

# CASE STUDY

## Industry Positioning

### Challenge

When President Obama took office, he pledged to create 5 million jobs over the course of ten years by investing in renewable resources. A recycling trade association sought to position their members as the original creator of “green jobs” to increase their profile and be seen in a favorable light by the new administration.

### Solution

The trade association hired John Dunham and Associates (JDA) to conduct an economic impact study of the industry. JDA presented the data on an interactive map of the U.S. with district breakouts for Congressional and state districts.

### Result

The trade association launched the new website at their annual conference with a coordinated media campaign to communicate that the recycling industry creates almost half-a-million jobs and generates over \$10 billion in tax revenues to federal, state, and local governments. The website developed by JDA generated district-level talking points for members to use in meetings with their elected officials during a “DC Fly In.” At these meetings, members were able to demonstrate the industry’s efforts to create “green jobs” that promote recycling and sustainability.



Each of our technology products is custom configured to meet the visual and content needs of our clients. We maintain websites for our clients and also work with their IT people if they want to maintain them directly.