



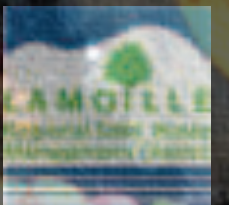
BRAND DEVELOPMENT & IMPLEMENTATION TO CREATIVELY COMBAT CONTAMINATION

Elly Ventura, Outreach Manager

Lamoille Regional Solid Waste Management District & Lamoille Soil

Vermont Organics Recycling Summit

April 2019

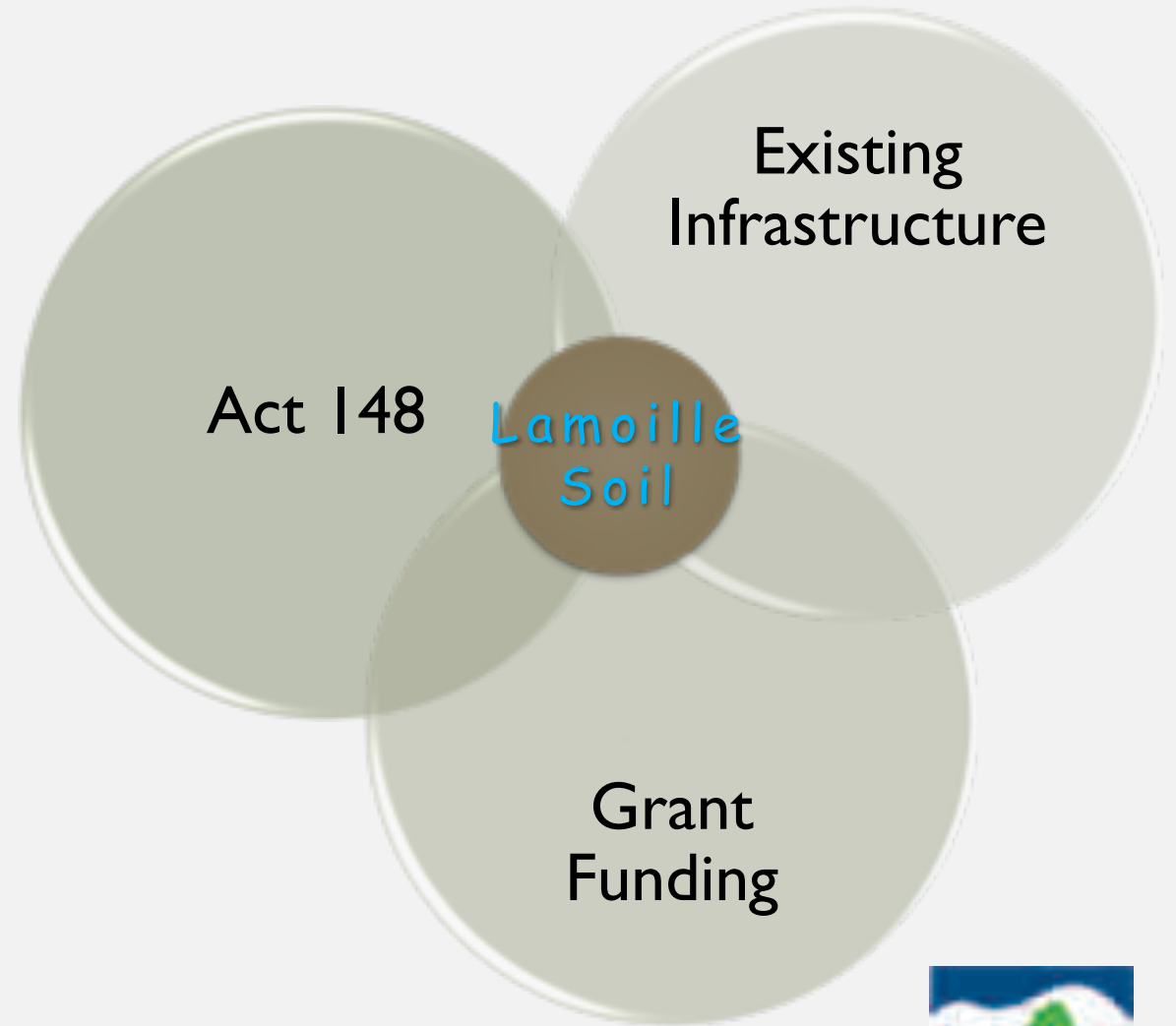


WHAT TO EXPECT

- i HOW LAMOILLE SOIL CAME TO BE
- i BRAND DEVELOPMENT PROCESS
- i DELIVERABLES & IMPLEMENTATION
- i LESSONS LEARNED
- i A CASUAL INTERACTIVE EXPERIENCE



THE SCENE



THE FUNDS: PART I



2016

- \$125,000 Project
 - \$50,000 Federal Funds, \$75,000 Match
 - Contractors: Electricians, Plumbers, Site Work Improvements
 - Equipment: Wheel Loader, Pressure Washer, Concrete Walls, Fan System



**ABANDONED
BIOSOLIDS
COMPOSTING
FACILITY**







THE FUNDS: PART II



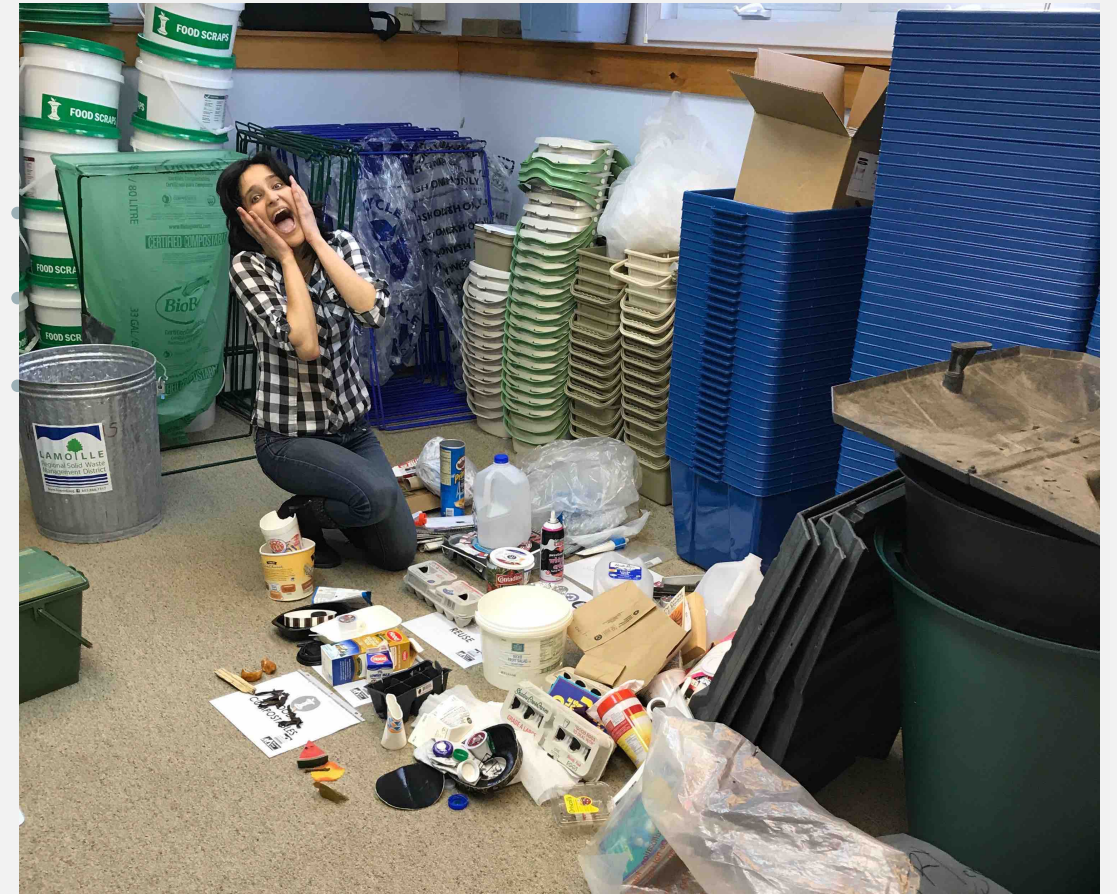
HIGH MEADOWS FUND

2017

- \$58,425 funded by High Meadows to 8 VT towns and solid waste districts
- \$10,000 Award
- \$6,500 Match Required (\$7,900 Actual)
- Volunteer Recruitment
- Equipment: (26) 48-gallon totes, 248 Gamma Seal Lids
- Branding: Brand Design, Collateral Materials, Educational Videos



THE PROCESS



GETTING TO YOUR WHY

10 Thought Provoking Questions to identify and refine your story.

- ➊ Why did you really start this business? Why this category? Why Now? Key Motivations?
- ➋ How do you want people to feel when they experience your product?
- ➌ What stories of your business to date are you proud to share with your family and friends?
- ➍ How has your family culture impacted what you are doing today? What were your dreams?

Carol Degener, Brand Inflection
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Great Big Graphics, Morrisville, VT
www.greatbiggraphics.net

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
MAY 2017						
	1	2	3	4	5	6
7	8	9	10 Eggfest Morning	11	12 Mother's Day	13
14	15	16	17 Father's Day	18	19	20
21	22	23	24 Memorial Day	25 Columbus Day	26	27
28	29 Mother's Day	30 Father's Day	31			

June 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2 Father's Day	3
4	5 Mother's Day	6 Columbus Day	7	8 Eggfest	9 Mother's Day	10
11	12 Father's Day	13 Columbus Day	14	15 Mother's Day	16 Father's Day	17
18	19 Mother's Day	20	21 Father's Day	22	23 Columbus Day	24
25	26	27 Eggfest	28	29	30	



Turning Community Waste into Community Enrichment *(this isn't it but it is headed somewhere.)*

Community Resilience through Compost

Compost Locally

New Beginnings *(might be a daycare place somewhere)*

Rot On
Mycorhiza Magic
Heat It Up
No Waste....or
Waste Not

Make It Here. Compost It Here. Use It Here.

Your partner in Keeping Lamoille Green

THE CREATIVE WORK

Compost. Plain and Simple.

Scraps to Soil.....or
Table to Soil.....or
Table to Farm

Regenerate

The Future Garden or Future Gardens

Compost Made Here to Grow Here

Living Dirt
Lamoille's Solution
Composted Naturally....or
Naturally Composted

Coming Together With Compost

Eat It, Compost It, Plant It

Turning Our Waste Into A Resource *(this isn't it either but it is headed somewhere.)*







LAMOILLE SOIL









HOW WOULD YOU USE \$10,000?

We're Doing It Again!

GIVING AWAY 100 LAMOILLE SOIL COLLECTION KITS

November 13 - 17 & 20 - 21 only.
Available only at the Main Office
29 Sunset Drive, Morrisville
8:30 am - 4:00 pm, Mon - Fri

Please sit this one out if you were able to take advantage of a previous giveaway.



IMPLEMENTATION

2017

May - July: Waste Warriors at Transfer Stations

July - Sept: Site Attendant Training

July 1: Totes at facilities

Sept 1: Postcard announcing program and first giveaway & Ads in newspapers

Sept & Nov: Lamoille Soil Collection Kits, Collateral Materials inside

November: PLU Cards Introduced

Nov - Jan: Ads in paper for holiday diversion

October: Open House, free kitchen collectors



2018

May: PLU Bingo Cards for ICAW

May: (5) Lamoille Soil Workshops, attendees received a Free Collection Bucket

May: Opening Reception

July - Oct: Tabling at Public Events

July - Nov: Spot-A-Logo Contest

October: Open House: Bucket of compost refill for \$3, Premier of Lamoille Soil Videos – Free Popcorn!

Oct - Jan 2019: Buy a Bucket, Win a Prize

December: Weekly spot on local radio station

Nov - Jan 2019: Ads in paper for holiday diversion



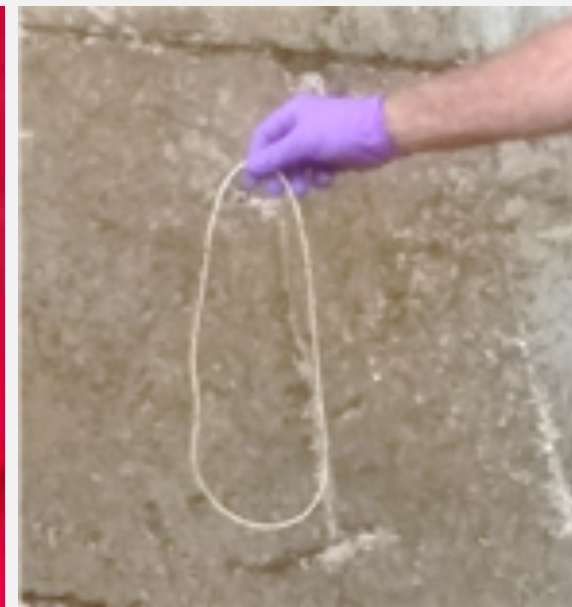
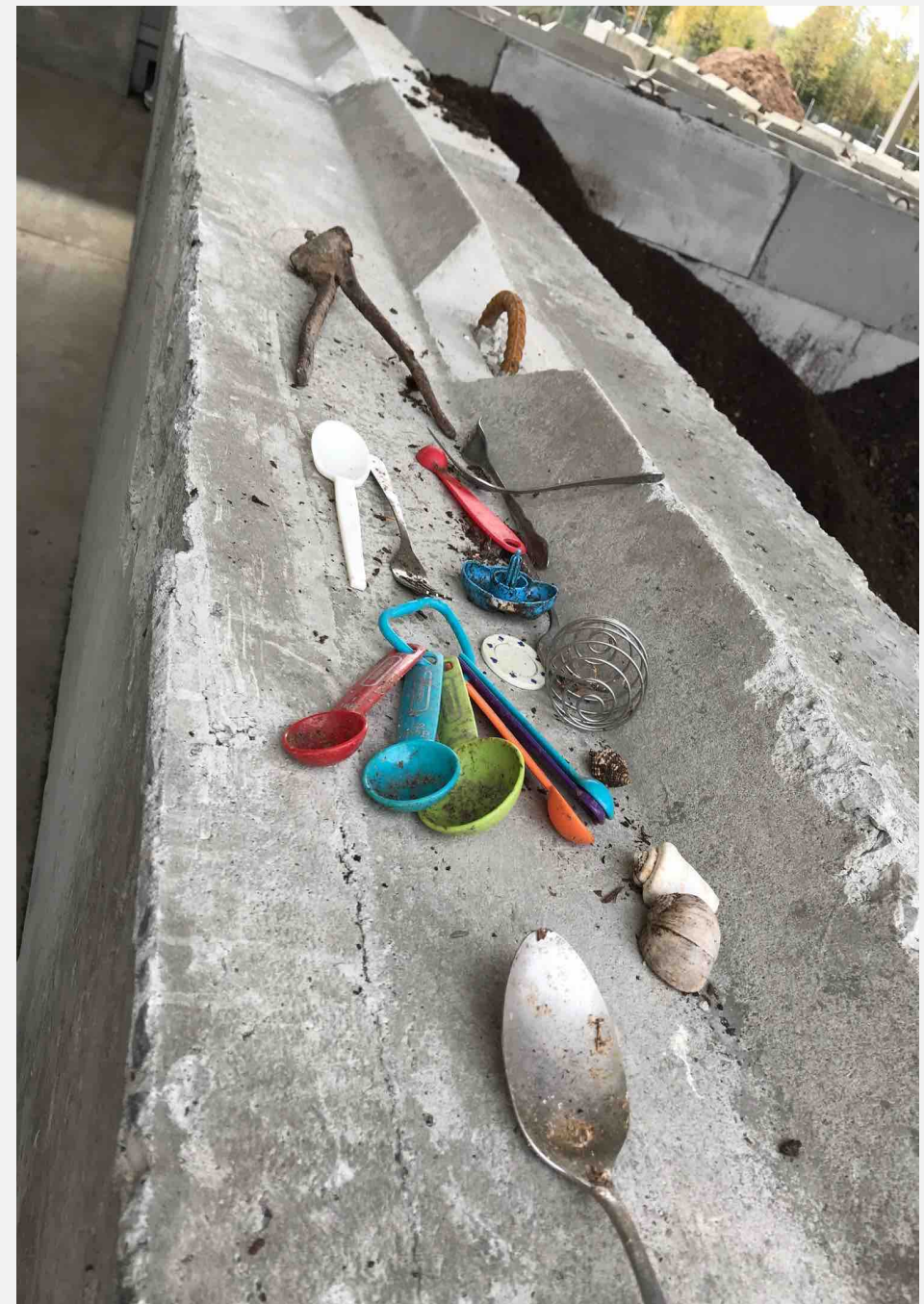


THE NUMBERS

Buckets Emptied at Drop-Off Locations FY18 v FY19







LESSONS LEARNED



- ❖ Branding is unifying & makes messaging more effective
- ❖ Education is an on-going task
- ❖ Continual, multi-pronged communication is paramount
- ❖ Team efforts make successful programs
 - Site Attendants are an incredibly valuable conduit in the collection & messaging process
 - “Organics customers are ‘different’ than recyclers”
- ❖ Listening to customers is VERY enlightening
 - Bucket Tips
- ❖ Competitions get attention & increase participation
- ❖ “FREE” is motivational
- ❖ Creativity and adaptability increase program sustainability

Thank You!

When it comes to compost,
we've got your back!

Elly Ventura
outreach@lrswmd.org





Chris Duff

Operator Manager

Lamoille Soil



