

Waste Not Want Not project description

Since the inception of “Waste not; Want not” (WNWN), the Concordia community doubled its annual composting and reduced its overall waste by a total of a 150 MT. That is 13.5% of waste per Concordia community member that just disappeared and is no longer produced each year. That is 35,000 full time equivalent students and staff who took our message to heart and changed their behavior!

WNWN is a collaboration between students, faculty (Loyola Sustainability Research Center, LSRC), and administration (Roger Cote, and facilities), to better integrate composting in everything that we do. We propose a 3-track approach to establishing a complete compost cycle at Concordia:

- a) Localize where we compost (currently we ship the organics we collect on campus to a facility in Ontario, a 140 Km away.
- b) Implementing more widespread compost bins; and
- c) Broad-reach educational campaign.

WNWN is one the three winning projects for the big hairy idea competition run by the dean of students through which we received a two-year \$35K grant to go only to the education, while the administration pays for infrastructure investments. The administration is committed to providing the infrastructure on both campuses (a and b). Faculty is committed to educating the community on proper waste triaging (c). Students are committed to leading and volunteering with enthusiasm to become the beating heart of this initiative (c).

Similarly, student funds will go to (c), education. A composting system is only as good as the human behavior accompanying it. Many compost bins at Concordia used to sit empty or are contaminated with inappropriate litter. Implementing a complete bin system and accessing suitable composters will have limited benefits if not accompanied by large-scale persistent education. A collaborative comprehensive approach is the path forward.

To summarize our education plan, we conduct a social media campaign, organize bring your own mug events, and collaborate in orientation events organized by the university and other student associations (they ensure that a compost bin is present in events where they serve food, and we send them waste ambassadors to stand next to the bins and teach people how to sort out their waste.

In the first two years of this collaboration, also supported by CCSL, the number of public compost bins increased from 9 to over 100. Over the past three years, since the inception of WNWN, Concordia collected over 250 MT of organics in compost bins, 120 MT of which would have ended up in landfill at the diversion rate of the year prior to WNWN. Furthermore, Concordia committed to using the contract bidding process to localize where we compost by adding criteria on transportation distance and emissions.

We are constantly working to institutionalize the practices we initiated. VP services, Roger Cote, has just signed a contract with the CSU to provide \$15000/y to hire a team of waste ambassadors to go to events organized by anyone anytime throughout the year and help participants learn how to sort out their waste. In that contract, DoS office agreed to streamline the process of getting volunteers to orientation and frosh events. Similarly, hospitality agreed to regularly flag other events throughout the year that would benefit from having waste ambassadors. The CSU agreed to manage this process so that it is no longer dependant on the presence of WNWN. This fall orientation, our waste ambassador team went to 25 events, attended by over 15000 people in the

span of 3 weeks. We are currently working with the service sector to find ways to automate the process of compost bins acquisition so that it is engraved in our culture and procedures. We are working with umbrella student associations to adopt sustainability policies that includes a composting mandate. GSA, ASFA and CASA have approved sustainability policies since the start of WNW.

We are asking for \$10K from CCSL, so that we can continue our efforts to reach a point where our progress is sufficiently institutionalized, so that Concordia serves as success model to be replicated to achieve a city-wide reach and impact!

| | Projected |
|----------------|-----------|
| Total Expenses | 25000 |
| Total Revenues | 25000 |
| Balance | 0 |

| Expenses summary | Projected |
|----------------------------------|-----------|
| Bring-Your-Own-Mug (BYOM) events | 5400 |
| Staff expenses | 13800 |
| Team expenses | 1800 |
| Marketing & Education expenses | 2500 |
| Miscellaneous | 1500 |
| Total | 25000 |

| Revenue Source | Revenue (\$) |
|----------------|--------------|
| CSU | 7500 |
| SC Roll over | 5000 |
| CUAA Roll over | 200 |
| FundOne | 2300 |
| CCSL | 10000 |
| Total Revenue | 25000 |

| Detailed expenses | |
|---|------------------|
| BYOM | Projected |
| Coffee | 1000 |
| Popcorn Expenses | 1200 |
| Other | 500 |
| Space Booking | 2700 |
| Total | 5400 |
| Staff Expenses | Projected |
| WNWN leaders honorarium (Kero & Ribal) | 3600 |
| Photographer Honorarium | 4500 |
| Graphic designer Honorarium | 500 |
| BYOM organizer | 700 |
| LSRC internships | 3000 |
| Class presentation team | 1000 |
| Staff Support | 500 |
| Total | 13800 |
| Team expenses | Projected |
| Appreciation event | 1000 |
| Retreat | 800 |
| Total | 1800 |
| Marketing & Education expenses | Projected |
| Social Media Ads | 400 |
| Website | 250 |
| Signs and Banners | 1850 |
| Total | 2500 |
| Miscellaneous | Projected |
| Biomethanation machine (Capstone or Master's project sponsorship) | 1000 |
| Transportation Expenses | 300 |
| Material and other costs | 200 |
| Total | 1500 |