

Executive Service

The European Landfill Directive requires the phased reduction of biodegradable municipal waste disposal to landfill. One option, with significant potential to divert biodegradable waste from landfill disposal, is to encourage householders to compost their organic waste at home and this approach is supported in principle by the UK Government. However, whilst the benefits of home composting are recognized, there is uncertainty about the actual quantitative effectiveness of this approach to biodegradable waste management and, currently, Local Authorities responsible for municipal waste recycling, treatment and disposal do not receive credit or recognition for promoting this activity in the UK. Therefore, this project was designed to quantify the diversion of biodegradable waste from landfill disposal through HC, and the effects of kerbside collection of recyclable materials, by measuring the impacts of these practices on the quantity and composition of residual waste produced at the individual household level.

Market Analysis

Age Range 30 to 65 years. Primarily males with the exception of females country rural areas, family structure varies in size, the income varies, for a living they do gardening and farming mostly. They spend their spare times working in the gardens. The size of the market is very big.

Company Description

We help people who want to help the Earth, by teaching them how to create their own compost. Our profit is not money but the feeling of knowing that people are getting involved with helping the community. Thus, we are a non-profitable organization, and our only job is to teach.

Organizational & management

Compost heaps should be approximately 1 meter square at the base and about 1 meter high. Alternatively you can purchase a manufactured compost bin. These bins are neat, efficient covered containers that fit into a small space. Make sure your bin or heap has contact with the soil, allowing earthworms to enter, and is placed in a cool sheltered spot. To make compost, begin with a layer of coarse twiggy plant material followed by alternative layers of 'green' and 'brown' material and a layer of soil. If you wish you can help nature along by adding a sprinkle of garden lime and a generous amount of blood'n'bone to each layer. It is important to turn the compost heap frequently to break down the organic material. If this is not possible, then insert a piece of agricultural pipe, with slits in the side, into the center of the heap. This will bring air into the center of the heap. Adding compost worms to your bin will also help to break down the organic material.

Marketing & Sales Strategies

Our market spreads through out the U.S because it is very diverse. How ever we have no sale strategies due to the fact that we are non profitable but we do use a variety of advertisement techniques to reach out through our market.

Service/ Product Line

Our service is simply to help the community about ways to be green by teaching them how to learn to compost. We have no product line but we can teach you how to make one as long as you pass it on.

Funding Request/ Financial. All of our start up products were donated and financially wise we need no money to start it up, thus we make no money due to our non profitability.

Appendix

Composting is a biological process in which biodegradable wastes, such as garden and kitchen wastes are decomposed in the presence of air by the action of micro organisms. For composting to occur in an optimum manner, five key factors need to be controlled: