

**Sustainable Campus Initiative
Winter 2017 End of Term Report**



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1.0 Introduction

This end of term report was created by the Winter 2017 service coordinators of Sustainable Campus Initiative (SCI), Shengdi (Sharon) Chen and Tristan Packwood-Greaves. The Winter term of 2017 for SCI focused on working towards a number of projects including making the University of Waterloo a Fairtrade designated campus, executing a second-hand clothing sale, running the Campus Compost initiative, maintaining the UW Campus Market Garden initiative, and continuing the cutlery rental service project. Additionally SCI planned and executed their main event of the term: Earth Hour Festival 2017, an annual event held in the V1 Great Hall. SCI hosted four SCI Talks throughout the Winter term, including bringing in speakers from both on and off campus. SCI also participated in the community cleanup after St. Patrick's day that was hosted by the Laurier Eco-Hawks. In this report, the coordinators summarize the events, projects, initiatives and provide recommendations for future terms. End of term reports from each SCI executive are attached in the appendix of this report.

2.0 Volunteer Management

2.1 Coordinator and Executive Recruitment and Selection

The Winter 2017 executive team was recruited in December 2016 by the Fall 2016 service coordinators: Catherine MacIsaac and Katee Ezra. Recruitment notices were posted on SCI's social media, www.feds.ca, Uwaterloo LEADS, and through FEDS marketing. The Fall 2016 service coordinators interviewed candidates, and conferred with the Winter 2017 coordinators in hiring the new executive team. Shengdi (Sharon) was a return coordinator to SCI.

2.2 Executive Team

Name	Position
Shengdi (Sharon) Chen	Operations Coordinator
Tristan Packwood-Greaves	Admin Coordinator
Catherine Anne MacIsaac	External (Communications) Director
Megan Greeley	Project Lead - Fair Trade
Danyka Byrnes	Project Lead - Cutlery Rental Lead
Chuchu (Sharon) Zhang	Advocacy Director
Timour Petrov	Internal Director
Jacqueline Grace Chung	Events Lead - Earth Hour
Hilena Demelie	Project Lead - Sustainable Fashion
Wanning Luo	Project Lead - Campus Compost
Fang Ning (Clover) Mei	Project Lead - Campus Compost
Asha K. Virdee	Project Lead - UW Campus Market Garden

2.3 Volunteer Recruitment

General volunteers were recruited through the Winter 2016 Campus Life Fair and the Feds Open House. Volunteers were also recruited through emails sent to the SCI mailing list and posts made on social media promoting volunteer opportunities. All potential volunteers were invited to SCI's General Volunteer Meeting, where they could learn more about SCI's projects and events of the term and have the opportunity to sign up to join to help out in one of the projects.

2.4 Training Information and Review

To train the executive team, the two coordinators held one-on-two meetings with each member of the SCI team during the first two weeks of classes. Each executive was provided a document outlining their specific responsibilities, overall as an executive with SCI, and specifically to each of their positions. The executives were given access to their SCI emails and shown how to use and where to find important SCI-related documents. General volunteers received training by their specific project lead through their weekly meetings.

2.5 Meetings

Weekly executive meetings were held on Wednesdays from 5:30PM to 6:30PM (1 hr duration). It was mandatory for all members of the SCI executive team to attend. A typical meeting included general updates from the service coordinators, overall action items and a round table of updates from all executives. Each project and events lead held their own weekly meeting with their teams to complete tasks and brainstorm ideas.

2.6 Volunteer Retention and Engagement

The main strategy behind volunteer retention this term encompassed having consistent communication and an end of term appreciation. Having a weekly meeting between the project/events leads and their volunteers helped in keeping commitment strong throughout the term. Project leads were encouraged to provide a collaborative atmosphere at meetings with their general volunteer team. This would allow for the general volunteers to feel as if they are making valuable contributions to the team.

It is recommended that each project lead email their interested general volunteers with a couple days of the general volunteer meeting, preferably the next day. It is also recommended that all project/event leads hold a weekly meeting for their volunteers. It is also encouraged that project/event leads allow volunteers to still be involved and updated on projects through email communication if they are not able to meet in person. For example, the volunteers should be able to participate in research for a specific project through the use of google documents if they are not able to attend the weekly project group meetings. Project leads also created Facebook groups to engage their volunteers and to communicate quickly and efficiently. It was seen that Facebook posts were more effective than emails in communicating with volunteers. Facebook was used to schedule weekly meetings for volunteer teams, and those who were not able to attend the meetings were updated through this medium as well.

2.7 Volunteer Recognition and Appreciation

Each project and events lead recognized their volunteers. Volunteers were appreciated through a \$10 Feds gift card at the end of the term. Only volunteers who were consistently committed through the term were appreciated with these gift cards. All SCI fashion sale volunteers were appreciated with a \$10 FEDS gift card.

Additionally, all volunteers were encouraged to attend the FEDS Appreciation Gala and SCI Talks events, where they were given free tea and pastries throughout the term.

2.8 Executive Recognition and Appreciation

The executive team was recognized for their hard work this term through an end-of-term dinner at Jane Bond. Eight members of the team used their appreciation budget towards dinner at Jane Bond, which was \$30 per person. The other four who could not make the dinner were appreciated with \$30 FEDS gift cards. The Winter 2017 term was a term that was filled with events that required contributions from the entire executive team for all events, especially the SCI second hand clothing sale and Earth Hour Festival 2017. Volunteers are an extremely integral part of Sustainable Campus Initiative, and through their efforts as executive members or general volunteers, they are always thanked for their efforts. Both general volunteers and executives were also invited to the FEDS Appreciation Gala.

2.9 Disciplinary actions

There were some minimal issues regarding discipline this past term. In particular, a project lead was, for a portion of the term, not responding to communications from the coordinators and not executing her duties with regards to the washing and cleaning of the clothes on time. The coordinators gave a firm reminder to the lead and also brought on another executive to help with the project. The original lead took more ownership of her duties after the conversation.

Through proper training at the beginning of the term, the remaining SCI executives were very committed to their roles and understood their responsibilities for the term. Training executives at the beginning of the term, and most importantly outlining their roles and responsibilities in detail is extremely important to the success of an executive, and therefore much attention should be paid towards training executives.

3.0 Communication

3.1 Website and Social Networks: Feedback and Suggestions

SCI's web page under the Federation of Students (FEDS) was updated to reflect all current projects and their general contact information. The page has been changed so that most details do not need to be updated on a termly basis. Instead, the only information that must be updated is under the office hours section. Information regarding UW Campus Market Garden was added to the page.

SCI ensured constant updates on social media via Facebook and Twitter to advertise events and activities to students, as well as general facts and updates regarding sustainability around the world. Scheduled posts were created for Facebook, and TweetDeck was used for twitter to ensure posts were being created daily. Facebook events were also created to keep students updated and informed on upcoming events SCI was hosting. This included writing in details about where and who would be involved in the events. In addition, the external director reached out to other sustainability-based organization on campus, such as the UW Sustainability Office, St. Paul's Greenhouse, and Laurier EcoHawks to advertise events and postings.

Internally, a private Facebook group was created to communicate between SCI executive members. This was a very successful platform for the executives to share reminders, ideas, and simple questions. Executives were encouraged to email the coordinators with any questions or concerns for their role specifically, and not contact them through social media for those cases.

A private Facebook group was also established for the UW Sustainability Student Leaders. The coordinators of SCI and Campus Compost Leads were added to this group. This group was also used to advertise some of SCI's events and opportunities to other like-minded leaders around campus.

In the past, SCI created blog posts that were sent to FEDS communication and posted on the FEDS main page. A weekly schedule was created and used to help in creating topics and making sure they were submitted on a weekly basis. This should be continued into the future to help in increasing awareness around who SCI is and what events or projects are happening.

3.2 Other forms of communications

SCI communicated with general volunteers, as well as students in general through consistent SCI emails sent out through the mailing list. A weekly newsletter was also provided through the mailing list and on social media to inform students about current projects and upcoming events that may have been of interest to them. Weekly action item emails were sent from the coordinators to the executives with deadlines and links to ensure that tasks were completed on time.

4.0 Events and Activities

Note: see individual executive End of Term Reports and event summary forms in the appendix for more details.

This term, SCI held two large events, Earth Hour Festival 2017 and the SCI Second Hand Clothing Sale, and a series of smaller events throughout the term that included SCI Talks and project specific events as well including Campus Compost promotional booths and several fair trade-related events. SCI also participated in the community cleanup after St. Patrick's day that was hosted by the Laurier Eco-Hawks, Envigorate Festival 2017, and the Sustainable Development Goals workshop held by the General Equity Club.

4.1 SCI Talks

SCI held SCI Talks during the Winter term from 6:30pm – 7:30pm in EV3-4408 on four Wednesdays throughout the term (Feb. 1st, Feb. 15th, Mar. 1st, Mar. 15th, 2017). The purpose of these events was to educate and engage with students on sustainability related topics. Speakers were invited to talk for the first 20-30 minutes of the event in order to leave time for questions and discussion. Speakers consisted of both individuals on campus, as well as in the community. The topics discussed were sustainable finance, international experience on sustainability, a sustainable cooperative, and sustainability at UW. The speakers, as well as all those in attendance, were given free refreshments and coffee throughout the evening provided by the ESS Coffee Shop. Further, speakers were provided with small gifts to show SCI's appreciation. SCI provided Fairtrade tea as well. The events were open to the general UW population. This event will continue on in the Spring 2017 term.

4.2 Earth Hour Festival 2017

This term, SCI's main event was Earth Hour Festival 2017. This event was held in the V1 Great Hall from 6PM to 10PM on Mar. 25, 2017. Various campus and community organizations such as the Laurier EcoHawks, Divest-UW, the Blue Dot, Rare, UW Campus Compost, and UW Campus Market Garden were invited to hold booths. There were a number of stations set up for students to participate in different sustainable activities, such as bath bomb making, cupcake decorating, and a hazelnut spread making workshop. Free food and prizes given out throughout the night. From 8:30 to 9:30pm, the lights were turned off and a coffeehouse/talent show took place, followed by the prize draw. The event was a huge success. We suggest that it takes place in the same location of V1 Great Hall in the future and further promotion is done towards the residences on campus to encourage students to attend.

4.3 Fair Trade Events

The Fair Trade initiative held three events this term. All is Fair Trade in Love and War event in February allowed students to make chocolate covered strawberries. The midterm refresher and St. Patrick's Day Tea-covery events allowed students to try free fair trade tea and coffee. These event were all held in the SLC marketplace and provided students with the opportunity to learn more about the importance of fair trade. In addition, SCI also held a hazelnut spread making workshop during Earth Hour Festival 2017, using fair trade chocolate.

4.4 Second Hand Clothing Sale

SCI's second used clothing was held from March 28 to 29 from 10AM to 3PM in the SLC Great hall. The event sold the clothes that were collected from the end of Fall term. The washing and drying operations of the clothes collected from Fall 2017 was done during the Winter term, after reading week, by Athletics. SCI volunteers and executives transported the clothes back and forth between the storage room and PAC and sorted the clothes. The project lead and SCI coordinators organized the sale, which included the booking of racks, set up of tables in the SLC Great hall, folding and organization of the clothes, execution of the sale, and the arrangement for pickup of the unsold clothes by the textile recycling company. The sale accepted both cash as well as debit as forms of payment. A large number of dedicated volunteers and executives were vital in the operations of the sale.

4.5 Community and Campus Events

In addition to the events created by SCI, SCI also attended events held by other environmental organizations on and off campus. SCI held a booth at the 2017 Envigorate festival, attended the UW Sustainability Student Leaders meetings, and also participated in the St. Patrick's Day Cleanup hosted by the Laurier Eco-Hawks. SCI brought a number of UW volunteers to the community clean up and were mentioned in the CTV news story regarding the cleanup. SCI also held a booth at the Sustainable Development Goals workshop held by the General Equity Club.

4.6 Projects

4.6.1 Fair Trade Initiative

The Fair Trade initiative is a partnership between SCI and Engineers without Borders (UW Chapter) in an effort to make University of Waterloo a Fairtrade designated campus. This term, the initiative worked with society-run coffee shops to become fair-trade. The Mathematics Society became fairtrade at the end of the Spring 2016

term, and the Science Society, and Arts Student Union worked to following suit in the Fall 2016 term. In Winter 2017, SCI and EWB planned to work together to bring fair trade products to the Engineering Society's C&D. However, the EWB contact for Fair Trade was not accessible and thus the discussions with the Engineering C&D was put on hold for Winter 2017 only. In Spring 2017, SCI should make immediate contact with the EWB Fair Trade person to move this conversation forward. Moreover, the Fair Trade lead should contact the EngSoc Business Manager, who operates the C&D from the business side, to continue the discussion. The Fair Trade lead ran three successful fair trade events this term, which was mentioned in the events section of the report.

4.6.2 Sustainable Fashion

This term, the Sustainable Fashion project continued to operate a clothing drive and sale for students at UW. During the Winter term, the clothes collected from the end of Fall 2016 was washed and dried by Athletics and stored in SCI's storage room in MC 1027. Volunteers were recruited to transport the clothes back and forth from PAC to the SCI storage room and execute the sale. The collection for the next sale will be taking place throughout April 2017, while the third sale will take place in the beginning of Fall 2017. The goal of a future second-hand clothing store created in the past Apple II space in the near future to make this collection and sale a permanent FEDS operation is currently in progress. One of the coordinators had a meeting with the re-elected VP operations, who wanted a business proposal, taking into consideration costs of washing, drying, part-time hire for the store, with success metrics from the SCI sales as support. This deliverable should be one of the duties of the incoming project lead in Spring 2017.

It is highly suggested that a competent and responsive person be hired for this position. The washing and drying operations of the clothes as well as the volunteer recruitment for the operations and sales are highly time-sensitive.

4.6.3 Sustainable Purchasing

The Sustainable Purchasing initiative continued this term by supplying products to all SCI events. SCI maintained the stockpile of supplies for this initiative. The SCI internal director also took the initiative to expand the programs availability past FEDS service and into the clubs event page. This will hopefully grow the demand for sustainable purchasing in the future. This term, a business plan has been sent to the FEDS clubs manager to initiate the process of putting Sustainable purchasing option on the clubs event form.

4.5.4 Cutlery Rental Project

The Cutlery Rental program is an initiative in its early stages launched by SCI in the Spring 2016 term. The project aims to bring reusable cutlery, plates, and bowls to the Student Life Center for students to use at UW Food Services locations. This term, the project lead communicated with UW Food Services about the feasibility of the project and drafted a proposal for the sustainable foodware project. The project will be furthered in the Spring 2017 term.

4.6.5 Campus Compost

Campus Compost is a team of students collecting compostable materials on campus. They have collection stations set up in the Environment buildings, as well as in some of the surrounding Arts buildings, such as Modern Languages. They also have a collection bin set up in the SCI office in the SLC. The compostable items are

put into the composting drum located next to Modern Languages. Campus Compost focused on the improvement of marketing, human resources, and social media in Winter 2017 as compost operations do not occur during winter terms. Campus Compost also began negotiations for expanding their compost operations to areas such as Optometry, EC1, MC, and UWP and revamped their website. The project also acquired new resources, such as multiple step bins, green bins, compost bags, a display board, and a pullup banner. In the Winter 2017 term. They will be fully operational in the Spring 2016 term.

4.6.6 UW Campus Market Garden

UW Campus Market Garden (CMG) joined SCI in Spring 2016. They have plots of farmland at St. Paul's as well as one in Kitchener. They grow organic, local food. Like Campus Compost, Winter 2017 was a term of preparation for the sowing and harvesting in Spring 2017. This term, Campus Market Garden collaborated with a number of groups on campus. First, they hosted a soup lunch for the WAEC, located in St. Paul's, where 100 people were served two soups and bannock (fried bread). Market Garden also held a booth at EcoSTP, an event held by the GreenTeam at St. Paul's. Finally, Market Garden collaborated with the Jewish organizations: Shores and Hillel Waterloo, to hold a successful Pickling Workshop with a turnout of 35 people. SCI also provided new resources to this project, including a display board, pullup banner, a tiller, and irrigation kit.

SCI should provide support and coordination with UW Campus Market Garden in the future to ensure that their events are marketed through SCI's channels and receive planning support needed. It should be noted that Spring and Fall terms are particularly busy for the UW Campus Market Garden project lead, thus some SCI executive duties, such as the weekly meetings and office hours may need to be relaxed for the CMG project lead only. Biweekly meetings between the SCI coordinators and the UW CMG executive was held to keep them up to date on relevant SCI events and administrative information.

5.0 Partnerships/Collaborations

In order to facilitate the variety and range of Sustainable Campus Initiative programming and initiatives, a variety of partnerships and collaborations were developed and maintained.

5.1 On campus partnerships

One major collaboration that was formed during the Winter 2017 term is the UW Sustainability Leaders Network, which composes of the sustainability office and student leaders from other sustainability organizations on campus, including Climate Students, Engineers Without Borders. The network aims to facilitate discussion on campus engagement and sustainability between green student groups and provides a channel to both network and market projects and initiatives. It is highly recommended that SCI coordinators, advocacy director, Campus Compost leads, and the UW Campus Market Garden leads attend these monthly meetings.

Another significant partnership that was formed this term was one with the Laurier Eco-Hawks. SCI brought UW volunteers to the St. Patrick's Day Cleanup Event hosted by the Eco-Hawks. The Eco-Hawks also held a booth at the SCI Earth Hour Festival event. This collaboration should be continued and strengthened through planning of joint events and participation in each other's events. A potential joint event would be a community cleanup that involved students from both universities.

As during previous terms, the SCI coordinators met with Mat Thijssen and the Sustainability office co-op student on a biweekly basis to share insights and information regarding events and project that SCI and the sustainability office are holding or doing. SCI and the sustainability office continues to promote and share each other's events. Brainstorming began for the planning of the 2017 ECO-Summit, but the majority of the work will be done in Spring 2017.

List of SCI's contacts

- Mat Thijssen (Sustainability Coordinator)
- Sustainability Leaders Network
- ESS Coffee Shop
- Engineers Without Borders
- St. Paul's GreenHouse
- Waterloo Institute for Sustainable Energy (WISE)
- UW Athletics
- Central Stores

5.2 Community partnerships

- Laurier Eco-Hawks

6.0 Inventory

6.1 Items acquired this term

A lot of new items were acquired this term for SCI. For Sustainable Fashion, a large vinyl cart with wheels was purchased to facilitate the transport of clothes from different place. Three 12 gallon green bin carts, five 20-L stainless steel step bins, six boxes of 60 paper compost bags, and other compost bags were purchased for Campus Compost.

SCI purchased an irrigation kit and a tiller for UW Campus Market Garden.

New pull-up banners and display boards were acquired for Campus Compost and UW Campus Market Garden.

A reusable atrium banner was acquired for future Sustainable Fashion Sales.

7.0 Budget

7.1 Overview

Winter 2017 is the end of the fiscal year. The SCI coordinators worked with the SCI Internal Director to spend the remaining budget SCI had for the 2016 year. Overall, nearly the entire budget, including the revenue generated from the Fall 2016 Second Hand Clothing Sale, was spent on marketing resources and material resources for Sustainable Fashion, Campus Compost, and UW Market Garden. SCI also generated approximately \$800 in revenue from the second hand clothing sale.

7.2 Current status

SCI spent nearly the entire budget, including additional revenue that was generated. This was achieved by communicating with executives to ask for proposals for the use of the remaining budget and revenue.

8.0 Operations

8.1 Short Term Suggestions, Plans and Goals

SCI's first short-term suggestion is to continue to work closely with Mat Thijssen, the sustainability coordinator of the University of Waterloo. This includes attending as many meetings as possible with him and the UW Sustainability Student Leaders Network. It is suggested that the Advocacy Director work closely with Mat, including to brainstorm ideas to better engage the undergraduate student body, especially first years. The second suggestion is to continue the cutlery rental service project. It is recommended that the project lead for this project acquires a team of volunteers so that the development of the proposal can occur more quickly. It is also recommended that a highly organized and motivated individual be hired for the position of Sustainable Fashion as the project requires extensive management of volunteers, communications, and resources.

8.2 Long Term Suggestions, Plans and Goals

We suggest that SCI begins doing further recruitment amongst first years as many of the executives and coordinators are graduating. Some time should also be taken into creating and updating training documents and using these in depth when training volunteers and executives so no information is lost between terms.

It is also suggested that SCI continues to participate in the Sustainability Leaders Network as well as collaborate with the Laurier-EcoHawks on more events. Moreover, SCI should do greater outreach, beyond the current social media channels, as many lower-year students are not aware of SCI and the work that SCI does.

9.0 Recommendations For:

9.1 Feds

In past terms, such as during the Fall 2015, Feds had a sustainability committee. This has not taken place since Winter 2015. It would be very beneficial for Feds to have a committee related to sustainability, showing Feds' overall support for sustainability on campus.

9.2 Services Manager

Brendan was a great support to SCI this term. He is very enthusiastic and always has awesome ideas which involve SCI and making campus more sustainable. He always seemed to have every answer and communicated with the coordinators in a timely fashion.

9.3 VP Internal

This term, SCI did not have too many interactions with the VP Internal, Deanna. We hope to see increased interaction with the future VP Internal other than the meeting regarding the Sustainable Fashion proposal. It is suggested that the VP internal and the FEDS executive team in general communicates promptly and effectively

with SCI when a proposal is submitted and has been reviewed. The feedback regarding the SCI proposal submitted in mid-2016 was only received when the SCI coordinator met with the VP Operations and Finance and Internal in March 2017.

9.4 Marketing

SCI had issues with FEDS marketing this term in terms of communication. FEDS marketing was initially disorganized and sent the marketing materials to the incorrect project lead. Moreover, it took longer than in past terms to get marketing requests processed. FEDS marketing should improve their organization in terms of what is needed from who within the service. It recommended that SCI executives outline clearly what it is that a SCI executive wants from Marketing and making sure there is a good amount of time to get it done to confirm that it will be done on time and up to standard.

10.0 Important Contacts

Mat Thissjen (mthijssen@uwaterloo.ca)

11.0 Attached Executive EOTS

11.1 Advocacy Director

Sustainable Campus Initiative Executive Report
(Chuchu Zhang – Advocacy Director – Winter 2017)

Describe your role in SCI

This position focuses on advocating SCI's sustainability activities to UW students, Feds, and UW administration. The main responsibility will be running a speaker series called SCI talks. SCI talks is a great opportunity to network with passionate individuals within and outside the University of Waterloo. In addition, there is the opportunity to develop future projects for SCI to work on, and develop advocacy campaigns for SCI to increase our interaction with students.

Structure of your group and # of volunteers (If applicable)

No volunteers, only encourage other members to market and attend the SCI Talks.

Main accomplishments of the term (include events, projects, meetings, etc.)

This semester, one of my main accomplishments was holding four successful SCI Talks. All of them had a really interesting topic, a great turnout and are speakers I would suggest the future Advocacy director to invite to speak again.

Lessons Learned from the term (What worked best for you? What didn't?)

Things worked well

1. Schedule: Wednesday evening around 6pm is a good choice.
2. Sending out catering order form once, prior to the first SCI Talk, and submitting all dates at once so that there isn't concern.
3. Preparing and sending out promo info for the upcoming sci talk on all facebook groups.

4. Sending out email invitation to potential speakers in the first few weeks of the term (Send more than necessary- this is important.)
5. Following up with confirmed speaker a week and few days prior to their sci talk to make sure they will still make it. This is a good contingency plan in case they can't make the sci talk, I still have time to find another speaker
6. Having catering from ESS coffee shop, it was close and convenient. Also, consider vegetarian and vegan preference. Promote SCI talk with free food; people will show up!

Things didn't work well

- Talks around midterm period will have a relatively bad turnout
- Forget to keep itemized receipt, might causing some trouble in reimbursement.

Recommendations for future lead of your Project/Position (duties, responsibilities, etc.)

- In the beginning of the term, set all the dates you wish the SCI talk to happen and send out invitation to as many people as possible, ask them to choose the available dates. Send out more emails to people than necessary, because there is a possibility of cancellations and dates/times not being convenient during this term. I made one general email that I catered to each potential speaker and sent many out.
- Try to ask all execs to attend the SCI talk and preferably **bring at least one friend**. It is important for the exec team to show up, as there is always a worst scenario that no one show up at the SCI talk, and this can look really bad on the speaker. Having team execs attend at least guarantee we have few people as audience.
- Always buy gifts for speakers to show appreciation. They like gifts, and this is the best way to get them to come back to speak again and get them to refer you to other great speakers.
- Always promote SCI talk with free food; we had great turnouts by posting fb groups, especially 'official UW free food', 'Events & Parties'. Some may only come for the food, but often time many came for the talk. If you're an environment student, chances are you only post on environment groups, and students from other faculties may not have know about SCI talk, so a group (that doesn't restrict faculty) is a good group to promote in.
- Send out catering order form at least one-week prior
- Prepare and send out promo info a week prior to the upcoming SCI talk to the 'external director' so the info will be sent out on SCI mailing list
- Follow up with speakers if not heard back from them within a week.
- Follow up with confirmed speaker a week and few days (prior to their sci talk)
- Try to engage other students groups, like "Climate Students", "Fossil Free UW", for related topics. Share information on UW sustainability leaders network to engage more groups.

Future recommendations for projects (new projects/ initiatives to continue and/or start next term)

2017 Green Guide has been finished. For the following term, electrical and hard copies are needed for distribution. See Google Drive for formal distribution locations and contacts.

The partnerships your group had with other organizations

We've establish a partnership with **Lexi Salt** at the St.Paul's Greenhouse. For any future SCI events, Lexi will help us promote, and in return we will also promote any Greenhouse events.

Mat Thijssen would like to host a talk (where he can talk with us about sustainability at Waterloo, so get in contact with him early.)

What you would have liked from the Service Coordinators? In other words, how can we, as service cords, be more involved in helping you to fulfill your position?

The coordinators have been very supportive in attending the SCI talk and getting execs to attend. It was important for the exec team to show up, as there is always a worst scenario that no one show up at the SCI talk, and this can look really bad on the speaker. Having team execs attend at least guarantee we have few people as audience.

The coordinators were also very helpful with any questions about receiving key fobs, filling out paper work or anything else that comes to mind. Reach out to them.

11.2 Internal Director

Sustainable Campus Initiative Executive Report

(Timour Petrov – Internal – Winter 2017)

Describe your role in SCI

My responsibilities included tracking spending and submitting cheque request forms. I oversaw the SLC e-waste station and SUSPUR. I also helped other execs with their events.

Structure of your group and # of volunteers (If applicable)

N/A

Main accomplishments of the term (include events, projects, meetings, etc.)

Helped defer over 100 pounds of electronic waste from landfills. Created a proposal for adding a sustainable purchasing feature to the FEDS clubs event form.

Lessons Learned from the term (What worked best for you? What didn't?)

It was difficult to keep track of all funds. Coordinators should continue to forward internal transfers invoices to the Internal email account.

Managing multiple email accounts was tough at times. SUSPUR should either be a separate role or the email accounts should be merged.

Recommendations for future lead of your Project/Position (duties, responsibilities, etc.)

SUSPUR needs to be promoted more. The service needs to be streamlined to improve the customer experience. Consider offering products in packages to simplify the process. A delivery option would be helpful.

Future recommendations for projects (new projects/ initiatives to continue and/or start next term)

I think SUSPUR could be its own project if we manage to scale it up. See above for specific ideas.

The partnerships your group had with other organizations

N/A

What you would have liked from the Service Coordinators? In other words, how can we, as service cords, be more involved in helping you to fulfill your position?

Continue sending weekly action item emails. Consider having a period of time before or after the weekly meeting during which execs can discuss any pressing items with coordinators. (Basically office hours for execs).

Recommendations for SUSPUR

1. Rethink service and product offering. Consider:

- a. Creating packages for food related items. I.e. small package would be for 25 people, medium for 50, large for 100. Packages would contain a cutlery set, napkins (2x person), large plates, and an option for hot or cold cups. Other items could still be ordered separately.
 - b. Establish a delivery service. Could charge an additional fee for this. This could be integrated into the FEDS order form. If we only have a pick-up option from the SCI office, then our office hours would likely have to be expanded to accommodate this.
2. This service still needs to be promoted more. Some ideas are:
 - a. Create a video that shows a time-lapse of some of our products decomposing and being added to soil. (Could work with Campus Compost on this).
3. Most of the SUSPUR material is not clearly labeled to show that it is compostable. I've seen students looking for recycling bins to throw out cups, etc. A possible solution is to look at other suppliers that provide better labelling of their products.

11.3 External Director

Sustainable Campus Initiative Executive Report

(Catherine – External Director– 2016)

Describe your role in SCI

As the external director, I handled the social media accounts, email and social events for our executive team. On social media, I created and promoted events for SCI and shared relevant content about the environment. I sent out emails either weekly or biweekly. Finally, I proposed social events for our executive team.

Structure of your group and # of volunteers (If applicable)

N/A

Main accomplishments of the term (include events, projects, meetings, etc.)

We promoted the events and had a good turnout at most of them!

Lessons Learned from the term (What worked best for you? What didn't?)

Emails often result in a lot of unsubscribing, people seem to like to follow us on Facebook more. Things that work are interesting environmental content and memes.

Recommendations for future lead of your Project/Position (duties, responsibilities, etc.)

Find interesting content to post! People like reading interesting articles, or seeing "life hacks" on how to be more environmentally friendly.

Future recommendations for projects (new projects/ initiatives to continue and/or start next term)

I was going to post a "Meet the execs" series, but I didn't get the opportunity. I would recommend this in the future!

The partnerships your group had with other organizations

We promoted content for a lot of groups on campus, and they promoted content for us. This includes (but is not limited to) St. Paul's Green House, the UW Sustainability Office, and the Laurier Ecohawks.

What you would have liked from the Service Coordinators? In other words, how can we, as service cords, be more involved in helping you to fulfill your position?

Coordinators were great this term.

11.4 Fair Trade Project Lead

Sustainable Campus Initiative Executive Report (Megan Greeley – Fair Trade Project Lead – Winter 2017)

Describe your role in SCI

- Promote fair trade across campus by hosting events and workshops to engage student interest
- Collaborate with Engineering Without Borders (EWB) to make UW campus fair trade designated

Structure of your group and # of volunteers (If applicable)

- Approximately 10 people were interested (and joined the Facebook volunteer group) but only four people were really involved
- One of the volunteers was in charged of our social media

Main accomplishments of the term (include events, projects, meetings, etc.)

- Hosted three events and was involved with SCI's main event which was Earth Hour:
 1. All is Fair Trade in Love and War
 - On Valentine's Day students got to make chocolate covered strawberries using fair trade chocolate and were able to gift them for that special someone
 2. Midterm Refresher
 - Gave out fair trade iced tea and talked to students on the status of fair trade designation on campus and what fair trade is
 3. St. Patrick's Day Tea-covery
 - Offered abundance of fair trade tea to students and engaged their interest on fair trade
 4. Earth Hour- Hazelnut Spread Workshop
- Had a booth where students made fair trade "nutella" in tiny mason jars they got to keep

Lessons Learned from the term (What worked best for you? What didn't?)

- When melting chocolate in the fondue pot use A LOT of coconut oil. Burnt chocolate tastes terrible.
- Stay in communication with EWB on working towards fair trade designation and make sure to be in contact with the other coffee shops

Recommendations for future lead of your Project/Position (duties, responsibilities, etc.)

- Ensure a steering committee is created (to do the research on how the coffee shops are doing with being fair trade. This term EWB had a steering committee so it can be either from EWB or SCI
- We only have the Faculty of Engineering coffeeshop left to get the fair trade designation. They were interested but we need to provide them with the information needed to be fair trade

Future recommendations for projects (new projects/ initiatives to continue and/or start next term)

- Get creative with the events. The more interactive the were (ie. All is Fair Trade in Love and War), the more students really enjoyed it

The partnerships your group had with other organizations

- Engineering Without Borders

What you would have liked from the Service Coordinators? In other words, how can we, as service cords, be more involved in helping you to fulfill your position?

- Nothing, everything was awesome :)

11.5 Cutlery Rental Project Lead

Sustainable Campus Initiative Executive Report

(Danyka Byrnes – Cutlery Rental Exec – Winter 17)

Describe your role in SCI

My role was to put together the proposal for a new reusable cutlery and dishware service for Brubaker in the SLC.

Structure of your group and # of volunteers (If applicable)

Four volunteers conducting research on their own schedules. We have weekly meetings to discuss our developments for the week.

Main accomplishments of the term (include events, projects, meetings, etc.)

Proposal is being written and should be delivered to FEDS and Food Services by end of April.

Lessons Learned from the term (What worked best for you? What didn't?)

Working with established services (i.e. Food Services) on campus can be very difficult because they have their own mandate that they must adhere to. It can also take a lot of time for a project like this, with multiple stakeholders, to get established. There are many obstacles that must be considered and overcome. Patience and long term commitment has to be given to projects like this. The payoff is significant, but having many stakeholders does slow down the process.

Recommendations for future lead of your Project/Position (duties, responsibilities, etc.)

Consult people within FEDS, as they can provide significant guidance, especially when working with services like Food Services.

Future recommendations for projects (new projects/ initiatives to continue and/or start next term)

I think that SCI should reach out into the engineering faculty a lot more. There are a lot of technologies and projects that SCI can help establish, and can source help from engineers (i.e. technical skills). Perhaps launching competitions would be a good way to go about it.

Having capstone, you could set out a prize (500\$) for a group that designs the best solar charging station (for example). Having a symbiotic relationship would benefit both parties.

The partnerships your group had with other organizations

N/A

What you would have liked from the Service Coordinators? In other words, how can we, as service cords, be more involved in helping you to fulfill your position?

As an exec, I would rather spend my time doing my own project, instead of helping other execs with the execution of their own. I don't like that I was required to do small volunteering jobs.

11.6 Sustainable Fashion Project Lead

Sustainable Campus Initiative End of Term Report

(Hilena Demelie - Sustainable Fashion Lead - Winter 2017)

Your specific role in SCI

This term I was project lead of SCI's Sustainable Fashion. This term I successfully held a second hand clothes sale event in Mar 28, 19. For preparation of this event, I communicated and coordinated with textile company, athletics and residences for clothes collection, washing and storage.

Structure of your group (If applicable)

I was the lead, with 20 volunteers.

Events and projects you were involved with this term

- Second hand clothes sale
- Residence clothing collection

Lessons Learned/What worked best for you? What didn't?

Recruit enough volunteers for clothes sale.

Recommendations for future director of your Project/Position

As well as planning for future clothing sale, the position lead will work closely with Brendan for assistance and Sadig for clothes washing. Additionally, you may need a lot of volunteers for clothes collection, washing and selling.

Future recommendations for projects

Future Lead will continue working on the second hand store and clothing collection. Also, the Project development lead will work on finding and starting new projects. For a new project to be successfully taken on for a second term, it must have secured funding and a preliminary project timeline/plan with some approvals in place. The Project Development lead will continue to pursue new projects as they are handed off to Project Leads.

The partnerships your group had with other organizations

Residences

- Sheila Goodwin, sgoodwin@uwaterloo.ca

Athletics

- Sadig Sadig, sadig.sadig@uwaterloo.ca

What you would have liked from the Service Coordinators? In other words, how can we, as service cords, be more involved in helping you to fulfill your position?

Cords were great! I got great help in this term's clothes sale event!

11.7 Campus Compost Project Leads

Sustainable Campus Initiative Executive Report

(Clover Mei & Wanning Luo – Campus Compost Leads – Winter 2017)

Describe your role in SCI

This position is responsible for leading the ongoing Campus Compost project, a student-run campus-based composting service that also includes marketing, education, and research initiatives. The leads will work with and promote effective collaboration amongst a team of Campus Compost executives (Marketing, Social Media, Operations, Human Resources) and volunteers (Marketing, Operations) to achieve these goals. In addition to SCI executive responsibilities, which include attending weekly SCI meetings and assisting at SCI events, the leads are expected to take ownership of Campus Compost and provide guidance and direction to the continual evolution of the composting initiative.

Structure of your group and # of volunteers (If applicable)

Campus Compost is composed of up to two project leads, executives for Marketing, Social Media, Operations, Human Resources, as well as volunteers for Marketing, and Operations. Marketing and Operations volunteers report to the Marketing and Operations executives, respectively, and the executives report to the project leads. In Winter 2017, there were 17 members on the Campus Compost team, including leads, executives, and volunteers.

Main accomplishments of the term (include events, projects, meetings, etc.)

In Winter 2017, Campus Compost accomplished good progress on many initiatives across Social Media, Human Resources, Operations, and Marketing. In addition to Fun Fact Fridays, Compost Meme Mondays was added to weekly Facebook postings to increase the group's social media presence. In terms of human resources, procedures and methods were developed to ameliorate recruitment, executive training, reference endorsement tracking, and term-to-term transition. On the operations side, experimentation was completed in support of year-round operations, and periodic blog posts were written and posted to social media and the Campus Compost website. In our marketing push, we revamped our website to include more critical information on the main page, updated our locations, and added content, such as our monthly reports, surveys, media mentions, etc. We also implemented a cross-campus poster campaign to increase awareness for Campus Compost and composting in general. We are also working on displaying Campus Compost ads on TV screens across campus and acquiring a trifold poster and banner for promotional purposes. On a larger scale, we have also been making negotiations to expand our operations to areas such as Optometry, EC1, MC, and UWP, at least on a pilot basis. Part of the goal is to test out whether such expansion is feasible, but we are also trying to acquire at least one designated student-facing location per faculty to help with promoting awareness for composting across campus.

Lessons Learned from the term (What worked best for you? What didn't?)

Communication is key for working with both executives and volunteers within the group as well as with other external stakeholders at the university, like FEDS Marketing, Ecology Lab, Mat Thijssen (Sustainability Coordinator), and Plant Operations. For formal communications, it is best to use email, and for casual interaction with volunteers, Facebook may be a better option. If you are requesting for something to be done, and the other party is not responsive, it may be advisable to schedule an in-person meeting instead to express

your urgency and sincerity. Specifically, we found that it was sometimes particularly difficult and frustrating to work with FEDS Marketing, so we would recommend either using alternate sources for marketing needs, or developing a more efficient communication system early on.

When communicating with executives and volunteers, it is important to be as specific and clear as possible to avoid misunderstandings. Communication between the Campus Compost leads is also important to ensure that tasks are completed efficiently and that no items are missed. The specific way of communication will depend on the individuals, but it may be helpful to share to-do lists and other such documents. Term-to-term transition is also extremely critical -- throughout the term, do everything you can to document work that was done so that they are not lost in translation. Specifically, we would recommend prioritizing the recruitment and training of volunteers and executives so that Spring 2017 operations can start running as soon as possible. This also holds true for the end of term; start preparing for Fall 2017 operations early on, preferably 1.5 months into the term so that the term-to-term transition happens smoothly.

Recommendations for future lead of your Project/Position (duties, responsibilities, etc.)

Any Winter 2017 initiatives that were in progress and incomplete from the ones mentioned above should be carried forward into Spring 2017. While maintaining smooth composting operations should be the priority next term, it is also important to make sure that work is continuing in all aspects, especially in terms of consistent marketing push. Other initiatives that were not realized this term can also be considered as priorities for next term -- these could potentially include a location-specific poster campaign, a large promotional event, consolidation of the data management system, and additional improvements to the management of our human resources. Specific projects can be prioritized in accordance to the executive team's interests as long as the Campus Compost team is committed to maintaining smooth operations and actively working on educating students and increasing awareness across campus. More helpful guidelines can be found in our master document, though it is currently a work in progress.

Future recommendations for projects (new projects/ initiatives to continue and/or start next term)

While we do not have completely new projects or initiatives to recommend, we do have some recommendations regarding the future of Campus Compost. As the university is making progress towards a campus-wide organics collection program, the role of Campus Compost may change in the near future. However, since there are no current commitments or set timeline for the change, Campus Compost should remain committed to its current goals of running a smooth composting operations in the meantime. Future leads should keep in mind that as campus-wide plans become more clear, Campus Compost's role may transition into one that is heavily, or even completely, focused on education and advocacy. It is important to maintain regular communication with Mat Thijssen (Sustainability Coordinator) to ensure that we are in the loop in terms of what is happening on the university level.

The partnerships your group had with other organizations

The most critical collaboration to take note of is the UW Student Sustainability Leaders Network, which aims to facilitate discussion on campus engagement and sustainability between like-minded student groups to increase our collective impact for on-campus sustainability. The network includes various on-campus sustainability groups and may be an important marketing and information channel in the future.

In Winter 2017, we also collaborated with the Game Development Club to create a composting video game, which can be used in our future promotions. Some discussions regarding potential marketing assistance from Enactus has also begun. We also considered a partnership with UW Marketing Club, but this plan did not come to fruition.

What you would have liked from the Service Coordinators? In other words, how can we, as service cords, be more involved in helping you to fulfill your position?

One thing that would be helpful as continuous supports from the coordinators is to help understand the dynamics and plans happening around campus.

Eg. We did not expect the SLC/PAC expansion to impact the location to which we wanted to move one of our compost Cows, and we were denied permission due to the considered location being utilized for construction storage. The conversation would have been more efficient if we had the information prior to our communication to eliminate back-and-forth emails.

Perhaps it would benefit all project leads and SCI's efficiency overall if we shared campus news at every meeting and speculated plans for the future? Just so that everyone could keep this information in mind and have alternate plans at hand as situations change moving forward.

11.8 Campus Market Garden Project Lead

Sustainable Campus Initiative End of Term Report

(Asha Virdee – UW Campus Market Garden Managing Director – Winter 2017)

Winter 2017 marks third term where UW Campus Market Garden (UW CMG) has acted as a group partnered with the Sustainable Campus Initiative (SCI). As the Managing Director of UW CMG, and an executive of SCI, my role includes communication with stakeholders, hiring employees for the spring 2017 term, budgeting, running weekly meetings for volunteers, planning events, and taking the lead to ensure the success of long-term projects. My responsibilities for SCI include attending weekly office hours, meeting on a bi-weekly basis with the SCI Coordinators, recruiting volunteers for SCI events, and promoting SCI events through the UW CMG Facebook page and email list.

The structure of our group changes depending on the term; the winter term consists solely of the Managing Director and general volunteers. This term we had nine regular volunteers, and about five other volunteers who helped out sporadically. In the spring, we have a full-time Garden Coordinator, Managing Director, and general volunteers. It is a possibility that we will also be hiring a full time Student Farmer for the spring term as well. For the fall term we have a Managing Director, several part-time Student Farmers, and general volunteers.

Our main accomplishment this term consisted of bringing our greenhouse project to fruition. This project has been in the works for two years, and with generous funding by Chartwells, the food service providers for St. Paul's University College, we have been able to order an 8'x8' greenhouse to be installed in April beside our garden plot at St. Paul's. This greenhouse will allow us to grow a greater variety of leafy greens, provide a place for storage, and ensure we have a reliable space to start seedlings in the spring. The greenhouse will also allow us to extend our growing season by up to two months. Additionally, with the generous support of SCI, we have obtained permission to purchase a tiller and drip irrigation kit for the North Campus Garden – our largest plot at Westmount and Columbia. The SCI coordinators have been very helpful with aiding UW CMG in completing two marketing initiatives – to obtain a pull-up banner and a tri-fold display board. UW CMG has also participated in a number of events across campus this term, including Clubs & Societies Days, a Waterloo Aboriginal Education Centre (WAEC) Soup and Bannock Lunch, EcoSTP, a Pickling Workshop hosted by Shores & Hillel Waterloo, and the Earth Hour Festival.

The main lessons learned during this term included the importance of frequent communication between the SCI Coordinators and myself in order to execute projects more quickly. Meetings on a bi-weekly basis were helpful to keep up to date with upcoming events and information. I believe it also would have been helpful to designate a specific volunteer from our group to be in charge of social media production and workshop coordination. At times, trying to balance all of these aspects of UW CMG, along with ensuring the completion of long-term projects, became slightly overwhelming.

Due to the differing nature of our initiative over the various terms, it is very important that the SCI coordinators are aware of how much time our future Managing Directors will be able to invest into SCI-specific events. In spring and fall terms, growing, harvesting, and selling crops is our main priority, thus the Managing Director should not be expected to spend as much time aiding in SCI events. However, in the winter term, activities such as holding office hours and volunteering for events should be executed by the Managing Director to maintain relations with SCI and stay up to date with developments on campus. That being said, I recommend the continuation of bi-weekly meetings with the SCI coordinators during every term, in order for both groups to remain informed and collaborate successfully.

Concerning future projects, this season will focus primarily on getting our greenhouse into production, and amending the soil at our North Campus Garden. We are working on improving the productivity of this plot in order to increase our crop success over time. This goal begins with the soil, and we are investing in the improvement of our growing medium in order to generate healthy and tasty plants. Additionally, further collaboration with Food Services on campus is a must. This includes collaborating with the SLC Farmer's Market, possibly supplying herbs and greens to the Bomber, and generally expanding our influence on campus through marketing and social media. We usually host at least one large event per term – last spring we hosted a Herb Preserving Workshop and a Seed Bomb Workshop. Possible ideas for events this spring include a Pickling or Canning Workshop. Last spring, we struggled to maintain a solid volunteer base. Through our continued involvement at Clubs & Societies Days, and greater outreach on campus, we hope to gain a more solid base of volunteers in the upcoming term. I also encourage outreach to professors in the Faculty of Environment, to determine the viability of including the gardens in experiential learning activities that are associated with particular courses. Finally, an essential step to take in the near future is collaboration with WAEC, to ensure the presence of Indigenous knowledge in our project.

This term we collaborated with a number of groups on campus. First, we hosted a soup lunch for the WAEC, located in St. Paul's, where ~100 people were served two soups and bannock (fried bread). We also held a booth at EcoSTP, an event held by the GreenTeam at St. Paul's. Finally, we collaborated with the Jewish organizations: Shoresh and Hillel Waterloo, to hold a successful Pickling Workshop with a turnout of ~35 people.

Overall, the SCI coordinators were very helpful this term in helping us with marketing from FEDS, and understanding the processes of working as a part of SCI today and into the future. We are grateful to have been provided with many new resources to aid us in the successful execution of our initiative. As a suggestion, having a more comprehensive idea of what services are available to our group in advance would be very helpful (e.g. MC storage space, available finances, marketing procedures, purchasing procedures, volunteer appreciation). Overall, working with SCI this term has been very helpful for our initiative, as far as providing support and resources that we were not able to access before.

12.0 Appendix of Event Summary Forms

12.1 Advocacy Events

Winter 2017 SCI Talks			
Winter 2017 SCI Talks			
Category <i>Educational, Social, Promotional, or Other</i>	Educational Lectures	Service Name	SCI Talks
Total Direct Event Costs	\$200	Date	Feb 1, 15; Mar 1; 15: 6:30-7:30 PM (Wed)
		Times & Timing	Bi-weekly event
		Location	EV3-4408
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Service Volunteer Name/Position</i>	Chuchu Zhang	Total Participants	15-30 per Talk
		New Participants	
Partners in organizing		Declined Participants	
Number of students involved in planning and execution		Demographics: Majority: Students from Environment Faculty Some are students from other faculty who are interested in sustainability/Environment	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
Facebook, Mailing, Twitter			
Exit Survey Results – <i>Number participants</i>			
Top Marketing Tools for the Event		Facebook groups	
Top Reasons for Attending the Event		Interested in the topics	
Average Quality of Experience		Good	
Most Popular Aspect of the Event		28 attendees	
Repeat Attendance		10 Yes, 8-10 No	
Goals and Learning Outcomes of the Event			
<p>Goals :</p> <p>SCI Talks are a biweekly mini lecture series with topics related to environment/sustainability, targeted at students who are interested in and passionate about sustainability/ environment area. Our intent is to have speakers sharing their insightful ideas, experiences or practices, to inspire students to learn, take actions and get more involved in Sustainability area.</p>			
<p>Learning Outcome</p> <p>Our intent is to have speakers sharing their insightful ideas, experiences or practices, to inspire students to learn, take actions and get more involved in Sustainability area.</p>			
<p align="center">Success of the Event</p> <p align="center"><i>Based on the above goals and learning outcomes.</i></p>			
This term SCI talks have a good outcome, with an average of around 20 attendees for each lecture.			

With attractive and insightful topics, such as Sustainability at UW, Bring Sustainability Home, we've successfully engaged students from different department in both lecture and discussions, especially fresh students. We also provided sustainable food from ESS coffee shop, considering both vegetarian and vegan preference. In all, this event advocated more ideas and experience on sustainability to more UW members, which will add more efforts put into further activities.

Recommendations for Future Events

- Try to engage other students groups for related topics.
- Distribute 2017 Green Guide

12.2 Fair Trade Events

All is Fair Trade in Love and War			
<p>Programming description and overview.</p> <p>Students had the opportunity to make chocolate covered strawberries, decorate their treats, and a chance to create a bag to give to that special someone. They also had an opportunity to engage in conversation on the topic of fair trade.</p>			
Category <i>Educational, Social, Promotional, or Other</i>	Social/ Educational	Service Name	Sustainable Campus Initiative
Total Direct Event Costs	\$106.45	Date	Tues Feb 14, 2017
		Times & Timing	Stand alone
		Location	SLC Marketplace
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Megan Greeley - Fair Trade project lead - SCI	Total Participants	~70
Partners in organizing	Engineers without Borders	Comments:	
Number of students involved in planning and execution	6	Demographics: Students	
Summary of Promotions			
<i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
Had Feds Marketing creating posters and had them posted around the school including a banner in the SLC atrium. Also created a Facebook event to gather followers.			
Goals and Learning Outcomes of the Event			
Goals: Have a fun event and give students a chance to create something yummy using fair trade ingredients. Also to create an event to have a conversation on the topic of fair trade and sustainability.			
Summary of Event			
Students had the opportunity to make chocolate covered strawberries, decorate their treats, and a chance to create a bag to give to that special someone. They also had an opportunity to engage in conversation on the topic of fair trade.			
Recommendations for Future Events			
Chocolate burns! Use lots of oil and do research before cooking (even testing the recipes beforehand).			

Midterm Refresher

Programming description and overview.

Students were given the chance to taste some delicious fair trade tea and discuss fair trade and sustainability. It was set up in the SLC Marketplace and students were able to grab some iced ginger tea and talk about anything sustainable.

Category <i>Educational, Social, Promotional, or Other</i>	Educational	Service Name	Sustainable Campus Initiative
Total Direct Event Costs	\$10.00	Date	Tues Feb 28, 2017
		Times & Timing	Stand alone
		Location	SLC Marketplace
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Megan Greeley - SCI Fair Trade project lead	Total Participants	~25
Partners in organizing		Comments:	
		Demographics: Students	
Number of students involved in planning and execution	4		

Summary of Promotions

Including Facebook, EventBrite, and website statistics where appropriate.

Had Feds Marketing creating posters and had them posted around the school including a banner in the SLC atrium. Also created a Facebook event to gather followers.

Goals and Learning Outcomes of the Event

Give students an opportunity to taste fair trade iced tea and talk about fair trade and the status of fair trade designation on campus

Summary of Event

Students had the opportunity to make chocolate covered strawberries, decorate their treats, and a chance to create a bag to give to that special someone. They also had an opportunity to engage in conversation on the topic of fair trade.

Recommendations for Future Events

To get more students to come to booths like this, best to have a variety of tea/coffee flavors oppose to one

St. Patrick's Day Tea-covery

Students were given the chance to taste some fair trade tea and coffee to curb Monday and St. Patrick's day hangover. Also had conversations regarding sustainability, fair trade, and SCI

Category <i>Educational, Social, Promotional, or Other</i>	Educational	Service Name	Sustainable Campus Initiative
Total Direct Event Costs	\$0.00	Date	Tues Mar 28, 2017
		Times & Timing	Stand alone
		Location	SLC Marketplace

Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Megan Greeley - Fair Trade project lead - SCI	Total Participants	~25
Partners in organizing		Comments:	
Number of students involved in planning and execution	4	Demographics: Students	

Summary of Promotions

Including Facebook, EventBrite, and website statistics where appropriate.

Had Feds Marketing creating posters and had them posted around the school including a banner in the SLC atrium. Also created a Facebook event to gather followers.

Goals and Learning Outcomes of the Event

Give students an opportunity to taste fair trade coffee and tea and talk about fair trade and the status of fair trade designation on campus

Summary of Event

Students were given the chance to taste some fair trade tea and coffee to curb Monday and St. Patrick's day hangover. Also had conversations regarding sustainability, fair trade, and SCI

Recommendations for Future Events

Have the event be more interactive for students to entice them to come over

12.3 Earth Hour Event

Earth Hour Festival 2017			
<p>Programming description and overview.</p> <p>Earth Hour Event 2017 – word wide grassroots movement initiated by the World Wildlife Fund in 2007 aimed at bringing awareness to energy conservation and sustainability</p>			
Category <i>Educational, Social, Promotional, or Other</i>	Social/educational	Service Name	Sustainable Campus Initiative
Total Direct Event Costs	\$1000	Date	March 25 th
		Times & Timing	6:00 to 10:00 PM
		Location	V1 Great Hall
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Jacqueline Chung/Earth Hour Event Lead – Sustainable Campus Initiative	Total Participants	Approximately 30 volunteers and 80 attendees
Partners in organizing	Sustainable Campus Initiative	Comments:	
Number of students involved in planning and execution	1 executive (myself) and the rest of the executive team (6 members) and a team of 11 volunteers	Demographics: Mostly first year students as the event was held in on-campus residences, but it was open to the public.	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
Promotion included posters facilitated by FEDs marketing and online marketing via social media			
Goals and Learning Outcomes of the Event			
Goals of the event were to raise awareness of energy conservation and sustainability on campus and at home. The event was successful in this regard and there we some learning outcomes such as partnerships with groups in the Waterloo region, fun activities for volunteer-run booths, and sponsorship for prizes.			
Summary of Event			
Overall, the event was a success with more attendees than expected and great feedback. The events, prizes, food and activities were well received.			
Recommendations for Future Events			
For next year it is recommended that marketing be started earlier and with a clearer message. It would be good to reach out to Kathy from WWF Waterloo for sponsorship and support. In future it might also be suggested to pursue more sponsorship for prizes (e.g. Sobey's, Starbucks, Camino, etc.) as this was a large part of the budget and it can help SCI gain community contacts.			

12.4 Sustainable Fashion Event

SCI Second Hand Clothing Sale			
<p>Programming description and overview.</p> <p>Winter 2017 Second Hand Clothing Sale Hosted by Sustainable Campus Initiative. Sold washed clothes from the Fall 2016 residence clothing drives back to students at very affordable prices to reduce textile waste on campus. Any unsold clothing was donated to a textile recycling company. The sale accepted both cash and debit.</p>			
Category <i>Educational, Social, Promotional, or Other</i>	Other - Promotional	Service Name	Sustainable Campus Initiative
Total Direct Event Costs	\$220 for volunteer gift cards	Date	March 28-29, 2017
		Times & Timing	Two-day, 10AM-3PM
		Location	SLC Great Hall
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Shengdi Chen and Tristan Packwood-Greaves/SCI Coordinators Hilena Demelie and Chuchu Zhang/SCI Sustainable Fashion Leads	Total Participants	Estimated over 100 in attendance. 82 transactions occurred. \$883 of revenue was generated
Partners in organizing	None	Comments:	
Number of students involved in planning and execution	12 executives and 20 volunteers	Demographics: The entire UW student population and community, anyone who benefitted from cheap clothes.	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
Facebook cover photo, a SLC atrium banner, and posters were created for the event. The poster was put on the FEDS poster run and the event was promoted through the SCI mailing list, facebook page, and the Facebook event page.			
Goals and Learning Outcomes of the Event			
The goal of the event was to reduce textile waste on campus by selling the donated clothes from residence clothing drives from Fall 2016. The goal was to also sell as much clothes as possible at very low prices to increase affordability of the clothes to the student population.			
Summary of Event			
The event was generally well received and slow during the mornings and would speed up slightly during the lunch hours. There were many leftover bags of clothing at the end of the sale, which was given to the textile recycling company the next day.			
Recommendations for Future Events			
It is recommended that the debit machine be obtained for the next sale. It is also recommended that clothing items of low quality be discarded and that high quality or stylish items be identified during the sorting process. This way, the items with high likelihood of selling would be displayed first.			