



Sustainable Construction
Student-Led Sustainability Project
GreenLight Solutions

Greenloop Spring 2024 Green Paper

GreenLoop

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Established pathways for Greenloop to launch its plastic wood company by conducting market analysis, gaining user feedback, prospecting suppliers and customers, and developing sustainability metrics.

CHALLENGES

Our Challenge

Our Project Partner endeavored to address the issue of plastic pollution plaguing Arizona, all the while championing the principles of a circular economy.

Solutions

The team identified stakeholders within the sustainable building materials sector. They then conducted surveys to gather insights, which were synthesized into a comprehensive business model and a series of infographics. These resources will be utilized by Greenloop for promotion on their webpage.

Strategies

To implement this solution, the team concentrated on market research for wood plastic composites, utilizing online investigations and hybrid survey methods. Subsequently, they synthesized the findings into a comprehensive business development plan to guide Greenloop in strategically positioning their products for corporate success.

BENEFITS

Project Partner

- Enhanced comprehension of local customer preferences and values
- Integration of sustainable messaging across the webpage
- Establishment of robust connections with regional suppliers
- Deepened insight into the local market dynamics concerning wood plastic composites

Solutioneers

The team gained a comprehensive understanding of how to promote a circular economy, as well as the manufacturing process and ecological advantages of wood-plastic composites. These insights have spurred further research pursuits, such as exploring carbon sequestration technologies for generating biomass suitable for integration into wood-plastic composites.

Our Community

The local community can conserve trees, reduce CO2 emissions from the building and materials transport sectors, bolster local employment, and enhance the prosperity of the local economy.

OUTCOMES

74 Database Entries | **2** Questionnaires | **16** Survey Responses | **6** Infographics | **1** Business Model

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