



Pre Conference Workshop HALF DAY
8:30 AM to 12:00 PM

Social Marketing to Increase Participation and Reduce Contamination in Composting Programs

This workshop will explore how to apply the principles of community-based social marketing (CBSM) to increase participation and reduce contamination in residential composting programs and operations. It will first outline the entire 5-step CBSM process, before honing in on steps 1-3 (selecting behaviors; identifying barriers and motivations; and crafting a strategy) through small group activities. The workshop will also present an overview of successful social marketing techniques utilized by composting programs and operations, including several case study examples and a panel and Q&A session featuring representatives from a select number of these successful campaigns. Attendees will be invited to craft intentional, creative, and effective composting outreach for their local context.

Instructors:

Dzidedi Azumah - Communications Associate, Institute for Local Self-Reliance (ILSR)

Clarissa Libertelli - Community Composter Coalition Manager, ILSR

Brenda Platt - Director, Composting for Community Initiative, ILSR

Fee: \$310.00 for USCC members / \$365.00 for nonmembers

Duration: 8:30 AM to 12:00 PM

Date: February 1, 2027

CCOM™/CCP™ PDHs: 3.5

Agenda

- Overview of CBSM definition and its 5-step process
- Learning activity 1: identifying behaviors
- How to address specific barriers using examples from previously conducted interventions
- Overview of research on recent synthesis of successful CBSM techniques for increasing participation and reducing contamination in residential composting programs
- Learning activity 2: build-your-own intervention
- Presentations from success campaigns in community composting and Q&A

About the Instructors

Dzidedi Azumah is a Communications Associate with the Composting for Community Initiative at the Institute for Local Self-Reliance (ILSR). In this role, she works to implement the Initiative's strategic communications plan and build stronger ties across the national Community Composter Coalition. Dzidedi's work also focuses on how to strengthen food scrap collection and composting programs through innovative and community-informed outreach and education strategies. Since March 2026, she has led ILSR's research efforts to identify and document social marketing success stories. She has also developed resources that utilize the most-effective techniques and messaging.

She received her M.A. from the Geneva Graduate Institute and her B.A. in Global Affairs from Yale University. She completed Doug McKenzie-Mohr's 3-day Community-based Social Marketing (CBSM) Course in December 2025.

Clarissa Libertelli is the Community Composter Coalition Manager for the Institute for Local Self-Reliance. Clarissa supports networking, knowledge-sharing, and collective problem-solving within a network of over 450 community composters and supporters. She also works to promote community composting through data collection, creative storytelling, and convening ILSR's National Cultivating Community Composting Forums.

Clarissa has led community composter outreach for ILSR's research into social marketing to increase participation and reduce contamination in residential composting programs. She completed Doug McKenzie-Mohr's 3-day Community-based Social Marketing (CBSM) Course in December 2025. Clarissa received her B.A. in Environmental Studies and Political Science at the University of Vermont.

Brenda Platt directs ILSR's Composting for Community Initiative, which is advancing locally based composting in order to create jobs, enhance soils, sequester carbon, reduce waste, and build more resilient and healthy communities. She has worked 40 years fighting trash burners and promoting waste reduction, reuse, recycling and composting. She too completed the 3-day CBSM course (December 2024).

As a trailblazer in the field of organics recycling, Brenda has been recognized for her contributions: in 2017 she was awarded the USCC's H. Clark Gregory Award for outstanding service to the composting industry through grassroots efforts; in 2023 LA Compost presented her with its Community Compost Champion award; and in 2026, she received the Jerome Goldstein Lifetime Achievement Award at the USCC's Annual Conference & Trade Show for her 40 years of leadership in the field of environmental stewardship and natural resource sustainability.