

# Executive Summary



## *Project Overview*

The Surfrider Foundation has local chapters which have developed and implemented an Ocean Friendly Restaurants Program which seeks to change the behavior of restaurants in order to make them more conscious of their plastic and water footprint. In 2018, Surfrider would like to both expand the program to more restaurants and chapters as well as include a fee for restaurant participation. This fall, our LACI team researched and developed a strategy for Surfrider to most effectively accomplish this goal.

## *Project Scope*

After conducting some preliminary research, the LACI team realized we could help the Surfrider Foundation with the roll-out of this program in two major ways. One was in the content of the program itself, which focused on what the environmental and marketing value of the program would be to restaurants. The other was the specific implementation of the program in relationship to the restaurants who could potentially be targeted for the program. We wanted to identify a best practices strategy for Surfrider to move forward. We arrived at the key question: **How can Surfrider most effectively expand the fee-based Ocean Friendly Restaurants Program?**

## *Research Methods*

Our research methods included interviews, online research, competitor analysis, and yelp research. We utilized the interviews with chapter heads as a proxy to understand the factors which were important to restaurants as they went through the development of their programs. Our online research allowed us to identify the differences between the different local Surfrider chapter websites and develop a common set of best practices that could be used nationwide. Competitor analysis of similar restaurant targeting social impact business programs allowed us to identify the most effective components of the value-add that absolutely needed to be communicated. Finally yelp research and extensive investigation of the current list of 400+ Ocean Friendly Restaurants enabled us to make precise recommendations for approaching and targeting restaurants going forward.

## *Deliverable Components*

The deliverable has been separated into four components:

- I. Revenue Generation
- II. Tiering Structure and Pricing Strategy
- III. Implementation (National and Local)
- IV. Future Research & Considerations