

1. Information/Awareness
  1. Creating marketing tools to share with the community (businesses, schools, community centers, etc.)
    - i. Tips, tricks, general info
      1. Beginner's Guide to Reducing Waste
      2. Info about composting
  2. Second-hand Sundays (Small Business Saturdays)
    - i. Encourage people to buy something second hand
  3. Info to Businesses
    - i. How they can reduce waste
      1. Ask if customers need cutlery to reduce one use
      2. Ask if customer wants a bag
      3. Offer discount for bringing in water bottle or own bag
      4. Cut down on paper
      5. Automatic lights, LED, etc.
      6. Spread info about compost project or suggest ways to get leftover food to a community kitchen
      7. Bring your own leftover boxes – BYOC campaign
2. Volunteer time
  1. Ivy Tech does a highway clean up we could partner with
  2. Do our own community clean up
  3. Partner with local nursery to plant trees
  4. Booth at Farmer's Market about ways to reduce waste
    - i. Virtual flyers
    - ii. Recycled paper flyers
    - iii. Link to sign up to that website I'm forgetting where you can track energy usage and such
3. Giving out products
  1. Not sure what budget is but ...
  2. Create BCOS branded reusable bags and hand them out at groceries
    - i. Buy in bulk
  3. Compost starter kits
    - i. Compost captains
    - ii. Place for composters to connect
    - iii. Partner with tree cutting companies to provide wood chips to those that are composting
  4. Water bottles

Calendar Year 2022 Goals:

1. Put together a multiple page plan for a Neighborhood Compost project to promote the diversion of food waste to neighborhood composts. (**WM1-A-6 & WM1-C-8**)
2. Collaborate with Monroe County Waste District to explore best practices to promote established drop-off compostable locations and education of compostable materials. (**WM1-A-4**)
3. Research the feasibility of creating local collection options of TetraPak or similar layered cartons. (**WM1-C-8**)

(2023 B Y O C) [marketing] the g tu

***WM1-A-6 Establish an At-Home and Community Garden Composting program supporting the expansion of food waste diversion through at-home composting. Provide backyard composting workshops, tips, and resources.***

***WM1-A-4 Partner with Monroe County Waste District to promote drop-off of compostable materials.***

***WM1-C-8 Continue to support collaborative consumption community projects, such as neighborhood compost projects***