/>
 Donated clothing to a thrift store?	<input type="checkbox"/>
 Bought something from a reuse store?	<input type="checkbox"/>
 Repaired something instead of buying new?	<input type="checkbox"/>
 Mended your clothes?	<input type="checkbox"/>
 Borrowed something instead of buying it new?	<input type="checkbox"/>
 Sold something you were done with instead of throwing it away?	<input type="checkbox"/>
 Bought produce from local farmers?	<input type="checkbox"/>
 Rented power tools from a hardware store?	<input type="checkbox"/>
 Composted food scraps or yard waste?	<input type="checkbox"/>
 Shopped at a bulk or refill store?	<input type="checkbox"/>
 Decided to forego a purchase?	<input type="checkbox"/>

If you answered yes to any of the above actions,
Congratulations you are already a part of the Circular Economy!

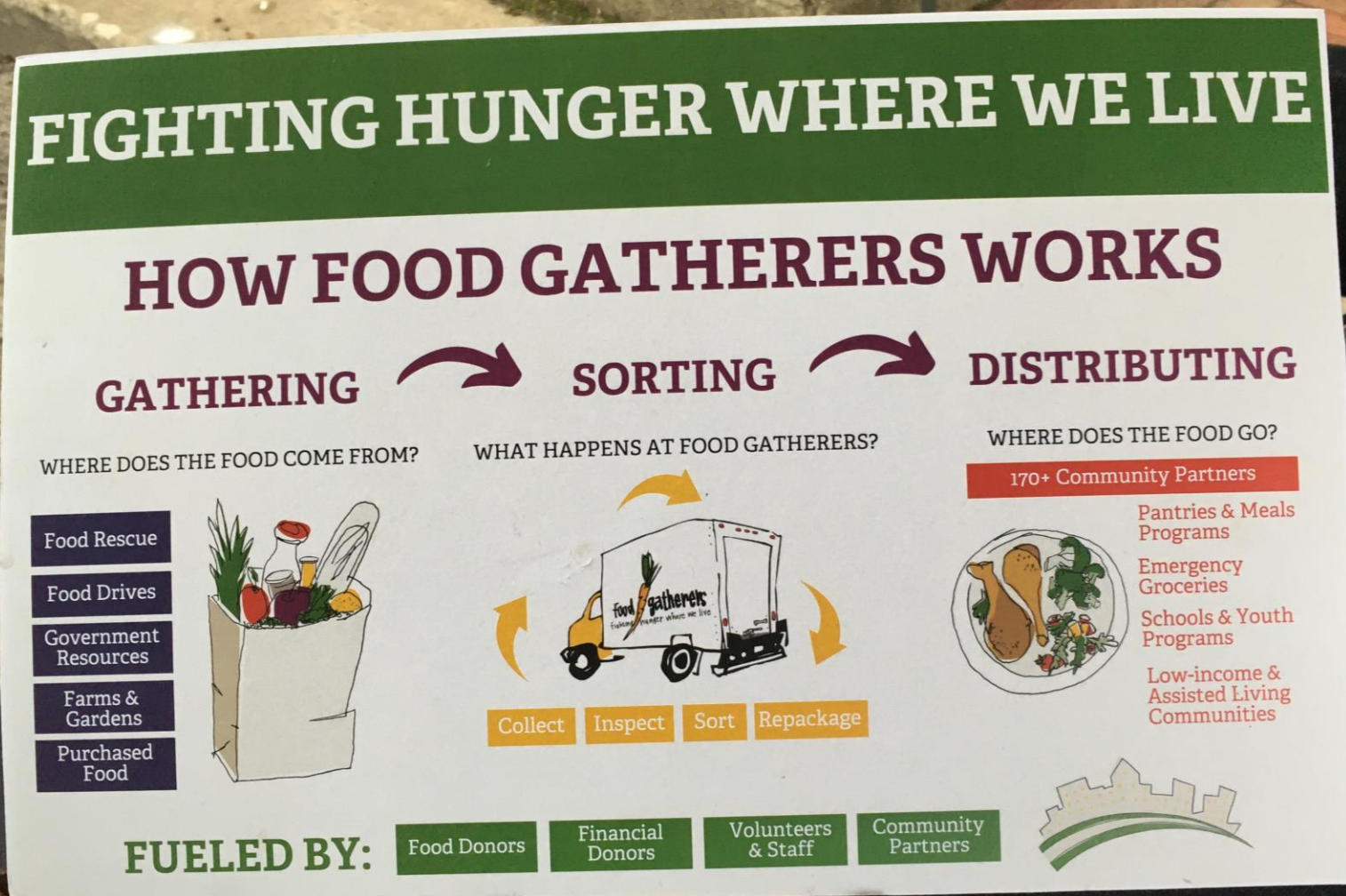
Think Social Services

- ▶ Community Action Network
- ▶ Jewish Family Services
- ▶ House N2 Home



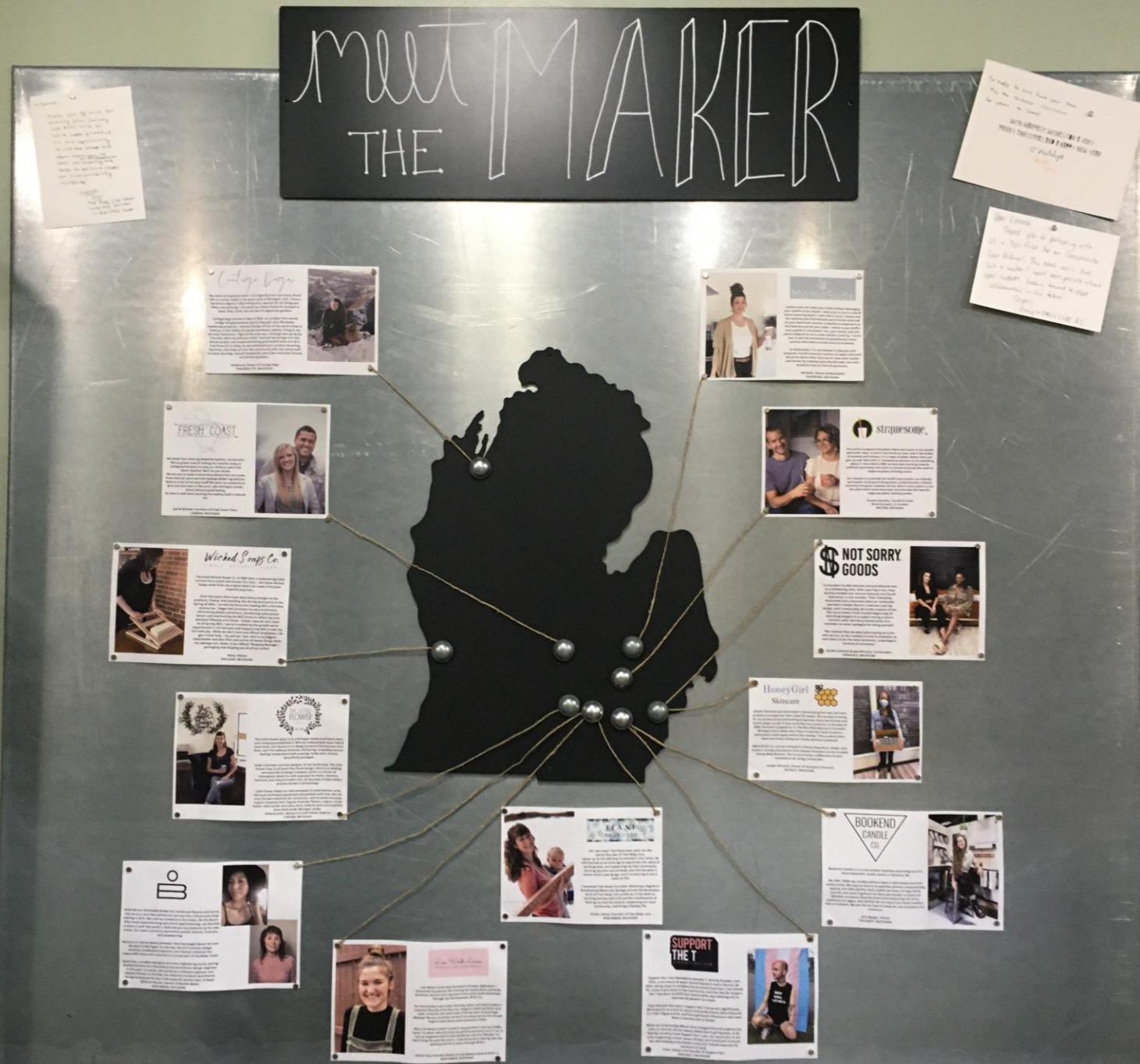
Think food

- ▶ People's Food Co-op Ann Arbor
- ▶ Project Grow
- ▶ Argus Farm Stop
- ▶ Food Gatherers



Think bulk and local

- ▶ BYOC Co. (Bring Your Own Container)
- ▶ By The Pound
- ▶ SCRAP Creative Reuse



Think reskilling

- ▶ Michigan Folk School
- ▶ Rudolf Steiner School
- ▶ Common Cycle



Think communities

- ▶ Bryant Community
- ▶ Sister Lakes Association
- ▶ Buy Nothing groups



Think
innovative
reuse

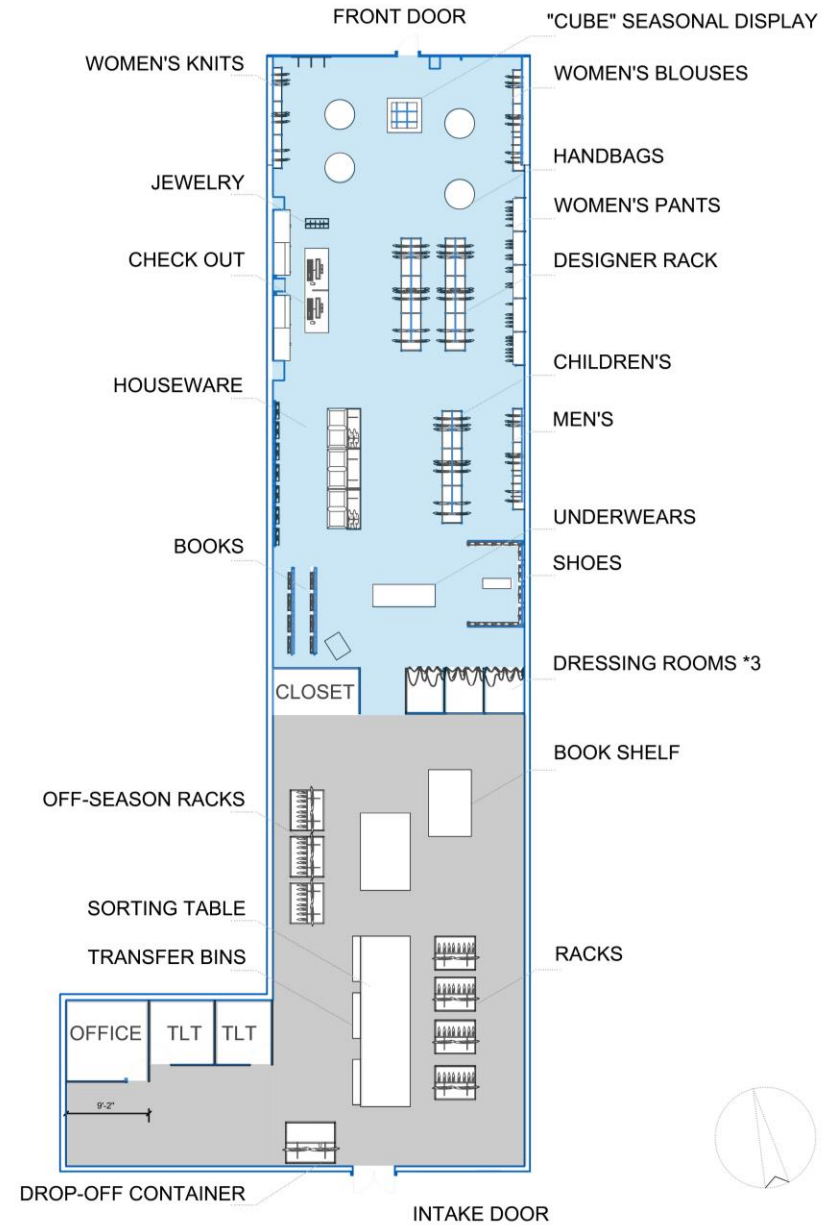
► Thrift Store: laid out like a
department store



Think innovative reuse

- ▶ Thrift Store: laid out like a department store

ANN ARBOR THRIFT SHOP FLOOR PLAN



Think borrowing

ANN ARBOR PUBLIC LIBRARY


CALL | TEXT | EMAIL

GET A CARD | SIGN IN

Ann Arbor District Library

About Us Collections Events Services

Search: Catalog for: Tools



Infrared Thermometer.

Tools
Home Tools
4 On Shelf
1 request on 7 copies
Community Rating:
★★★★☆ (42 ratings)
[Sign in to request](#)

Locations
Call Number: [Home Tools](#)
On Shelf At: Downtown Library, Tools

Location	Call Number	Checkout Length	Item Status
Downtown 1st Floor Tools Shelf	Home Tools	1-week checkout	On Shelf
Downtown 1st Floor Tools Shelf	Home Tools	1-week checkout	On Shelf

CALL | TEXT | EMAIL

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Ann Arbor District Library

About Us Collections Events Services

Search: Catalog for: Tools

Events

FEATURED EVENTS



FOLK SONG JAM-ALONG
with Lori Fithian & Jean Chorazyczewski
TUESDAY | OCTOBER 4 | 6PM
MALLETTS CREEK

UPCOMING EVENT HIGHLIGHTS

What's in the Secret Lab?
Attend an event in one of the coolest spaces at AADL!
[LETTERPRESS, SEWING, & MORE! >](#)

AADL and AACHM Present Phase 8 of the Living Oral History Project
[WATCH NOW! >](#)

School is back in session but AADL still has a ton of programming for kids
[CLICK TO SEE IT ALL >](#)

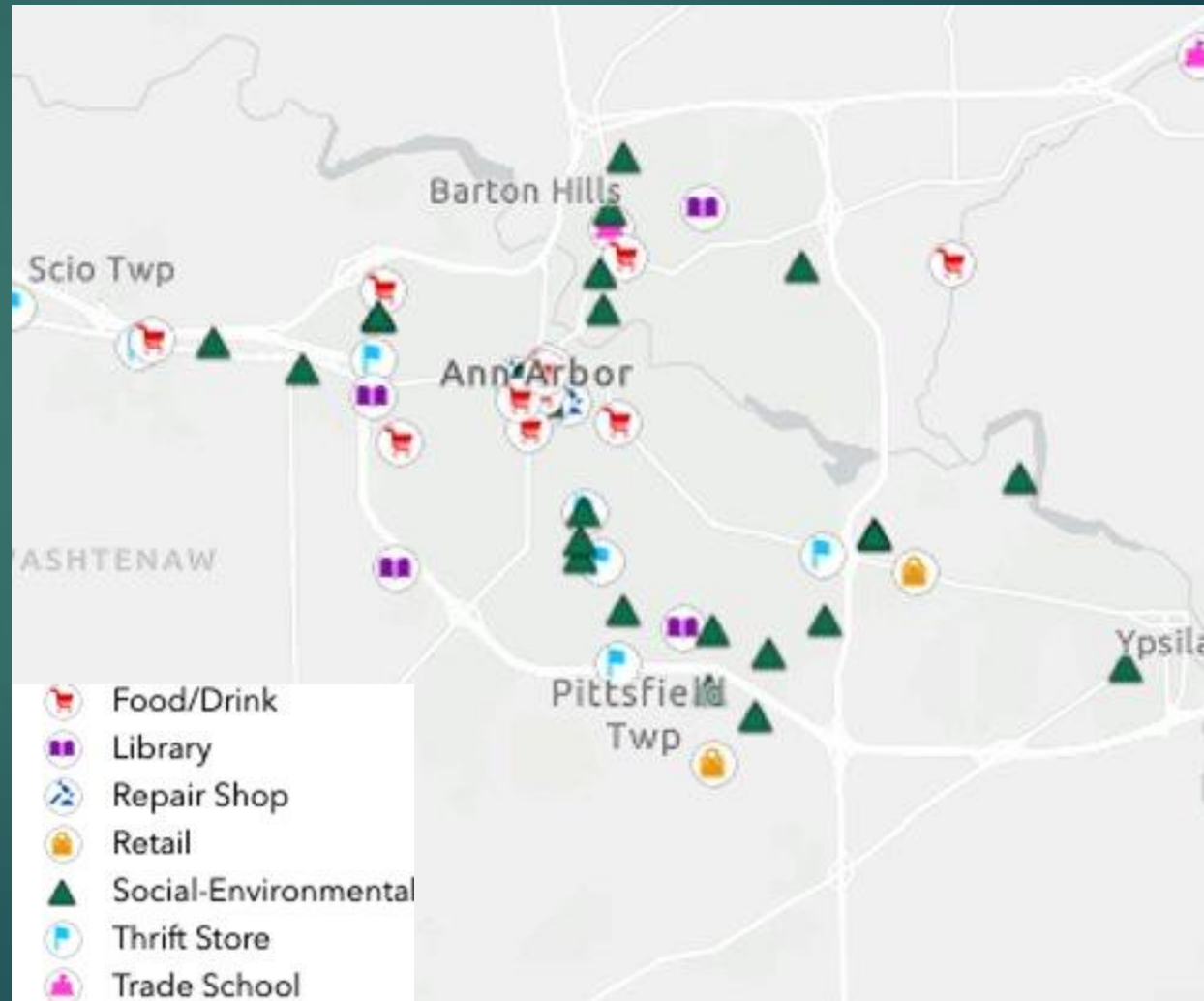
AADL's Black Lives Matter Discussion Series—recorded conversations on a variety of books and movies
[UPCOMING AND PAST DISCUSSIONS >](#)

Think innovative recycling

► MATERIALS RECOVERY FACILITY:
ZERO WASTE MRF




We've discovered a lot in A2: Check out Our Map!



Partners



- + Washtenaw County Public Works, Michigan Small Business Development Center
- Greater Washtenaw Region, and the University of Michigan



Investing in Circular Economy Branding and Marketing	Estimated total
Project Management and Reporting	\$ 18,000.00
Events, Public Relations and Creative Services	\$ 32,000.00
Brand Development	\$ 75,000.00
Media Planning and Placement Services	\$ 25,000.00
Total	\$ 150,000.00

Budget and Activities

Timeline

Already did one-on-one engagement with service providers to identify gaps and build trust



Engagement in black, indigenous, people of color, and lower income communities and consumers and residents



Launch marketing and branding campaign in Spring 2023.

Call To Action/Asks/What's Next

- Help us make the circular economy a household word.
- We need Funding for:
 - Branding
 - Marketing
 - Workforce development
 - Map improvements and promotion