

STRATEGIC PLAN OF THE U.S. COMPOSTING COUNCIL 2010-2015

Mission Statement

The US Composting Council (USCC) advances composting and promotes compost use to enhance soils and provide economic and environmental benefits for our members and society.

Vision Statement

We believe that the recycling of organic materials is central to achieving healthy soils, clean water and a sustainable society.

We will work to achieve this vision by:

- Educating professionals, policy-makers and the public
- Serving as an advocate to promote composting
- Encouraging and promoting research and adoption of best management practices
- Bringing together organics management and allied professionals, generators of organic residuals, policy-makers, regulators, and product users to pursue this vision

The following strategic plan has been established to guide the future of the USCC. It is a working document that will be reviewed and updated routinely

Goal 1 - EXPAND PROFESSIONAL DEVELOPMENT OPPORTUNITIES

- 1.1. Continue to grow the USCC Annual Conference & Exhibition as the premier educational, training, and networking event in North America for the composting and organics industry
- 1.2. Develop a Certified Professional Composter Program
- 1.3. Develop a catalog of USCC training courses and workshops to serve the needs of its constituencies, including webinars, e-courses and e-sessions
- 1.4. Develop resources to improve employment opportunities for members

Goal 2 - IMPROVE AND EXPAND LEGISLATIVE AND REGULATORY ADVOCACY

- 2.1. Promote adoption of policies, laws and regulations that require and promote the use of composting and compost use for the proper treatment and recycling of organic residuals
- 2.2. Identify issues affecting the industry and provide strategic information and assistance regarding response options for members
- 2.3. Continue to develop position statements and white papers on a broad range of issues and topics of importance to the future of the composting and organics recycling industry

- 2.4. Encourage opportunities for direct and indirect contacts between organics professionals and all levels of government. Provide members with tools to assist the promotion of favorable public policy at the local, state and national levels
- 2.5. Promote certification of professionals as a system that protects the public health, safety and welfare and enhances the credibility of the profession
- 2.6. Pursue a stand-alone North American Industry Classification System (NAICS) code for composting and composting related activities
- 2.7. Quantify the economic and intrinsic value of composting and other environmentally sound organics management technologies and promote this information to organics professionals, decision makers and the public

Goal 3 - IMPROVE PUBLIC AWARENESS AND KNOWLEDGE OF COMPOSTING AND OTHER ORGANICS RECYCLING METHODS AND BENEFITS

- 3.1. Develop resources to educate policy makers and the public about composting, organics recycling, and compost utilization
- 3.2. Expand the presence and significance of International Compost Awareness Week
- 3.3. Provide resources for Home Composting Programs
- 3.4. Partner with high profile organizations and brand name companies to enhance and complement outreach and communication efforts
- 3.5. Engage with colleges and universities to get involved in organics collection, composting, and the USCC.
- 3.6. Continue to improve the website and external communication methods as a primary means of providing strong support and educational resources to existing and prospective members, advocacy groups, policy makers and the public

Goal 4 - EXPAND MARKET DEVELOPMENT PROGRAMS AND INITIATIVES

- 4.1. Develop a National Classification System for Compost Products that makes it easy for professional users to specify and/or use compost, and get reliable results (e.g., landscape architects, contractors, DOT's, etc.)
- 4.2. Develop a National Compost Promotion Program that promotes the use of compost as an essential ingredient in improved soils, healthy plants, green landscaping and sustainable landscapes
- 4.3. Increase participation in the Seal of Testing Assurance Program

Goal 5 - STRENGTHEN THE USCC

- 5.1. Identify, evaluate and prioritize list of strategic alliance opportunities, new and old, and define and develop partnership arrangements for each
- 5.2. Participate in coalitions of influential groups to maximize the influence of the profession on public policy matters
- 5.3. Collaborate with non-profits, government agencies, industries and research institutions with an emphasis on resolving organics management and compost use issues that impact the industry

- 5.4. Identify and embrace all sectors serviced by the USCC. Focus membership recruitment efforts on the full spectrum of the profession emphasizing benefits to the various sectors
- 5.5. Increase and diversify the USCC's sources of revenue
- 5.6. Continue to pursue grant opportunities
- 5.7. Increase the membership of the Council
- 5.8. Promote development of State Chapters and composting associations
- 5.9. Continue to focus membership recruitment efforts on high profile companies that have a stake in environmentally sound and fiscally responsible management of organic residuals
- 5.10. Recognize, celebrate, and promote the contributions of members through awards and recognition

Goal 6 - RE-ESTABLISH THE COMPOST COUNCIL RESEARCH AND EDUCATION FOUNDATION (CCREF) AS THE PREMIER CLEARINGHOUSE FOR RESEARCH, TECHNICAL AND GUIDANCE INFORMATION ON COMPOSTING AND ORGANICS MANAGEMENT