

GETTING THE WORD OUT ABOUT COMPOSTING



GREENLIGHT GREENPAPER

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GreenLight Solutions conducted market research and developed a suite of communication and marketing materials to teach people about the benefits of composting your food scraps at home with Recycled City.



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Challenges & Opportunities

GreenLight Solutions worked with J.D., Co-Founder of local composting company Recycled City, which collects residential food scraps and creates nutritious compost, soil, & produce. The project team worked to identify areas of the Commercial Services Business proposal that could be improved, as well as create a new proposal for expanding the business to serve multi-home complexes. We also conducted market research to determine the value of the marketing that Recycled City provides for its customers, which comes at no extra cost to them.

Recycled City is currently partnered with about 300 residential customers and over 30 local restaurants, cafes, etc. Up to this point the majority of Recycled City's residential market tends to be middle-aged women, but J.D. has found several opportunities that would vastly increase his customer base.

Recommended Solutions

The GreenLight Project Team developed a set of marketing and communication materials to help Recycled City reach more people. The information conveyed included the importance of composting to reduce food waste, the process of composting, pricing to get involved, the benefits, and how to spread the word.

Results:

- Marketing Research \$2,380
- Case Studies: Diversion of 4.8 tons of waste
- Potential savings of several thousands of dollars in trash expenses

We incorporated data obtained through our research, to develop new proposals that would be utilized as tools to effectively enter into the multi-home markets and expand in current ones.

Project Benefits

BENEFITS TO PROJECT PARTNER

- Analysis of the current proposal and development of a new proposal for multi-home customers
- Marketing research was composed of calls to countless marketing agencies but the results were derived from 13 of them
- Case studies done for two apartment complexes regarding the composting and trash programs

BENEFITS TO THE SOLUTIONEERS

Marketing Research and Case Study Analysis

- Conducted phone calls to local Marketing Agencies which consisted of us convincing them to give us their time and pricing on their services.
- Evaluated data from case studies and utilized statistics to make Recycled City more appealing.
- Learned how to cater facts and benefits to the needs of different customers.
- Created a process that allowed information to be the most effective and increase sales.

Composting Industry

- Learned the ins and outs of the compost industry and urban farmlands
- Researched the magnitude of food waste and food miles

BENEFITS TO THE COMMUNITY

On a micro level, the individuals that learn about and begin composting with Recycled City will benefit from reduced waste, fresh soil delivered to their door, and less smelly trash. On a macro level, the community will begin to reduce the amount of food waste they send to the landfill, eliminate potential methane emissions, and help grow tasty local produce.