



Mission Statement: The Illinois Food Scrap Coalition is a thriving not-for-profit organization advancing diversion and composting of organics in Illinois through advocacy, program implementation, market and business development, policy and outreach.

Strategic Plan

Advocacy – policy development & fundraising

Goal: *to improve and develop legislative and regulatory policy and to secure funds to grow industry, infrastructure and end markets for finished compost.*

Committees: Policy & Membership/Fundraising

1. Create a Fundraising Plan, to include additional opportunities for grants and fundraising strategies beyond annual membership fees
 - a. Work with IEPA and General Assembly to insure that at least \$1M per year of the Solid Waste fee revenue is dedicated to establishing a grant funding program for market development in food scrap related sectors beginning in State Fiscal year 2020 (July 1, 2019 – June 30, 2020). Funding should be tied to projects/equipment that expands market sales. Ex: equipment that would allow processor to bag compost for re-sale
2. Draft a 5-year Policy Plan aimed at enacting legislation beneficial to our mission to increase diversion and expand markets; a plan that includes education and power building in its goals
 - a. Develop a comprehensive plan for a major policy push, including infrastructure funding and a tiered food scrap composting diversion plan that would achieve 50% food scrap diversion across the state by 2025. (or a goal that would be in alignment with a statewide plan)
 - b. Develop compost procurement model documents/ordinances that can be shared with local government purchasing and facilities management departments in an effort to educate and close the loop on the material currently being sourced
 - c. Transfer Station Policy Development
 - d. Maintain a list of existing legislation with links to post to website, highlight in meetings, and share with those who would benefit
3. Support County Solid Waste Planning – Learn how composting is being incorporated into county-level planning and assist as needed with template language – Follow progress of HB 3068 or like bill



Programs - implementation and infrastructure development

Goal: *To develop and maintain educational and recognition programs including the We Compost program and strengthening food scrap composting infrastructure.*

Committees: Education, Outreach, & We Compost

1. Establish, as part of a comprehensive state-wide waste reduction plan, specific waste reduction and diversion goal targets for Illinois
2. Work with K-12 schools and Universities and colleges to incorporate organics diversion and the education that supports that diversion through a targeted campaign that includes value of composting as a third stream strategy to conserve landfill space for material with no other solution. Educate to reduce contamination
3. Continue to provide education and technical support to develop more food scrap collection programs across Illinois in the residential and commercial sector
 - a. Target Groups: Haulers, Generators, End Users, Environmental Commissions, Solid Waste Agencies
 - b. Target Education Topics: include how to divert and how to use end products
 - c. Develop education materials
4. Maintain and expand the We Compost Program
 - a. Add 25 more partners per year with the help of haulers
 - b. Build community within the partner base through a regular newsletter
 - c. Outreach about the program and its partners tracked through a shared google doc
5. Create a plan to collect the data we need about how food scrap diversion is increasing in the state in order to document the ways that this coalition is driving change. (Use the data from the 2017 IEPA Permitted Composting Facility Annual Reports - 2018 data will be out late-2019)

Market Development – infrastructure and end market growth

Goal: *to drive specific attainable end market development strategies that will have statewide impact, expand capacity for more diversion, and develop demand for the end product.*

Committees: Compost Market Development, Education, Outreach, & Social Media



1. Develop a multi-pronged strategy for minimizing contamination related to food scrap diversion/composting, including resource acquisition to support project implementation
2. Develop standardized statewide guidelines, working with IEPA and compost sites with the ability to expand or promote alternatives as needed. Deadline: May 5-11 (ICAW)
3. Oversee and monitor the results of IDOT's implementation of HB 4790 ([Public Act 100-0951](#))
 - a. If results are positive, work to expand the use in other local governmental projects.
 - b. Closely monitor the activity so that the reports generated out of the effort can yield useful marketing material to target audiences such as articles, project summaries and sessions at conferences; and to prepare a BioCycle article on the results.
4. Continue engagement with MWRD to create collaborative marketing strategies and opportunities
 - a. Collaborate with MWRD to make their compost a revenue generating resource, while simultaneously developing and expanding compost sales opportunities for private organics recyclers and compost manufacturers
 - b. Promote compost on road projects, Army Corps dredging projects, etc.
5. Engage with Sports Turf and playing field communities including the Illinois Sports Turf Managers Association, park districts, school districts, and any other sports field managers
6. Engage with the "Green building" industry, including LEED certification project coordinators, engineered landscaping, green roof projects, etc.
7. Compile a list of retailers of finished compost (for example garden centers that sell bags of finished compost), post to website, use for tabling, market to gardening groups
8. Educate public and commercial/institutional constituents on STA certified quality compost
9. Maintain, improve, and update composter database and map
10. Identify data needs for effective evaluation and monitoring of infrastructure and end use growth



Outreach

Goal: To disseminate educational materials to the public and stakeholders through marketing, communications and public relations, and to communicate the value of IFSC & grow membership.

Committees: Membership, Education, Outreach, We Compost, & Social Media

1. Build the IFSC membership base; quantity and quality and update/improve member tracking system
2. Conduct Annual Appreciation Events and foster member engagement
3. Create and implement a marketing plan for growing membership
4. Use data effectively to communicate impact, promote involvement, and identify opportunities
5. Website: realize new and improved website; transferring from Joomla to WordPress
6. Social media and marketing campaign: Work with staff, Education, Outreach and Market Development committees to
 - a. Highlight/raise awareness of composting facilities that accept food scraps
 - b. Work with Outreach and We Compost committees to continue to highlight *We Compost* partners and capture other case studies of compost "success stories" on social media platforms and in IFSC blog posts
 - c. Work with staff and Outreach committee to publish more frequent blog posts
 - d. Find and share more examples of successful composting programs from large generators, e.g. K-12 schools, hospitals, universities, restaurants, grocery stores, hotels/hospitality, etc.