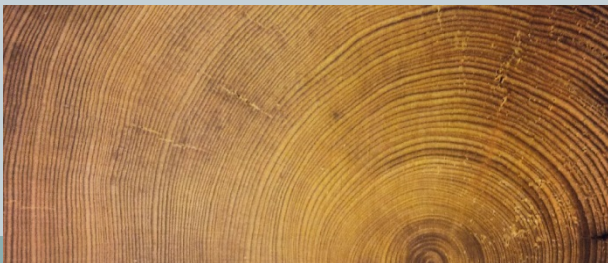




RECLAIM

— DETROIT —





THE MISSION



Reclaim Detroit is a social enterprise using deconstruction and material reuse to transform urban blight into social and economic value.

- Deconstruction
- Material Distribution (Wholesale / Retail)
- Mill Shop
- Job Training

Triple Bottom Line Outcomes

- Save material from the landfill
- Create jobs and training opportunities
- Make profit to sustain the enterprise



Background



2010 – Create the Workforce:

EcoWorks (formerly WARM Training Center) Initiates massive weatherization and deconstruction workforce development program funded by Pathway out of Poverty. Trains over 300.



2011 – Build the Organization (the Industry?):

Reclaim Detroit is created as a social enterprise incubated by EcoWorks



\$300,000 seed money in first year provided by EcoWorks and various funders and partners

- Equipment
- Warehouse(s)
- Mill Shop
- (Labor)



THE CONTEXT: DETROIT



Motor City to “Shrinking City”

Bankruptcy to Duggan

Gilbert effect, Downtown through Midtown

Joblessness + Blight + Deconstruction = OPPORTUNITY



THE ECOSYSTEM



Deconstruction



Material
Distribution
(Wholesale &
Retail)



Value Added
Products





SEPARATE SOLUTIONS



Deconstruction



Material
Distribution
(Wholesale
& Retail)



Value Added
Products





The Blight Battle Begins



In 2013 the Blight Task Force is created to reorganize and ramp up efforts...

- Deconstruction can be part of solution (YAY!)
- Deconstruction needs to be cheap and fast = scalable
- Rethink our triple bottom line focus

Deconstruction can be means to an end...

- **Social** = Create jobs / training opportunities for people facing barriers to employment
- **Environmental**= Remove blighted properties sustainably
- **Economic** = Recover massive amounts of usable resources sufficient to create consistent supply chain

- ❖ Can't be performed by new trainees alone
- ❖ Must leverage skill sets of experienced construction and demolition contractors
- ❖ Multi-tiered Training for existing contractors AND people facing barriers
- ❖ "Green economy is for everyone" (still)

- ❖ Today...
- ❖ Over 300 trainees
- ❖ 10 contractors trained up



Reclaim Detroit at Scale



- Salvaging 60% for reuse could cycle 672,000,000 pounds of materials back into the economy
- Over 49,000,000 board feet of old growth timber saved from the landfill
 - Hundreds of new “green collar” jobs throughout the ecosystem at multiple skill levels – “Green for All”
- 5x economic multiplier effect from deconstruction to end-user

Deconstructing 7000 abandoned structures would create \$458,500,000 in economic activity.



Feb 3, 2016: The Fire



www.crowdrise.com/supportreclaimdetroit



Recovery and Expansion



- **Expand Workforce Development**
- **Train and place 70 local people by March 2017**
 - **Preconstruction Skills (including deconstruction)**
 - **Critical certifications including OSHA, Lead and Asbestos**
 - **OJT Field Experience**
 - **Carpentry and other construction trades**
 - **Shop Skills and Woodworking**
 - **Asbestos Worker**
- **Establish Reuse Hub with City of Detroit**
- **Stimulate manufacturing network**



Lessons Learned



1. Do not try to save the WHOLE world
2. Define your model
 - Don't bite off more than you can chew
 - Beware of "mission drift"
 - Collaborate / Partner to complete the ecosystem
3. Invest in the right people early – management and field leadership
 - Business Saavy Leadership
 - Financial Controls / Systems / Processes
 - Avoid undercapitalization
4. Don't forget about policy – BUT build model based on current conditions

Commitment – to social and environmental impact

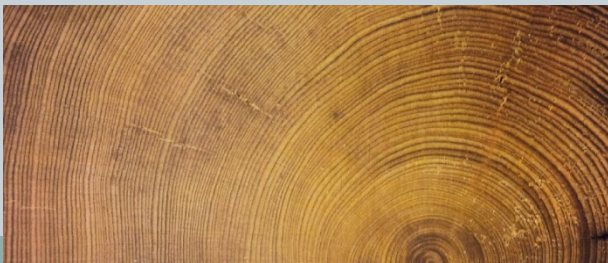
Clarity – mission / markets / model / operations = sustainability

Capital – financial and human and collaborative



RECLAIM

— DETROIT —





DECONSTRUCTION





DECONSTRUCTION





DECONSTRUCTION





MATERIAL DISTRIBUTION



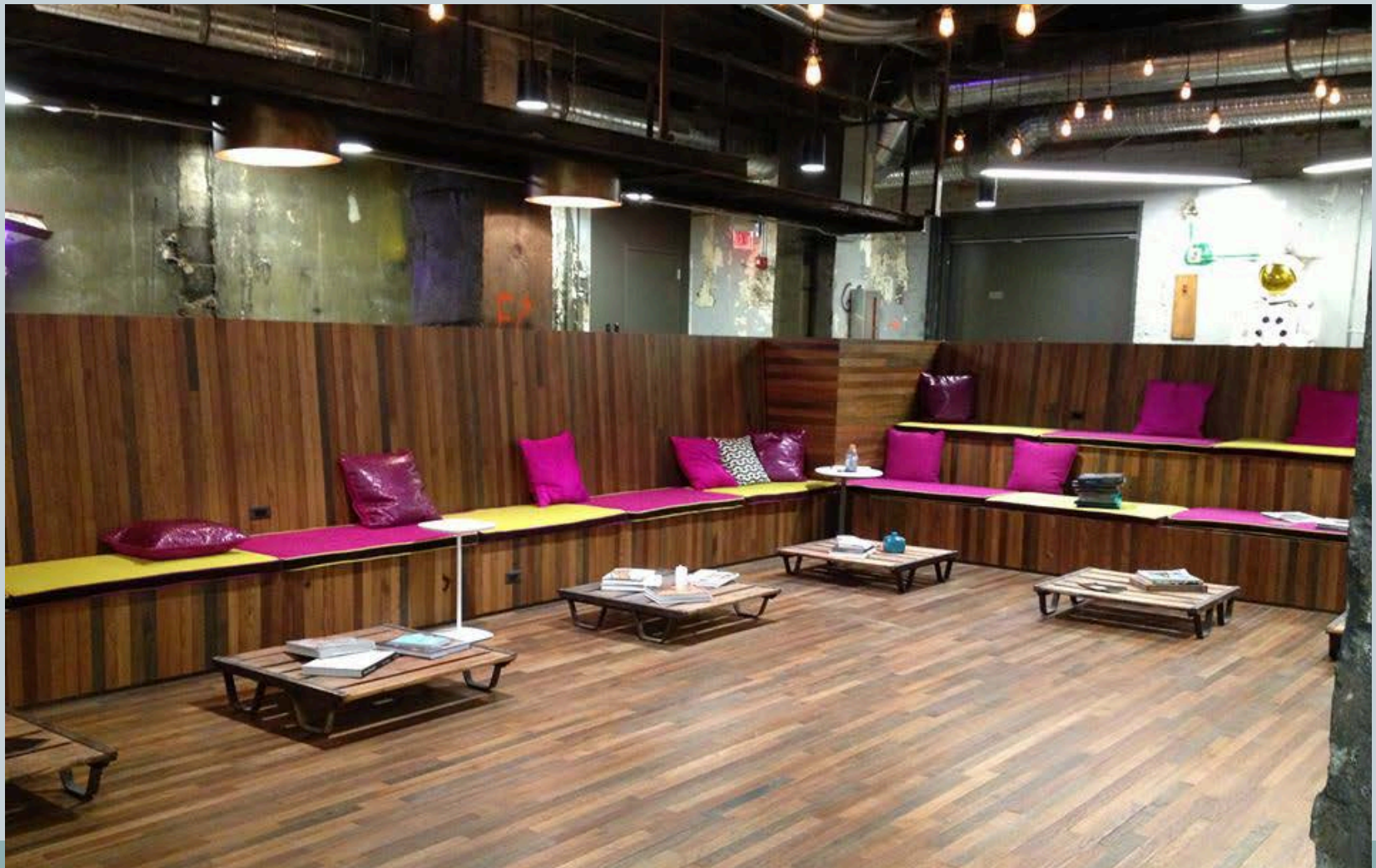


MORE RETAIL





Value Added Products





Value Added Products





Value Added Products





Value Added Products





Value Added Products





Value Added Products





THANK YOU



KEEP
CALM
AND
RECLAIM
DETROIT