

Sustainable Growth Coalition

Founding Charter

I. Framework

Minnesota is a land of abundant resources and diverse, committed people. These features play an important role in our state's outstanding quality of life, as well as helping to drive our economic growth, which is best guided by the concept of a circular economy. A circular economy is one in which nothing is lost or wasted and all resources and talents are utilized. All inputs into the economy – such as natural resources, goods, and services – continue to serve our social, environmental, and economic needs in a cyclical fashion. A circular economy allows us to continue to grow while also being good stewards for our people and resources, today and into the future.

II. Vision

Minnesota is an inspiring example of collaboration advancing a thriving circular economy that promotes a healthy environment and sustainable growth.

III. Mission

Building on the tradition of business leadership in our community, the Coalition actively works together to advance a circular economy that enhances regional growth and competitiveness.

IV. Objectives

- Identify and prioritize opportunities for collective action that address individual members' priorities and advance regional goals
- Lead the region to define aspirational targets for performance on key environmental and social indicators
- Deliver measurable value to the region and to member organizations in the form of improved quality of life, stronger communities, healthy ecosystems, increased productivity, and financial and reputational benefits
- Contribute to the process of building a regional brand that elevates the state of Minnesota as a great place to do business and to live

V. Principles

Collective Action. We prioritize collaborative efforts that have tangible results that could not have been accomplished without our collective efforts. Coalition members collaborate to accelerate and escalate accomplishment of shared goals. Individual actions by Coalition members that address shared goals can also further the effectiveness of this collaboration.

Focus. Members agree on a limited number of priority issues and initiatives that will advance the region's quest towards a circular economy and healthy society through collective action and demonstrated leadership.

Innovation Orientation. We believe that systemic change requires innovative approaches.

Unique. The Coalition provides unique functions that fill gaps in the current organizational landscape.

Leadership. We are driven by passion. Member companies are dedicated to the Coalition and contribute their time, ideas, and financial resources to promote its success.

VI. Areas of Focus

Initial activities of the Coalition will be undertaken based on member interests and available resources. All members of the Coalition are not expected to participate in all project activities, and members may elect to engage in projects based on individual priorities. In addition, individual member activities that contribute to the realization of Coalition shared goals can be recognized as accomplishments of the Coalition. The following focus areas highlight the initial primary work streams of the Coalition. All initial projects and initiatives approved by the Coalition should fit within at least one these primary areas.

1. *Defining the Circular Economy in Minnesota*

We need to build the vision and roadmap for us to realize components of a circular economy in Minnesota and our region. What does a circular economy actually look like in Minnesota if we achieve our goals? What are the impacts on resources, the economy, and society? Developing the conceptual map of Minnesota's circular economy is an early project for Coalition members to engage in.

2. *Telling Our Story*

Minnesota is already home to many of the components of an environmentally sustainable economy and ecosystem. As the Coalition works to advance Minnesota towards a circular economy, relaying the message of our work (past, present, and future) will be essential. Building our regional brand as a place that is safe, healthy, economically vibrant, and sustainable will advance the Coalition's goals while attracting new talent and opportunities for collaboration.

3. *Working Towards a Circular Economy: Projects and Initiatives*

Tangible projects that move Minnesota closer to a circular economy will have positive environmental, economic, and social impacts. To determine viable projects, the Coalition will evaluate options through stakeholder, environmental, economic, social wellness, and life cycle lenses. Projects that have the strongest impacts in these areas will become the highest priority. The effectiveness of these projects will also be maximized when implemented collectively, but individual efforts that advance Minnesota's role in a circular economy will remain important. Projects approved by the Coalition should address at least one characteristic of the circular economy and the most effective projects will likely address multiple characteristics.

This Charter contains guiding principles for the Sustainable Growth Coalition, and it is subject to change as the Coalition evolves with time. All changes made to the Charter must be approved by Coalition members through a consensus process.