

**CONCORDIA COUNCIL ON STUDENT LIFE
BIG HAIRY IDEAS/UNUSED FUNDS APPLICATION FORM**

COMPLETE all information on this form and email it, along with a detailed project description and budget summary, to: lauren.broad@concordia.ca
Incomplete applications may not be considered.

Along with this application form, two (2) supporting documents must be submitted – SEE CHECKLIST BELOW:

- 1)** A maximum 5 page detailed description of your project
- 2)** A budget summary, listing all expenses and any other sources of revenue (anticipated or confirmed)

**PROJECT NAME: Waste not, Want not: A COMPLETE COMPOSTING CYCLE
FOR THE CONCORDIA UNIVERSITY COMMUNITY**

NOTE: Proposals must include collaboration between students and faculty and/or staff.

Student/Student Group Applicant: The Graduate INDIVidualized student association (GISA)
Contact: Keroles Riad (president)
Student ID#: 29595880
Internal address: _____
Phone: 5172987997
E-mail: k_riad@encts.concordia.ca

Student/Student Group Applicant: Concordia Student Union (CSU)
Contact: Gabrielle Caron (sustainability coordinator)
Student ID#: 7024320
Internal address: H-711
Phone: ext: 8902
E-mail: sustainability@csu.qc.ca

Staff/Faculty/Department: Loyola sustainability research center (LSRC)
Contact: Dr. Peter Stoett (director)
Staff/Faculty ID#: 0109444
Internal address: H-1200-01
Phone: ext: 2116
E-mail: Peter.Stoett@Concordia.ca

Staff/Faculty/Department: Environment Health and Safety (EH&S)
Contact: Faisal Shennib (Environmental coordinator)
Staff/Faculty ID#: 0151530
Internal address: GM-1000.2
Phone: ext: 4351
E-mail: faisal.shennib@concordia.ca

Project Summary (100 words or less):

We propose a 3-track approach to establishing a complete compost cycle at Concordia: access to a composting facility (operations), installing compost bins across all of Concordia (operations) and an educational campaign (CCSL). Only a collaborative comprehensive approach can be effective. The Concordia community must move harmoniously. The administration is committed to providing the infrastructure. Faculty is committed to educating the community. Students are committed to leading and volunteering with enthusiasm to become the beating heart of this initiative. The rainbow unicorn of a complete compost cycle meshes perfectly with Concordia strategic directions, builds on its surging sustainability momentum and is finally at our finger tips.

Funding requests may range from \$10,000.00 to \$45,000.00

Total expenses: >\$45000

Amount requested from CCSL: \$45000

CCSL Special Projects Application Checklist

- Completed application form- **Yes**
- Maximum 5 page detailed description of your project- **Yes**
- A detailed budget listing all expenses and any other sources of revenue (anticipated and confirmed)- **Yes**

Please refer to the Guidelines for all Requisite, Desired and Disqualification Criteria

The detailed description should include, but is not limited to:

- How the project will have a significant and direct impact on student life at Concordia. Please describe the breadth and depth of this impact.
- For on-going projects, please provide a detailed timeline and a financial sustainability plan.
- If the project requires a university space, the applicant must have confirmation of the space before receiving funding.
- If the services of an external company or consultant are required, the project applicants must demonstrate why this is essential for success and keep these fees to a minimum.

Waste not, Want not: A COMPLETE COMPOSTING CYCLE FOR THE CONCORDIA UNIVERSITY COMMUNITY

Executive summary

As a next generation university, we must lead by example in developing ways of addressing next generation challenges, the most daunting of which is sustaining a habitable environment. Refuse from hallway containers is the largest contribution to waste at Concordia University: indeed, 81% of compostable waste disposed at Concordia currently goes to landfill. Surely, we can do better! Surely, we can lead the way with a completely self-sufficient composting cycle at a major, two-campus urban university. A comprehensive approach includes public education, compost collecting, composting, and the dispersal of compost across campus gardens and our greenhouses and the City Farm School, and excess can be sold to local farms. The key is a strong and sustainable educational campaign, so that Concordians know how to compost and why it is important.

Currently, a composter exists at the Loyola campus, but appears to be no longer suitable. Work is underway to repair or replace the composter with another that is either on-campus (preferably, one on each campus) or an in-city composter easily accessible from campus. But we also need an operative and sustainable collection process, and the willingness of members of the Concordia community to participate in the program on a daily basis. Too many composting bins are routinely rendered useless because people do not respect the need to place the proper type of waste in them.

We propose a three-track approach including administration, faculty, staff, students:

- a) access to suitable composters (and qualified personnel to operate them) either on one campus, both campuses, or in collaboration with the city of Montreal;
- b) implementing a complete bin system across all of Concordia; and
- c) initial and long-term educational campaigns.

Concordia's Office of Services is committed to devote the necessary resources to achieve a) and b). A unique collaboration between faculty and students, supported by the "Big Hairy Idea" competition, can provide c). The collaboration between faculty members of the Loyola Sustainability Research Centre (LSRC), the Graduate Individualized Student Association (GISA), and Concordia Student Union (CSU) will coordinate with student associations such as the, SAF, Sustainable Concordia, Concordia Food Coalition, Le Frigo Vert as well as Concordia's Greenhouse and City Farm School (which will use much of the compost) ensuring a massive campaign with an army of volunteers.

This collaboration builds upon an existing solid sustainability foundation, highlights the many sustainability bright spots in Concordia University and exemplifies its new Strategic Directions. By "going beyond" the university's academic mission and enforcing our leading position as a responsible global citizen, we "embrace our city" and we "embrace our world". The experiential learning inherent in a large-scale technical and social campaign "get[s our] hands dirty". By leading, belonging and contributing to these efforts, we (students, faculty, staff and administration) "take pride" in our next generation university.

Educational campaign outline

Given the contribution of Concordia's office of services to a) and b), CCSL funds will only be used to fund c), the educational campaign.

The intention of the collaboration is to design that campaign in close coordination between the student associations, Environment Health & Safety (EH&S) and faculty members of the LSRC from Arts and Science, Fine Arts, and JMSB. Consequently, the exact details of the campaign will be designed during remainder of the winter semester and the summer semester. However, here we present a preliminary outline of the campaign.

The ideal time to launch the campaign is the first two weeks of classes of the fall semester, September 2016, in tandem and collaboration with orientation activities and the president's back-to-school events and Concordia's annual shuffle. Students are least stressed by course work then.

The campaign will consist of several pillars: a food festival across all of Concordia, comedy, a social media campaign, an army of volunteers standing next to the new compost bins, and signage.

- 1) A massive food festival during orientation week (or shortly after) can serve as a great attraction for students to, in less than 1 minute in their way to class, pick up sustainable food and learn from volunteers about the new compost bins where they can throw the waste from the food they just received. Such a festival will help:
 - a) promote local groups producing sustainable food such as the hive and le frigo vert.
 - b) highlight the cultural diversity of Concordia's students,
 - c) take pride in food-related research conducted in Concordia by PERFORM, the INDI program, and Concordia's several sustainability related research centres.
 - d) showcase Concordia food initiatives such as the Loyola city farm school and the greenhouse.
- 2) If you can make someone laugh, they will remember your message. We will create just-for-laughs type interventions, skits and videos. Comedians can perform a few different skits (or "interventions"), some predesigned and some improvised, next to the new bins to double as entertainment that instructs people where to throw their food. These skits could be performed and filmed during the launch and the project would support local actors and Fine Arts students. The films can then be shown on public screens throughout the year (a lasting effect). Just-for-laughs skits typically do not require sound, making them ideal for public screens. Marketing students from JMSB can aid with the development of a campaign.
- 3) Social media is how this generation communicates. A social media campaign on composting can be developed, and offered analogous to that offered during exam time to relieve student stress. Concordia leaders and role models from administration, faculty, staff and students will be featured carrying signs

encouraging the community to compost. The previously described just-for-laugh videos have the potential to go viral in social media if well executed. Youtube educational videos will be created similar to those Concordia-created videos for the consent campaign. Communications students will be helpful here.

- 4) Volunteers will be the beating heart of this campaign. The most effective way of communicating is in-person. Volunteers should be dispersed across the university next to most of the new compost bins throughout the campaign to inform people of how to use the compost bins and not contaminate them, and the new investments that Concordia is making to ensure a complete compost cycle. Volunteers will require support in terms of management, training, T-shirts, food and other support materials. Collaboration and coordination with student associations are critical. Political science and Business students can lend organizational skills to this aspect of the project. It goes without saying that we will add all volunteer activities into the data base of Concordia Co-curricular Record (CCR) and that we are committed to ensure that all our volunteers are recognized and have their contributions documented in CCR.
- 5) Clear signage is critical to convey the information of what goes where, in milliseconds, next to all waste disposal bins. EH&S is currently redesigning all bins to ensure consistency across the university. This could potentially be fully paid by EH&S. However we can also use Design as well as Communications students to develop attractive, informative signage.
- 6) Creative billboards informing students of the new compost bins and what to throw in them to be in most Concordia entrances, elevators and screens. Fine Arts Students can design those billboards which can also be distributed through social media.

Conclusion

Concordia students are a sustainability force of nature. They grow their own food via City Farm School and the Concordia food coalition; they feed one another via the hive, peoples potatoes; they created the sustainability action fund. Those are just a few of the many sustainability student initiatives across Concordia. It is worth mentioning that the currently defunct composter at Loyola was purchased by the student run “Sustainable Concordia” but it fell short. A call-to-arms to the Concordia community to finally catch that rainbow unicorn of a complete compost cycle at Concordia will inspire and excite students. Students engaging in this campaign, as opposed to a purely marketing campaign, will seed a sense of ownership, and a feeling of making a real difference and belonging to a great sustainable next generation university.



Office of the Vice-President, Services

February 23, 2016

Dear members of the Concordia Council of Student Life Fund Selection Committee,

It is with pleasure that I am providing you with this letter of support for the CCSL funding application submitted by Keroles Riad entitled: "*Waste Not, Want Not: A Complete Composting Cycle for the Concordia University Community.*" Please note that this application is being submitted in collaboration with Professor Peter Stoett of the Loyola Sustainability Research Centre and Faisal Shennib, Environment Coordinator of the Environmental Health & Safety office.

I applaud the objectives of this initiative which are intended to strengthen and optimize composting efforts at Concordia University. Composting is an important aspect of our sustainability efforts and this proposal is aimed at increasing awareness of the benefits of composting at the University.

The proposal is also a call to action for better triaging of waste with an education campaign aimed at the University community. More effective triaging of waste at collection bins will greatly improve the efficiency of composting. The Services Sector is fully committed to investing in composting and is presently looking at ways to further optimize its practices. Independently of our composting methods, an educational campaign, as the one proposed by Keroles Riad's initiative, can significantly help optimize the composting cycle from collection of material to composting, and finally, to the disposal of quality compost material.

These practices are a shared responsibility of the members of the University community and this proposal embodies this with the collaboration of the project multi-stakeholders from the student, faculty and administration/service community. It is for these reasons that I fully support this request for assistance from the CCSL.

Best regards,

Roger Côté
Vice-President, Services



**FACULTY OF
ARTS AND SCIENCE**

Loyola Sustainability Research Centre

Dear Concordia Council of Student Life Fund Selection Committee,

Composting is an essential feature on any sustainable university campus today. As this application makes clear, we have firm commitments from Concordia University to put in place a first-class composting system on both campuses; this will be an improvement over the old system in both technical and managerial terms. However, a composting system is only as good as the human behavior that accompanies it. On campuses across Canada, many compost bins sit empty or, worse, are filled with inappropriate litter. Implementing a state-of-the-art technical operating system without an extensive education campaign about how to use it would be putting the proverbial cart before the horse at an institution home to some 50,000 community members. This is why a robust and sustainable composting education campaign is vital.

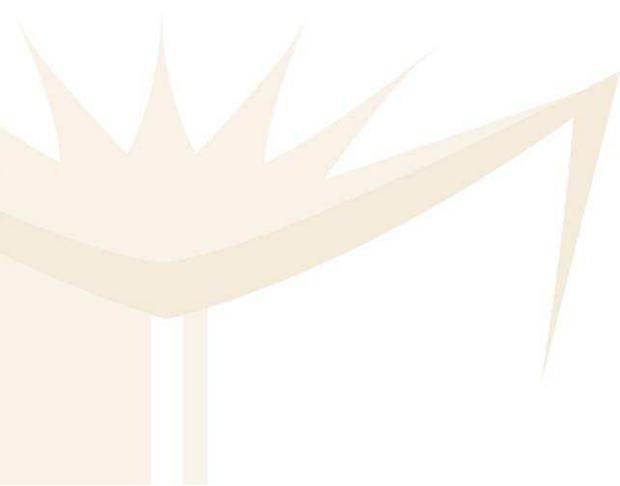
This proposal, "Waste Not, Want Not", will permit such a campaign to take place in the 2016-2017 academic year. It features both high-impact (such as the proposed food festival) and longer-term (signage and volunteer presence) communication strategies. Beyond my own participation, there are several members of the Loyola Sustainability Research Centre (which currently engages over 35 faculty members from over 15 academic units) who would have an interest in seeing this project to fruition. Within the Faculty of Arts and Science, interest and synergy from the Departments of Communications, Sociology, English, Political Science, Geography, Education, Applied Human Sciences, and the Loyola College for Diversity and Sustainability is most evident. We also have members from all of the other Faculties who could direct deeper student involvement. For example, in Fine Arts, students in Design can play a role in the poster and signage work, and students from Theatre can collaborate with faculty on the videos we envision playing across campus. I would also stress the symbiotic relationship between the LSRC and Concordia's SGW Greenhouse and the Loyola City Farm School; this can be used not only to facilitate the sustainable use of finished compost on campus, but also serve as yet another conduit for educating the student body and generating committed volunteer recruitment.

For a mass composting system to be effective, we need both widespread buy-in and properly instructed participants across the entire university community. Should this application be successful it would be only fitting that students are leading the way here, not just by insisting that Concordia's reputation for sustainable practices is justified with concrete action, but by actively teaching the community -- including their peers, faculty, and staff -- about the necessity, benefits, and proper techniques of composting. Composting serves a very useful ecological purpose, but the broader conception here is the achievement of self-sufficiency and the social benefits of collective accomplishment, valuable elements of the student experience that will leave a lasting impression on our graduates as they replicate similar efforts in their professional careers and personal lives in the years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "P.J. Stoett".

Dr. Peter Stoett, Director
Loyola Sustainability Research Centre



BUDGET: WASTE NOT, WANT NOT COMPOST EDUCATION PROJECT

As stated, the detailed design of the campaign will be carried out during the remainder of the winter semester and summer in collaboration between GISA, CSU and LSRC. However, here we present a preliminary budget.

General budget

Item #	Item	Cost (CAD)
1	Food festival	20000
2	Comedy	7500
3	Social media	2000
4	Volunteer support and T-shirts	4000
5	Signage and billboards	2500
6	Space booking, contingency and other activities	6000
7	Project coordinator	3000
Total		45000

Budget details

Item 1: Food festival	
Food festival aimed to reach 10000 people at approximately \$2 each	\$20,000

To get such a high reach, the festival needs to be sustained in all buildings with high traffic (SGW -EV, MB, Hall, LB and VA. Loyola - VL, SP and CG) spread across the first two weeks of classes. The 10000 goal is for events funded by us. More people will be reached in collaboration with associations' orientations, the president's back-to-school events, shuffle, and "bite me" week" using their own funding.

Item 2: Comedy	
Materials[^]	
Proximity Sensors	100.00
Bins+lids	1232.00
Computation	80.00
Microphone and speakers	100.00
Cables + accessories	100.00
Printed material	700.00
GST	115.60
QST	242.15
Total Materials	2669.75
Space	300.00
Travel	160.00
Video support and editing	344.00
Professional Fees*	726.00
Contingency (15%)	629.96
Total	7499.47

[^]Materials for two "better bins"

*consultation and collaboration with Improv Montreal on comedic component of exercise-8 interventions 3 hours long.

Item 3: Social media	
Signs	100
Photographing and photoediting	1000
Youtube educational video	500
Online content creation	400
Total	2000

Collaboration with Concordia communication, student associations and newspapers will be established.

Item 4: Volunteer support	
Volunteer Kit for 100 volunteers at \$20 each**	2000
Sustainable T-shirts to students, professors and those who will be featured in the social media campaign***	2000
Total	4000

** This will include training, basic waste-reduction kit, volunteering sustainable T-shirts and appreciation gifts.

*** T-shirts to be given out (maybe at a very small price) to students which will also promote composting. Additionally, to professors who wish to help promote composting in their classes and to community leaders who will be featured in our social media campaign.

Item 5: signage and billboards	
2 stand up banners for events and food festivals, easels with foam boards (unless there are more sustainable options) in waiting areas/ lunch lounges	1000
Billboards****	1500
Total	2500

**** Pictures generated in social media campaign in tunnels, building entrances, lobbies and elevators of the 8 buildings identified earlier if allowed by building managers.

Item 6: Space booking, contingency and other activities	
Space booking (\$300/lobby * 8 buildings)	2400
Other activities (from future planning as this is preliminary) and contingency to all other activities	3600
Total	6000

Item 7: Campaign coordinator	
Coordinator (\$1000/month * 3 months)*****	3000

***** This will not go to the applicants. Due to the size of the project, a dedicated person to assist the applicants in managing the project will be critical to the success of this campaign.

Other anticipated sources of funding

First, it is important to understand that the goal of this campaign is to minimize the percentage of compostable waste falling in landfill bins and to minimize the percentage of contaminated compost bins with non-compostable waste. All it takes to fail in achieving this goal is few people to be uninformed. Concordia community consists of not only a growing student body over 45000 students, but also a large faculty, staff and administration personnel not to mention the general public being an open university. Reaching all is a monumental task!

The CCSL \$45K funding is a critical springboard to a successful campaign but it must be complimented. Growing this campaign much more than presented here is quite vital to the success of this campaign. The collaboration already built around this application is of a great value to obtain support and more funding from other groups on campus.

All additional support to be obtained will not be used to replace any activity of what was listed above but rather to add to them to make an even bigger campaign.

As stated, student associations are anticipated to incorporate our campaign in their orientation activities that they fund. Similarly, the president back-to-school events, the Concordia shuffle and the Concordia food coalition “bite me” week are anticipated do the same using their own funding. Concordia communication as well as student newspapers are anticipated to provide in-kind support in the social media campaign.

We also anticipate to obtain funding from SAF, CSU, GSA, sustainable Concordia, the office of the president and, potentially, different sustainability-oriented research centers in Concordia.

Materializing and quantifying all this support is not possible at the time for this application as the competition was only announced at the end of January, about one month ago. However, we do hope to present more progress in this regard by the time of a presentation in CCSL should we be given the opportunity to do so.