



# GreenLight Bootcamp

GreenLight Solutions | R.City  
Nanzan University | Global Launch

## Team Sams Summer 2024 Green Paper

### SOLUTIONEER PROJECT TEAM

Saya Tanaka | Airi Watanabe | Mio Kondo | Seri Ito

PROJECT PARTNER R.City | Bill Kingman

Promoted composting through R.City by posting 4 flyers on social media, emailing 55 professors, and delivering a presentation, to reach 15 new customers.

### CHALLENGES

The project tackled the pressing issue of low composting participation in South Scottsdale.

### SOLUTIONS

Shared information about R.City and the benefits of composting.

### STRATEGIES

The project involved posting flyers on social media, and sending emails about the R.City campaign, and delivering a presentation

### BENEFITS

#### Project Partner

Benefitted from an increase in subscriptions, expanding their reach and impact within the community.

#### Solutioneers

Gained valuable knowledge about reducing food waste and CO<sub>2</sub> emissions, while also honing their advertising skills.

#### Our Community

Reduction in food waste and the promotion of a circular economy. Additionally, residents gained access to compost and fresh products, fostering a more sustainable local environment.

## OUTCOMES

4 fliers promoted | 55 emails sent | 1 presentation delivered

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