

Customer Satisfaction is Key to Successful Composting

The latest Sandec publication on composting introduces the principles of marketing compost in low and middle-income countries. There is no magic solution to compost marketing; yet applying marketing principles may increase the chances of success.

Experience reveals that many composting schemes – both large and small – face marketing problems, as they neglect market assessment and appropriate sales strategies during initial project setup. Composting can be viewed in two ways:

- The solid waste management approach: Composting is a way of treating organic waste within the solid waste management system.

Marketing Compost - A Guide for Compost Producers in Low and Middle-Income Countries

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- The marketing approach: Composting is a way of producing a valuable and marketable product.

Applying the marketing approach not only meets the objectives of the solid waste management approach, but also focuses on producing a high-quality marketable product. In other words, it is driven more by customer demand than material supply

This handbook provides information and guidance on improving your composting business through use of marketing techniques. It introduces both the basic and key principles as well as composting techniques. These include understanding the 'marketing environment', identifying appropriate target customer groups, product development and pricing, as well as developing and promoting products to suit the market. This handbook is relevant for private entrepreneurs, investors, staff of development agencies and municipal authorities wanting to use composting as a sustainable waste management option. This guide is an important supplement to

the manual on decentralised composting, where marketing is just one side aspect of successful composting. The composting principles are currently tested in Nepal and Palestine to ensure their applicability. The handbook will be available online or as hardcopy in October 2007

