



Indiana RECYCLING COALITION

STRATEGIC PLAN 2019 - 2022

MISSION

The mission of the Indiana Recycling Coalition is to *strengthen* the *circular economy* in Indiana through waste reduction, reuse, recycling, and composting.

VISION

Waste: *Eliminated*
Resources: *Captured*
Nature: *Restored*

VALUES

- Knowledge, collaboration, continuous learning
- Devotion to environment, mission, and each other
- Leadership, courage, agility
- Respect, equity, honesty
- Transparency, fiscal responsibility, outstanding governance

PRIORITIES

EDUCATE *to* EMPOWER
CONVENE *to* CONNECT
ADVOCATE *to* ADVANCE

STRATEGY STATEMENT

The Indiana Recycling Coalition (IRC) is heavily invested in helping the state achieve its goal of a 50% recycling rate. Currently, the state’s recycling rate is 16.8%. To achieve this goal, Indianapolis, the largest city in the state, must have a robust and sustainable recycling program.

Beginning in late 2018, the IRC began prioritizing our support for the City of Indianapolis to achieve its recycling and waste minimization goals, as outlined in the Thrive Indianapolis Plan, by coordinating resources and expertise from national, state, and local partners. Marion County does not have a Solid Waste Management District, making the IRC the organization best positioned to lead this effort.

We are intentionally aligning our programs to address Indianapolis’ waste and recycling challenges while also engaging with and providing benefit to our partners across the state, including Solid Waste Management Districts, state and local governments, industry, institutions, and individual Hoosiers. We will do this in a way that leverages Indiana’s recycling infrastructure, our industry partners, and local governments to increase their capacity and effectiveness.



IRC Staff & Board at the 2018 Strategic Planning Retreat



WHO WE ARE

The Indiana Recycling Coalition (IRC) is a statewide not-for-profit, 501 (c)(3) corporation representing concerned citizens, state and local government officials, business, industry and environmental groups since December of 1989. We focus on uniting Hoosiers in waste reduction, reuse, recycling and composting in order to preserve our communities for future generations. We educate and advocate to inspire individual Hoosiers, businesses, institutions, and state and local governments to think and act beyond recycling and towards a more circular economy in Indiana.

WHAT MAKES US UNIQUE

The IRC is the foremost authority on recycling in the state of Indiana, providing information and resources to individual Hoosiers, private companies, media outlets and trade groups related to global, national, regional and local conditions. Established in 1989, we have evolved from a grassroots advocacy organization to one of the largest, strongest, and most stable state recycling organizations in the US. We provide leadership among and maintain positive relationships with our peers across the country.

The IRC is the state leader in convening partners within and beyond the industry to form new and strengthen existing relationships, provide timely and relevant education - leading to new infrastructure investments and end market development.

Our passion is providing education, connecting partners to resources and each other, and advocating to effectuate positive change from the individual-behavior level up to state and local policy level. We exist to create environmental care in every community. Our resource engine is charitable people and organizations.

WHAT WE DO

At the IRC, we *educate* Hoosiers about their role in sustainable materials management to *empower* them to make informed decisions in their daily lives. We *convene* our members and industry partners to *connect* them to each other and to the information, resources, and inspiration they need to solve problems and improve our economy and environment. And we *advocate* at the state and local level to *advance* policies that create jobs, protect the value of our resources, and improve quality of life in our communities.

WHO AND WHERE WE SERVE

We primarily serve our members, our donors, and our partners. Secondly, we serve all Hoosiers seeking to understand and practice sustainable materials management. Our outstanding staff, board of directors, and volunteers deliver resources and programs across the state of Indiana, available and accessible to all Hoosiers.



PROGRAM DESIGN

Current and future programs of the IRC are evaluated for mission alignment, geographic impact, and organizational capacity, as described below.

1. All programs of the IRC must contribute to at least one of the following mission objectives:

<p>EDUCATE <i>to</i> EMPOWER</p> <p>Inform members, partners, donors, and/or individual Hoosiers on topics related to the circular economy to increase knowledge and encourage behaviors that support our mission</p>	<p>CONVENE <i>to</i> CONNECT</p> <p>Bring together individuals from a broad range of perspectives and roles within the circular economy to link them to resources and learn from each other to support our mission</p>	<p>ADVOCATE <i>to</i> ADVANCE</p> <p>Engage with our members, partners, donors and individual Hoosiers to promote policies, investments, and ideas that support sustainable materials management and our mission</p>
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2. All programs must demonstrate benefit beyond an individual neighborhood or city. Programs that are focused in a geographic area smaller than a multi-county region must have the ability to scale up beyond the region, or be replicated by the IRC or others to provide benefit to a significant portion of the state of Indiana.
3. All programs must align with organizational capacity and contribute to the financial sustainability of the organization. Potential programs will be evaluated utilizing assessment tools and best practices available to the IRC at the time.

	<p>MASTER <i>Recycler</i> PROGRAM</p>	<p><i>Lend-a-Bin</i> PROGRAM</p>	
<p>INDIANAPOLIS <i>Circular Economy</i> INITIATIVE</p>	<p>STUDENT <i>Scholarship</i> PROGRAM</p>		

ONGOING PROGRAMS

- Public Space Recycling: equipment rental and fee-for-service technical support
- Annual Conference and Trade Show
- Indiana Food Scrap Initiative (IFSI)
- Education resources: RecycleSearch and other web-based resources, publications, presentations and speaking engagements, tabling at public events

3 YEAR VISION FOR PROGRAMS

- Indianapolis Circular Economy Initiative: leadership, education, advocacy, coordination & facilitation efforts
- Master Recycler Program: education & advocate/volunteer training program
- Regional Market Development Meeting(s); education and convening event
- Annual State House Day; education and advocacy event
- Scholarship Program; education and convening for Indiana secondary education students to attend the IRC Annual Conference and Trade Show

WHAT SUCCESS LOOKS LIKE

A linear economy utilizes a system of take, make, use, and dispose. Resources are extracted, products are produced and used, and waste is disposed of either in a landfill or by incineration. This system is vulnerable to supply risks, price volatility, and environmental & social externalities.

A recycling economy captures some materials and diverts them from disposal, but nonrecycled materials are still disposed of in a landfill or incinerator. Even some recycled materials are eventually disposed of, depending on the lifecycle of the new product they are used to create.

The circular economy takes a regenerative approach that eliminates or at least minimizes the concept of waste. Products are designed to be reused, repaired, or rebuilt. Energy is supplied from renewable sources and leakage is minimized. Top efficiency is achieved when maximum value is utilized from all materials in use.

LINEAR ECONOMY



RECYCLING ECONOMY



CIRCULAR ECONOMY

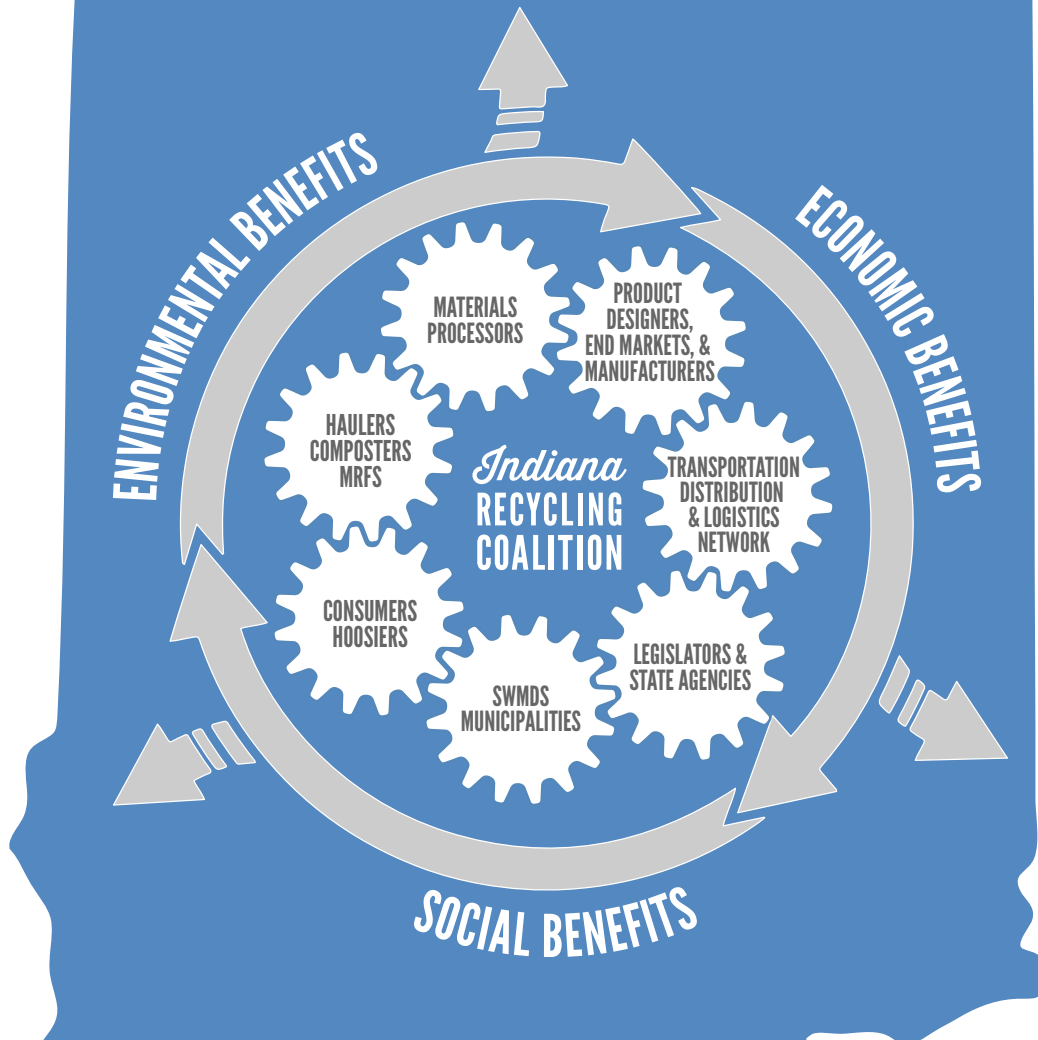


The *circular economy*, as defined by the Ellen MacArthur Foundation, is a framework for an economy that is restorative and regenerative by design. It is based on three principles:

1. Design out waste and pollution
2. Keep products and materials in use, and
3. Regenerate natural systems.

The circular economy seeks to close the loop on material use by minimizing waste and maximizing materials and energy efficiency. A high-functioning system results in economic, social, and environmental benefits flowing out to the entire state, creating a more sustainable Indiana – now and for future generations.

CIRCULAR ECONOMY IN INDIANA



The players in Indiana’s circular economy include our manufacturing, transportation and logistics businesses, state and local governments, regulatory agencies, individual consumers, waste/recycling/composting haulers & service providers, and commodity processors. Each player has a unique and critical role in the larger system and within their communities. The Indiana Recycling Coalition is uniquely positioned to facilitate the coordination of these entities and help them fully utilize their roles through *educating*, *convening*, and *advocating*.