

NTRES 3800 NETWORK CLIMATE ACTION PROJECT:

# **RESIDENTIAL COMPOSTING**



# PRESENTATION CONTENTS

01

## PROJECT DRAWDOWN SOLUTION

- Composting
- #26 in scenario 1 (a 2C rise by 2100)

02

## MY NETWORK

- Townhouse community
- Roommates
- Members of Cornell Compost

03

## SOCIAL SCIENCE THEORIES

- Choice Architecture
- Social Marketing
- Social Mobilization

# PRESENTATION CONTENTS

04

## METHODS

- Email campaigns
- Social media campaigns
- Posters
- Incentives
- Post-event survey

05

## RESULTS

- Debrief
- Survey results
- Photos!

06

## FINAL THOUGHTS

- Overview
- Potential next steps

**SECTION 01:**

# **UNDERSTANDING THE DRAWDOWN SOLUTION**



# COMPOSTING

- Reduces landfill methane emissions by converting organic waste into soil carbons
- Many global cities have already implemented compost mandates
  - San Francisco
  - Copenhagen
  - Portland
  - Vancouver
  - NYC
  - Seattle



# BY THE NUMBERS

**2.14 - 3.13**  
GIGATONS

of equivalent CO<sub>2</sub> emissions  
could be reduced or  
sequestered by composting  
(2020-2050)

**\$ ~83.75 – 60.6**  
BILLION

dollars equivalent to the first  
net cost needed to implement  
composting

**\$ ~173.16 – 127.43**  
BILLION

dollars equivalent to the  
lifetime net operational  
savings of implementing  
composting

## SECTION 02:

# MY NETWORK



# TARGETED NETWORK

01

## TOWNHOUSE COMMUNITY



~300 people in my residential community

02

## MY ROOMMATES



3 townhouse roommates!

03

## COMPOST CORNELL



Members of this student org dedicated to supporting composting on campus (at both an institutional and individual level)

## SECTION 03:

# SOCIAL SCIENCE THEORIES



# CHOICE ARCHITECTURE

- Convenience = key idea
- Posters placed in common rooms
  - Laundry rooms
  - Community center
  - Given to event participants
- Event held in community center



# SOCIAL MARKETING



7:03 PM

Matt Hoskins  
compost program currently happening in the community room 2

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Send Message... +

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**Composting Program** External Inbox

Scott Voss <mailer@campusgroups.com> [Unsubscribe](#)  
to me ▾

Thu, Nov 11, 2:00 PM ☆ ↗ ⌂ ⌃

Hi Townhouse Community!

I hope you are all doing well! Did you know that the Townhouse Community has a [composting](#) program? If not, that's okay because ....

Next week, we will be hosting a [composting](#) event where your Townhouse can bring compostable items — like food scraps, egg shells, coffee grounds, and napkins — to the Townhouse Community center for the [opportunity](#) to win a prize!

The event will be held on [Thursday, November 18th from 7-8pm](#) in the Townhouse Community Center.

Don't know how you can [compost](#) in your Townhouse? It's simple! You can transform one of your trash cans into a [composting](#) bin and, if you'd like, we can provide you with compostable kitchen bags that don't leak and help keep bugs away! After collecting some [compost](#) throughout the remainder of this week and next, you can bring your bin to the Community Center in exchange for a raffle ticket, which will be pulled for a prize.

Confused about what can and can't be [composted](#)? Don't worry! There are graphics below that provide more details about what items in your food waste are compostable.

The simple action of [composting](#) can help fight climate change by significantly reducing food waste and, subsequently, greenhouse gas emissions. Globally, food waste makes up 8% of total greenhouse gas emissions and, in the U.S. alone, food waste constitutes the emissions of 32.6 million cars. If we all do our part, we can actively contribute to a more sustainable world.

If you have any questions, or would like a compostable kitchen bag, please reply to this email. And, if you're interested in becoming a Compost Manager for the Townhouse Community, you can find more information [here](#).

In the meantime, happy [composting](#)!

# SOCIAL MOBILIZATION

- PANIC principles
  - Personal
    - Roommate incorporation
  - Normative
    - Messaging via posters and emails
  - Connected
    - Community event
    - Cornell orgs



## SECTION 04: **METHODS**



# THE PROCESS



# SECTION 05: RESULTS!



# HOW IT WENT:

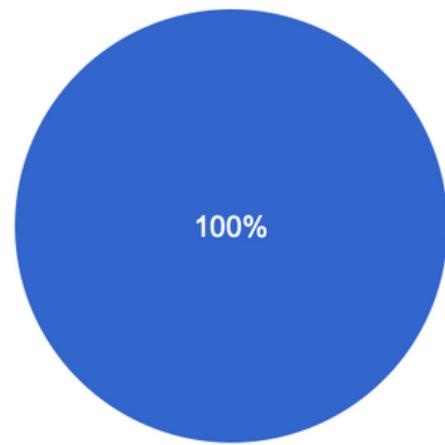
- In total, 6 people attended the event
  - All brought compost
  - About half took posters
  - 5 people stayed to ask questions/talk!
- Cornell Compost expressed interest in documenting the event on their social media
- The Residential Director purchased 300 compostable kitchen bags for the community!
- My roommates agreed to continue composting after the event!



# HOW IT WENT: SURVEY RESULTS

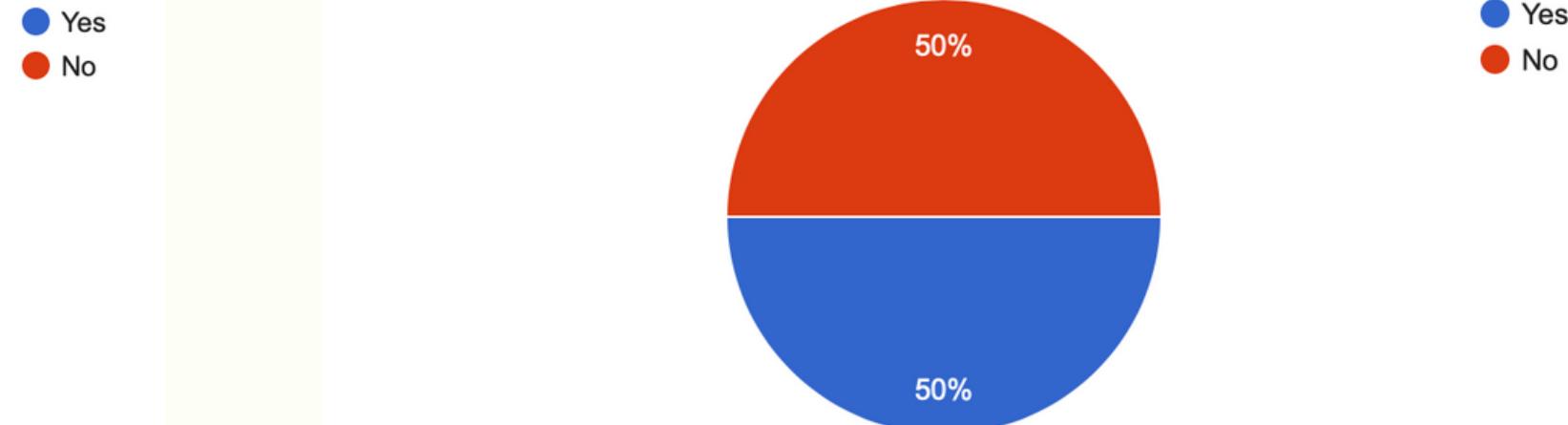
Do you compost at home?

2 responses



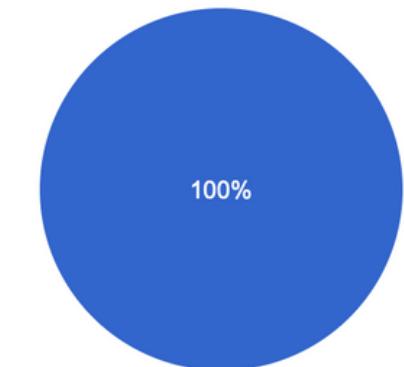
Do you compost at school?

2 responses



Would you participate in another townhouse composting event in the future?

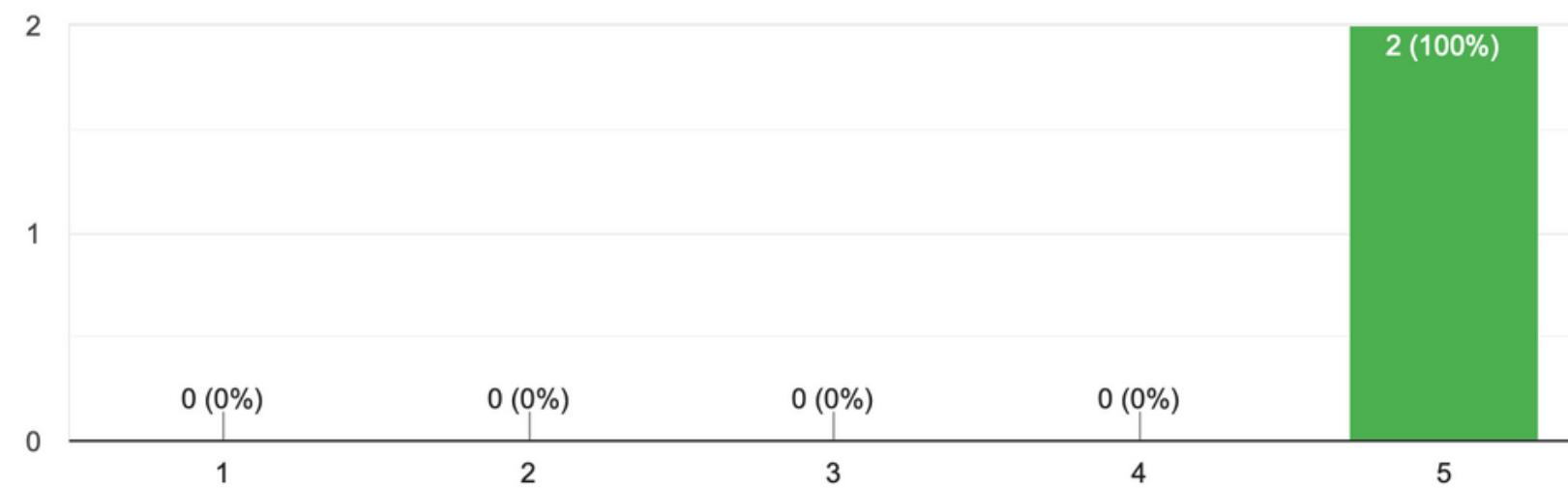
2 responses



# HOW IT WENT: SURVEY RESULTS

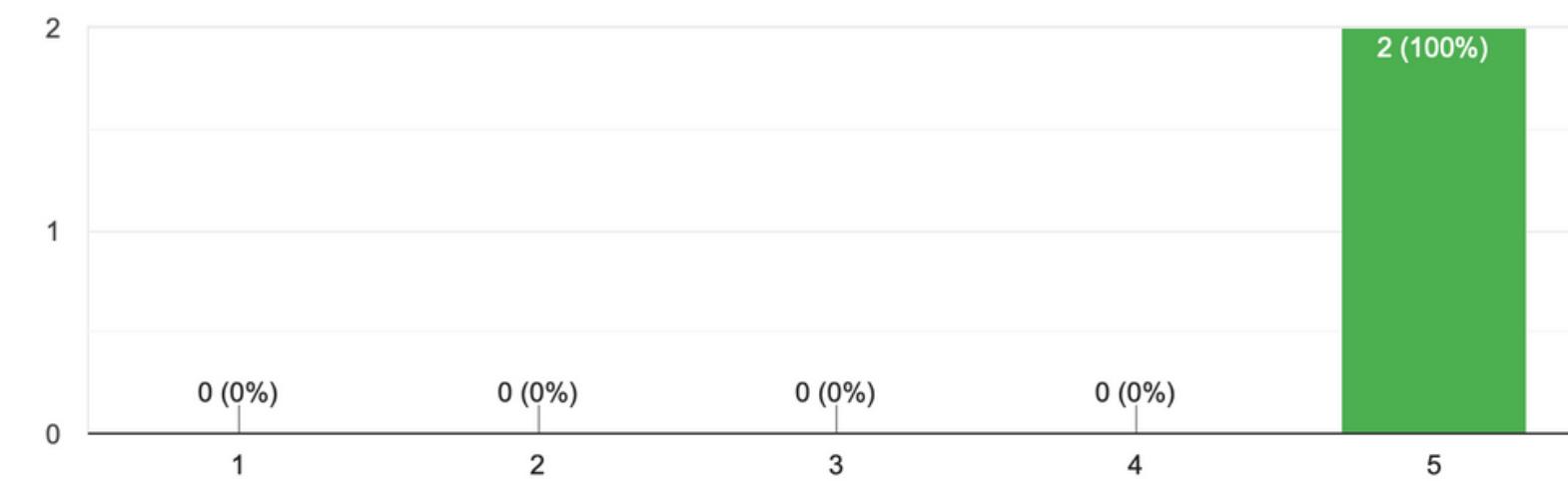
After the composting program, how likely are you to recommend composting to others?

2 responses



After the composting program, how likely are you to try composting in your townhouse?

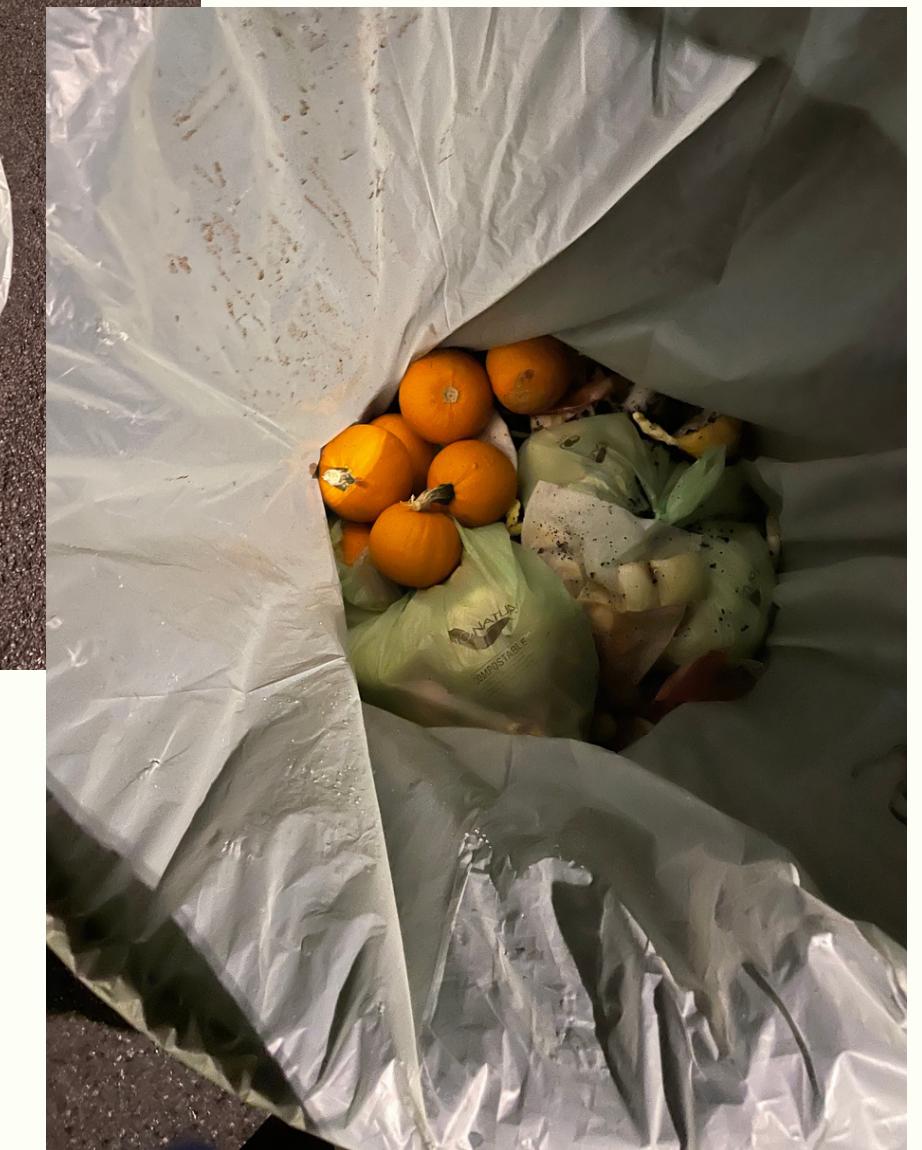
2 responses



## BEFORE:



## AFTER:



# EXTRA PHOTOS!



**SECTION 06:**

**FINAL  
THOUGHTS**



# OVERALL THOUGHTS:

- Lots of initial roadblocks, but overall happy with how things turned out
  - Do differently: start earlier!
- Would love to find a way to get composting bins into every townhouse & do more composting events going forward
- Proves that sustainable action can happen at a small scale and expand to more networks!



# THANKS!

# REFERENCES:

- <https://drawdown.org/solutions/composting>
- <https://www.bi.team/wp-content/uploads/2019/01/Annual-update-report-BIT-2017-2018.pdf>
- [https://www.sciencedirect.com/science/article/pii/S0959378011000793?casa\\_token=RRGIxssrrnsAAAAA:kEI-a95h0Tek\\_lthmlX2q\\_TQoLvxor0uMoKpNwsGEaAd7auCub\\_Y1C7WHP1gLL3JOaAd6i-rLg](https://www.sciencedirect.com/science/article/pii/S0959378011000793?casa_token=RRGIxssrrnsAAAAA:kEI-a95h0Tek_lthmlX2q_TQoLvxor0uMoKpNwsGEaAd7auCub_Y1C7WHP1gLL3JOaAd6i-rLga95h0Tek_lthmlX2q_TQoLvxor0uMoKpNwsGEaAd7auCub_Y1C7WHP1gLL3JOaAd6i-rLg)
- [https://www.researchgate.net/publication/275345284\\_Supercharge\\_Your\\_Social\\_Impact\\_Using\\_Social\\_Marketing\\_for\\_Behavior\\_Change\\_eBook](https://www.researchgate.net/publication/275345284_Supercharge_Your_Social_Impact_Using_Social_Marketing_for_Behavior_Change_eBook)
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