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R&E Food Scraps Initiative

Accelerating Business Participation Through Clear, Targeted Outreach

Team 8 Final Presentation



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Resilient Communities Project

UNIVERSITY OF MINNESOTA

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R&E Food Scraps Initiative

Accelerating Business Participation Through
Clear, Targeted Outreach



Team 8

Meet the Team



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Our Challenge

Provide research-driven recommendations to help R&E begin recruiting non-residential businesses for the Food Scraps Initiative while delivering the essential operational information those businesses need.



Our Problem Statement

How might we educate non-residential business owners on the process and effects of participating in the Food Scraps Initiative and the methods that best fit their situation?



Context & Recap: Project Overview

What We've Learned

- Key barrier: engaging non-residential businesses
- Barriers include cost, time, space, and operational overwhelm
- Low awareness reduces understanding of process and benefits
- R&E needs simple, targeted tools to accelerate participation

What We've Done

- Identified need for clearer outreach and focused education
- Developed a targeted outreach deck for high-potential business sectors



Preliminary Research Insights

- Corporations prioritize CSR, making the Food Scraps Initiative a natural fit
- CSR priorities include environmental, ethical, philanthropic, and economic impact
- BizRecycling support can ease or eliminate logistical and financial barriers
- Participation grows as businesses see peers adopting the initiative



Our Solution

- Solves the confusion barrier by giving R&E a plug-and-play outreach tool
- A targeted outreach deck R&E can use with high-potential sectors
- Clear messaging + sample slogans + actionable guidance
- Research-based recommendations
- Easily tailored to each business



Educational Presentation Content

What will we provide?

- Core outreach deck structure with benefits, cost overview, and research-based insights
- Waste reduction goals, and data driven waste estimates

What will R&E need to provide:

- Business specific tailoring (logo, waste volume, sector examples)

Sample Messaging Examples: “Turn today’s waste into tomorrow’s resources.” and “Small change, big community impact.”



Rationale

Why this solution works:

- Aligns with CSR and sustainability goals
- Simplifies the decision-making process
- Directly addresses confusion around cost and logistics
- Creates a repeatable tool for outreach staff



What Success Looks Like

A clear, structured outreach deck: R&E can immediately use with non-residential businesses

Simplified messaging: that reduces confusion around cost, logistics, and daily operations

Increased business interest: as clearer communication lowers barriers to participation

A repeatable outreach tool: that helps R&E start conversations consistently across different business types

Stronger alignment: between R&E's needs and what businesses care about (cost savings and community participation)

Success means businesses say “yes” faster with less staff effort.





Implementation Roadmap



Finalization & Alignment

- Review our drafted educational deck
- Confirm priority sectors for tailoring
- Provide any missing details such as logos, update data, and contact info

Refinement & Implementation Prep

- Finalize visuals, messaging flow, and sector examples
- Add space for client-specific tailoring such as testimonials
- Develop a "How to Use This Deck" guide so any staff member can present confidently



Questions?



Citations


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