

# Georgia Composting Council FY 24-26 Strategic Plan

November 2024





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# BACKGROUND AND PROCESS

## Background

Georgia has a thriving composting community comprised of organizations, businesses, individuals, and government officials who are engaged in and supportive of the development of this industry in Georgia. As the newest state chapter of the US Composting Council, the Georgia Composting Council (GCC) promotes the composting industry and the reduction, reuse and recycling of the organic component of Georgia's waste stream through support of infrastructure development, quality control, training, legislative and regulatory advocacy, and public education.

GCC provides the necessary organization and leadership to coalesce the energy and interest into focused action and progress.

## Process

In July 2024, the Board Members embarked on developing the first strategic plan for the organization to set the framework to guide them through the next three years. The facilitator, Stephanie Busch, guided the participants through the strategic planning process, ensuring the committee worked together to achieve the goals and reach consensus.







# VISION AND MISSION

## Vision

Engaged Georgians with access to high-quality compost and healthy soils supported by a thriving compost industry.

## Mission

Promote compost education, advocacy, utilization, and infrastructure growth initiatives to increase organics recovery and build healthy soils.



# OUR CORE VALUES

## COLLABORATION

We believe that collaboration is a key to the success of our mission. We look to collaborate with community members, industry leaders, politicians, and organizations that we believe can strengthen GCC's mission.

## DIVERSITY

GCC believes that a diversity of thought, industry representation, geography, culture and perspective are all critical to developing a composting industry that delivers value to all stakeholders.

## INTEGRITY

We approach our mission at the GCC with a high level of integrity and believe this is critical to long term success and sustainability of this work and industry. Furthermore, we believe this is how we will earn and grow the trust of our members.

## MEMBER VALUE

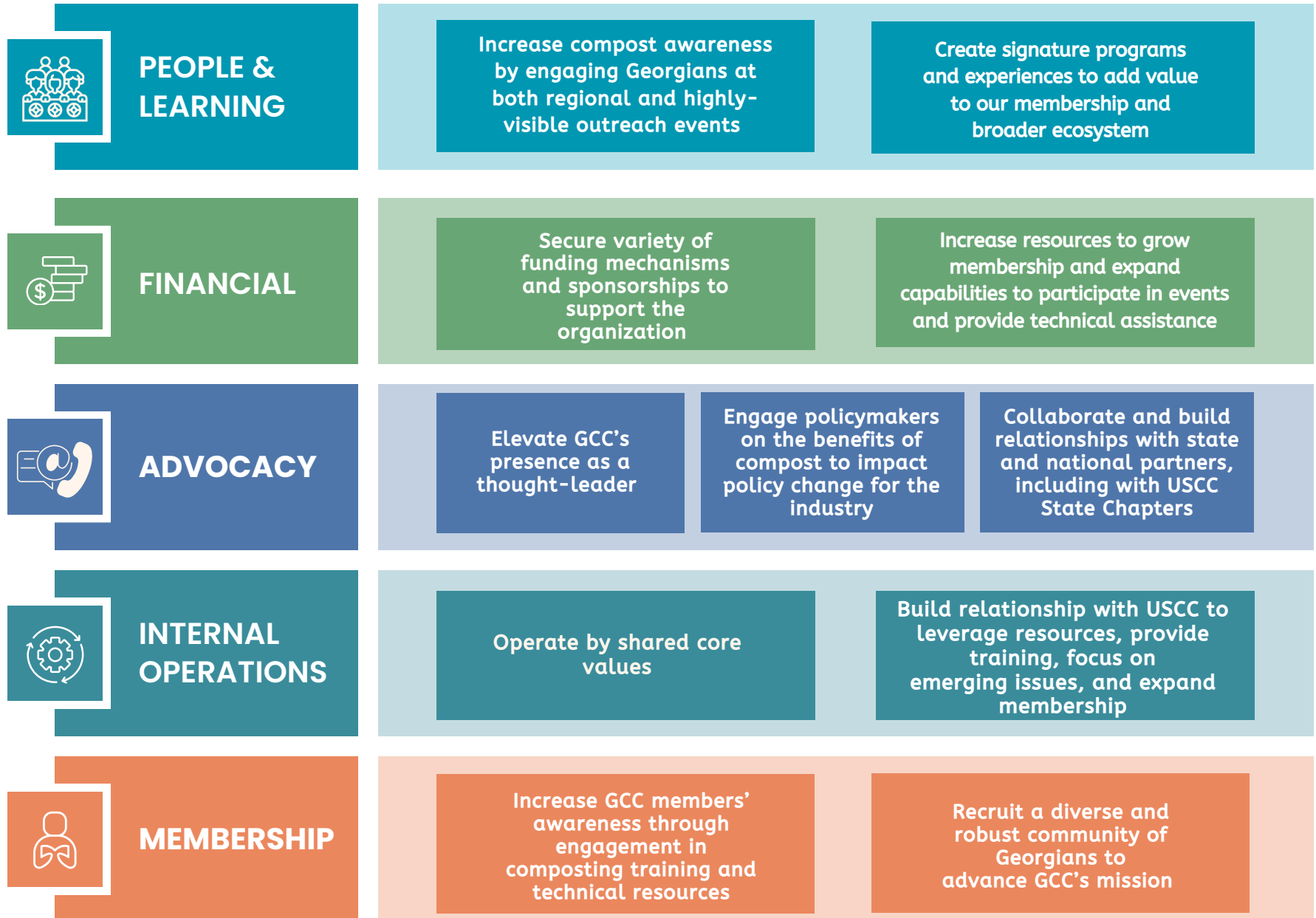
GCC works to deliver value to its members through executing on the mission of the organization by listening and including member feedback and participation.

## FULFILLMENT

GCC looks to infuse our mission and work with satisfaction and enjoyment. Composting is difficult but impactful work. It is also rooted in tangible benefits and value for our communities. Our dedication and involvement are something of which we may all be proud and fulfilled.



# GOALS AT-A-GLANCE (FY24-26)





# MEMBERSHIP GOALS (FY24-26)

## Goal 1

Secure variety of funding mechanisms and sponsorships to support organization

### OBJECTIVES

- By the end of 2025, secure three more Gold Sponsors and one Platinum Sponsor.
- By 2025, double individual, supporter, and organization membership.

## Goal 2

Recruit a diverse and robust community of Georgians to advance GCC's mission

### OBJECTIVES

- By 2026, reach 30% of membership be from counties outside of metro Atlanta area.
- By 2026, have members from five Georgia universities, with representation from three regions: North Georgia, Metro Region, and Southern Georgia.

### STRATEGIES:

- Engage and recruit individuals and organizations operating in Georgia's compost, waste diversion, and adjacent industries.
- Engage large business entities in Georgia's compost and waste diversion industries.
- Grow membership through outreach and recruitment tools.
- Structure pathway for student engagement with GCC.
- Define relationship between Georgia universities & GCC.





# ADVOCACY GOALS & OBJECTIVES

## Goal 1

Engage policymakers to increase awareness of the benefits of compost and ensure the composting sector is represented in policy discussions.

### OBJECTIVES

- By end of 2024, identify and prioritize legislative policy and advocacy opportunities in Georgia.
- Create a briefing document summarizing legislative and policy opportunities and description of composting value as it relates to Georgia.

## Goal 2

Expand partnerships with state and national organizations to make decision makers aware of the benefits of compost and the value/importance of the composting industry in Georgia.

### OBJECTIVES

- Identify and build partnerships with state and national organizations on related advocacy efforts by the end of 2025.
- Formalize strategy to formalize partnerships and introduce GCC to legislators.







## EDUCATION AND OUTREACH GOALS & OBJECTIVES

### Goal 1

Increase GCC members' awareness and engagement in composting training and resources

#### OBJECTIVES

- By end of 2025, host two compost training events with 25% attendance of members.
- By end of 2024, have events calendar and list of upcoming conferences available on GCC website.

### Goal 2

Ensure members receive pertinent and timely communication

#### OBJECTIVES

- By January 2025, create a comprehensive communication plan.
- Beginning 2025, create 8-10 social media posts per month.



# PROGRAM AND EVENTS GOALS & OBJECTIVES

## Goal 1

Increase compost awareness by engaging Georgians at both regional and highly-visible outreach events

### OBJECTIVES

- By end of 2025, participate in one high-impact, highly visible event.
- By end of 2025, engage at least 50,000 people through outreach events.
- By end of 2026, participate in at least one event in each region.

## Goal 2

Create signature programs and experiences to add value to our membership and broader ecosystem

### OBJECTIVES

- Host two signature networking events annually.





# OPERATIONAL GOALS & OBJECTIVES (FY24-26)

## Goal 1

Operate by shared core values

### CORE VALUES

- Team work
- Continuous learning
- Transparency creates trust
- Deliver member value
- Fulfillment

## Goal 2

Build relationship with US Composting Council to leverage resources, provide training, focus on emerging issues, and expand membership

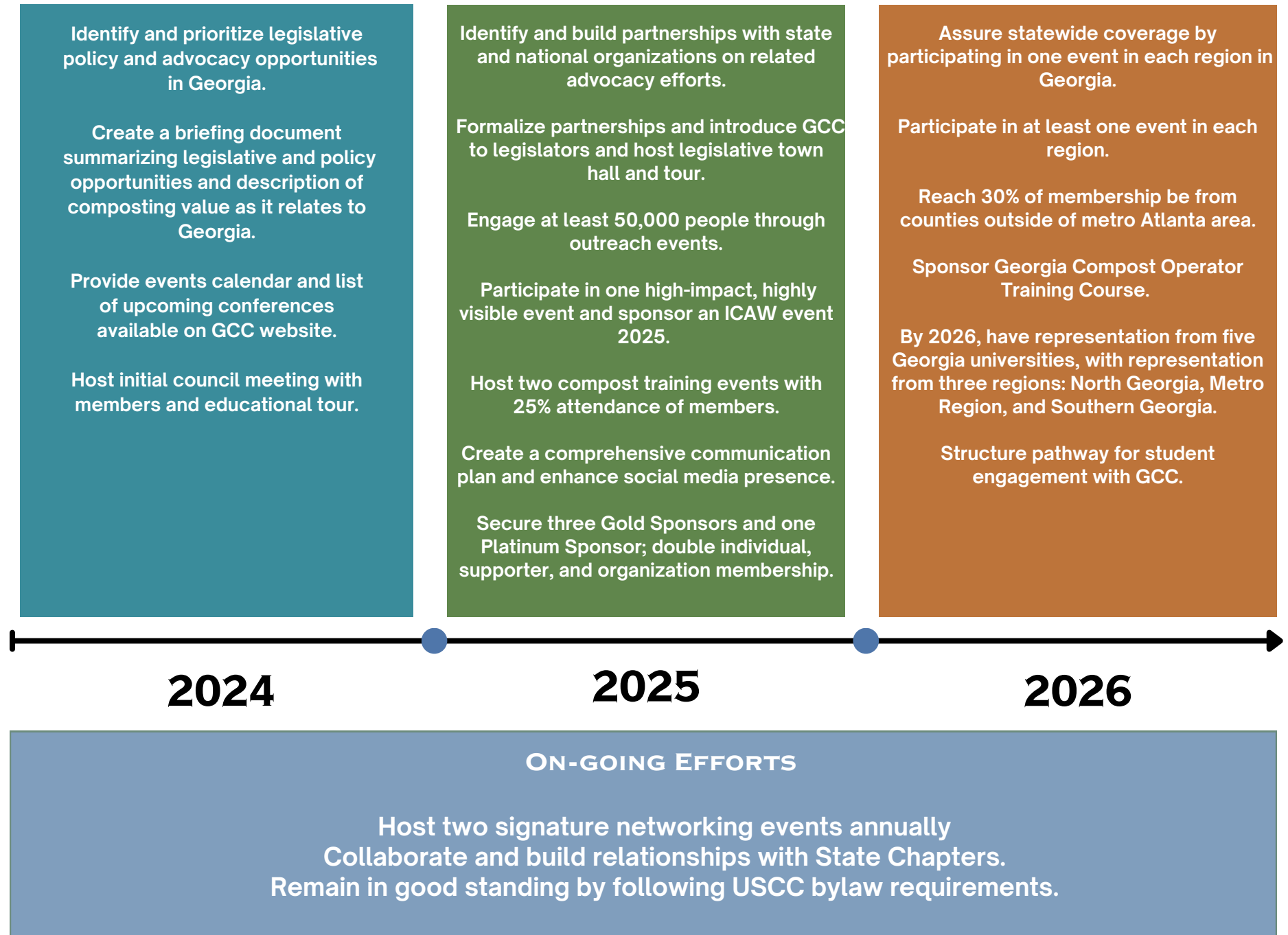
### OBJECTIVES

- Collaborate and build relationships with State Chapters.
- Remain in good standing by following USCC bylaw requirements.





# ROADMAP: MILESTONES AND TIMELINE





# Message from the Georgia Composting Council President

**Organics recycling is a common sense solution that all communities in Georgia would benefit from. The composting industry and related programs and services create good-paying jobs, provide critical soil amendments for Georgia's agricultural industry, and reduce greenhouse gas emissions thus making the air we breathe cleaner.**

**The Georgia Composting Council invites you to join our efforts in supporting the growth and development of this impactful and emerging industry. Through your membership, sponsorship, and volunteer time, we will accelerate composting as a solution for the benefit of all Georgians.**

**David Paull  
Chief Impact Officer | CompostNow  
2024-25 President  
Georgia Composting Council**







For more information about the Georgia Composting Council, email us at [gacompostingcouncil@gmail.com](mailto:gacompostingcouncil@gmail.com) or scan the QR code below:



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