

SUSTAINABILITY PROJECTS FUND Impact Metric

Project Name: Linking Action and Research on Sustainability
 Project Number: SP0127
 Project Leader: Elena Bennett, Catherine Potvin, Carly Ziter
 Accountable Person: Elena Bennett, Catherine Potvin
 Date Submitted: April 2014

Indicator (qualitative or quantitative)	Target
General	
Number of Partners	20
Number of people employed	5
Number of Participants	40
Number of McGill departments engaged	8
Number of McGill faculties engaged	3
Chance that your project will continue once the initial project leaders or funding is gone	?
Community	
Number of events	10
Number of event attendees	10
Number of partnerships with local communities	1
Number of trainings/workshops conducted	2
Changing attitudes around sustainability at McGill (helping brand McGill as Sustainability focused), Building community around positive approaches to sustainability challenges	NA (qualitative)
Media	
Number of outreach/research videos produced	40
Number of "capsules" (30 second McGill videos) produced	40
Number of articles written about	2
Online/Social Media/Outreach	
Number of youtube views/video	200
Number of people who like the facebook page	800
Number of facebook posts per week	4 to 5
Number of blog posts written as a result of the project	10
Number of page views on blog posts	500

Actual

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Notes

McGill professors, Other McGill outreach groups, Green CEGEP, Liber Ero fellows

2 coordinators, 2 undergraduate ambassadors, 1 video post-production specialist

Workshop participants, event attendees, video producers

Project will serve as a starting/launching point for Dr. Potvin's "Sustainable Canada" project through the Trottier fe

6 monthly "brown bag lunches", community visioning event, CEGEP Vert events

Average per event

CEGEP Vert

Video production workshop, graduate visioning workshop

Attendance/enthusiasm at events and workshops / Positive responses to the project on social media & around campus / Engagement of participants PAST the end of the formal project (involvement of participants in future work stemming from this, e.g. Dr. Potvin's "Sustainable Canada" initiative, and Dr. Bennett's "Good

20 videos translated into english/french

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Media/publicity articles

Participants will be invited to submit blogs to the ESMontreal website

For each blog post

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