

Michigan Industry Circular Economy Council

Feasibility Study and Roadmap Development for an Industry-Led Circular Economy Council in Michigan



Chelsea Jensen

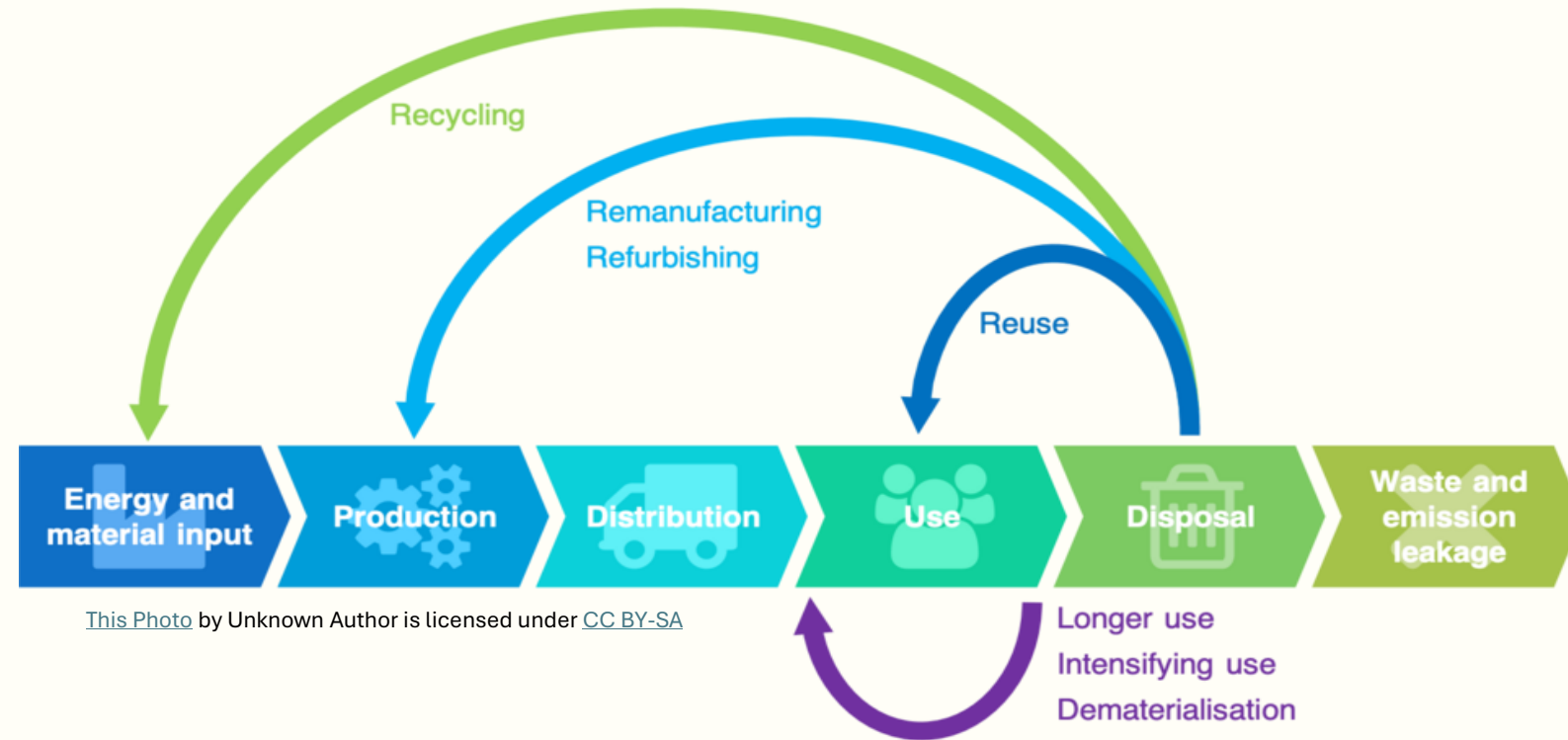
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Why This Work Matters

Circular Economy Creates Significant Opportunities



Impacts of Circular Economy:

- Reduced material costs
- Strengthened supply chains
- New business opportunities
- Job creation
- Reduced waste
- Natural resource conservation
- Lower emissions
- Extended product lifecycles

A circular economy maximizes the value of products and materials by keeping them in productive use for as long as possible.

Michigan's Unique Advantage

Michigan is uniquely positioned to lead the transition to circular economy

Michigan's manufacturing, engineering, and innovation strengths uniquely position the state to lead the transition to a circular economy. As organizations seek greater resource efficiency and supply chain resilience, circular strategies create significant economic and environmental opportunities.

Across Michigan, innovative circular solutions already exist—but many organizations are working independently, limiting opportunities to scale and collaborate.

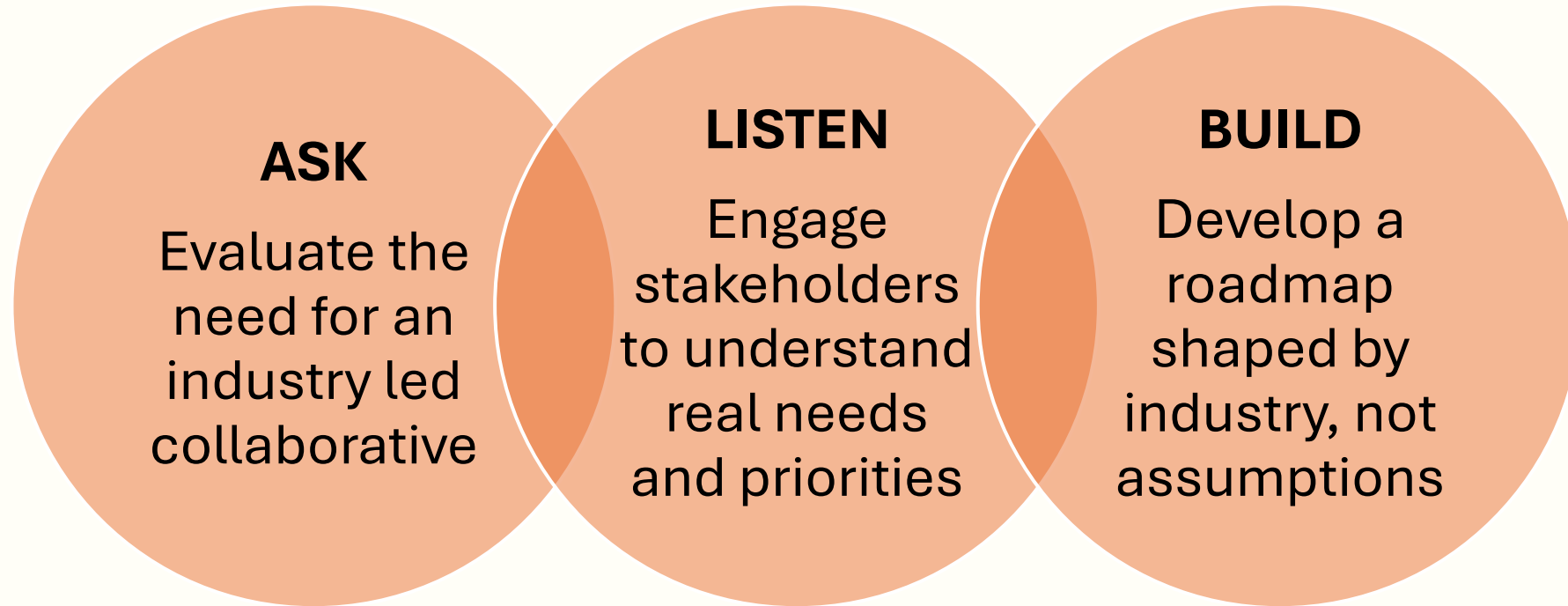
The opportunity isn't a lack of innovation—it's a lack of connection.



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Where it Began

The Big Question: Can Michigan benefit from an industry-led circular economy council?

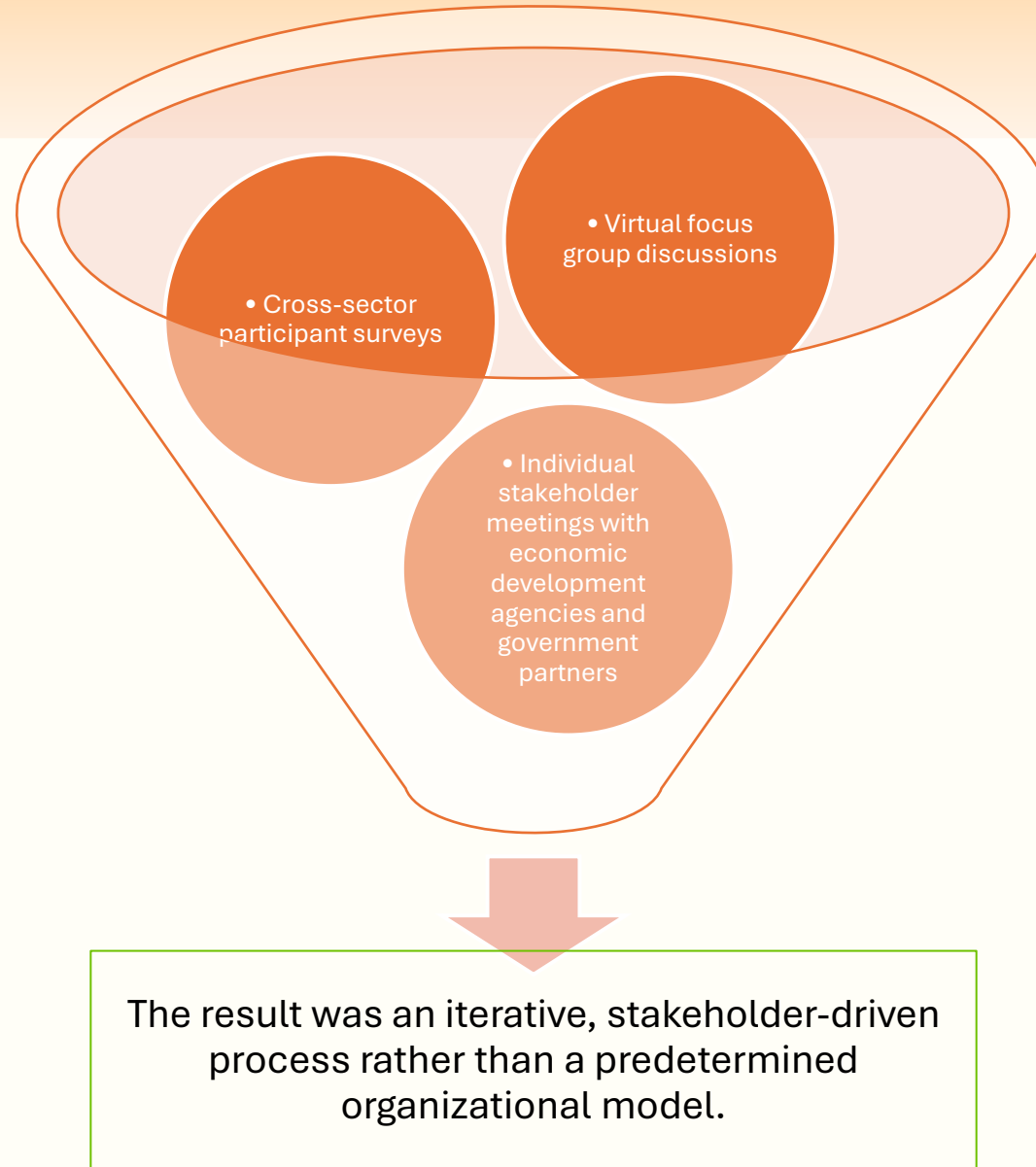


Rather than starting with a predetermined model, we empowered stakeholders to shape the answer.

Our Approach

Let industry shape the solution

During the project we engaged stakeholders through:



Cross-Sector Participation

Building Michigan's Circular Economy Network

7 Virtual Focus Groups

20+ Participating organizations

- Automotive OEMs
- Tier Suppliers & Manufacturers
- Material Recovery & Recycling
- Remanufacturing
- Product Design & Innovation
- Higher Education & Research
- Economic Development
- Regional Planning Organizations
- Industry Associations
- Nonprofit Organizations
- Technology & AI
- Local Government

How MICEC Evolved

The Council changed significantly through stakeholder engagement

The diagram for the Initial Vision stage features the text "Initial Vision" in a bold, black, sans-serif font. To the left of the text is a cluster of approximately 15 green circles of varying sizes, arranged in a loose, organic pattern. A large, light green chevron arrow points from this cluster towards the right, leading into the next stage.

Initial Vision

Research collaboration and
networking

The diagram for the Stakeholder Feedback stage features the text "Stakeholder Feedback" in a bold, black, sans-serif font. A large, light green chevron arrow points from the left towards this text, and another large, light green chevron arrow points from this text towards the right, leading into the final stage.

**Stakeholder
Feedback**

Focus on implementation and
solving shared challenges

The diagram for the Current Vision stage features the text "Current Vision" in a bold, white, sans-serif font. The text is centered within a large, solid green circle. A large, light green chevron arrow points from the left towards this circle, completing the evolutionary sequence.

**Current
Vision**

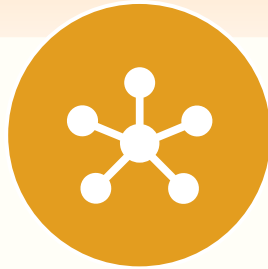
- Connect organizations across sectors
 - Share practical expertise
- Showcase Michigan success stories
 - Serve as a trusted resource
- Facilitate cross-sector collaboration
 - Accelerate practical solutions

Michigan's Circular Economy Voice

Stakeholder surveys consistently shared the same themes



**Implementation >
Conversation**



Shared Challenges



**Infrastructure
Matters**



**Collaboration
Requires Trust**



**Economic Value
Drives Action**



**Knowledge Already
Exists**

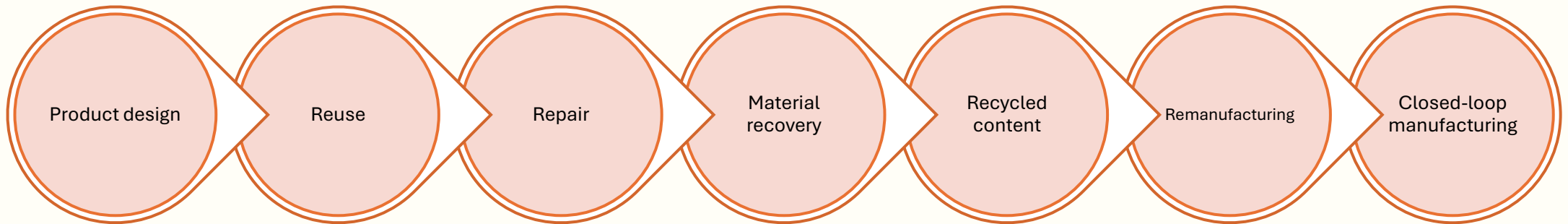


**Industry Wants
Practical Leadership**

Connecting Michigan's Circular Economy

Michigan already has incredible circular economy success stories

Across industries, organizations are developing innovative approaches to:



Many of these stories remain largely unknown outside their respective industries. This inspired a new initiative:

Untold Stories of Michigan's Circular Economy

A collaborative showcase of practical examples of circular economy in action, accelerating learning and adoption.

Key Outcomes

The project successfully:



Validated the feasibility of an industry-led circular economy council



Established a cross-sector statewide network



Developed an industry-informed roadmap



Strengthened partnerships with academia, economic development, and government



Identified future opportunities for collaboration, storytelling, and pilot development

Key Takeaway:

Relationships are one of the most valuable forms of infrastructure needed to accelerate circular economy implementation.

Growing the Impact

Future priorities include:

- Launching the Untold Stories initiative

- Continuing to expand statewide participation

- Supporting industry-led pilot development

- Strengthening partnerships with economic development organizations

- Pursuing long-term funding opportunities

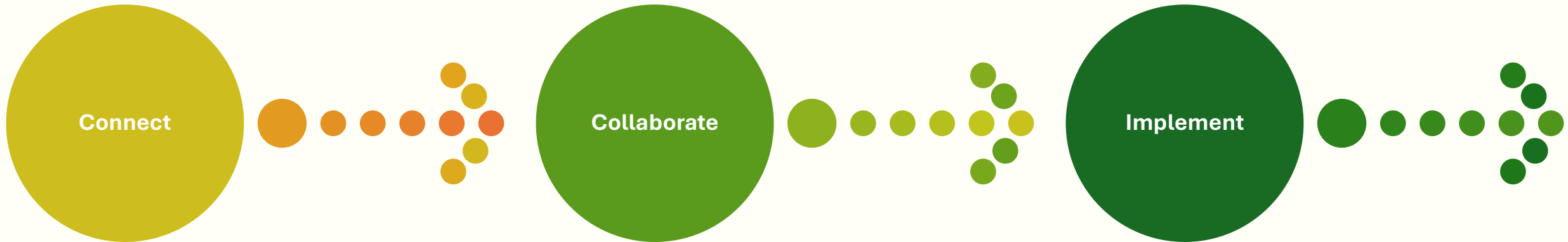
- Expanding knowledge sharing across industries

- Developing resources that support organizations' circular economy journey

The Vision

A Thriving Michigan Circular Economy

The next phase is about building a long-term, industry-led resource that helps Michigan organizations:



Together, we can strengthen Michigan's manufacturing economy while advancing practical, scalable circular solutions.

Get Involved!



A Call To Action

Organizations can participate by:

- Joining monthly discussions

- Sharing challenges and opportunities

- Presenting circular economy success stories

- Participating in collaborative pilot projects

- Connecting organizations across sectors

- Providing technical expertise

- Supporting research and implementation

Whether your organization is just beginning its circular economy journey or has years of experience, there is a place to contribute.

Q&A Session

Thank you for your time and interest!

Want to get involved? Reach out!



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