



GreenLight Bootcamp

GreenLight Solutions | R.City
Nanzan University | Global Launch

Team MAMMY Summer 2024 Green Paper

PROJECT TEAM

Miyu Ezaki | Ami Maekawa | Yuzuki Mino | Yuka Kuroyama | Miko Usui

PROJECT PARTNER R.City | Bill Kingman

Held an informational Booth at Fujiya Market, distributed flyers, and sent email communications to expand residential composting services in South Scottsdale.

CHALLENGES

Low composting participation in South Scottsdale and the issue of excessive food waste.

SOLUTIONS

To acquire 15 new customers by a set deadline.

STRATEGIES

The team implemented several approaches to achieve their goal, including putting up flyers at various locations such as SDFC, Global Launch, Starbucks, CRTVEC, and Fujiya Market. They also set up a booth at Fujiya Market to distribute flyers directly to customers and sent emails to 13 companies

BENEFITS

Project Partner

The project partner benefited by increasing awareness of R.City's activities, promoting composting, and gaining more customers.

Solutioneers

Encountering new ideas and perspectives, learning how to align their abilities with their goals, and bridging gaps in their approach. They gained practical experience in managing a project from conception to execution, which will be valuable in their future endeavors. Additionally, they had the opportunity to engage with the local community, share their opinions, and receive constructive feedback.

Our Community

The community benefited from reduced food waste and lower carbon dioxide emissions, along with increased access to nutrient-rich, organic food that is free from chemical fertilizers.

OUTCOMES

1 Info Booth | **5** Locations for Flier Distribution | **13** Companies Contacted

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