



Contaduría y Gestión
Dirección de Negocios
Facultad de Contaduría y Negocios

ROUND 2: BUSINESS MODEL INNOVATION

+composta

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+composta

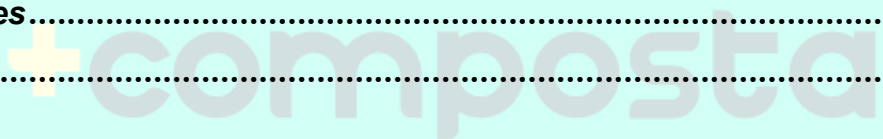
Business Model Innovation

Mission: To promote the proper separation and sustainable management of organic waste in the Metropolitan Area of Veracruz, to reduce waste sent to landfills and promote the production of high-quality compost. Through education, awareness, and community action, we look to create a cleaner, healthier, and more sustainable environment for present and future generations.

Vision: To become a local benchmark in integrated organic waste management, being recognized for our efficiency, positive environmental impact, and commitment to the community. We strive to set up strong partnerships with institutions, businesses, and civil society to expand our coverage and promote sustainable practices throughout the region. We aspire to be an engine of change towards a greener and more sustainable future in the Veracruz Metropolitan Area and beyond.

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A. Social Business Design

A1. Social Mantra

“+Composta brings your waste back to life, cultivating a better future whatever it takes.”

A2. Service Presentation

We perform organic waste collection activities in specific areas such as homes, schools, restaurants, hotels, and companies. Our waste collection and management process are divided as follows:

1. Separation from Source: The process begins with separation at source, where participating residents, schools, restaurants, businesses, and hotels separate their organic waste from other types of waste. +Composta provides special containers and offers guidance on how to carry out proper separation.

2. Scheduled Collection: Once separated, organic waste is collected on a scheduled basis by the +Composta team. Efficient collection routes are set up that cover all participating areas, guaranteeing weekly collection of organic waste.

3. Transportation: The collected organic waste is transported to the field to be turned into natural compost. We are currently working to follow the environmental regulations for transporting organic waste in Veracruz to ensure safe and responsible management of organic waste in the region.

4. Final Management by Composting: Once on the +Composta site, the organic waste is subjected to the composting process. This process involves the controlled decomposition of organic matter, using techniques that promote aerobic decomposition and the generation of compost.

5. Promotion of Good Environmental Practices: In addition to the collection and composting process, +Composta carries out added actions to maximize the

efficiency and sustainability of the process. Awareness and environmental education campaigns are conducted for the community in general, highlighting the importance of composting, waste reduction and other sustainable practices.

6. Volunteer Training: Periodic training is offered to volunteers and personnel involved in the project, providing knowledge of composting techniques, waste management and environmental awareness.

B. Business Model

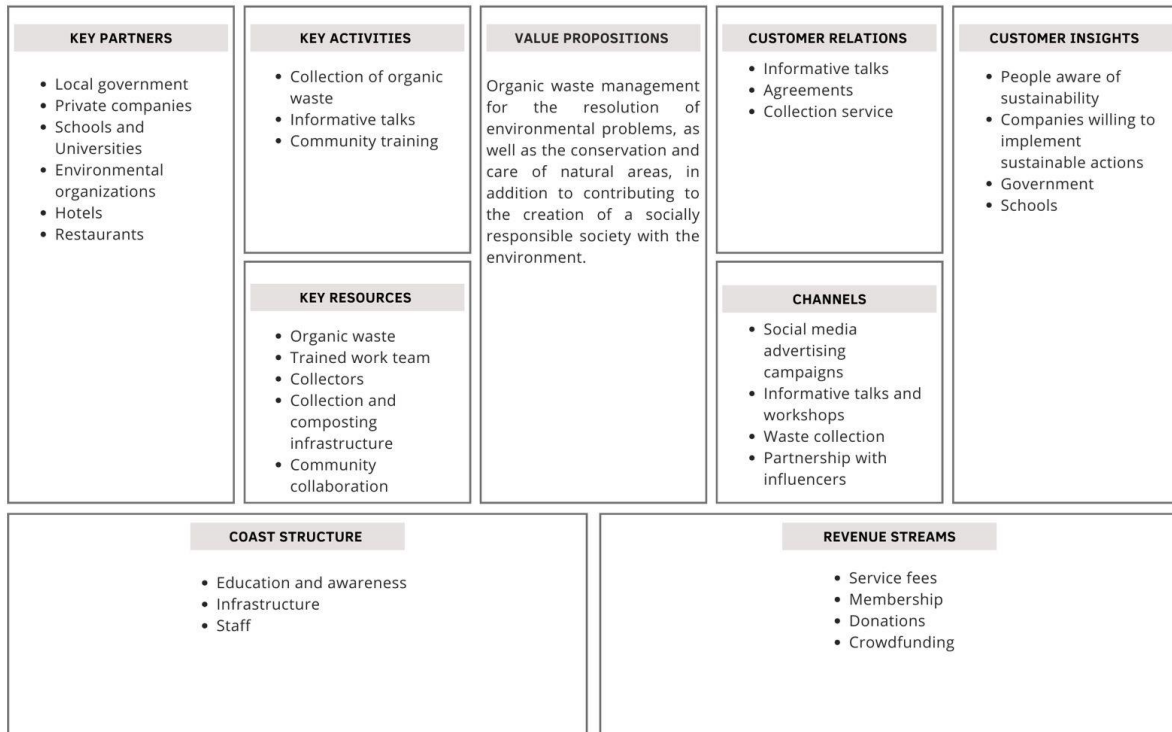
B1. Business Model Overview

Business Model Canvas

Key Partners	<ul style="list-style-type: none"> • Local government • Private companies • Schools and Universities • Environmental organizations • Hotels • Restaurants
Key Activities	<ul style="list-style-type: none"> • Collection of organic waste • Informative talks • Community training
Key Resources	<ul style="list-style-type: none"> • Organic waste • Trained work team • Collectors • Collection and composting infrastructure • Community collaboration
Value Propositions	Organic waste management for the resolution of environmental problems, as well as the conservation and care of natural areas, in addition to contributing to the

	creation of a socially responsible society with the environment.
Customer Relations	<ul style="list-style-type: none"> • Informative talks • Agreements • Collection service
Channels	<ul style="list-style-type: none"> • Social media advertising campaigns • Informative talks and workshops • Waste collection. • Partnership with influencers
Customer Insights	<ul style="list-style-type: none"> • People aware of sustainability • Companies willing to implement sustainable actions. • Government • Schools
Coast Structure	<ul style="list-style-type: none"> • Education and awareness • Infrastructure • Staff
Revenue Streams	<ul style="list-style-type: none"> • Service fees. • Membership • Donations • Crowdfunding

BUSINESS MODEL CANVAS +COMPOSTA



Empathy Map

In this section we look to understand our users through different points of view. Based on the points already exposed in the work we can break down the following empathy map.

1. Thoughts and feelings

Concerns and needs: Society is concerned about pollution and the mismanagement and accumulation of waste in Veracruz.

Values and beliefs: Citizens are interested in sustainability and are concerned about taking pro-environmental actions.

Motivations: They want to contribute and create a cleaner environment.

2. Seeing

Environment: An environment with waste management problems, with full landfills and the spread of unpleasant odors and diseases.

Positive examples: They see +Composta as an initiative that is making a visible difference in organic waste management.

Social context: A community that is starting to get involved and improve the environmental situation.

3. Hearing

Conversations: They hear about the importance of reducing, reusing, and recycling waste, especially organic waste.

Influence of leaders: They talk in schools and businesses about taking part in +Composta in the community.

Media: They are in constant communication with social networks about +Composta's achievements and its positive impact on the community.

4. Saying and doing

Daily actions: Promote waste separation and collection in their homes and schools.

Communication: They attend workshops given by +composta and share their experiences about waste management in their daily lives.

5. Pains

Challenges: Lack of adequate landfill infrastructure for waste treatment.

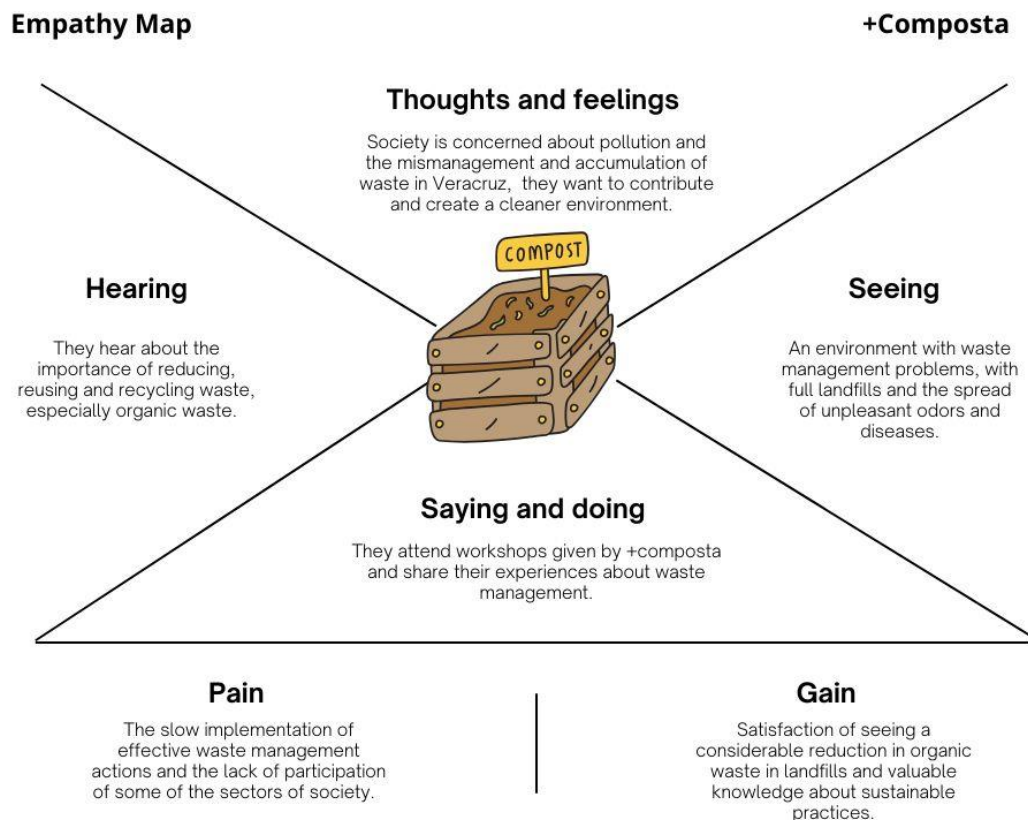
Frustrations: The slow implementation of effective waste management actions and the lack of participation of some of the sectors of society.

6. Gains

Positive results: Satisfaction of seeing a considerable reduction in organic waste in landfills.

Community impact: Contribute to a cleaner and healthier environment.

Education and awareness: Valuable knowledge about sustainable practices and the importance of proper waste management.



B2. Economic value for customers

Our value proposition stems from the need to implement effective solutions for the proper management of organic waste in the metropolitan area of Veracruz. We highlight the fact that there is no other company or organization in the area that offers the same or similar services to those offered by + Composta.

So far 107 families are part of + Composta: in addition to 1 hotel (Camino Real), 4 schools and 4 restaurants.

Currently, the +Composta team is developing a website with general information about the company, such as mission, vision, goals, evidence of our work, among other things. In addition, a section dedicated to our services will be added, where we will present testimonials and case studies that prove the positive impact of our initiatives, and a contact form will be included to help communication with our clients

and partners. We will also integrate links to our social networks and contact details to keep closer communication with our community.

In the long term we are looking to develop a hybrid application that is tailored to the needs of our customers. This application will allow users to keep a detailed record of the amount of organic waste they generate, to evaluate and understand the impact of their actions on the environment and provide personalized suggestions to reduce their ecological footprint. In addition, it looks to implement quality educational content to promote environmental awareness and care for the planet.

Within the application, users will have access to a variety of resources, such as informative articles, educational videos, infographics, quizzes, and games designed to make their learning more entertaining and effective. We are committed to keeping our users informed about the latest news, relevant environmental events, scientific advances, and new initiatives in environmental care, ensuring that they are aware of the latest trends and opportunities to preserve our planet.

As part of our market research, we conducted surveys to evaluate the profitability of our service, understand consumer needs and preferences, analyze the competition, find areas for improvement, segment the market, and find our target audience.

To decide the sample size, we use the following formula:

$$n = \frac{N z_a^2 * p * q}{e^2 * (N - 1) + z_a^2 * p * q}$$

n	sample size looked for
N	population size
Z	Statistical parameter on which the confidence level depends
e	maximum accepted estimation error

p	probability of the studied event occurring
q	probability that the event under study doesn't occur

Parameter	Value
N	939,046
Z	2.58
e	50%
p	50%
q	9%

Trust Level	Z
99.7%	3
99%	2,58
98%	2,33
96%	2,05
95%	1,96
90%	1,645
80%	1,28
50%	0,674

We consider a population of 939,046 in the Metropolitan Zone of Veracruz according to data from INEGI and the Government of the State of Veracruz (INEGI 2020) (Government of the State of Veracruz 2021).

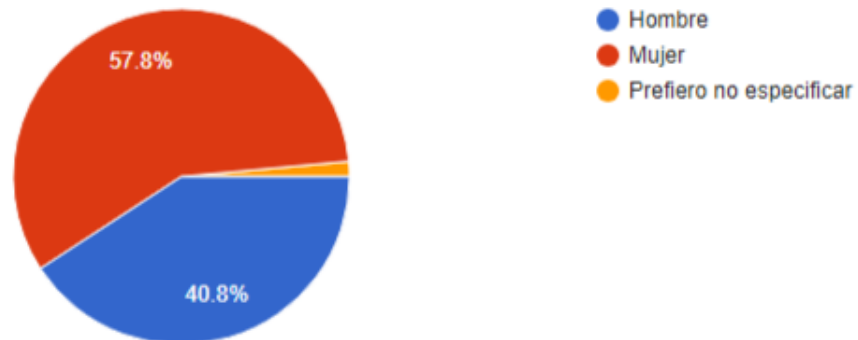
We use a confidence level of 99% and the accepted margin of error of 9%.

Substituting the above data in the formula, we obtain a result of $n=205.5$ which means that the number of surveys to be applied will be 206.

Survey/evidence interpretation.

Género

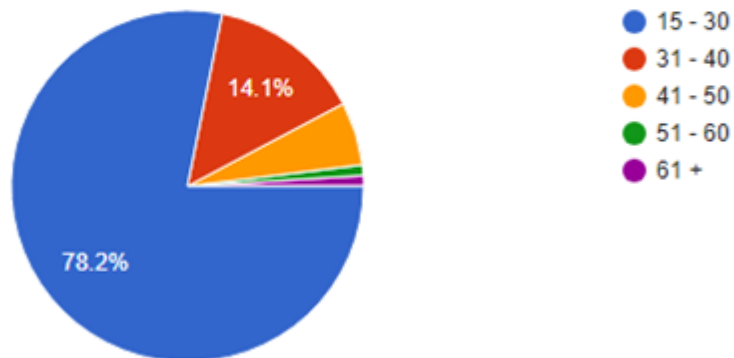
206 respuestas



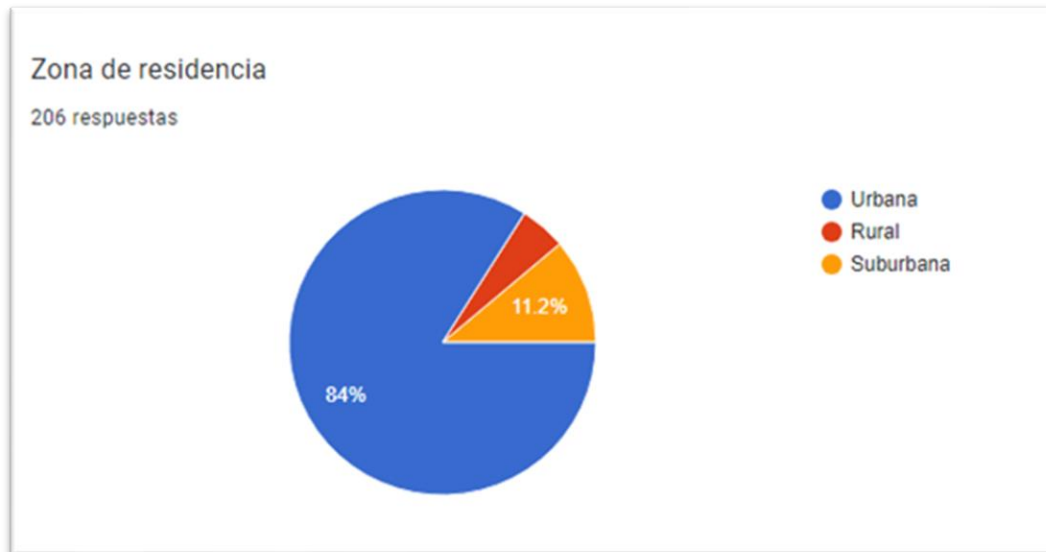
The first three questions of the survey were asked to find out demographic data, the first one sought to know the gender of our respondents, where we obtained a larger population of women with 57.8%, 40.8% of men and the remaining percentage preferred not to specify their gender.

Edad

206 respuestas



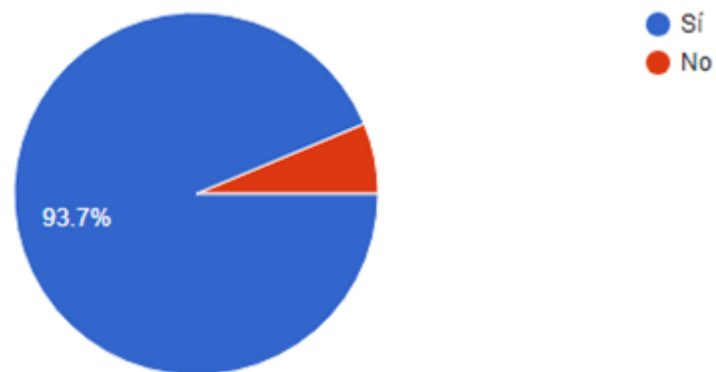
The second question was posed with the aim of finding out the average age of our population, we can see that most respondents are young people who are in an age range between 15 and 30 years with 78.2% of the total percentage, followed by those who are in an age range between 31 and 40 years with 14.1%.



The third question was posed with the aim of finding out the area of residence of the respondents, in the analysis of this graph we can see that 84% of the people surveyed live in urban areas, 11.2% in suburban areas and the remaining percentage in rural areas.

¿Sabe usted que es la composta?

206 respuestas



Respondents were then asked if they were aware of composting, where we had a positive response finding that over 90% of our population knows what composting is.

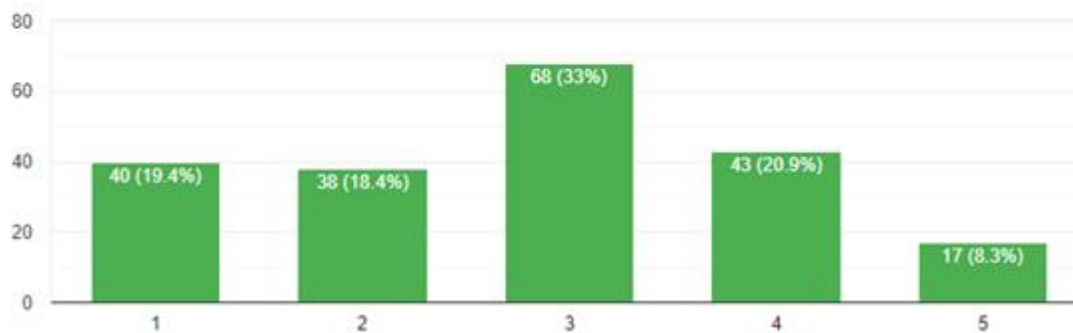
En una escala del 1 al 5.

Donde 1 es poco y 5 es mucho.

¿Qué tan familiarizado considera usted que esta con el proceso de compostaje?

 Copiar

206 respuestas



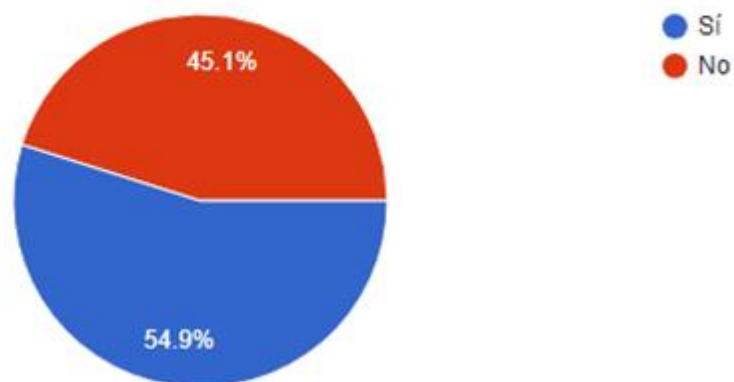
We asked how familiar our respondents were with the composting process, where we obtained varied responses.

19.4% showed that they were not at all familiar, 18.4% showed that they were somewhat familiar, 33% were moderately familiar, 20.9% were somewhat familiar and finally 8.3% were familiar.

Overall, we had a positive response to this question, considering that more than 50% of the respondents consider themselves familiar with composting.

¿Ha realizado compostaje en su hogar o comunidad anteriormente?

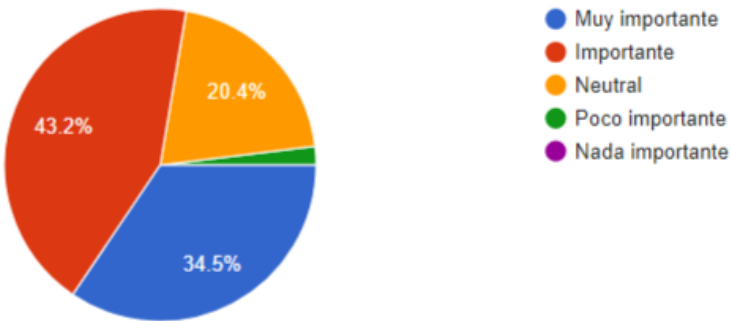
206 respuestas



When we asked respondents whether they have composted before we found disconcerting results when we realized that only 54.9% of our population has composted before.

¿Qué tan importante es para usted la gestión sostenible de los residuos orgánicos?

206 respuestas

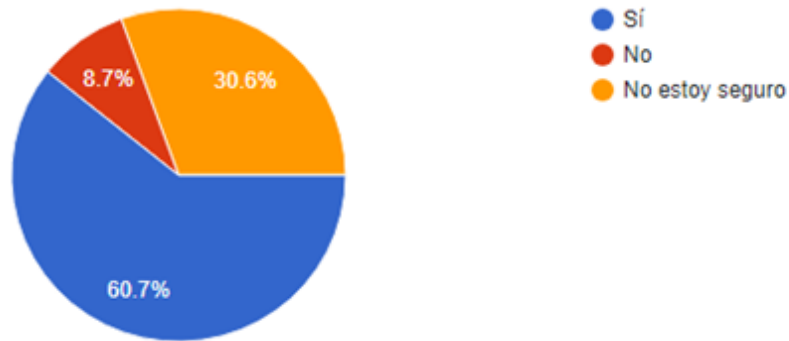


When we asked our respondents about the importance of sustainable waste management, we found positive responses, with most respondents considering that proper waste management is important.

34.5% considered it important, 43.3% considered it important, 20.4% considered it neutral and the remaining percentage considered it unimportant.

¿Estaría interesado en contratar un servicio de recolección, separación, gestión de residuos orgánicos y compostaje si estuviera disponible en su área?

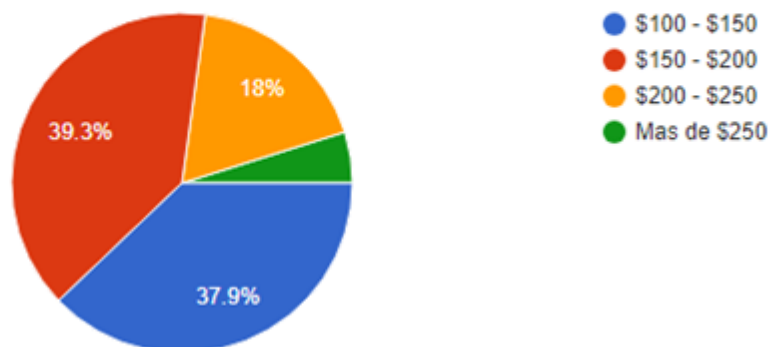
206 respuestas



The following graph shows us the good acceptance that + compost could have in the market, considering that more than 60% of the people surveyed would hire our services if they were available in their area, 30.6% of the respondents were not convinced to hire the service, however, we can still consider this percentage of the population as potential customers, the remaining 8.7% said they were not.

¿Cuánto estaría dispuesto a pagar por este servicio al mes?

206 respuestas

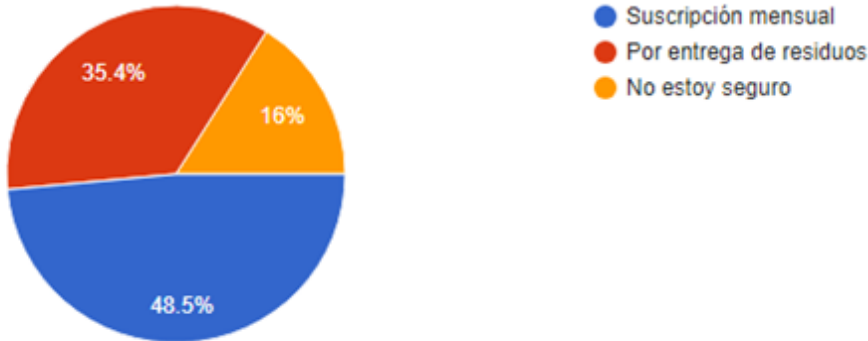


In terms of the price of the service, there is a good willingness on the part of our potential customers. 39.3% are willing to pay between \$150 to \$200 per month, 37.9% are willing to pay between \$100 to \$150 per month, 18% are willing to pay

between \$200 to \$250 per month, and the remaining percentage are willing to pay more than \$250 per month for the service.

¿Preferiría un modelo de suscripción mensual o pagar por cada entrega de residuos?

206 respuestas



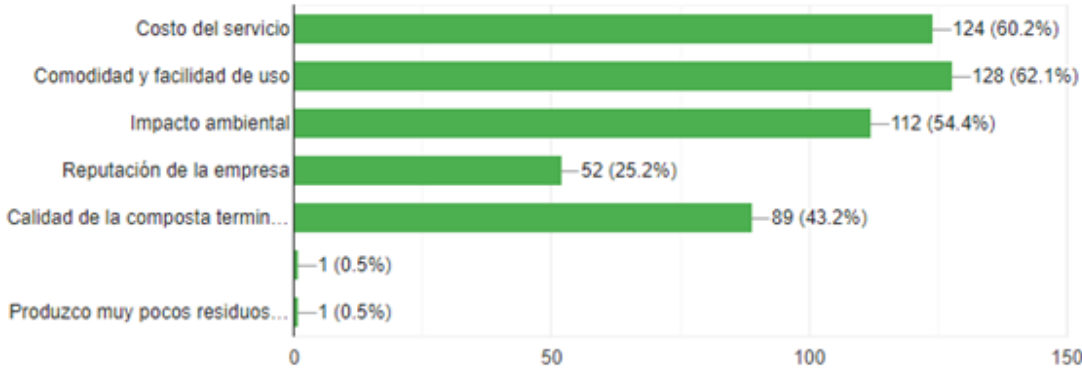
In terms of the subscription model 48.5% of our respondents would prefer a monthly subscription plan, 35.4% would prefer a waste delivery pricing plan and the remaining 16% are not sure which they would choose.

¿Qué factores influirían en su decisión de utilizar un servicio de compostaje?

Copi

(Seleccione todas las opciones que considere necesarias)

206 respuestas



The factors that would have the greatest influence on our potential customers when making the decision to contract the service are the following:

62.1% convenience and ease of use

60.2% the cost of the service

54.4% environmental impact

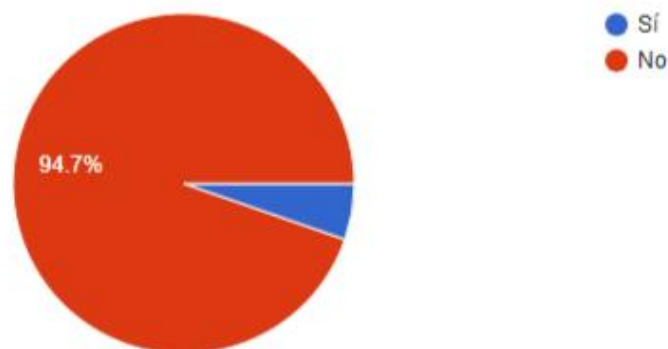
43.3% quality of the finished compost

25.2% reputation of the company.

We can find that the price of the service and the convenience and ease of use are the two factors that have the greatest weight in the decision making of our respondents. + Composta has both characteristics as the collection service is practical, convenient, and easy to use, we provide containers in which the inorganic waste will be deposited, and the collection service is at home which makes it so.

¿Conoce usted alguna otra empresa/organización que ofrezca servicios de recolección, separación, gestión de residuos orgánicos y compostaje dentro de la Zona Metropolitana de Veracruz?

206 respuestas



We asked our respondents if they know of any other company or organization that offers collection, separation, organic waste management and composting services within the Veracruz Metropolitan Area to which 94.7 % of our respondents answered no.

There is no direct competition within the Veracruz Metropolitan Area for + Composta, we are the only company dedicated to this business line.

This is a large market, with high demand and underserved, so +Composta has a fantastic opportunity for growth.

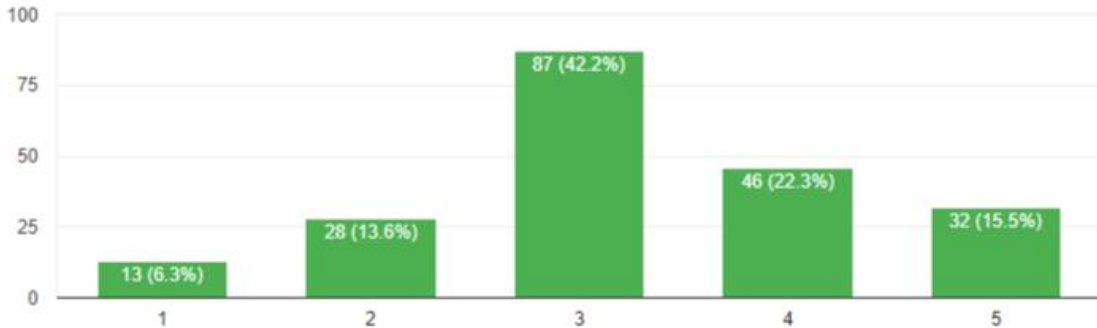
En una escala del 1 al 5.

 Copiar

Donde 1 es poco y 5 es mucho.

¿Qué tan probable es que contrate los servicios de recolección, separación, gestión de residuos orgánicos y compostaje que ofrece + Composta?

206 respuestas



Finally, we asked our respondents how likely they would be to contract the services offered by + Composta.

More than 80% of the respondents gave a favorable answer to this question, which means high demand and great growth opportunities for + Composta.

B3. Target Social Impact

The social impact of +composta is large, since it has ranged from the collection and reduction of organic resources, using them for composting, as well as contributing to environmental education in society by promoting a more sustainable and socially conscious community.

1. Organic Waste Reduction:

+Composta focuses on the collection and proper management of organic waste in Veracruz. Since our founding in 2021, we have collected more than 25,000 kg of organic waste, diverting it from dumps and landfills, significantly reducing environmental contamination and improving the quality of life in the region.

2. Community Involvement and Awareness:

+Composta has involved more than 100 families, as well as schools, restaurants, businesses, and hotels in waste management practices. Thanks to this we encourage greater environmental awareness and responsibility among society, promoting a culture of waste reduction, reuse, and recycling.

3. Environmental education:

The project carries out educational programs, workshops, and campaigns to inform the community about the importance of composting and proper organic waste management. These activities have been carried out in schools, communities, and companies, promoting responsible environmental practices.

4. Contribution to the Sustainable Development Goals (SDGs):

+Composta contributes directly to several SDGs (Sustainable Development Goals) of the United Nations:

- **SDG 11: Sustainable Cities and Communities:** Promoting the proper management of organic waste, improving the quality of urban life in Veracruz. The project manages to divert a huge part of organic waste that goes directly to landfills, as well as creating a culture of composting among citizens, improving the quality of life, and looking to reduce pollution.
- **SDG 13: Climate Action:** Reducing greenhouse gas emissions through composting. Composting helps the decomposition of organic waste, which leads to lower greenhouse gas emissions and therefore contributes to reducing pollution.
- **SDG 17 Partnerships to achieve the SDGs:** At +composta we seek to raise awareness and promote composting in the community as a friendly and simple practice, raising awareness in society, encouraging citizen participation, and creating a culture of sustainable waste management.

B4. Feasibility

Since its start +Composta has been concerned about a serious environmental problem, which is the mismanagement of organic waste. There are companies dedicated to the management of other waste, but none specifically collect organic waste. This is how we were able to find our first area of opportunity, being the first association in the state of Veracruz dedicated to this activity.

After applying an exhaustive market analysis, generating a business model, and describing the financial plan that the organization entails, we will focus on the following points as a self-assessment, to find out if this business model is practical.

Technical Feasibility Analysis (Operational Capacity)

A) Description of Special Management Waste (SMW) to be managed:

Waste Types: Special Management Waste for composting will include mainly organic waste of plant and animal origin. This may include kitchen waste (fruit and vegetable scraps, eggshells, coffee grounds, etc.), garden waste (leaves, branches, grass clippings, etc.), tree and shrub pruning waste, and market waste.

Estimated quantities:

- Daily: 20 tons.
- Monthly: 450 tons.
- Annual: 5,400 tons.

B) Detailed Technical Description of Methods: This process is divided into 4 steps.

1) Collection and Storage:

- A selective collection system for organic waste will be set up, using special containers for source separation.
- Collection equipment (collection trucks) and trained personnel will be needed for efficient collection.
- Waste will be temporarily stored in suitable temperature and humidity-controlled areas.

2) Valorization and Treatment:

- At the plant, the organic waste will undergo an aerobic composting process.
- Mechanical compost turners and temperature and humidity control systems will be used to improve the decomposition process.

3) Storage of compost:

- The resulting compost will be stored in suitable areas for maturation and stabilization prior to final use after completion of the composting process.

4) Resources Required:

- Personnel trained in the operation and monitoring of the composting process.
- Equipment and machinery such as compost turners, thermometers, moisture meters, and screening machines.

Risk Assessment

Since the beginning of its operation, +Composta has developed an 'Environmental Contingency Care Programmed for the Collection and Transport of Organic Waste'. The goal of the Environmental Contingency Care Programmed is to ensure that organic waste collection and transportation operations are carried out in a safe and environmentally friendly manner. This involves preventing and controlling any emergency or contingency situation that may arise during these activities, thus minimizing the negative impact on the natural environment and public health.

A) Mitigation Plan

Contingency Action Procedures: If an environmental contingency occurring during organic waste collection and transport operations, the following procedures will be followed:

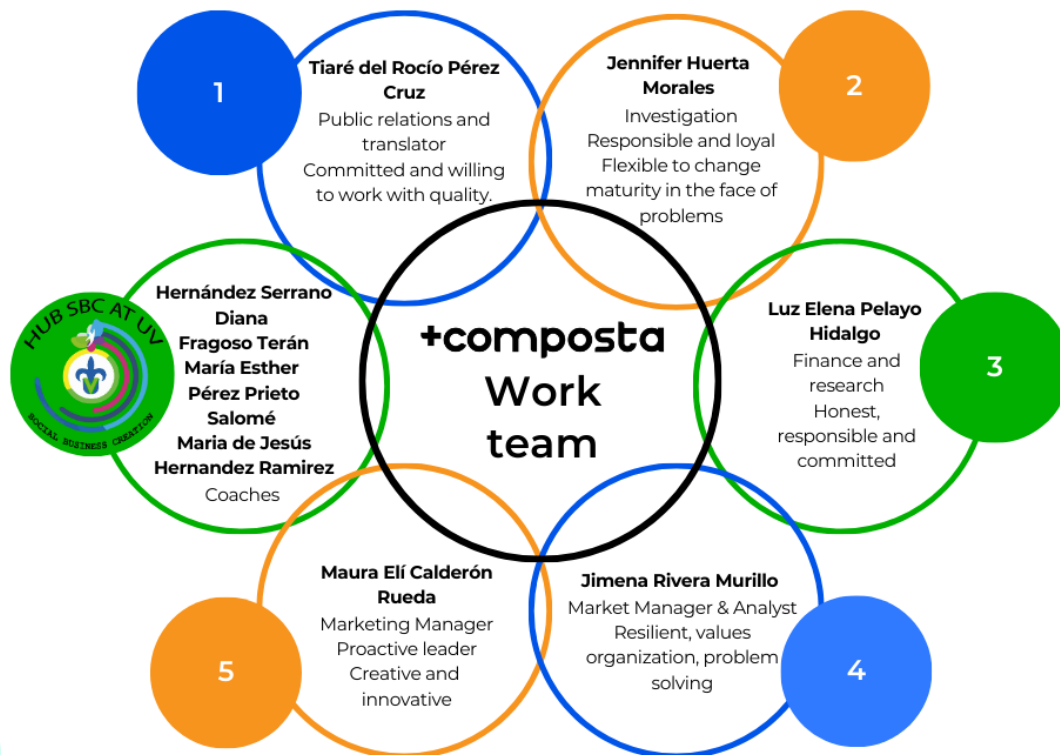
- Activate the right contingency plan according to the type and size of the incident.
- Establish a security perimeter around the affected area to protect personnel and the public.
- Implement spill containment and control measures to prevent the spread of contaminants.

- Notify the relevant environmental authorities and collaborate with them in the management of the emergency.
- Conduct an environmental impact assessment to decide the extent of damage and take mitigation measures.
- Document in detail the incident and the actions taken to resolve it, to improve future prevention procedures.

For better attention to the benefits and opportunity areas of +Composta, we carried out a SWOT:



It is important to recognize the +Composta team, all its characteristics to develop the activities we carry out and be aware of what we contribute to the entity and this project.



The project has managed to involve more than 100 families, as well as public and public schools, restaurants, businesses, and hotels in the Veracruz Metropolitan Area. This broad participation proves the positive impact and community acceptance of +Composta. We have strategic allies, who have helped us develop our two main activities, from the collection of organic waste to the promotion of good environmental practices.

Some of the projects we have started together with other institutions are the following:

- Start of organic waste composting project at Lohmann School.
- Start of organic waste composting project in Camino Real.
- Start of the organic waste composting project at Keystone School.
- Start of collaboration with Clipperton Brewery.
- Installation of a community bin at the CREK recycling center.
- Talks at schools and universities: Universidad Veracruzana, Colegio La Paz, Colegio Rougier, Colegio Andrew Bell, etc.

B5. Profitability

To understand +Composta's finances, it is important to analyze the various revenue streams and strategies that support our business. As a composting and organic waste management company, +Composta has developed certain ways to generate revenue, taking advantage of both market opportunities and sustainability initiatives. The following shows how +Composta can generate revenue and thus ensure long-term economic viability.

- **Organic waste collection services:** +Composta offers organic waste collection services to households, hotels, schools, and restaurants. This service is provided through regular subscriptions or one-off collection fees. Customers pay a membership fee for the efficiency of collecting and managing their organic waste responsibly.
- **Sale of compost:** Our company's main product is compost, which is made from collected organic waste. Compost is a very high-quality natural fertilizer that can be sold to parks, farmers, gardeners, nurseries and any person or organization interested in sustainably improving soil health and generating direct income.

+Composta's current revenue model

Customers can sign up for a +Composta membership through our Instagram page or by contacting the company directly. During registration, the customer selects the plan we offer and the frequency of receipt that best suits their needs.

For +Composta to start providing its services, a registration fee of \$100 MXN is needed. The plan we offer is the: Individual Plan, with a price of \$250 MXN (each month).

Extra services offered by +Composta:

Extra visit with a price of \$100 MXN per week.

Extra 5 lt container with a price of \$40 MXN monthly.

Extra 20 lt container at a price of \$80 MXN monthly.

Cost structure

+Composta's cost structure includes a variety of operational and strategic components essential for the better functioning of the company. From collection and transportation costs, marketing, infrastructure, composting materials, and administrative expenses, all these elements contribute to the efficient and sustainable operation of +Composta. Effective management of these costs is crucial to keeping economic viability and achieving +Composta's growth and sustainability goals.

Below are the costs incurred in January 2024 and the reason for them:

Mes de Enero				
FECHA	MACROCONCEPTO	DESCRIPCIÓN	INGRESOS	EGRESOS
01/01/2024	Suscripciones	Suscripciones +Composta	\$ 20,823	
05/01/2024	Vehiculo	Gasolina Transporter		\$ 233.90
05/01/2024	Operaciones	Tratamiento de composta (Operador)		\$ 300.00
05/01/2024	Operaciones	Lavado de cubetas		\$ -
12/01/2024	Vehiculo	Gasolina Transporte		\$ 947.60
12/01/2024	Operaciones	Tratamiento de composta (Operador)		\$ 250.00
12/01/2024	Operaciones	Lavado de cubetas		\$ 200.00
15/01/2024	MKT	Servicio de redes sociales		\$ 8,000.00
15/01/2024	Operaciones	Renta de Transporter VW		\$ 6,000.00
15/01/2024	Operaciones	Renta de terreno		\$ 4,000.00
19/01/2024	Operaciones	Gasolina Transporter		\$ 948.00
19/01/2024	Operaciones	Tratamiento de composta (Operador)		\$ 250.00
19/01/2024	Operaciones	Lavado de cubetas		\$ 200.00
26/01/2024	Operaciones	Gasolina Transporter		\$ 948.00
26/01/2024	Operaciones	Tratamiento de composta (Operador)		\$ -
26/01/2024	Operaciones	Lavado de cubetas		\$ -
CORTE -			\$ 20,823	\$ 22,277.5

COMENTARIOS
Ingresos de clientes Mas Composta mes Enero 2024
\$300 vertido de RO
Jonatan lavado de cubetas
Vertido de RO
Se paga a victor por lavado de cubetas
Publicaciones en mas composta y campañas de captación de clientes / Trastorna AC
Renta de camioneta Transporter Samuel VC
Renta de terreno para centro de compostaje
Vertido de RO
Se paga a victor por lavado de cubetas
No se presenta trabajador
No se presenta trabajador

B6. ESG Integration

In today's business world, integrating environmental, social and governance criteria has become a priority for sustainability and corporate responsibility. To be successful in the long term, companies realize that they must focus on financial profitability, but also on their impact on the environment and society, and on how they manage their operations.

+Composta, an organic waste management company in Veracruz, is an example of how a business model that comprehensively incorporates these ESG principles can be developed. Below, we analyze how +Composta integrates these aspects into its business model, highlighting its commitment to environmental sustainability, positive social impact, and responsible management practices.

- Environmental factor: +Composta is distinguished by its strong commitment to environmental sustainability. Its core proposition is to manage and compost organic waste, a practice that reduces the amount of waste that ends up in landfills and significantly reduces greenhouse gas emissions. +Composta uses eco-efficient composting methods, ensuring that the process is sustainable. In addition, the compost produced is returned to the customer as a natural fertilizer, thus promoting soil fertility and reducing reliance on chemical fertilizers. This approach not only helps the environment, but also offers customers a sustainable solution for waste management and soil improvement.
- Social factor: +Composta has an important positive influence through its commitment to education and social involvement. The company works closely with local communities, schools, and organizations to provide educational programmes and workshops that promote awareness and knowledge about the importance of sustainability and composting. These efforts help raise awareness about recycling and waste management, which promotes a culture of environmental responsibility. In addition, partnerships with

businesses and educational organizations allow +Composta to expand its reach and social impact and engage a greater number of people in sustainable practices.

- Governance factor: +Composta uses governance factors in its business model by implementing transparent and accountable practices in the management of all its operations. This includes clear economic management and accountability to stakeholders. +Composta focuses on training its staff in business ethics and sustainability, as well as fostering an inclusive and fair working environment. In addition, +Composta implements internal policies that promote diversity, equity, and inclusion. By continuously checking and assessing the environmental and social impacts of its activities, +Composta develops sustainability reports that communicate its efforts and results, all through its social media channels, proving its commitment to responsible and effective governance.

The integration of environmental, social and governance factors into +Composta's business model promotes sustainable economic development by promoting the conservation of natural resources and the creation of potential job creation within Veracruz. Furthermore, by promoting the importance of recycling and offering products (compost) that improve soil quality and food security, +Composta contributes to the physical and emotional well-being of the community by raising awareness on this issue. This commitment to sustainability and corporate responsibility also builds trust among investors who value +Composta's comprehensive approach to creating long-term value, strengthening its market position, and helping access to capital for further growth.

C. Business Model Validation

C1. Crowdfunding/Crowdsourcing campaign

Crowdfunding: We are currently seeking funding to sustain this organic waste management project and transform it into compost. The tool used is GoFundMe, a leading crowdfunding platform, which helps to raise funds online. Fundraising +Composta: <https://gofund.me/fad41fa9>

Crowdsourcing: One of our campaigns is based on giving workshops and talks on composting to students, we present our project, who we are and what we do, inform about the problems of the social project, how it works and how they can take part in its reduction, raising awareness among young people. We look to make ourselves known, to be present in their minds and to create positive changes for the environment, therefore the presentations are dynamic and short to captivate the attention of the students and encourage them to take part.

One of our offline campaigns is based on giving workshops and talks on composting to students, the workshops consist of presenting our project, who we are and what we do, informing them about the problems that the social project covers, how it works and how they can participate in its reduction, promoting awareness among young people. We look to make ourselves known, to be present in their minds and to create positive changes for the environment, therefore the presentations are dynamic and short to captivate the attention of the students and encourage them to take part.

Primary schools, secondary schools, high schools and universities participate in these talks; they consist of a brief explanation of current environmental problems, their causes, consequences and possible solutions, then they are asked if they have previous knowledge about composting, based on that, the composting workshop is presented, this activity is entertaining for the students, we receive their support and participation in the dynamic, which shows a favorable progress of the community, we teach them how to compost.

The future of the planet depends on everyone, however, it is more viable to persuade the new generations, as they grow up in the midst of this environmental impact and are more open to change, being young their ideals vary, they do not have an established system and are open to new ideas, they know and live the environmental problems, as they are becoming more evident and urgent, which makes them more receptive to adopt sustainable practices and support the initiative, thus achieving a greater positive impact.

Our method is to create strategic alliances with non-profit organizations that work for social and environmental welfare, an example of which is the association "Somos + Decididos A.C." which is a Veracruz organization with approximately 14 years of experience, which implements environmental initiatives, sustainability strategies, environmental education, and responsible waste management, to meet the goals of the 2030 Agenda.

+Composta carries out collaborations, we get involved in their work, taking part as volunteers in some of their activities, especially in didactic routes and talks carried out with institutions, where students take part as our audience, giving us the opportunity to introduce ourselves and inform about our association, raise awareness, and mobilize support from different stakeholders.

Currently, social networks are a great communication tool, +Composta is actively on Instagram, being this a means of communication, where publications are shared (photos and videos) with the activities carried out to show the audience our work, attractive visual content is created to captivate the attention of the audience, publications are very effective to capture the interest of users and even share them increasing the visibility of the account.

The content published represents our work, the impact we have, important announcements, upcoming activities and progress of services, we also encourage interaction with users, we respond to comments, making them feel heard and

creating a communication link, likewise we have tried to implement raffles for registration and free monthly waste collection, in order to interact with the public and that it participates by increasing the audience.

C2. Learning Curve

Continuous learning has given us a broader vision of our activities and how we can continue to innovate our business model. This round allowed us to formalize much of +Composta's organizational structure, as we initially focused on what we propose and its impact, which goes beyond organic waste management to environmental education, community awareness raising and strengthening local resilience. This opportunity to self-assess the entity's processes proves our openness to continue growing, taking advantage of our resources and all the daily opportunities to raise awareness in our community, while at the same time, we are equally willing to work on our weaknesses in the changing environment of the state of Veracruz. We know that we have the potential to go far, therefore, we will work on adapting our project to have the widest possible reach.

Mau: From the first moment I heard about +Composta, I knew it was a great area of opportunity to take advantage of, not only in my academic environment, but also in my personal life. Without a doubt I have discovered that the consequences of environmental problems are already affecting my generation, and it is sad to see bright and talented young people disappointed about what the future holds, however, I know that now more than ever it is time to make a change, that maybe this competition has pushed me to start, but it certainly won't end there, it is just the beginning.

Tiaré: +Composta has affected my life in a positive way, making me more aware of the consequence our actions as a society have had on the environment and how poor waste management is one of the main causes of pollution in the world. Making people aware of how to compost and help our environment seems to me to be a more noble action in this project and, day by day, it awakens a new interest in me and a desire to make a positive impact on our society.

Jenni: +Composta has opened my eyes to what is happening in the world, I know about the environmental problems, however, I was not aware of the seriousness. It has helped me to take advantage of the organic waste that I normally discarded, returning it to the place where it belongs, the earth. Providing solutions for the reduction of environmental problems makes me feel satisfied as a person, being part of the change for a more sustainable future.

Luz: Joining the +Composta team helped me to become aware of a problem that I already knew existed but did nothing about it. +Composta has given me a new perspective to see that every small action can make a difference and that this project can not only impact on me for the better, but on society by doing good for the environment.

Jimena: Joining the more +Composta project has helped me to understand the seriousness of the problem we face today and how our actions are causing irreversible damage to the planet. + Composta has given me the opportunity to work with people, who like me, are looking to do their bit and I have seen how individual commitment and small actions a significant impact can have if done together and continuously.

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Anexes

Web Page: <https://composta2.webnode.mx/contacto/>

Plan de Manejo Integral de Residuos para +composta: [Document](#)

Programa de Atención a Contingencias Ambientales: [Document](#)

Crowdfunding campaigns: [Fundraising +Composta](#)

More Compost



Jennifer Huerta Morales is the person organizing this fundraiser.

Protected donation

Hello, we are +Composta and we are raising funds to maintain this organic waste management project and transform it into compost.

Instagram: [mascomposta](#)



\$10,000 goal

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