



LCOR LCOR Inc.

GARBAGE SORTING IN PARK 151

P R E S E N T A T I O N

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<https://lcor.com> 

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CURREN SITUATION



- Broader situation in general:
 - Zero Waste Massachusetts reports that 40% of landfill/incinerator waste could be recycled or composted. (Sudborough, 2022)
- Specific one that this campaign focus on:
 - At Residential Building Park 151, there is no established system for waste separation by residents or building management.
- Park 151: No waste separation system; all waste mixed.

DESIRED FUTURE STATE



- Goal: Increase resident awareness and ensure consistent garbage sorting.
- Assign two garbage chutes: one for recycling, one for non-recycling.
- Clearly label chutes in each floor's garbage room.
- Result: Recyclables separated from landfill waste at Park 151.

CAMPAIGN TARGET

- Campaign target: LCOR Inc., the owner of Park 151.
- Stakeholders:
 - CEO Anthony Barsanti,
 - Community manager Jessica Cavanah
 - Leasing Manager Paula Pedrosa
- Why stakeholders matter?
 - Campaign Posters will be place in elevators, garbage rooms, lobby, and outside poster site. (Jessica and Paula could assist with permission and promotion of garbage sorting posters in public areas.)
 - LCOR Inc. aims for sustainability in all residential buildings. (Paula could help me to submit the complete proposal to internal platform in LCOR. Inc for proposals addressing local issues.)
 - CEO of LCOR is the final decision maker for accept the campaign

LCOR



CAMPAIGN GOALS



- Goal: Persuade LCOR Inc. to accept the proposal that encouraging daily garbage sorting by residents.
- The final plan is adjustable with LCOR stakeholders to refine promotion methods and determine support actions from the Park 151 team.

STAKEHOLDERS CONTACT

Current finished process:

- Met with Jessica Cavanah and Paula Pedrosa; they liked the proposal and think it is realistic and feasible agreed to submit it to LCOR Inc.

Future process:

- The Complete proposal will be forwarded to CEO Anthony Barsanti for consideration after through the process in the ICOR internal platform.



CAMPAIGN STEPS

STEP 1: Label the two garbage chutes in the garbage room on each floor.



The clear signs could guide residents on where to dispose of recyclables and trash. This way, even if some residents choose not to sort their garbage, recyclable items will still be kept separate from the other trash.

STEP 2: Increase residents' awareness and motivation to sort their garbage.



- Created a poster offering a \$100 rent discount to motivate residents to sort garbage.
- Discount requires residents to submit monthly photos as proof.
- Survey of 32 residents live in Park 151 currently. The result shows 87.5% of them willing to do garbage sorting for the discount.



- Discussed with Paula Pedrosa; if grant received, funds may be used to hire a worker for managing photos submit by residents.

STEP 3: Inform residents about which types of garbage are accepted as recyclable in Massachusetts and which are not.



The poster includes common types of waste and their classifications. Residents can also use their phones to scan a QR code on the poster to check if an item they are sorting is recyclable.

STEP 4: Providing residents with free recycling and non-recycling trash cans, along with green (recycling) and black (non-recycling) garbage bags instead of stainless steel bottle and insulated lunch bag that Park 151 currently provides.



WHY SHOULD LCOR INC. CONSIDER THE PROPOSAL?

STEP 5: Apply for grants to cover the expense of rent discount

Grant's opportunity for sustainability and environmental friendly programs or organizations .XLSX

	A	B	C	D	E	F	G	H	I	J
1										
2		Foundation/Corporation	LOI/Proposal/Cal	Deadline	Priority Areas	Multi-Year?	Request	Links		
3		MassDEP: Reduce, Reuse, Repair Micro-Gran	Portal	-	Reduce, Reuse, Repair	No	\$10,000	ss.gov/how-to/apply-for-a-recycling-reuse-business-development-grant		
4		MassDEP: Recycling & Reuse Business Developmen	Portal	-	Recycling & Reuse Business Development	No	000 to \$400	ss.gov/how-to/apply-for-a-recycling-reuse-business-development-grant		
5		Arthur Vining Davis Foundation	LOI	8/29/2025	Environmental Solutions	Yes	\$200,000	https://www.avdf.org		
6		Barr Foundation	Call	-	Climate	Yes	\$500,000	https://www.barrfoundation.org		
7		Charles Stewart Mott Foundation	LOI	Rolling	Environment			https://www.mott.org		
8		Cummings Foundation	LOI	9/6/2024	Environment	Yes	\$300,000	https://www.cummingsfoundation.org		
9		Ford Foundation	Proposal	Check Website	Natural Resources & Climate Change, Technology	Yes	\$100,000	https://www.fordfoundation.org		
10		Kresge Foundation	LOI	Rolling/Check Website	Environment	Yes	\$200,000	https://kresge.org		
11		Liberty Mutual Foundation	Proposal	Check Website	Community Resiliency to Climate Change	Yes	\$50,000	tualgroup.com/about-lm/giving-back/apply-grant-liberty-mutual-founda		
12		MacArthur Foundation	LOI	Check Website	Climate	Yes	\$200,000	https://www.macfound.org		
13										
14										
15										

- Proposed applying for grants to fund the \$100 rent discount instead of LCOR Inc. covering it.
- Willing to handle the application process using experience as a Corporate and Foundation Relations Assistant.
- Grants could also fund hiring a worker to manage resident submissions and verify there’s no non-recycle trash in the dustbin.
- Paula Pedrosa agreed that if the grant is received, funds may be used for this purpose.

WHY SHOULD LCOR INC. CONSIDER THE PROPOSAL?



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LCOR is firmly committed to its intrinsic and societal responsibility of minimizing the environmental impacts resulting from the development and operation of our communities.

Being good stewards of the environment and our communities lays the groundwork for our continued responsible growth and financial success. Aligned with our philosophy of building “best-in-class” properties that deliver lasting value, we have integrated sustainability principles and objectives into all aspects of our core business strategy by formalizing our enterprise-wide sustainability strategy in 2022.

- **This campaign perfectly Match with LCOR Inc.'s Sustainability goals, elevating Park 151 as a true "Sustainable and Environmentally Friendly Apartment." To reflect the sustainability goal in residents' daily lives.**
- **The \$100 discount sparks action—motivating residents to adopt daily garbage sorting habits. Grants could able to cover the extra expense costed by the Campaign.**
- **Builds Park 151's brand as a leader in sustainability, justifying rent increases.**
 - **61% of renters would pay more for eco-friendly living (Mrisoftware, 2021).**
 - **Renters ready to pay \$31/month extra for sustainability and \$26/month more for recycling (Anderson, 2021).**
 - **Attracts eco-conscious residents, reinforcing LCOR's vision of a greener future.**

SOURCE

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THANK YOU!