

Join the *(Next)*
Compost Revolution

Automating councils' organics
behaviour change for FOGO and
'HOCO'

GREEN
GLOBE
AWARDS
2017
WINNER

2020
FINALIST
PREMIER'S
DESIGN
AWARDS

Proud finalist of the 2017
BANKSIA LEADERSHIP
CIRCULAR ECONOMY AWARD

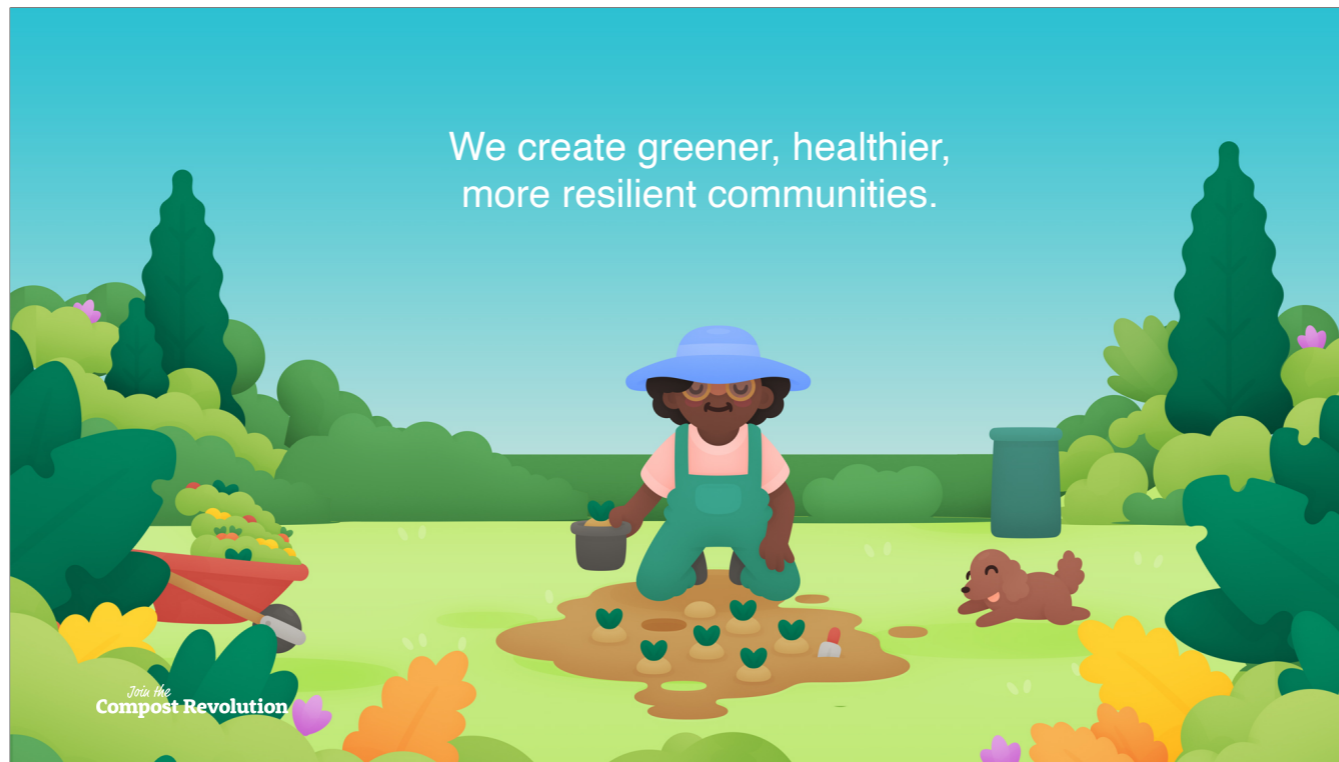
2019
Premier's
Sustainability
Awards
GOLD WINNER

**GOOD
DESIGN
AWARD**
GOLD WINNER

Dave: founder + CCO (Chief Composting Officer)

JP: Strategic Impact Officer & Previous 10 years council officer at founding councils, Randwick, Waverley & Woollahra.

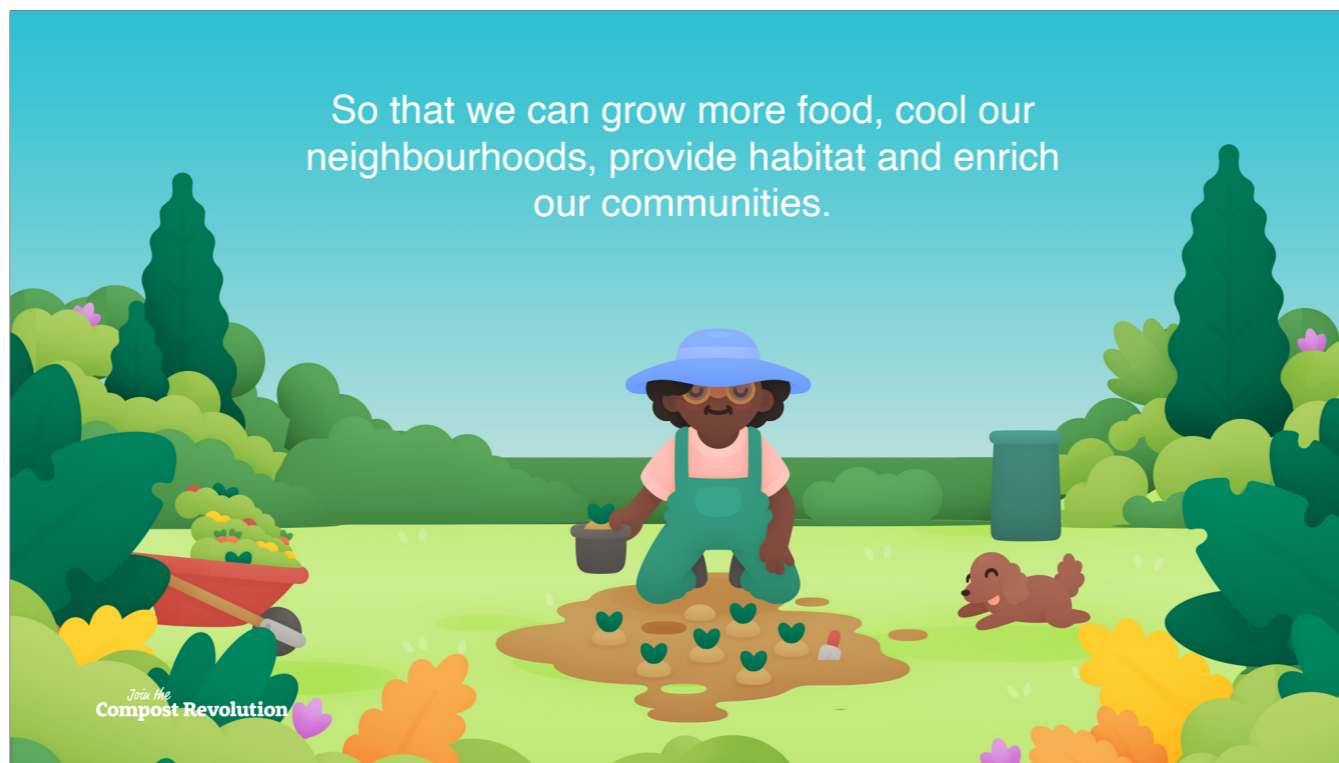
JP: Today we're here to share with you how we can support your home composting & FOGO rollout to reduce workload and improve environmental, economic and social outcomes.



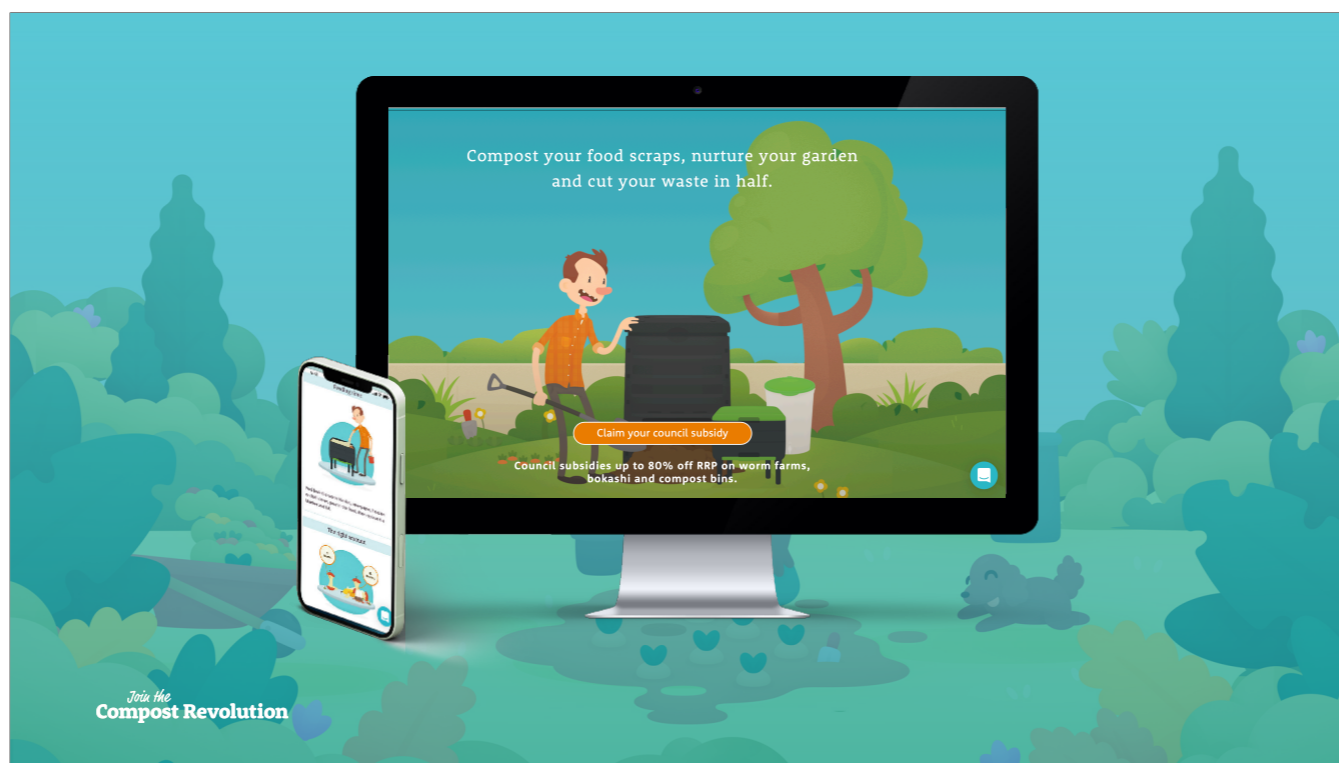
DG: The Compost Revolution exists to create greener, healthier, more resilient communities.



DG: By working with councils (& more recently also developers such as Stockland) - to inspire, equip & support residents to compost organics – to nurture their soil and grow their gardens. In their backyards, streets & community.



DG: So that we can grow more food, cool our neighbourhoods, provide habitat and improve the lives of people in our communities.



DG: We do this at scale via our custom-built website, which automates our broader social marketing, behaviour change and equipment delivery operations.

Co-designed with our founding councils to scale their home and community composting 10 fold.



DG: We help people to choose the right composting method & gear for their needs, deliver equipment to their door and provide behaviour change support both before and after delivery.

This achieves our industry-leading long-term behaviour change rate of 90% of participants composting year on year. After 12 years of the program, 75% of participants to date still compost today.



DG : We've worked with 67 councils across Australia (inc our newest partner, the City of Yarra who will be launching this week! hi Lisa hi Caroline!)Together with our councils, we've:

- refined our model to scale and increase automation reducing work for council partners;
- updated and diversified our range of composting & gardening products we ship to residents;
- designed our own award-winning circular products - like The Farm - built in Melbourne from recycled content.

GOOD DESIGN AWARD GOLD WINNER

AUSTRALIAN DESIGN AND COUNCILS

Diverted 27,165 tonnes of waste¹
via 83,871 households.²

Saved 67 Councils \$6,069,680 in landfill costs.³

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DG: Together we've :
Diverted **27K tonnes** of waste via **84K households**
Saved 67 Councils \$6million in landfill costs



JP: So enough about us Dave. I'll let you in on a little secret, Compost Revolution loves FOGO!
With 15Mt /year organics generated nationally, 6Mt by households.*
We think universal FOGO is the fab way to divert big tonnages.
Despite it being in some ways a direct competitor to what we do
Yet today only 1 in 5 households have access to FOGO.



JP: We ♥ HOCO too!

What is HOCO? Home Organics Community Organics
Composting on-site at home and in the community.

Home Organics Community Organics (HOCO)

Today **1 in 4** households are
using HOCO (only 1/5 FOGO) ⁴

2.5M households ⁵ composting
1.2Mt organics at home / year ¹

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JP: Here's another little-known secret, HOCO is already a substantial contributor to the management of organic waste. A surprising 1 in 4 (or 2.5 M) households already compost at home (Australian Household Attitude Benchmarking Study 2019)

Based on our independently verified participant bin weighs showing 2.3Kg/household/week, this makes 1.2Mt per year.

This doesn't even take into account community composting which is hard to measure, and a growing movement we also support.

HOCO vs FOGO : Cost

\$165 / t average ⁶

- Low entry cost
- 1.72 Leverage Factor
- 75% retention rate
- ROI low as 2 years
- Gets cheaper over time

\$200 / t average ⁷

- High entry cost
- Residents pay through rates
- Cost changes over time?



JP: It's important to not let love get in the way of the facts. Fortunately, we love HOCO & FOGO, it's easy for us to compare them fairly.

DG: Something we think is not being done at the policy & budget-setting levels of govt at present.

JP: \$165 / t avg VS \$200 / t fully costed including staff, coms, transport etc

HOCO based on costs of council customers

FOGO based on figures from MRA (here today) averaged on costs that vary widely from state to state

Because HOCO leverages \$resident contribution and gets cheaper over time as resident composers accumulate in the population.

HOCO vs FOGO : End product quality

<1%⁸

~2%⁹

HOCO-derived compost is similar to or better than FOGO in nutrients, stability, pathogens & toxicity.⁸

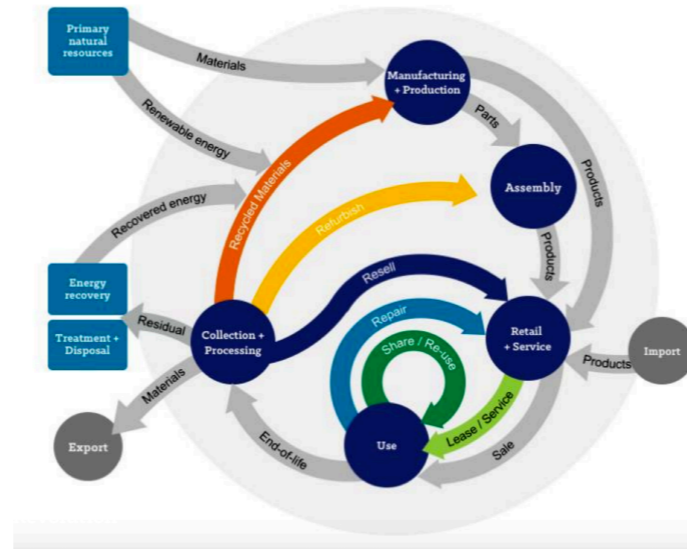


JP: Everyone is talking about contamination.

Fortunately, both HOCO and FOGO are amazingly good! But HOCO compost still has fewer contaminants.

It stands to reason, let's face it – we're more mindful of our own backyard.

HOCO vs FOGO : Circularity



JP: And you can't get much more circular than HOCO

HOCO vs FOGO : Circularity



JP: scraping food off your plate into a kitchen caddy and out to your own compost.
Harvesting that compost, then growing more food in it!
HOCO localises resource recovery **and** localises food production.

HOCO vs FOGO : Circularity



JP: FOGO on the other hand has transport challenges. Organics are heavy, big trucks, big facilities, big costs, and a tyranny of distance between waste generation in cities and compost markets in the country. Surmountable, but costly.



DG: Enough about waste JP!

What about the intangible benefits? What we like to call 'Internalities'.

HOCO is a gateway drug into gardening - and THAT results in so many benefits.

How many people here are gardeners? Hands up pls!

Who here has a balcony plant? Indoor plants?

HOCO vs FOGO : 'Internalities'

- Improved health
- Makes us live longer
- Builds social bonds
- Increases community resilience
- Increases food security
- +
- Grows green canopy, reduces urban heat islands
- Provides habitat, supports biodiversity
- Reduces food waste in the first place! ¹⁰
- Improves other recycling habits ¹⁰
- Even results in more advocacy around these issues!

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DG: You'll know then that working with soil:
<read slide>

19. Have you started doing any of the following since joining the Compost Revolution?					
	Yes, started since joining	Was already doing it - but doing it more now	Doing about the same as before	Not doing	Responses
Lobbying government (at any level) to do more for the environment Count Row %	71 2.6%	187 6.9%	773 28.4%	1,688 62.1%	2,719
Recruiting family members/friends/neighbours to composting Count Row %	378 13.9%	615 22.6%			
Avoiding single-use plastic wherever possible Count Row %	331 12.0%	1,518 55.1%			
Actively working to reduce overall waste generated Count Row %	378 13.7%	1,614 58.4%			
Minimising amount of edible food going into compost Count Row %	415 15.0%	1,324 47.9%			
Planning meals and/or shopping more carefully Count Row %	241 8.8%	1,120 41.0%			
Improving how I sort my waste for kerbside recycling Count Row %	265 9.6%	1,292 46.9%			
Using alternative ways to recycle items i.e. waste drop off points Count Row %	269 9.8%	1,048 38.3%			
Growing my own food Count Row %	352 12.8%	1,004 36.5%			
Totals Total Responses					2,719

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Growing my own food Count Row %	352 12.8%	1,004 36.5%

DG: Our 2022 Annual survey data is in, today is the first time we've shared it. It's been running 10 years, Approx. 7K respondents most years. Biggest longitudinal organics behaviour change study in the world. Shows just how much HOCO uptake improves other behaviours like - minimising waste in the first place
10-15% began to reduce for the first time, 40-50% reduced more than b4 they started HOCO.
12 % started Growing food, 37% did more of it!
A massive 60% improved their other recycling behaviour.

HOCO vs FOGO : Speed to Scale

15% of LGA in 10 years ¹¹

- Small Scale
- Slower rollouts.
- + Resident demand.

100% of LGA in 1-2 years

- + Large Scale
- + Fast rollouts.
- + Resident demand.



JP: BUT size (and speed) does matter.

FOGO wins hands down in terms of tonnage and rollout speed.

That's why Compost Revolution was designed with founding councils to upscale HOCO towards FOGO scales. We've achieved 15% uptake of 3 LGAs in 10 years. We think we could halve that time for new councils with policy and budget support.



DG: As well as continuing to scale HOCO, we also want to support the successful roll-out of FOGO. HOCO and FOGO play nicely together and combine to form best-practice municipal organics management. Recovering 90%+ organics, servicing time-poor households, and growing the already large environmental and social benefits delivered by households wishing to compost locally.

HOCO LOVE FOGO		
✓	Saves Money	\$40/t > \$40K @ 1Kt / yr
✓	Better Environmental Outcomes	Less transport Greener suburbs Cleaner compost
✓	Better Community Outcomes	Community Wellness
✓	Better Political Outcomes	Residents offered options
<small>Join the</small> Compost Revolution		

JP: Compared to FOGO alone, FOGO + HOCO is:
 Cheaper saving av \$40K/council/year (pays for a new part-time officer!)
 Better for the environment
 Better for the community
 And better for your councillors

HOCO + FOGO: Will anyone think of the Contracts?

DON'T PANIC

John He
Compost Revolution

JP: Offering HOCO shouldn't impact FOGO contracts.

Existing HOCO is already an externality in the waste characterisations FOGO contracts are tendered on. Even scaled-up HOCO will reduce FOGO tonnes by less than the large natural variation in the generation between years.

We can all agree, we don't have a supply problem with organic waste, there's plenty of it!

HOCO + FOGO : Communication

- Save money on single comms
- Normalises FOGO as easy option, not a newcomer!
- Provides a great option for gardeners, waste warriors and greener residents.

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DG: And there's no comms clash.

- Our specialty, we've been communicating organic waste to residents for 10 years, and we can present them together.

JP: e.g. 'Food waste never goes in the red-lidded bin. Put it in your FOGO bin and Council will take care of it for you. If you want to compost at home for your own garden as well, get subsidised composting gear here'

JP: FOGO coms take priority during rollout, but there's no need to pause HOCO coms. Piggyback with such a simple message/design. Residents love options

This frames FOGO as the easy of 2 options rather than the newcomer competing with landfill.

Introducing our new FOGO rollout service ... FOGO *GOGO*.



Co-designed
Localisation



Rollout
Collateral



Digital tutorials
+ ongoing comms



Caddy rollout
Logistics

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- DG: Along with our established service designed to help scale HOCO .. today we're announcing a new FOGO launch & support service
- What we're hearing from our council partners is FOGO rollouts are a lot of work
 - we will increase the success, reduce the work and save money overall through reduced wastage, and repetition between councils.

Introducing our new FOGO rollout service ... FOGO GOGO.



Co-designed
Localisation



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Collateral



Digital tutorials
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Caddy rollout
Logistics

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DG: FOGO offering:

Top-quality communications from Australia's leading organic behaviour change experts

Best value for money due to not reinventing the wheel

- Co-design workshops/resident focus groups to localise for you
- Communications Plan
- Media release and placement
- Digital/ Social
- 'How to' & normalising videos with Councillors and influential residents.
- Online Interactive tutorials
- All collateral such as Bin stickers, Bay Signs, Resident Letters,
- ongoing web tutorials and ordering similar to our HOCO website, supporting new residents, problem households, replacement caddies and LGAs where FOGO is opt-in,
- Caddies supply and lid printing



JP: If we can leave you with one message:
HOCO is better quality across a broad suite of KPIs
FOGO is bigger quantities
The best practice is Opt-In HOCO + Universal FOGO
DG: Compost Revolution now upscales council capacity for both. Let's talk.
JP & DG: HOCO & FOGO, its a GOGO!

References & Calculations

1. 2.3Kg/household/week (participant bin weighs & characterisation by EC Sustainable validated by Hyder Consulting) multiplied by a 75% long-term behaviour change rate (based on a phone survey conducted by the Institute of Sustainable Futures)
2. Based on address delivery data for orders from our website
3. Participating councils tell us their landfill cost/tonne to calculate each council's financial savings net of program costs
4. Food Waste – Australian Household Attitudes and Behaviours National Benchmarking Study (2019).
5. 26M Australians (ABS) / 2.6people per household (ABS) / 4
6. \$110-240/t for our council clients over 5- 10 years fully costed inc education, delivery etc.
7. MRA 2017 \$50-\$200/t on the weighbridge, suggests fully costed, inc collection and haulage, \$100-\$300/t.
8. Sánchez, A. (2022). Decentralized Composting of Food Waste. *Frontiers in Chemical Engineering*
9. NSW EPA 2020
10. Annual Participant Survey 2015-2022 to up to 4K-7K residents/yr.
11. Achieved by CR founding council partners.

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Vive la révolution!

David Gravina & JP Williamson

david@compostrevolution.com.au

jp@compostrevolution.com.au

0408 0804 61 / 0401 447 675



DG Thank you for your time!

We hope you enjoyed the presentation. Question time!