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# R&E Food Scraps Initiative

## Team 8 Implementation Document



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Resilient Communities Project

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# R&E Food Scraps Initiative: Team 8 Implementation Document

## Overview & Purpose

This Implementation guide outlines how Ramsey/Washington Recycling & Energy can effectively deploy the Food Scraps Initiative outreach solution. The goal is to provide a clear, repeatable system that any staff members can follow to educate non-residential businesses, address confusion, and accelerate program adoption.

The guide supports R&E in overcoming the core barriers through research and client meetings.

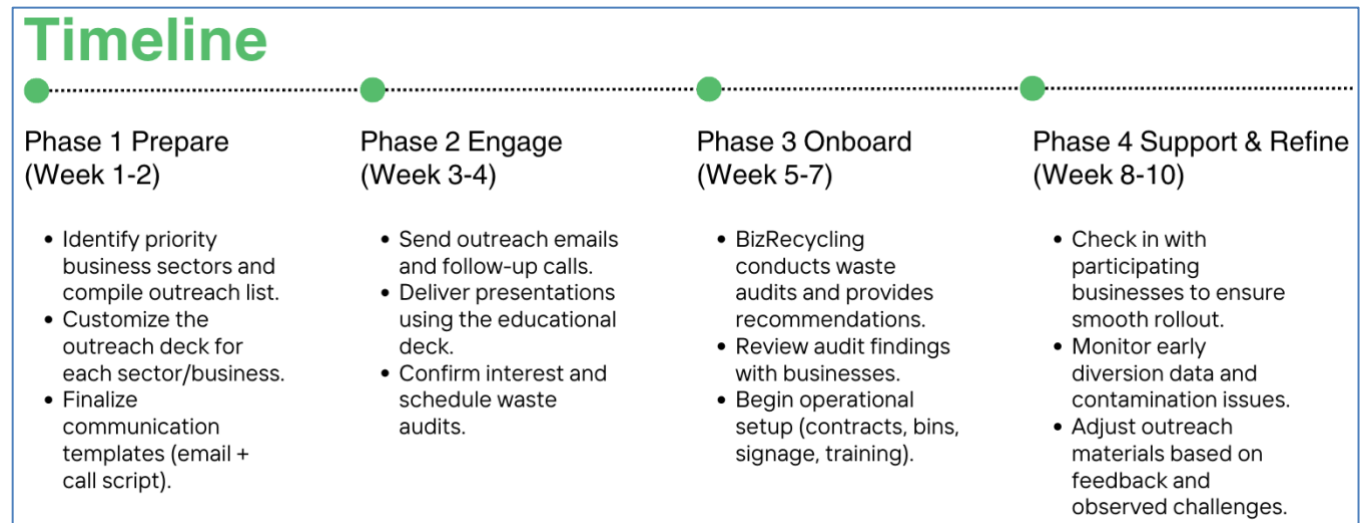
- Low awareness among non-residential businesses
- Confusion surrounding costs, logistics, and daily operations
- Perceived operational challenges and staff burden
- Lack of a simple, structured outreach tool

This solution is a target outreach deck plus an educational presentation that gives R&E a plus and a play communication system. This implementation document explains how to put that system into practice.

What does this document provide?

- A structured, step by step implementation plan
- Clear responsibilities and workflow guidance
- Tools and template R&E can use during outreach
- A proposed timeline for rollout
- Metrics for tracking progress and evaluating success

Together, these components create a reliable blueprint for scaling the Food Scraps Initiative across high potential business sectors in Ramsey and Washington County.



## Step-by-Step Implementation Plan (Part 1)

### Step 1

R&E should begin outreach with sectors that generate the highest volume of food waste and have clear sustainability incentives. Your research identified four key industries:

- Food manufacturers
- Wholesale distributors
- Grocery and food retailers
- Restaurants and food service

Action Items:

- Use county business record or Bizrecycling database to create a target list.
- Prioritize business with higher square footage, high volume output or existing recycling system and categorize them into tiers.

## Step 2

The outreach deck was intentionally designed to be modular and easy for staff to adjust. Before contacting a business R&E should update

- Business’s name, logo, and industry classification
- Sector specific examples relevant to their operations
- Estimates of food waste generation, when available

## Step 3

The first touch point should be a short, clear email introducing R&E, including a brief explanation of the Food Scraps Initiative and its benefits. Attach the customized outreach deck and request a short meeting. You can follow up with a phone call. Here is an example of a phone call script to use.

**Phone Script**

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**You (Opening line)** Hi, this is YourNameYour NameYourName calling from Ramsey/Washington Recycling & Energy. How are you today?

---

**Customer** Pause and acknowledge response.

---

**You** I'm reaching out because we recently emailed you information about the Food Scraps Initiative and how it can help your business reduce waste, lower disposal costs, and support community sustainability goals. I just wanted to check in and see if you had a chance to look at that message.

---

**Customer** If customer said yes

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**You** Great, I'd be happy to walk you through the short outreach deck we sent and answer any questions. It usually takes about 10 minutes. Would you have time this week or next for a quick meeting?

---

**Customer** If customer said no

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**You** No worries at all, I can resend it. It's a quick overview of how the program works, the support available through BizRecycling, and what participation would look like day-to-day. I think it will give you a clear picture of the benefits. When would be a good time for a brief follow-up meeting?  
Our goal is simply to help you understand the program and see whether it's a good fit for your operations, there's no commitment required.  
Does sometime this week or next work for you to connect?

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**You (closing line)** Perfect, I'll send a calendar invite. Looking forward to speaking with you, and thank you for your time today.

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## Step by Step Implementation Plan (Part 2)

### *Step 4*

During the meeting, staff should rely on the educational outreach deck created in your solution package. This deck is designed to demystify the process and help businesses visualize:

- Why the program exists and why it matters
- How food scrap separation works operationally
- What changes their employees will make
- The role of BIZRecycling in providing support
- Expect costs and logistical adjustments

### *Step 5*

The BizRecycling audit is a critical turning point to help businesses understand the feasibility of participating. The audit provides:

- Estimated food waste volume
- Cost projections and hauling adjustments
- Bin placement recommendations
- Operational layout considerations

### *Step 6*

Support Operational Setup



## Ready, Set, Recycle!

Once a business agrees to participate, R&E assists with the operational transition by:



Helping adjust the business's waste provider contract



Ensuring the correct size and number of food scrap containers



Providing signage, bin labels, and employee training resources



Supporting staff in understanding separation requirements



## Success Measure & Continuous Improvement

### *Participation Metrics*

- Number of businesses reached
- Number of meetings scheduled
- Number of businesses completing the audit
- Number of businesses officially enrolled.

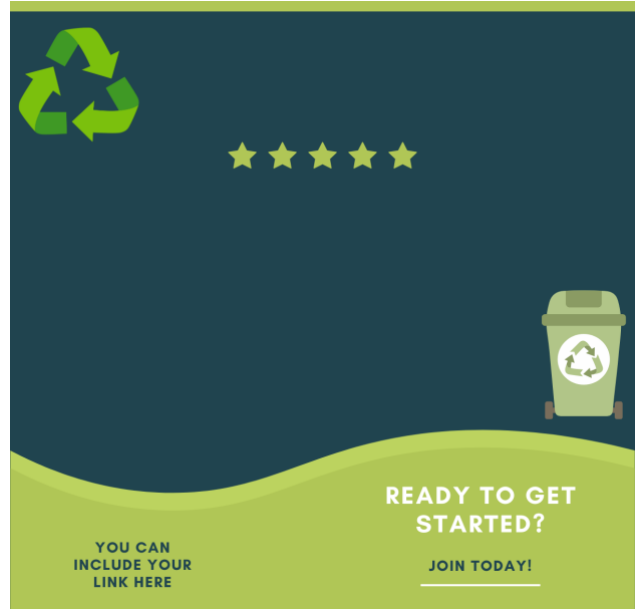
### *Operational Metrics*

- Tons pounds of food waste diverted
- Reductions in landfill volume
- Contamination rates in food scrap containers

## *Engagement & Experience*

Adding testimonials is a great idea because they provide social proof and help businesses feel more confident about joining the Food Scraps Initiative. Hearing from peers who have successfully implemented the program reduces confusion, builds trust and shows that participation is both achievable and beneficial.

Lastly, the R&E sustainability leadership badge is awarded monthly to businesses that demonstrate exceptional commitment to reducing food waste through the Food Scrap Initiative. This recognition highlights organizations that consistently sort food scraps and actively contribute to community wide sustainability.



## Citations

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