



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.

Illinois Food Scrap Coalition Strategic Plan- 2021

<p><u>Advocacy</u> policy development & state funding</p>	<p>to develop and support legislative and regulatory policy and to secure funds to grow industry, infrastructure and end markets for finished compost.</p>
<p><u>Diversion</u> implementation & education</p>	<p>to develop and maintain educational and recognition programs including the We Compost program and strengthening food scrap composting infrastructure.</p>
<p><u>Market Development</u> infrastructure & end markets</p>	<p>to drive specific attainable and sustainable end market development strategies that will have statewide impact, expand capacity for more diversion, and develop demand for the end product.</p>
<p><u>Engagement</u> communications & membership</p>	<p>to equitably strengthen the composting community and support organizations and individuals to expand access, awareness and distribution of IFSC resources.</p>

Advocacy – policy development & state funding

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

Committees: Policy & Membership/Fundraising

OBJECTIVES

1. Represent IFSC in statewide policy work to support and promote legislation that will advance food scrap diversion.
 - a. **IFSC POLICY PLAN:** Develop a comprehensive IFSC plan for a statewide policy push, including developing a tiered food scrap composting diversion plan, introducing policies to support the materials management plan, and setting goal targets related to outcomes.
 - b. **STATE REPRESENTATION:** IFSC representation on appropriate statewide policy committees and task forces. Ensure composting is addressed in the statewide materials management plans.
 - c. **STATE ADVOCACY:**
 - i. Work with advocacy groups and partners to identify 3-5 key pieces of legislation to support.
 - ii. Review progress being made in other states to identify policy



- programs and use of finished compost across Illinois in the residential and commercial sector.
- a. RESIDENTIAL: Continue to partner and expand relationships with:
 - i. Municipalities to increase community knowledge of and use of food scrap composting programs.
 - ii. GoGreen groups, environmental commissions and other grassroots organizations to increase community engagement to educate and drive compost use.
 - b. COMMERCIAL: Continue to partner and expand relationships with food scrap generators, haulers, compost processors, end users, and solid waste agencies.
 - c. SCHOOLS: Work with K-12 schools, universities and colleges to incorporate organics diversion and the education that supports that diversion.
 - i. Leverage the Wasted Food Action Alliance school toolkit to promote composting in schools.
 - ii. Develop a targeted campaign that includes the value of composting as a third stream strategy to conserve landfill space for material.
 - iii. Educate to reduce contamination.
 - iv. Connect schools to their community to educate and grow awareness of residential programs and better engage residents in composting.
 - d. CITY OF CHICAGO: Develop targeted program addressing the City of Chicago, promoting composting and the use of compost.
 - e. PUBLIC EDUCATION CAMPAIGN: Develop an education campaign addressing food scrap diversion; use of end product; connections between food waste, compost and climate change (Project Drawdown); and contamination.
2. Develop a multi-pronged strategy for **minimizing contamination** related to food scrap diversion/composting. Work with IEPA to develop and share:
- a. STATE GUIDELINES: Standard statewide guidelines, working with IEPA and compost sites to identify acceptable materials.
 - b. COMPOSTER EDUCATION: Put on a composter summit in late 2021 to learn best practices (note that urban and suburban areas have different challenges).
3. Maintain and expand the **We Compost recognition program**.
- a. MEMBER SUPPORT: Support and build connections with existing We Compost partners (newsletter and social media).
 - b. GROW WE COMPOST: Grow membership in the We Compost program.
 - i. Add 25 more partners per year.
 - ii. Focus We Compost efforts on large generators of food scraps (institutions, food producers, etc).
 - c. BEST PRACTICES: Identify and benchmark best practices to provide a blueprint for action.

Market Development – infrastructure & end markets

Goal: *to drive specific attainable and sustainable 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. Support and track the results of **Illinois composting projects and research**.
 - a. COMPOSTER DATABASE: Support and advise Illinois EPA to maintain, improve, and update the composter database and map.
 - b. IDOT PILOT PROJECTS: Oversee and monitor the results of Illinois Department of Transportation (IDOT) implementation of HB 4790 (Public Act 100-0951).



- i. Use results to expand compost use for other local governmental projects.
 - ii. Support generation of articles, project summaries and sessions at conferences.
 - c. MWRD: Continue engagement with Metropolitan Water Reclamation District (MWRD) to create collaborative marketing strategies and opportunities.
 - i. Collaborate with MWRD to make their compost a revenue generating resource.
 - ii. Encourage MWRD compost to receive certification (STA or OMRI) complementary messaging.
 - d. LAKE COUNTY USDA COMPOSTING PROGRAM: Support and monitor the results of the Lake County USDA program.
 - e. COMPOSTABLE PLASTICS DEMONSTRATION PROJECT: Support and track the results of the proposed regional compostable plastics demonstration project.
2. Serve as the Illinois State Chapter of the United State Composting Council (USCC).
 - a. CHAPTER MEETINGS: Provide representation at USCC state chapter meetings.
 - b. MEMBERSHIP: Grow membership in both IFSC and USCC.
 - c. Determine how to best balance our focus on food scrap composting and USCC focus on all organics diversion.
3. Develop strategy targeting specific **end market sectors** to educate about and encourage the use of compost.
 - a. PROCUREMENT SPECIFICATIONS: Provide specifications on IFSC website for planting guides and incorporation of compost for a variety of uses.
 - b. EDUCATION ON USES OF FINISHED COMPOST: Educate public and commercial/institutional constituents on the US Composting Council's Seal of Testing Assurance Program (USCC-STA).
 - c. INCENTIVES AND GRANT SPECIFICATIONS: Add language to government grants to require projects to utilize finished compost (see Advocacy goal).

Engagement - communications & membership

Goal: to *EQUITABLY* strengthen the composting community and support organizations and individuals to expand access, awareness and distribution of IFSC resources.

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

1. **Build the IFSC membership base**; in quantity, quality and equality; improving membership #s and committee engagement.
 - a. EVENTS: Conduct annual appreciation events and foster member engagement.
 - b. USCC: Coordinated IFSC/USCC Illinois Chapter Member recruitment drive.
 - c. COMMITTEE DEVELOPMENT: Determine steps to recruit committee members and build a sustainable committee structure / build a robust committee and renewing chair term limits.
 - d. STAKEHOLDER OUTREACH: Target and engage external stakeholders for collaborative action.
2. Improve internal IFSC **communication and collaboration**; support the incorporation of **equity** in each committee and the Board.
 - a. COMMITTEE COLLABORATION: Conduct quarterly committee collaboration meetings, with the chairs of committees coming together to cross pollinate.
 - b. EQUITY: Identify opportunities for each committee to incorporate



3. Stronger and better resourced **marketing, website and social media campaign.**
 - a. MARKETING PLAN: Create and implement a marketing plan.
 - i. Align IFSC efforts with recommendations of the Illinois Materials Management Advisory Committee and statewide committee efforts.
 - ii. Get composting on the radars of counties, municipalities, solid waste agencies and large generators. Raise awareness of composting facilities that accept food scraps.
 - iii. Develop an outreach plan for International Compost Awareness Week.
4. **Use data** on compost infrastructure and end use to effectively communicate impact, promote involvement, and identify opportunities.