



# Applying to SAF

When planning your event or project, you should take this entire cycle into consideration. **We strongly suggest submitting applications a minimum of one month in advance of your event or project.**

## Step 1: The Drafting Phase

Use this document to create a draft of your application. This is helpful in developing your project before submitting the final version.

## Step 2: Discussion and Feedback

Once the draft application is complete, you can send it to the [Project Coordinator](#) for them to make comments and give feedback. This allows you to have the best application possible that has the highest chances of being approved by the Board of Directors.

Draft applications should be sent to the project coordinator on the first week of every month to allow enough time for reviewing. This leaves ample time for you to edit based on the feedback and before submitting your final application (Step 3).

## Step 3: Submission

Applications are reviewed once per month by our Board of Directors. Using the comments provided by the Project Coordinator, edit and refine your application and re-submit to the [Project Coordinator](#), indicating that it is the final version.

**Deadline for Step Three submissions: 15th of each month**

\*NOTE: Any incomplete applications that are submitted to the SAF run the risk of not be considered for funding. This includes but is not limited to missing information; vague, inaccurate, or confusing information; and/or incomplete budgets. For this reason, we strongly suggest sending your draft application to the Project Coordinator as early as possible!

## Step 4: Funding Decision

The Board of Directors will meet once per month following the submission deadline to review, discuss, and allocate funding for all received applications. Once a decision on a project is reached, a notification will be sent to applicants via email.



# Part 1

## Project Leader Information

The Project Leader is the person with whom the SAF will have direct contact.  
**This person must be a Concordia student.**

**First and Last Name:** Keroles Riad

**Email:** Keroles.Riad@gmail.com

**Student ID:**

**Public Email:** Keroles.Riad@gmail.com

**Phone Number:** 5142987997

**Years of study remaining:** 1

**Program and degree type:** Individualized Program (Ph.D.)

**Faculty:**

Faculty of Arts and Science

Engineering and Computer Science

Faculty of Fine Arts

John Molson School of Business

Independent



# Part 2

## Project Overview

**Project Title:** Waste Not, Want Not

**Project Start Date:** 01/09/2020

**Project End Date:** 31/12/2020

**Type of Project:**

A **one-time project** may include a conference, campaign, workshop, or etc. Whereas a **recurring project** would be a one-time project that occurs on an annual or bi-annual basis. An **ongoing operation** is a project that has a longer-term presence at Concordia University, such as a cooperative business, a reuse centre, non-profit, etc.

One-time event

Recurring event

Ongoing operation

**Project Event Date:**

Please indicate the date of any one-time or recurring events related to your project.

**What themes does your project address? Please select two (2) of the following:**

Click [here](#) to find descriptions of the SAF's sustainability themes.

Food

Social Justice

Education

✓ Waste

Community

Energy, Resources & Technology

Health & Wellbeing



## What sustainability issues does your project tackle?

Please select three (3) from the list below:

- ✓ Climate change
  - ✓ Pollution (air, water, land, light, noise, etc)
    - Environmental justice
    - Wildlife conservation and biodiversity issues
  - ✓ Resource depletion and waste management
    - Sustainable production and consumption
    - Sustainable transportation
  - ✓ Community building
    - Community economic developments and alternative business models
    - Other:
- Poverty and income inequality
  - Labour Issues
  - Food security and sovereignty
  - Gender and Sexuality
  - Indigeneity
  - Race and Ethnicity
  - Human health and wellness
  - Accessibility (ableism, disability, etc.)
  - Access to and democratization of knowledge



**Project Abstract (~250 words):**

*Imagine the abstract as your elevator pitch, a short description you can give to someone in 30 seconds. Summarize all pertinent information about your project, including the purpose, forecasted results, and impacts.*

**"Waste Not, Want Not" (WNWN) is an initiative that existed at Concordia University since 2016 that is helping the community to better sort, increase composting, and reduce waste. Since the beginning of WNWN, the Concordia Community doubled annual composting, halved contamination in compost bins, and each Concordian reduced their overall waste by the equivalent of two months per year relative to what they used to generate in 2015. Our model is to couple top-down infrastructure improvement with grassroots broad-impact education. We believe that if we help people learn how to take the first small step of properly sorting their waste, they will take the bigger steps of reducing their waste on their own.**

**Given the current pandemic context, we are trying to adjust how we help people learn in order to meet the current challenges and pursue our purpose more effectively beyond. This summer we have successfully been experimenting with giving presentations on waste sorting by joining classes via Zoom. We presented to over 300 students via that summer experiment, and we are thankful to the overwhelming support of the professors who have been very collaborative. With your help, we hope to deliver our class presentations at full scale during the winter and fall semesters. These have certainly been trying times, and we are fortunate that the broad community at Concordia is continuing to be the source of our resilience.**



**Is your project part of a larger campaign, project, or organization at Concordia University?**

*If yes, please provide the information below:*

**Group Name:** Waste Not, Want Not

**Group Type:** Fee levy organization  
Student association  
**Student-run initiative**  
Club  
Other

**If other please explain:**



# Part 3

## Budget

### Where do you plan to allocate SAF funding?

Please select all that apply. To see a list of expenses the SAF has been known to fund or reject click [here](#).

Outreach and Marketing

Purchase of Equipment / Materials

Space Purchase / Rental

Catering / Food

Honorarium

Other

**If other please explain:**

### Budget:

Click [here](#) to download the SAF budget template to use and submit along with your application.



**Total project expenses:** \$1500

**Total funds requested from the SAF:** \$1000

**Please identify any other funding resources or potential sources of income. If you are receiving funding from sponsors, please provide a list of the sponsors to ensure there is no conflict with SAF's mandate.**

We currently have a roll-over of \$500 from our previous year. That funding comes mainly from the CSU.

**How would the project be impacted if only partial funding from the SAF was received? If no funding was received?**

We propose to do class presentations on waste sorting. Our approach is to present to core classes. Core classes are required for all students in a specific department/faculty. This approach allows us to reach the entire student population over a few years. Partial funding would mean that we present to fewer classes and would lead to us missing students.

**If you are a long-term or recurring project, how are you going to develop long-term financial sustainability?**

We are in the process of creating a spin-off company to sustain and scale our impact city-wide across all of Montreal. Your funding is helping us bridge that period where we need to transition from a student group to a company.

**What resources could the SAF provide for your project other than monetary support?**

We have always enjoyed close social media collaboration, and we hope that we continue supporting each other.





# Part 4

## Vision & Goals

**Please outline the Bigger Picture of your project (~700 words)**

*This must include:*

- Overall vision of your project
- Short, medium, and long-term goals
- How your project contributes to building a culture of sustainability at Concordia

Our purpose is to do whatever it takes to fix the waste crisis. Our activities are founded in our belief that if we help people take the first small step of properly sorting their waste, they will take the bigger steps of reducing their waste on their own. We are confident in that approach because it is supported by our four year experience at Concordia, academic literature, and our market research interviews with over 20 organizations around Montreal (Municipalities, universities, cegeps, colleges, companies... etc). We are obsessed with data, and what we observed is that Concordia doubled its annual composting, halved contamination in compost bins, and reduced overall waste by 16% per person per year since WNWN began in 2016. During that period, Concordia's population increased by about 10%. This counteracts the 10-year trend that existed prior where waste correlated closely with population. We are determined to be as open source as possible. Therefore, all our data is accessible via our website ([ConcordiaCompost.ca/data](http://ConcordiaCompost.ca/data)).

Our activities have included sending paid waste ambassadors to events where food is served, bring-your-own-mug free coffee and popcorn events, and class presentations on waste sorting.

To give you an idea of reach:

- 1) The number of people who attended events where our ambassadors were present between August 2019 and March 2020: ~35,000 (That is the equivalent of the entire undergraduate student population at Concordia).
- 2) The number of people who attended our monthly BYOM free coffee events between April 2019 and March 2020 (Based on portions served): ~4000 .
- 3) The number of people who attended our class presentations between Summer 2019 to Winter 2020: ~5000.
- 4) The number of students who attended our online class presentations via zoom during our experiment in Summer 2: 300.

To live up to our commitment to be as open source as possible, we make our presentation slides downloadable via our website ([ConcordiaCompost.ca/presentations](http://ConcordiaCompost.ca/presentations)). We also recorded our presentation so that it can reach more people via social media, and accommodate professors who prefer to play a video than have us join their Zoom sessions. This recording is also available via our website ([ConcordiaCompost.ca/presentations](http://ConcordiaCompost.ca/presentations)).



## Bigger Picture continued...

We also wanted to make sure that our community stays engaged even while at home, and launched the #CUcompost picture campaign from home. We had over 70 participants since the shutdown who posted pictures of themselves holding our sign with a message that encourages people to be more sustainable. We have actually had been able to sustain daily postings for two months straight. People can download our template from our website ([ConcordiaCompost.ca/photos](http://ConcordiaCompost.ca/photos)), or use any piece of paper, or write their message on their picture digitally. We would love to keep that campaign going. Our purpose in this campaign is to reach communities that the contemporary sustainability movement does not normally reach. For example, one participant, Aouatif, used her picture to encourage the muslim community have a green Ramadan (which coincided with our campaign) and reduce food waste. She was then interviewed in Radio Canada international, and Journal Sada Al Mashrek (both in Arabic) to elaborate on her call to action and also included her #CUcompost picture. This is only one example, as these pictures spanned students, professors, staff, and community members from inside and outside Concordia, in addition to a few international contributions.

Our Short-term goal is to overcome the pandemic challenges and continue helping the Concordia community learn how to sort and reduce their waste even while at home via online class presentations, and an active social media.

Our long-term goal is to use the pandemic challenges to learn how to develop the skills to pursue our purpose more effectively beyond the current context.



# Part 5

## Team & Volunteering

### Team members:

Please include the personal information of all group members involved in the project. This may include students and non-students alike. For non-students, you may only fill in the fields that are applicable.

First and Last name	Student ID	Years of Study Remaining	Degree Type	Faculty	Department	Roles
Keroles Riad		1	Ph.D.	Fine Arts Business Independent	CME	Team lead
		1	Bachelor	Engineering/Cc Arts and Scienc Fine Arts	PoliSci	Co-lead
		1	Ph.D.	Engineering/Cc Arts and Scienc Fine Arts	ECON	Co-lead
		1	Bachelor	Engineering/Cc Arts and Scienc Fine Arts	Communica tion	Student intern
		1	Bachelor	Engineering/Cc Arts and Scienc Fine Arts	Marketing	Content creator
				Engineering/Cc Arts and Scienc		
				Engineering/Cc Arts and Scienc		
				Engineering/Cc Arts and Scienc		
				Engineering/Cc Arts and Scienc		



# Part 6

## Planning & Logistics

**The impact on the Concordia community is important to the SAF. Please provide an outreach plan for your project for achieving visibility and mobilizing support from the Concordia community (~300 words). How many Concordia students (approximately) do you think your project will engage?**

We hope to replicate our reach of the class presentations we did last Fall (~2500 students).

Our current social media reach is as follows:

Facebook: According to Facebook insights of our page, our average daily reach is 900 people this quarter. Our weekly engagement varies significantly between 200-1.5K engagements.

Twitter: During the month of January 2020, we made 49.5K impressions and averaged 1 link click, 2 retweets, 5 likes per day.

These are typical numbers for our social media and we expect to maintain or improve them moving forward.



# Part 6

## Stakeholders & Timeline

**Please identify all stakeholders involved in the successful implementation of this project.**

*Descriptions may include their roles, whether they have been contacted, their importance to the success of your project, and any responses you have received from them. If possible, please include a letter of recommendation from major stakeholders (such as Concordia Facilities, faculty members, Community Organizations, Other Student groups/associations, etc.)*

Professors are the main stakeholder for our class presentations. We are very fortunate to have developed excellent relationships with those who teach core classes. In many cases, we present to the classes of the same professors every semester (usually core classes are taught by the same professors every semester). So the professors that we will join zoom classes of already know and support us as we have presented to their classes multiple times in the past.

For our social media, we recognize that we are blessed with a great community that is coalescing over there. We intend to be a useful resource to our local community. Since January of this year, we have been making #FollowFriday posts on our Facebook and Twitter encouraging our community to like/follow pages of local groups who we find to be credible, or twitter accounts that we learn from. We intend to continue supporting our interconnected communities.



In the table below, please provide a detailed timeline of the tasks and activities that will ensure successful project implementation.

Remember, the SAF rarely offers retroactive funding to projects.

Task	Deadline	Team member in charge
Class presentations	Winter 2020, Fall 2021	
Social media	Ongoing	



# Part 8

## Accountability & Reporting

**How will you ensure that your project is transparent and accountable to Concordia students and community members?**

We like to set the standard for transparency. We make our budget with actual costs and funding sources available to download on our website. You can currently find the budgets for the first three years of WNWN. We are working on last year's budget, and will make it available online shortly. We are also happy to comply with SAF's reporting requirements. We also consistently track data to assess the reach and impact of our activities, and make all of it publicly available.

**Please tell us how you would promote the SAF if you were to receive funding?**

SAF's support has and will always be acknowledged and promoted via our social media channels.

**Please list at least seven (7) other quantitative indicators to evaluate the general success of your project.**

[Click here](#) to find out some examples of the SAF's list of quantitative indicators.

- 1) Number of students attending class presentations.
- 2) Number of class presentations.
- 3) Number of professors engaged.
- 4) Social media reach.
- 5) Social media engagement.
- 6) Number of new #CUcompost pictures
- 7) Number of social media posts.



# Part 9

## Documents

Please provide supporting documents by attaching them in the same email as your application.

*Files which may be important to include:*

- *CV for any individuals paid for doing specific labour (project coordinator, etc.)*
- *Project Logo and/or any other graphic materials for outreach*
- *Letters of support from stakeholders (max 3)*
- *Design mock-ups or speculative representations of your project*