Name	UMich Planet Blue	Green Peace	Tomra	Recycle Ann Arbor	TerraCycle
Location	University of Michigan Campuses	Global	Global	Ann Arbor	Global
Website	http://sustainability.umich.edu	https://www.greenpeace.org/usa/	https://www.tomra.com/en/collection/reverse-vending/about-deposit-return-schemes	https://recycleannarbor.org	https://www.terracycle.com/en-US/
Who They Are?	Organization that is committed to integrating environmentally sustainable solutions within the operations and impact of the university	Organization that investigates the environmental impact we have on the earth and performs activist duties and outreach programs to put attention to the most devastating issues plaguing the environemnt.	They are a reverse-vending machine manufacturer that provides machines incentivizes users to recycle (i.e. gives them payment usually)	An organization that works to further the recycling efforts within Ann Arbor by providing an exhaustive number of resources towards recycling	A program that works with corporations to promote better recycling habits by making recycling easily accessible for the public
What Do They Do?	Host events that promote sustainability such as "Recycling Week" where they compete with schools to see who can collect the most recyclables. They provide grants to initiatives that encourage sustainability. They host education sessions that teach people how to recycle and about environmental impact.	They have groups of volunteers travel to impacted sites and have them investigate the impact and create advertising campaigns to educate the public on these issues. They collect donations to further their efforts and leverage their reputation to bring awareness to their chosen causes.	They create reverse-vending machines that helps stores promote recycling within by giving users credit, often in the form of payment for recycling	They host recycling events, schedule recycling pickups, and serve as the middleman between the public and various recycling centers to help make recycling properly more accessible and possible	They receive funding from corporations to how events and pickup programs that encourage users to properly dispose of all kinds of recycling materials.
Competitor Type	Indirect	Analagous	Direct	Indirect	Partial
Products/Services Offered	Informational Sessions, Competition, Grant Funding	Investgiations, advertising campaigns, PSAs, donation drives	Provides the machines for these programs	Recycling events where people can show up to discard unusual items, schedule curbside picks, and get information of local recycling centers	They host events where people can recycle various hard-to-recycle products, have multiple shipping programs where users can sign up , buy a Terra box and ship out (at Terra's expense) waste that needs to be recycled in a special process (i.e. industrial waste, municipal waste, etc.)
Strengths	Large built-in community, access to sizable amount of funding, and has signifcant influence over an entire community	Global-scale brand awareness - Greenpeace is at the forefront of the environmental efforts and has a solid reputation within the space and therefore has massive reach to effect change	It provides an easy buy-in for the end user as they are motivated by the payout to recycle which helps ensure a strong amount of user participation and a low barrier to entry	They are local and provide localized information that will better serve the end-user who will be conveniently located to all the events and organizations they find on the site. The barrier to entry is low geographically and motivated folks are further incentivized to recycle properly as a result	They provide a reasonable mode of recycling for the public to dispose of hard-to-recycle products and offer that service across a comprehensive cataloque of products and waste which helps meet a large number of needs and use cases
Weaknesses	Limited to the University of Michigan network in terms of impact	Rely on donations and volunteers and are committed to a wide range of issues which prevents from long-term investment into one issue	It requires stores to buy into an expensive and bulky piece of machinery, so while users are easily motivate to use it, the stores hosting the appliance have a much higher barrier to entry as it requires them to significantly invest in the casue both financially and physically	This does rely on people being independently motivated to recycle properly and go through the proper channels. Because they serve more as a conduit, they are relying on people who are both in need of further education but also motivated to take the next step beyond that and put their newfound education to use. Whereas with my solution, it gets the end-user at the "point of sale" when they are most in need of the service and in the exact location they need it to be, which helps motivate even people who did not intend of recylcing or do not have a strong inclination towards environmentally friendly efforts.	A user needs to purchase the box and while Terra does pay for the shipping, it requires yet an additional step for the user to properly dispose of something. This is a high barrier to entry because it forces the user to be really invested in a solution if they have to go to the store, pay for the box, pack the recyclables, go to the post office, and then ship out the materials. It requires a signifcant amount of effort for the end user which ultimately limits their audience base to the truly motivated recyclers despite the wide range of services they offer.
Key Brand Differentiator	**STRATEGY** This focuses on galvanizing motivated people to promote recycling to others, whereas my idea would be to create a seamless recycling process that it requires little additional input from the end user	**STRATEGY** They focus on drawing attention to a large number of issues and proposing solutions while my solution is more fixed ultimately on implementing a solution towards one issue (recycling)	**STRATEGY & MESSAGING & DESIGN** Works more closely as a private-entity where they specialize in the sale of the program whereas my solution would be geared towards a partnership with local recycling centers and therefore the barrier to entry would be lower for both the recycler and the institution hosting the program/receptacle	**STRATEGY** The work more as a conduit across different local organizations whereas my solution would be partners with the local organizations to be present where the users need it instead of directing them to that particular organization.	**STRATEGY & DESIGN** The difference here is that there would be virtually no cost to the host of the receptacle and no cost to the end-user. Additionally, this works at a national level whereas my solution would look to partner with the local recycling centers of the given town.