

Circularity Guiding Principles: Incorporating Sustainability into Economic Stabilization and Recovery

The Coalition recommends these guiding principles to innovatively lead through resilient, regenerative, and systemic approaches for economic stabilization and recovery.

Equity and Inclusion

Identify how feedback from local communities with different priorities will be gathered and included in decision-making

Focus on hiring from and serving under-resourced communities and communities of color

Ensure that the benefits of the system— economic, health, or environmental— do not perpetuate existing or create new inequities

Economic Development

Fuel economic recovery by investing in clean water, transportation, food, materials and energy systems

Advance economic inclusion to reduce disparities in access to jobs, education and training opportunities, and wealth creation

Expand workforce opportunities by supporting markets and technologies that allow customers to save money and resources

Environment

Reduce greenhouse gas emissions to protect natural resources, human health and well-being, and business continuity and growth

Support flexibility and customer choice for a range of energy options to ensure accessible clean energy for all

Ensure all water is safe and affordable for all Minnesotans

Systemic Change

Build economic models of shared value that benefit employees, communities, the environment, and the bottom line

Leverage complementary efforts of organizations to develop creative ideas from diverse stakeholders

Implement solutions that work in this moment, and be adaptable to changing circumstances and prepared for future disruptions

Our Vision

The Sustainable Growth Coalition (the Coalition), a business-led partnership, works to advance growth and prosperity toward a more circular economy to keep the region, communities and companies healthy and competitive. A healthy economy depends on healthy environment and healthy people, from employees to investors to customers. Our vision is that Minnesota will be known for:

- Fueling economic growth for all Minnesotans
- Increasing access to affordable, reliable, clean energy, and safe, affordable and trustworthy water to improve racial, economic, social and public health outcomes
- Surpassing the State of Minnesota's current economy-wide greenhouse gas emissions (GHG) targets of 30 percent reduction by 2025 and 80 percent reduction by 2050
- Defining and developing the workforce and infrastructure required for a circular economy
- Using water economically and efficiently for personal, community and business purposes across the water use and reuse cycle
- Eliminating the concept of waste and utilizing materials regeneratively
- Ensuring availability of necessary materials for future generations

What is the Circular Economy?

A circular economy is a thriving economic system that values and preserves all types of capital, nothing is lost or wasted, resources and talents are utilized to their highest potential, and all inputs are used and then re-used to continue to serve our needs in a cyclical fashion. The result of a functioning circular economy is a continuous positive development cycle that decouples economic growth from resource constraints.

The Business Case for Circularity

The Coalition has the ability to substantially impact Minnesota's natural resources and ensure a thriving economy and healthy, equitable communities across the state. Benefits to approaching economic growth with a circularity lens include:

- Reducing operational and supply chain costs and risks
- Being ahead of customer, consumer and investor demand
- Advancing innovation in business models, products, services and markets
- Elevating our region as a great place to do business and live
- Improving quality of life
- Growing job opportunities for all and attracting and retaining talent

Coalition Members include: 3M, Ackerberg, Allianz Life Insurance Company of North America, Andersen Corporation, Antea Group, Aveda, Barr, Best Buy, Blue Cross Blue Shield of Minnesota, Ecolab, Ever-Green Energy, Great Plains Institute, Great River Energy, Greater MSP, HealthPartners, HGA, Metropolitan Airports Commission, Metropolitan Council, Minnesota Department of Administration, Mortenson, National Grid Renewables, Target, Tennant, University of Minnesota, Uponor, Wenck, Xcel Energy.

Learn more about the Sustainable Growth Coalition here: <https://bit.ly/39pDN6a>