TINY STREAM APPLICATION FORM

Sustainability Projects Fund

PROJECT INFORMATION

Please complete the fields below with information regarding your project.

Title of Proposed Project   The World Oyster Podcast

Amount Requested from SPF
Typical requests are ≤$300 $290

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

CONTACT & SUBMISSION INFORMATION

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

Name	Jack Evans	Affiliation	Undergraduate
Email	Jack.evans@mail.mcgill.ca	Campus	Downtown
Faculty/Unit/Organization	ECOLE		

Please list the names of any additional core project team members:

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

In line with the SPF Eligibility Criteria, our team certifies that this project takes place on a McGill University campus and primarily impacts the McGill community, is sustainability focused, is requesting seed funding, and is action oriented.

☒ Yes   ☐ No

PROJECT OVERVIEW + PLAN

1. **Please describe your initiative, including details on when and where it will take place.**

I'm a facilitator at ECOLE, a model of urban sustainable living at McGill University, Montreal. As part of my work with ECOLE, I'm developing a podcast - the World Oyster Podcast - which aims to facilitate the spread of ideas relating to sustainable design and technology. Our audience ranges from new undergrads, to those emerging into early careers. Our goal is to empower our listeners with ideas which will better position them to make change in society, business and the environment. Currently, the podcasts introduction episode is being developed. The tentitive release date is the 1st of Octboer, 2022. Subsequently, the aim is to realease a new episode every two weeks following the realease of this introduction episode.

2. **Please describe how your initiative is sustainability focused and how it will be managed sustainably.**
   You may find it helpful to consult the SPF Sustainability Brief, the Climate & Sustainability Strategy 2020-2025, and the Equity, Diversity & Inclusion Strategic Plan 2020-2025.

This podcast essentially has no physical foot print i.e. occupies no physical resources. All interviews will take place over Zoom. Hence, emissions related to transportation are all but elimneated. For interviews conducted with guests located in Montreal, a Bixie bike will be used as transport. Along with promiting ideas and technolgy relating to cutting edge innovation in the sustainability space, each episode of the podcast will plug upcoming sustainability related events on campus, and those in the wider community. Hence, acting to facilitate the momentum of sustainable culture on campus.

Sustainability Projects Fund

3. **Please describe how your initiative will involve and directly benefit the McGill community. List all stakeholders.**

This podcast aims to act as a resource for the sharing of ideas relating to sustainable design, careers, practices, and technology. As such, it is targeted at all individuals and groups within the McGill community. However, each episode will be developed with undergraduates and those enteing into early careers as the key target audiuence.

4. **How many participants or beneficiaries do you expect for your project? How will you share information about your project (e.g. flyers, newsletters, webpage, etc.)?**

As an open source media outlet, I hope to maximise the podcasts listener base. As the show is in it's early stages, I am aiming to develop an audience of between 100 to 150 listeners in the first month. I then hope to grow the shows listener base by 5 to 10% each month. In line with this, the podcast will be promoted on all social media outlets through the shows own accounts and through mentions and reccomendations of other pages.

5. **Please describe why you need funding from the SPF. Explain what your anticipated project expenses are and how they will be used.**

As the podcast is still in the development stage, there are a number of initial upfront costs. Along with these, there are also monthly subscriptions to audio editing sofware and host platforms which will need to be covered.

6. **If you are requesting SPF Tiny Stream funding for an event, are you planning to certify the event with the McGill Sustainable Events program?** ☐ Yes ☐ No ☒ N/A

7. **Please fill the budget table below or upload a budget in .XLS or .XLSX format. If submitting your own, please make sure both expenses and revenues are included and clearly indicate the expenses that the SPF will cover.**

Expenses	Cost ($)	SPF to Fund	Revenues/Other Funding Sources	Amount ($)
Dynamic Microphone	$120.00	☒	Sustainability Projects Fund (TBC)	$290.00
Noise Cancelling Headphones	$200.00	☐	ECOLE Funding	$150.00
Host Sub $46.93/m (x3)	$140.79	☒	Owners Equity	$100.00
Audio Software $31.29/m (x3)	$93.87	☒		$0.00
Zoom Subscription (Per/year)	$200.00	☐		$0.00
	$0.00	☐		$0.00
	$0.00	☐		$0.00
	$0.00	☐		$0.00
TOTAL	$754.66		TOTAL	$540.00

8. **Optional: Upload an appendix with additional information about your project, including any flyers/promotional material that you have created.**

To complete the application process, please submit this form and any other applicable documents (budget, appendix) on the SPF website. The SPF Staff will be in touch regarding your application within two weeks of the monthly deadline.