

COMMUNITY GRANTS PROGRAM



CASE STUDY

Radix Center's Community Composting Initiative Helps Educate on Composting and Clean-up Albany

The Radix Ecological Sustainability Center (Radix) was founded in 2009 with the mission of promoting ecological literacy and environmental stewardship through educational programs based around demonstrations of sustainable technologies. The programs teach practical skills that can be applied to create environmental awareness and behavior change. The Radix Center gives children and adults a hands-on educational experience to help understand any of the complex environmental issues we face today - and the tools to work toward positive solutions. Radix is located in Albany, New York on a one-acre urban farm and educational center.

Challenge

As much as one-third of the food grown for human consumption goes to waste on account of a variety of factors at every level, from harvest, storage, transportation, and market (Gustavsson, 2015). Additionally, Nearly 40 percent of food is wasted in the United States (Gunders, 2012). Not only does organic waste take up space in a landfill, it also produces methane, a greenhouse gas nearly 25 times more potent than carbon dioxide as a by-product (USEPA).

Solution

Radix aims to expand the reach of the Center's Community Composting Initiative (CCI) to divert a larger amount of Albany's organic waste thus reducing greenhouse gas emissions, building soils for urban agriculture, and providing education on the benefits of composting.

Results

Radix educated the community through various print materials that gave detailed information about the CCI pickup service, the benefits of composting, as well as a how-to compost guide. Overall, 2,000 flyers have been distributed at various events. Radix also designed a community presentation and presented at 94 workshops/events. 13 articles, written by Radix, were published on a variety of websites, newsletters, and trade magazines.

In addition, Radix created a Facebook advertisement that ran for 8 months that received 34,557 views generating 1,033 page clicks. In 2018 the organization accrued an additional 250 followers on their Facebook page resulting in 1,463 followers. These efforts resulted in a 60 percent increase in their membership.

Through education and city-wide research, Radix was able to expand their operation. An electric bicycle and trailer for their compost pickup route was purchased, which has resulted in 59 percent of their route being completed by a zero emissions Ebike.

CHALLENGE

- 40 percent of food is wasted in the United States
- Organic waste takes up space in the landfill and also produces methane gas - a greenhouse gas nearly 25 times more potent than carbon dioxide

SOLUTION

- Expand the reach of the Community Composting Initiative (CCI) to divert more of Albany's organic waste thus reducing greenhouse gas emissions

RESULTS

- Radix created and distributed various print materials including 2,000 flyers, a presentation presented at 94 workshops/ events, and 13 published articles
- Radix's Facebook advertisement generated 34,557 views, 1,033 page clicks, and another 250 followers for their Facebook page
- Radix purchased an electric bicycle and trailer resulting in 59 percent of their compost pickup route being completed by zero emissions Ebike



CONTACT INFO

STACY PETTIGREW
Executive Director
518-605-3256
stacy@radixcenter.org
radixcenter.org

Radix Ecological Sustainability Center
153 Grant Street
Albany, NY 12202

TESTIMONIAL

Finally, they circulated a survey identifying 35 restaurants in the area that are willing to compost and found 2 farmers who are interested in picking up the food scraps from the restaurants. In the next few weeks, Radix will be reporting how many pounds of food scraps their program succeeded in diverting from the landfill.



Online Media:

- [Website](#)
- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

“Funding from NYSP2I was a great support to our Community Compost Initiative (CCI), which educates the public on the benefits of composting and operates a weekly compost collection service. We were able to print educational materials, promote the CCI and composting at events, workshops, and presentations, and expand the amount of food waste we are keeping out of Albany’s overburdened landfill. We also were able to purchase an electric bike (charged by PV) and trailer, further reducing our carbon footprint while providing a job to high school youth in our educational programs. This has been an exciting productive year and we look forward to continuing to increase our impact in the future!”

– Stacy Pettigrew, PhD

Executive Director

Radix Ecological Sustainability Center

NYSP2I PARTNERS



New York Manufacturing Extension Partnership

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For more information please contact us:

111 Lomb Memorial Drive, Bldg. 78
Rochester, NY 14623

Tel: 585-475-2512

Web: nysp2i.rit.edu

E-mail: nysp2i@rit.edu

