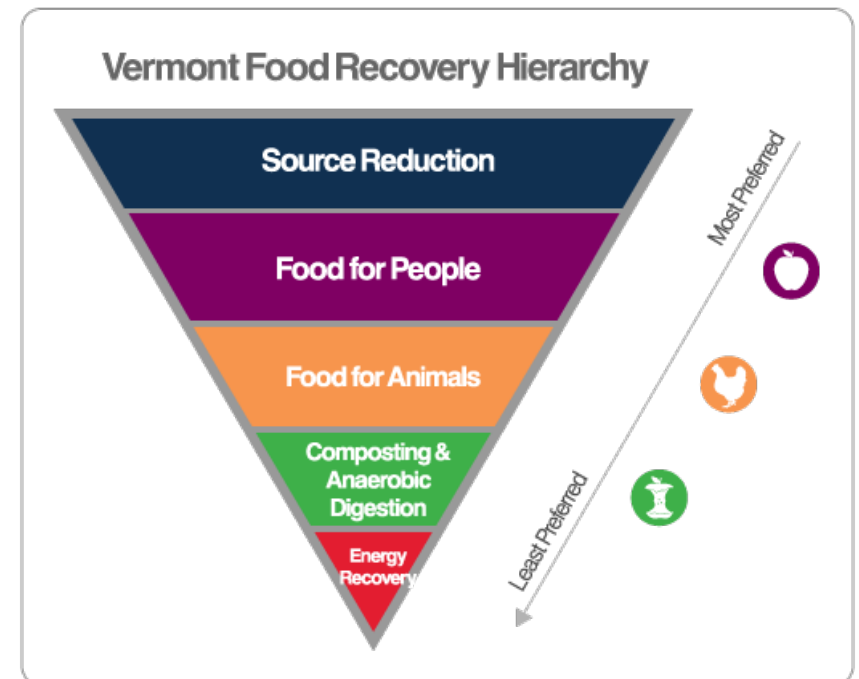


Rebranding Highfields
Center for
Composting Website:
Process and Goals

Goals

- Recognition of broad impact of Act 148 and little public awareness of how the law will be implemented.
- Interpret the spirit of the law rather than the words of the law.
- Preserve Highfields' resources but also supplement and provide a comprehensive data base.



Process: Interviewees

Conversational, fairly unstructured interviews

9 full-length interviews

Numerous email communications and informal feedback loops

First round review by 5 individuals, representing 4 organizations

Interview Topics

What stakeholders/ audience are we targeting?

What should the content of the website be?

What is the ideal way to present the content?

How do we provide a resource that supports but does not mimic other website already in existence (ANR) (is not redundant)?

What should the goal of this website be?

Interview Conclusions

Don't reinvent
the wheel

Value in
maintaining
Highfields
resources

Farmers may
not be the
target audience
for this website

Balance of
average person
accessing
website and
more targeted
audience

Process: Website Building

1

Reviewing Highfields' resources for defunct branding, relevancy, content.

2

Gathering resources from other VT organizations

3

Searching for supplementary national/private organizations' resources

4

Drafting editorial content to provide context and poignancy surrounding VT and Act 148.

Process: Iterative Feedback



Draft of
resources and
glossary

Beta website

Result: [Beta Website](#)

- Introduction
- Glossary
- Haulers
- Residents
- Businesses
- Schools
- Highfields' Material



Next Steps

- More research
 - Strategies for use, metrics for quality, business aspects of trying to do this work on farms
 - More information on financial resources for farmers.
- Public forum to discuss impacts of Act 148 as it continues to roll out and be tested in the community
 - Entrenching statistics within Vermont communities rather than global statistics
 - Information about digestors and other energy reclamation methods
 - 2050 Energy Goals
 - Explaining how quality of compliance matters.
- Profile Vermont businesses – Give an overview of the process that compost takes from plate to farm. Brewery waste, digesters.

More Feedback (this time from you!)

WHY DOES THIS MATTER?


How does Act 148 impact you?

Why should people care about the destiny of their uneaten food?

What is the future that Act 148 supports?

More Feedback (this time from you!)

What other resources do YOU need?

 Do you see any terms missing from the glossary that should be included?