

## Sustainability Project Fund Application



**Budget requested: \$850**

### **What: Project Overview**

Campus Swaps is a sustainable initiative for McGill students, in the form of a social enterprise. We aim to transform the McGill student consumer behaviour by creating a sustainable, cyclical system of material ownership that recycles goods from graduating students through sales to incoming students. Our service is intended to provide affordable prices to new students, responsible recycling options for recent graduates, and substantial, measurable waste reduction within the McGill student community.

Each year at McGill, thousands of items are thrown out upon graduation and spring move-out, including many that are reusable and in prime condition. With the stress of finishing their last exams, solidifying their plans for the following year, and spending their last moments with university peers, graduating students often see no other option but to litter the streets of the student residential area with all of their “stuff,” or unwanted items, such as dishware, clothing, and school supplies. This in turn generates a tremendous amount of waste by McGill students each year.

In the fall of each year, incoming students moving into residence and second year students moving into apartments arrive at McGill looking for these same items to set up their student lifestyle. These students are in need of an affordable and convenient purchasing option and are looking to become a part of the McGill community.

Campus Swaps has created a model to connect these two groups, those wishing to get rid of these items and those wishing to purchase them, by offering free pickup service to graduates in the spring, storage over the summer, and affordable sales of these items to incoming students in the fall. This in turn creates a sustainable cycle of ownership within the McGill student community (See Appendix 1).

### **Who: The Founders**

We, the two founders of Campus Swaps, (Shira Abramowitz and Christian D’Andrea) are both current undergraduate students at McGill. We have both been actively involved in McGill campus life over the past three years; sitting on various committees and holding a number of leadership positions. Following our joint interest in entrepreneurship, we have created Campus Swaps as an experiment in using social enterprise to make a positive change on our campus.

## **How: Implementation**

### **I. Structure of Operations**

1. Stuff Collection: Campus Swaps has offered a free pick-up service to graduating students this past May 2011. Over 3,000 items with ranging resale values were collected that would have otherwise been discarded as waste.
  - a. “Stuff” collected includes:
    - school supplies      - clothing                      - cleaning supplies
    - accessories              - kitchenware              - home décor
    - minor appliances      - miscellaneous              - sportswear & equipment
    - small storage containers/home organizers
2. Storage & Sorting: All items have been sorted, cleaned, and stored in a student apartment (totalling 80 boxes of over 3,000 items).
3. Re-Sale: Items will be resold to students at “expos” on campus during move-in weekend. Items will be sold for extremely low prices (ex. \$1 tee shirts, binders, dishes, and more) to provide a more affordable option to incoming students.
4. Recycle & Donate: Items unsold will be donated or recycled responsibly.

### **II. Support System & Stakeholders**

- *Storage* - Two student residences with ample space and commitment to storage over the summer. Looking to expand to university-provided storage for upcoming years of operations.
- *Transport* - SUV with trailer used for collection period. Plans for sales period this fall include U-Haul rental.
- *Volunteer commitment* - From numerous sustainable & “green” groups on campus in exchange for a percentage of proceeds. (*ie. If Greening McGill commits to X number of volunteer hours from their constituents, Y% of proceeds will be donated to their organization*).
- *Faculty* - Support and backing from multiple professors in the Management Faculty, including Professors Chauvin, Marques, Toulan, and Etzion.
- *Administration* - First Year Office, FROSH/Orientation Week organizers, Residence Floor Fellows and Residence Life staff, and the Alumni

association have all been consulted and are willing to form strategic partnerships that will help increase awareness of Campus Swaps sales expositions as a valuable resource to first year students.

- *Point of Sale* - Permission for sales at the planned Sustainability Fair in mid-September 2011. Permission for sales in the SSMU building during move-in weekend is pending confirmation by the SSMU executive board.
- *Student entrepreneurs* - Those interested in getting involved in sustainability and specifically in social enterprise will be provided with the opportunity to apply for a paid position as Regional Manager in future years.
- *Student researchers* – There is an opportunity for student research to be performed focusing on student consumption practices and specifically on sustainable purchasing practices on university campuses. Management professors are being contacted currently to arrange for this project.

### **III. Timeframe, Milestones, & Measurement**

- Campus Swaps has already begun operations, and has collected over 3,000 items that are currently being stored in personal apartments.
- August 2011: In the upcoming fall Campus Swaps will be holding sales expositions of these items on-campus (specifically over move-in weekend).
- May-June 2012: In the following spring, Campus Swaps plans to expand to reach even more of the McGill community (as only approximately 4% of potential collection customers were reached this past collection period).
  - Campus Swaps also plans to hire a regional manager to continue the operations in future years. This regional manager will be a current undergraduate or graduate student with the intention of remaining in Montreal for upcoming years. We are also strongly considering the option of incorporating Campus Swaps in the form of a co-operative, which would involve student ownership of the enterprise for years to come.
- The success of the project is gaged by a waste-reduction measurement based on the weight of the items collected and therefore diverted from landfills. During the recent “pilot” collection period, over 4,000 lbs were collected and therefore diverted from the trash. All items left unsold after the sales expositions in the fall will be donated to pre-determined organizations, (many of which are McGill associated) including giving school supplies to underprivileged children and plates and kitchenware to the Plate Club, among others.
- Campus Swaps plans to expand McGill operations in the coming year, as well as to expand to the other Montreal universities. Within the next two years, Campus Swaps hopes to expand outside of Montreal as well, and is considering various other cities as destinations, including Toronto and Boston (See Appendix 3 for detailed expansion timeline).

### **Results: Outcomes Expected**

- *Create a sustainable cycle of material ownership within the McGill student community.*
- *Generate a strong communal goal of sustainable consumption by encouraging students to feel that they are building a sustainable community with their purchasing and recycling practices.*
- *Encourage student entrepreneurship within the McGill community by demonstrating the ability of students to create a successful enterprise.*
- *Set a precedent through the creation of a social enterprise for students to combine career-oriented business initiatives with social responsibility to the greater student community.*
- *Gain valuable real-world business experience for student entrepreneurs, Shira Abramowitz and Christian D'Andrea.*

### **Financials:**

- *Critical Date:* There are two types of expenses that we would like to request funding for, those that are time-sensitive and those that are not. We understand that it is very close to the time in which we would need the funding however, and will be happy with any funds received by the requested periods.
  - *Time sensitive:* The expenses of advertising and U-Haul truck rental and gas costs will be incurred in the upcoming fall sales period.
  - *Not time sensitive:* The expenses of plastic boxes and dollies for storage purposes will be used for future years of operations.
- *Funds this year:* Funding is only requested within the 2011-2012 academic year (the first year of full operations beyond the initial pilot project). After this point, Campus Swaps will earn enough yearly revenue to be self-sustaining.

### **Detailed expenses:**

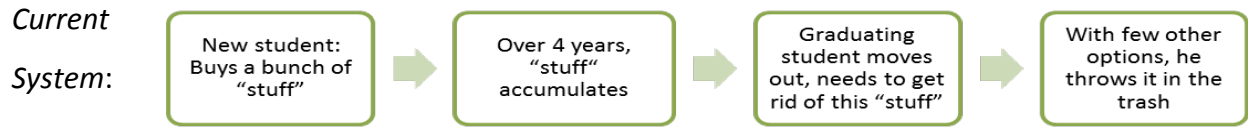
<b>Expense Description</b>	<b>Estimated Cost</b>
Expenses <b>Already Incurred</b> on advertising, storage, and transport	approximately \$600.00
Plastic Boxes for Storage	\$300.00
Dolly from Home-Depot	\$60.00
Advertising Materials	\$250.00
U-Haul Truck Rental + Gas	\$300.00

### **Detailed revenues:**

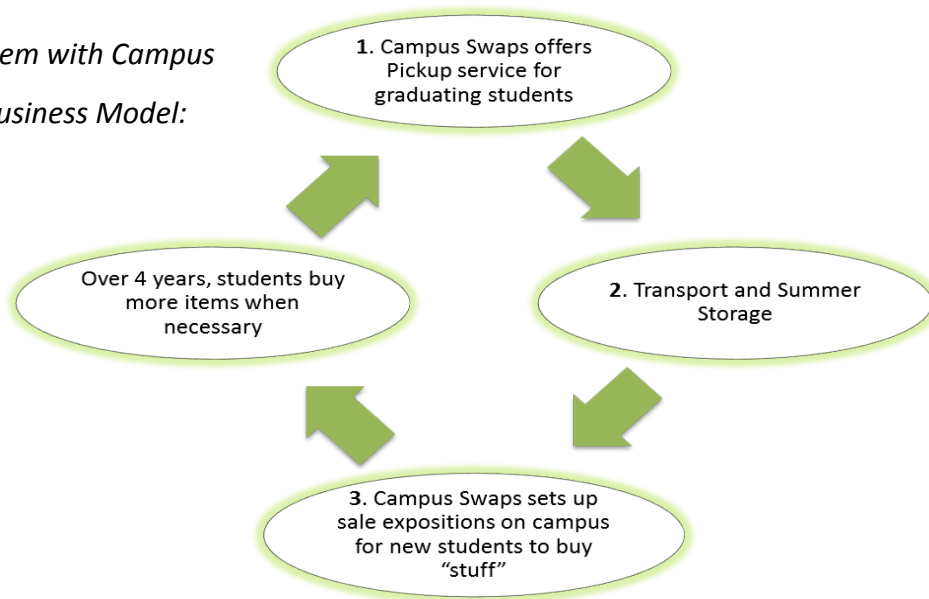
<b>Revenue Source</b>	<b>Amount Requested</b>	<b>Confirmed?</b>
Sustainability Projects Fund	\$850.00	No
Sales Expositions fall 2011	\$1,275 (projected revenue)	No
Sales Expositions fall 2012	\$6,100 (projected revenue)	No

Please see Appendix 2 for detailed collection and sales forecasts that explain the expected revenue estimations.

Appendix 1: Business Model:



*New System with Campus Swaps Business Model:*



Appendix 2: Collection and Sales Forecasts

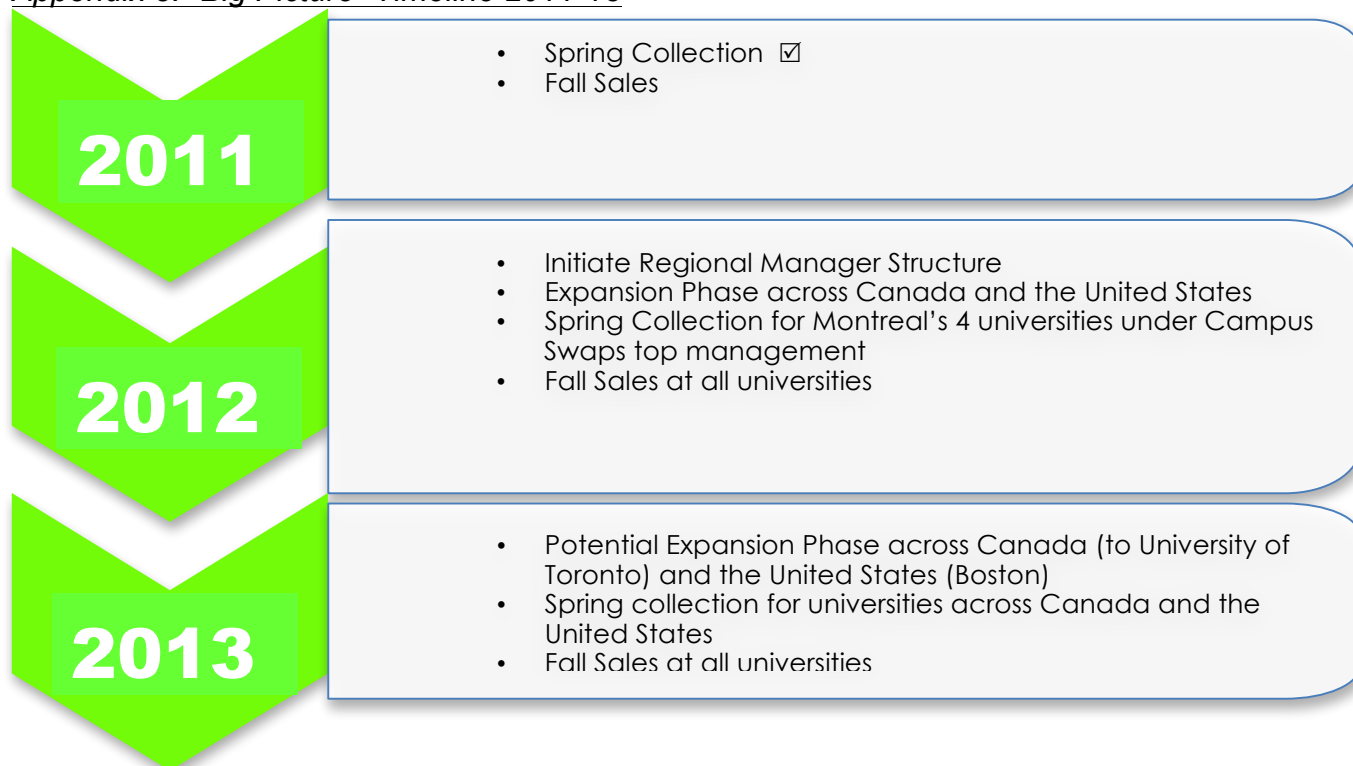
The numbers below have been calculated based on collection values for this past spring 2011. All items collected were inventoried and priced, and it is estimated that Campus Swaps currently holds approximately \$5,000 of inventory collected from 150 students (out of a total “out-of-towner” student population of approximately 3,000 per class). Increase inventory value rates as calculated based on increased collection rates to 20% and 30% of the potential market are provided below.

<b>COLLECTION FORECAST</b>				
<b>McGill</b>				
<b>Target Segment Population:</b>			<b>3591</b>	
<b>Year</b>	<b>Market Penetration</b>	<b># Students</b>	<b># Items</b>	<b>Inventory Value</b>
1 (2011)	4%	150	3047	\$ 5,099.45
2	20%	718	14589	\$ 24,416.17
3	30%	1077	21884	\$ 36,624.25

Sales Forecasts are shown based on projected inventory value and sales rates of 25%, 50% and 75% of inventory.

<b>SALES FORECAST:</b>				
<b>McGill</b>				
<b>Year</b>	<b>Inventory Value</b>	<b>% Inventory Sold</b>		
		<b>25%</b>	<b>50%</b>	<b>75%</b>
1	\$ 5,099.45	\$ 1,274.86	\$ 2,549.73	\$ 3,824.59
2	\$ 24,416.17	\$ 6,104.04	\$ 12,208.08	\$ 18,312.12
3	\$ 36,624.25	\$ 9,156.06	\$ 18,312.12	\$ 27,468.19

### Appendix 3: "Big Picture" Timeline 2011-13



### Appendix 4: Poster Used in Spring Collection 2011

# Campus Swaps

STUFF MANAGEMENT

**Graduating student?** Ready to get rid of all of your **STUFF** and move out? Trying to figure out what to do with your school supplies, extra clothing, kitchenware, etc?

Instead of throwing it in the trash, call Campus Swaps, and we'll come pick it up for you!

Call or text **514 513 7170** for pick up on **April 30th** or **May 1st**.



And look out for sales expos of "stuff" on campus in August and September!

Campus Swaps is a student-run social enterprise, created to increase the sustainability of the McGill student community. Check us out on Facebook & Twitter, or contact us at [cswaps@gmail.com](mailto:cswaps@gmail.com)

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