Sustainability Projects Fund

OVER $5,000 APPLICATION FORM

COVER PAGE

PROJECT INFORMATION

Please complete the fields below with information regarding your project.

Project Title Showcasing the Sustainability of Products Sold On-Campus

Brief Description To improve the accessibility and sustainability of the products sold on-campus, we propose to showcase their details, photos, ingredients, and sustainability practices using an online platform.

Total Estimated Project Budget $156,112.03 **Amount Requested from SPF** $66,112.03

Campus(es) Impacted ☒ Downtown ☒ Macdonald ☒ Gault Nature Reserve ☒ Other Online

CONTACT INFORMATION

Project Leader

This person must be a current McGill University student, administrative staff, or academic staff.

Name	Santiago Bernal	Affiliation	Postgraduate
Email	santiago.bernal@mail.mcgill.ca	Campus	Downtown
Faculty/Unit/Organization	Electrical and Computer Engineering		

Project Team Members

The SPF encourages you to be inclusive, collaborative (especially between staff and students), diverse, and interdisciplinary when possible. To list more members, please complete a second cover page. You may email it to SPF Staff to include with your application.

Name	Joey Koay	Affiliation	Undergraduate
Email	zhi.koay@mail.mcgill.ca	Faculty/Unit/Organization	Electrical & Computer Eng
Name	Yannick D'Mello	Affiliation	Postgraduate
Email	yannick.dmello@mail.mcgill.ca	Faculty/Unit/Organization	Electrical & Computer Eng
Name		Affiliation	Choose one.
Email		Faculty/Unit/Organization	

SUBMISSION INFORMATION

In line with the SPF Eligibility Criteria, our team certifies that this project takes place at McGill University, is sustainability focused, is requesting seed funding, and is action oriented. ☒ Yes ☐ No

Our team has read the SPF Terms & Conditions and agrees to respect them. ☒ Yes ☐ No

Our team understands that this application is not confidential and consents to have its contents shared with relevant stakeholders during the review process and, if approved, on the SPF website. ☒ Yes ☐ No

Our team agrees to have their contact information included in the complete and shared application and, if approved, on the SPF website. ☒ Yes ☐ No

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PART 1: PROJECT OVERVIEW

Instructions: *Please answer the questions below as clearly and concisely as possible. You will be able to detail your project further in Part 2 of the Over $5,000 application process, the Project Plan, as well as submit relevant appendices. Once you have completed this Project Overview, save it and submit it online. SPF Staff will respond with feedback on your application within two weeks and send you Part 2. Once all sections are complete, the combined application will be provided to the SPF Governance Council for their review and decision. As a reminder, all SPF applications are assessed using the SPF Eligibility & Evaluation Criteria:*

ELIGIBILITY CRITERIA		EVALUATION CRITERIA		
AT MCGILL	**SUSTAINABILITY FOCUSED**	**ANALYSIS**	**IMPACT**	**FEASIBILITY**
SEED FUNDING	**ACTION ORIENTED**	**COLLABORATION**	**SUPPORT**	**CAPACITY BUILDING**

Before starting, you may find it helpful to consult the SPF Sustainability Brief and the Climate & Sustainability Strategy 2020-2025.

CONTEXT

Criteria assessed in this section: **SUSTAINABILITY FOCUSED, ANALYSIS**

1. **What specific sustainability-related need/issue have you identified at McGill and aim to address through your project? In your response, please describe clearly how the need/issue is related to sustainability.** *Note: Please wait to detail your project idea in response to Question 5. Limit ~100 words*

Members of the McGill community struggle to find their desired food items when shopping on-campus. There is a lack of information on the various items being sold and on their sustainability. This creates a problem for members whose daily purchases do not align with their values as they are unable to locate the items that they want and to evaluate the sustainability of their purchases. By not having access to this information, the McGill community is not always being guided towards the more sustainable options when shopping for food on-campus and the many efforts put in place by the stores are not being maximized.

2. **How do you know this is a need/issue? What research have you done on this need/issue (e.g. consultation, observation, survey)?** *Limit ~100 words*

We surveyed 112 consumers and 4 store managers including McGill students, alumni, and staff on their shopping habits and their sustainability efforts. Their responses confirmed that most students struggle to find new locations to eat around campus as they often just rely on word of mouth. Additionally, purchasing sustainable food was difficult for them as they were unaware of the alternatives. These alternatives are hard to find since only 7 of the 23 dinning locations displayed their inventory online but without any related sustainability information. This problem exists across Canada since almost 80% of Canadians are willing to pay more for local food, but only 25% actually do [www.nationalpost.com].

3. **What relevant information and/or best practices have you found that relate to this need/issue? In addition to information from external sources, detail any relevant related initiatives (past or current) that you are aware of at McGill.** *Limit ~100 words*

We have found that organizations such as the MOOS and the PGSS environmental committee offer guides on their website to help motivated students purchase and ultimately live more sustainably. We have also found that stores such as the McGill dinning halls use low-tech solutions to provide additional information on their items. These include stickers, labels, and signs which are noticed by all shoppers at these locations and promote their sustainable efforts such as reusable containers or participating in the McGill feeding McGill program. These methods allow them to educate all their customers, irrespective of their sustainable habits. These cafeterias also update their online menu on a weekly basis.

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4. **What expertise or qualifications does your team have regarding this need/issue, if any?** *Limit ~100 words*

Our team consists of 3 members who have been working together for over 5 years. We have already built an online platform to help people buy sustainably and is maintained by a start-up called Stocate, which we co-founded. Joey worked at McGill Design Consultancy where she built user-friendly websites. Santiago manages an academic collaboration in solar energy harvesting. Yannick actively participates in McGill's sustainability activities through his roles as VP Programming of goLead, PGSS Environmental committee member, and PGSS representative on the Governance Council of SPF. We have also supervised over 120 students through their final year Capstone engineering projects and summer internships.

PROJECT IDEA

Criteria assessed in this section: **ALL ELIGIBILITY & EVALUATION CRITERIA**

5. **What is your project idea? Please describe the idea thoroughly and concisely. Identify how SPF funding will be used, key contributions to sustainability at McGill, and, if your project is happening in different stages, core phases in the project.** *Note: You may also share how the project is new or how it complements, builds upon, or scales existing initiatives. Limit ~400 words*

Our project aims to increase the accessibility of sustainable foods across campus by building a platform capable of providing an online inventory of the different dining locations across the Mac and downtown campuses as well as by highlighting the sustainability efforts being made by these stores. We will gather their inventory and sustainability information and find ways to measure if the access to such information enables users to make more sustainable purchasing decisions. We have already developed an online platform called Stocate. Its website and app enable sustainable shopping and allow users to post store information and items.

In our first phase, the inventories of every food store (cafes, dining halls, vending machines) will start being gathered by an intern visiting each location and by our established collaborations with the store managers and chefs. These already secured collaborations will ensure that seasonal changes and availability are accurately reported. A complete inventory of DanaHospitality run cafes will be shared with new students at the start of the Winter semester in order to test the platform. To access the inventories and their sustainability information, the community will be able to scan a QR code placed at conspicuous points inside each location.

In our second phase, we will highlight the sustainability efforts of each store by using badges and continue gathering their inventories. Most of this information will be provided by our collaborators and will include the type of packaging used, the origin of the item, nutritional info (vegan, gluten free, etc.), and fair-trade items as examples. The badges will be used to promote constant store-wide initiatives such as offering reusable containers and to highlight time sensitive menu items such as produce from Mac Farms. The platform will be tested again and co-designed with the summer McGill community which includes student tours and those living in residencies.

In our third phase, we will apply the feedback and results from the previous phases to improve the platform and target the various orientation events in the Fall semester. This will allow us to ensure a maximum adoption rate for the platform with new students and to collect data on the sustainable shopping habits of the McGill community.

The SPF funding will be used to hire students, to contract Stocate, and to collaborate with orientation events. The interns will interact directly with Stocate to upload data and request changes to the user interface and experience (UI/UX). Stocate will host this data, develop the platform to support the specific needs of the McGill community, and improve their algorithms for sustainability evaluation.

6. **Is your project related to the University's Climate & Sustainability Strategy 2020-2025?** ☒ Yes ☐ No

7. **Is your project related to the University's Equity, Diversity & Inclusion Strategic Plan 2020-2025?** ☒ Yes ☐ No

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8. If you answered yes to Question 6 or 7, how does it relate? Please refer to the relevant strategy category, theme, goal, and/or action in your response. *Limit ~200 words*

This project will showcase the sustainability of McGill's food systems and their practices for sustainable procurement. This information will make it easier to shop sustainably which could lead to better sales for sustainable items in shops. Access to this data will assist the community in buying zero-waste packaging and could encourage stores to improve their sustainability impact. In this manner, it accelerates progress toward McGill's goals of achieving a platinum sustainability rating by 2030 and zero-waste goal by 2035 as described in the Climate and Sustainability Strategy 2020-2025. Our project will also support the goal of deepening community collaborations by supporting local, community-based vendors which aligns with the EDI strategic plan 2020-2025.

TRANSFORMING CAMPUS

Criteria assessed in this section: **AT MCGILL, IMPACT**

9. In the table below, describe your proposed project's 2-5 main impacts on the McGill community or its main goals to accomplish. Please check the stakeholders that will be impacted. Finally, list at least one key success indicator for each impact (e.g. # people will be engaged, % waste will be diverted, # buildings certified). *Note: Indicate a realistic target for each success indicator (e.g., rather than "# people engaged," include a target such as "50 people engaged").*

		Main Impacts/Goals	McGill Stakeholders Impacted (check all that apply)	Key Success Indicator(s)
REQUIRED	1	Educate and inform shoppers at a store within McGill about the sustainability of the items sold	☒ Undergraduate ☒ Academic Staff ☒ Postgraduate ☒ Admin. Staff ☒ Alumni	10% of buyers will scan the QR code to learn more about their purchases
REQUIRED	2	Compile information about the food procurement process of on-campus stores	☒ Undergraduate ☒ Academic Staff ☒ Postgraduate ☒ Admin. Staff ☒ Alumni	90% of food items sold at McGill will be visible on the online platform
OPTIONAL	3	Ensure sustainable purchasing at McGill's campuses.	☒ Undergraduate ☒ Academic Staff ☒ Postgraduate ☒ Admin. Staff ☒ Alumni	5% increase in revenue for the most sustainable items at stores
OPTIONAL	4		☐ Undergraduate ☐ Academic Staff ☐ Postgraduate ☐ Admin. Staff ☐ Alumni	
OPTIONAL	5		☐ Undergraduate ☐ Academic Staff ☐ Postgraduate ☐ Admin. Staff ☐ Alumni	

10. Have you considered implementing your project at more than one McGill campus? (e.g. If your project is downtown, could it be implemented at Macdonald Campus as well?)

☒ Yes ☐ No

11. Please describe your choice of campus(es) and why this choice is best for your project. *Limit ~150 words*

We chose the downtown campus due to their high density of stores and large community. We have also included the Mac campus since we can use the platform and our established collaborations to include these food stores. This will focus our efforts on gathering and providing information on the most visited dining locations across McGill. This project can be implemented across the rest of McGill campuses once the platform to support it has been built.

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PART 2: PROJECT PLAN

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ELIGIBILITY CRITERIA		EVALUATION CRITERIA		
AT MCGILL	SUSTAINABILITY FOCUSED	ANALYSIS	IMPACT	FEASIBILITY
SEED FUNDING	ACTION ORIENTED	COLLABORATION	SUPPORT	CAPACITY BUILDING

IMPLEMENTATION

Criteria assessed in this section: **ACTION ORIENTED, FEASIBILITY, IMPACT**

1. **List the key activities for your project and indicate the timing for these on the right. Please be specific and realistic when formulating your activities, ensuring that they are achievable within the indicated timeframe.**

Key Project Activities	Start Date (DD-MM-YY)	End Date (DD-MM-YY)
Interview and hire interns	31-10-22	12-12-22
Contract Stocate to host information and modify the platform to address the needs of the project	31-10-22	14-10-22
Assemble inventory of food items sold at McGill cafes	14-11-22	09-01-23
Assemble inventory of food items sold at McGill dining halls	26-11-22	06-02-23
Deploy online menus on Stocate's website and app	09-01-23	20-02-23
Introduce new winter students to the online inventories and gather feedback	23-01-23	06-03-23
Gather sustainability information from dining halls and cafés collaborators	06-02-23	21-09-23
Assemble inventory of other food items sold at McGill	20-02-23	01-05-23
Gather sustainability information from the rest of collaborators	03-04-23	02-10-23
Gather feedback from summer tours and residency students	01-05-23	21-08-23
Design McGill-specific badges and UI/UX improvements	06-03-23	03-04-23
Deploy all McGill-specific badges and UI/UX on Stocate's website and app	17-04-23	04-09-23
Design and order placards with QR codes for each store	29-05-23	26-06-23
Install placards	10-07-23	07-08-23
Promote project on social media	06-02-23	30-10-23
Collaborate with orientation week events	21-08-23	18-09-23

2. **Please describe what will happen to your project after the SPF funding ends. Additionally, please share if anything will be produced or installed (e.g. a workshop guide, equipment, a toolkit, a network, website, etc.) and indicate future maintenance plans.** *Limit ~200 words*

By the end of the SPF funding, this project will have built the platform needed to track the inventory and sustainability efforts of food stores on the McGill campus. We will create enough momentum through relationships, a platform, and data about the sustainable shopping habits of the McGill community which will continue to drive the project. The installation of QR codes on placards at each store will ensure the continuous use of the website and app.

After the SPF funding, the ongoing costs of updating the website would be maintained by each individual store following Stocate's subscription plan of $100 per year. Through these subscriptions, Stocate would become responsible for updating the platform and the inventories. This would ensure the conditional sustainability of the project.

The McGill community will be able to continue providing feedback, requesting new items or stores be added, and flagging any outdated information. The data generated by the project will continue to be used for a further year by a

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mitacs post-doctoral research position that will evaluate how to live sustainably in Montreal. Additionally, this project will be able to inform future efforts into increasing the accessibility of sustainability information by setting up the building blocks needed to provide a sustainable purchasing platform to McGill students, staff, and alumni.

3. Please list any potential risks associated with your project and the measures you will take to reduce their likelihood.

Main Risks	Preventative Measures
Lack of cooperation from stores that have made little sustainable efforts	Only the items and products with positive sustainable information will earn badges
McGill community does not use the platform	We will solicit feedback from users and track analytics to ensure the platform meets the demands of the community.
Sustainability information will change quickly based on the seasons/products offered.	The platform will highlight sustainability information that is both constant year-round and that varies with the seasons.
Lack of sustainable related information for some items sold on-campus	We are supported by a mitacs post-doctoral research position that will evaluate how to live sustainably in Montreal

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STAKEHOLDER ENGAGEMENT

Criteria assessed in this section: **AT MCGILL, COLLABORATION, SUPPORT, CAPACITY BUILDING**

4. **Please list all the key stakeholders involved in your project, indicating their role and support. If the stakeholder has provided a support letter, please indicate so here and attach it as an appendix document.** *Note: Projects involving modifying a space on campus, making a permanent installation, hiring a full-time staff, or adding/modifying a garden, etc., must seek permission from the appropriate stakeholder(s) (e.g. building director, Campus Planning and Development Office, staff supervisor, etc.). SPF Staff can help you assess if any key stakeholders need to be added to your list.*

Stakeholder's Name(s)	Title	Role in the Project	Support/Permission	Support Letter
Mario Paladin	General Manager @Danahospitality	McGill Cafes manager willing to provide information	Confirmed	Yes
Zach Suhl	Unit Chef @ Bishop Mountain Hall/Douglas	McGill cafeteria chef willing to provide information	Confirmed	No
Frank Digiovanni	Associate Director, @Dining & Hospitality	Dinning halls manager willing to provide information	Requested	No
Olivia St-Laurent	Project lead, @RSN inCube	Help providing additional support, resources, personnel	Confirmed	Yes
Stéphanie H. Leclerc	Program Manager, @Procurement	Program manager willing to provide information	Requested	No
Monique Lauzon	Marketing Com. Manager @SHHS	Social media manager at McGill willing to support our marketing	Requested	No
			Choose one.	Choose one.
			Choose one.	Choose one.
			Choose one.	Choose one.
			Choose one.	Choose one.

5. **How will you communicate about your project and share its impacts with your stakeholders and the McGill community? Please describe your tactics (e.g. social media, workshops, tabling, newsletters, etc.) and any related timing (e.g. at the beginning, during, or after the project). Related activities can also be included in Question 1.** *Limit ~200 words*

We will hire one intern to promote the platform and the outcomes of this project. They will design the placards and QR codes which will be displayed at every store. Once installed, the intern will focus on promoting the location and value of the QR codes on social media to the rest of the community. We have also started a collaboration with the Stocate, DanaHospitality, and McGill social media teams to ensure the posts get maximum visibility. These posts will consist of highlighting one store per week and showcasing their sustainability efforts.

Additionally, we plan to collaborate with orientation and tour organizers at the start of the Winter 2023, Summer 2023, and Fall 2023 semesters. We will invite the new winter students to use and provide feedback on the online inventories. In the summer, we will work with McGill tours and students in residency to promote and test the sustainability badges on the platform. These iterations will ensure that the platform will be ready by the start of the orientation events of the fall semester, for which we plan to hold tutorials and focus groups with the new students.

6. **If applicable, are there any training, volunteer opportunities, jobs, or complementary applied student research integrated in your project? Please describe.** *Limit ~100 words*

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We plan to hire 5 interns to help us collect and report on the information required.

Two interns will be responsible for uploading the inventory of each store to the Stocate platform and gathering the sustainability information provided by our collaborators. Another intern will focus on promoting this information as described in question 5. One intern will focus on gathering feedback and suggesting UI/UX features to address the needs of shoppers at McGill.

Lastly, this project is supported by a mitacs post-doctoral research position that will evaluate how to live sustainably in Montreal and apply the resulting algorithms to the platform.

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PROJECT BUDGET

Criteria assessed in this section: **FEASIBILITY**

Revenues

Indicate any funding you will receive or may receive to complete your project, including funds from McGill departments and units.

Funding Source(s)	Amount Requested	Request Status
Sustainability Projects Fund (SPF)	$66,112.03	Requested
Mitacs accelerate	$90,000.00	Confirmed
	$0.00	Choose one.
	$0.00	Choose one.
REVENUES GRAND TOTAL *(must match Expenses Grand Total)*	**$156,112.03**	

Expenses

Indicate your project expenses below. Please remember to include tax and shipping costs, if any.

Item Description	Unit Cost	# of Units	Total Cost	Expense paid by SPF?
Placards with QR codes	$120.00	56	$6,720.00	Yes, fully
Placards Extras (Shipping and installation)	$100.00	56	$5,600.00	Yes, fully
Stocate hosting for 56 stores and development fee (website and app)	$19,380.19	1	$19,380.19	Yes, fully
MITACS research internship (salary and research expenses)	$90,000.00	1	$90,000.00	No
Fall 2023 Orientation week sponsorship	$1,000.00	1	$1,000.00	Yes, fully
	$0.00		$ 0.00	Choose one.
	$0.00		$ 0.00	Choose one.
	$0.00		$ 0.00	Choose one.
	$0.00		$ 0.00	Choose one.
	$0.00		$ 0.00	Choose one.
	$0.00		$ 0.00	Choose one.
	$0.00		$ 0.00	Choose one.
	$0.00		$ 0.00	Choose one.
	$0.00		$ 0.00	Choose one.
	$0.00		$ 0.00	Choose one.
	$0.00		$ 0.00	Choose one.
	$0.00		$ 0.00	Choose one.
	$0.00		$ 0.00	Choose one.
Expenses Subtotal			**$122,700.1**	

Salaries & Wages

If applicable, please indicate any paid positions needed for your project. Please note: if you complete this Salaries & Wages section, you must also complete the Staff Position Information Appendix.

Position Title	~# Hours per Week	~# Weeks	Hourly Wage	Subtotal	+ 20% Benefits	Total Cost	Funding Sources
Sustainability & databse interns (2)	20	44	15.82	$13,921.60	1.2	$16,705.92	SPF
Marketing intern	10	44	$15.82	$6,960.80	1.2	$8,352.96	SPF
UI/UX intern	10	44	$15.82	$6,960.80	1.2	$8,352.96	SPF
			$0.00	$ 0.00	1.2	$ 0.00	
Salaries & Wages Subtotal						**$33,411.84**	

EXPENSES GRAND TOTAL *(must match Revenues Grand Total)*	**$156,112.0**

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APPENDIX

Relevant Support Documents

List any appendix documents in order in the table below.

Please keep the total number of pages as low as possible (recommended max 10). Please include any relevant support letters.

Doc #	Appendix Document Title	# of Pages
1	Stocate website and app mock-ups for McGill	1
2	Staff info position form 1: Sustainability and database intern	2
3	Staff info position form 2: Marketing intern	2
4	Staff info position form 3: McGill UI/UX intern	2
5	Support letter 1: Mario Paladin	1
6	Support letter 2: Olivia St-Laurent	1
7	Stocate quote	1
8		
9		
10	Staff Position Information Appendix, if applicable	

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