

# MICHIGAN STATE UNIVERSITY

We are excited to announce the Catalyzing Waste Reduction Opportunities for Small and Rural Communities project was selected by MSU Center for Community and Economic Development (CCED) to receive funds for support. The project addresses the lack of garbage and trash infrastructure in rural Michigan communities and proposes to identify the key features that a successful rural and small-town recycling operation needs to succeed by offering alternative approaches to conventional waste hauling business models in need now more than ever to localize and minimize travel to larger urban areas where recycling infrastructure exists during the COVID 19 restrictions. During the duration of the project, Link and Stough will develop and complete in-depth interviews with leaders in the field both within the state and across the nation. This will include state officials, Michigan Recycling Coalition, Institute for Local Self-Reliance, Democracy Collaborative, Ecology Center, local recycling industry leaders, and local officials involved in waste reduction policies.

*“In the tumult of change affecting recycling and waste reduction industry, rural and small communities have a particularly stiff challenge. Where are the opportunities and what are the models that successful recycling and waste reduction efforts in rural and small communities can use to be successful? This is the focus of our project. Connecting what we learn from a vigorous exploration of best practices in Michigan and beyond to an emerging project in Laingsburg, Michigan, Bill and myself will also offer webinars utilizing the professionals they are interviewing for this project to see where future possibilities exist.”*

**-Terry Link**, EDA Consultative  
Panel Member



## University Outreach and Engagement

### Center for Community and Economic Development

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### About the Project Leads:

Catalyzing Waste Reduction Opportunities for Small and Rural Communities is headed by project leads Terry Link and Bill Stough. Both Link and Stough are long-time recycling activists working toward an equitable and sustainable economy by capturing the value of materials for continuous reuse. Terry Link is an EDA Consultative Panel Member, and Bill Stough is a REA Consultative Panel Member and Innovation Fellow

### [MSU CCED](#)

MSU CCED The MSU Center for Community and Economic Development (CCED) is committed to developing and applying knowledge to address the needs of contemporary society. Our mission is to advance MSU's land-grant mission by creating, applying, and disseminating valued knowledge through responsive engagement, strategic partnerships, and collaborative learning. We are dedicated to empowering communities to create sustainable prosperity and an equitable economy.

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