



SPF Application Form Section A - Cover Page

Fill out this Cover Page and save it to your files for future reference before uploading it on the SPF website.

Project Title Promoting sustainable and nutritious food choices in dining halls through the SPE Certification

In one to three sentence(s), explain what your project is about:

Our goal is to educate McGill students about the value of selecting sustainable and nutritious food items in dining halls by promoting the Sustainability Certification (SPE) criteria that harmonizes with McGill's sustainability policies. The project will empower students to make sustainable and healthy choices by providing labeling and meal selection strategies through short videos.

Indicate the McGill campus(es) where your project will be implemented:

Macdonald Downtown Gault Reserve Bellairs Research Institute Other (Specify): _____

Approximate Budget Requested to the SPF (\$): \$3,000.00

Approximate Total Project Budget (\$): 3000.00

(incl. other sources of funding if applicable)

List 1 to 3 main item(s)/expense(s) for your project that SPF money will be used for *(incl. approx. % of total budget):*

SPE PROMOTIONAL VIDEOS (APPROX. 96% OF BUDGET)

Indicate which of the following team members...

... will be in charge of monitoring the project's budget *(maximum 1 person):*

Monique Lauzon, RD

... will be the Project Lead *(Project Lead will be the contact person for the SPF Staff):*

Natalie Berghuis, P.Dt.

The Project Lead stays for the entire duration of the project:

Y N

If no, explain in a few sentences your leadership transition plan for one or both of the Project Lead for sustainable continuation of the project:

PROJECT TEAM MEMBERS *(read details about [SPF Evaluation Criteria #5](#) for more information)*

The SPF encourages your team to be inclusive of individuals who voluntarily self-identify as members of marginalized communities (e.g. women, Indigenous people, people of colour, LGBTTQI, student parents, members of ethnic minorities, immigrants, people with disabilities).

<p>1. Project Team Member</p> <p>First Name & Last Name <u>Natalie Berghuis</u></p> <p>Phone <i>(daytime; only put #)</i> <u>514-550-0611</u></p> <p>Email <u>natalie.berghuis@mail.mcgill.ca</u></p>	<p>Affiliation <u>Postgraduate</u></p> <p>Specify if Other _____</p> <p>Faculty/Unit/Organization <u>Human Nutrition</u></p> <p>Campus <u>Macdonald</u></p>
<p>2. Project Team Member</p> <p>First Name & Last Name <u>Monique Lauzon</u></p> <p>Phone <i>(daytime; only put #)</i> <u>514-513-7884</u></p> <p>Email <u>monique.lauzon@mcgill.ca</u></p>	<p>Affiliation <u>Other (specify below)</u></p> <p>Specify if Other <u>Nutrition Advisor, McGill</u></p> <p>Faculty/Unit/Organization <u>McGill SHHS</u></p> <p>Campus <u>Downtown</u></p>
<p>3. Project Team Member</p> <p>First Name & Last Name <u>Mary Hendrickson-Nelson</u></p> <p>Phone <i>(daytime; only put #)</i> <u>514-934-1934 (ext. 44706)</u></p> <p>Email <u>mary.hendrickson-nelson@mcgill.ca</u></p>	<p>Affiliation <u>Academic Staff</u></p> <p>Specify if Other _____</p> <p>Faculty/Unit/Organization <u>Human Nutrition</u></p> <p>Campus <u>Macdonald</u></p>
<p>4. Project Team Member</p> <p>First Name & Last Name <u>Hugues Plourde</u></p> <p>Phone <i>(daytime; only put #)</i> <u>514-934-1934 (ext. 34442)</u></p> <p>Email <u>hugues.plourde@mcgill.ca</u></p>	<p>Affiliation <u>Academic Staff</u></p> <p>Specify if Other _____</p> <p>Faculty/Unit/Organization <u>Human Nutrition</u></p> <p>Campus <u>Macdonald</u></p>

SPF Application Form Section A - Cover Page

PROJECT TEAM MEMBERS (CONT'D)

<p>5. Project Team Member</p> <p>First Name & Last Name _____</p> <p>Phone (daytime; only put #) _____</p> <p>Email _____</p>	<p>Affiliation _____</p> <p>Specify if Other _____</p> <p>Faculty/Unit/Organization _____</p> <p>Campus _____</p>	<p>Choose one. _____</p> <p>_____</p> <p>Choose one. _____</p>
<p>6. Project Team Member</p> <p>First Name & Last Name _____</p> <p>Phone (daytime; only put #) _____</p> <p>Email _____</p>	<p>Affiliation _____</p> <p>Specify if Other _____</p> <p>Faculty/Unit/Organization _____</p> <p>Campus _____</p>	<p>Choose one. _____</p> <p>_____</p> <p>Choose one. _____</p>
<p>7. Project Team Member</p> <p>First Name & Last Name _____</p> <p>Phone (daytime; only put #) _____</p> <p>Email _____</p>	<p>Affiliation _____</p> <p>Specify if Other _____</p> <p>Faculty/Unit/Organization _____</p> <p>Campus _____</p>	<p>Choose one. _____</p> <p>_____</p> <p>Choose one. _____</p>
<p>8. Project Team Member</p> <p>First Name & Last Name _____</p> <p>Phone (daytime; only put #) _____</p> <p>Email _____</p>	<p>Affiliation _____</p> <p>Specify if Other _____</p> <p>Faculty/Unit/Organization _____</p> <p>Campus _____</p>	<p>Choose one. _____</p> <p>_____</p> <p>Choose one. _____</p>

To list more members, fill a 2nd Cover Page form and save it separately. You may then e-mail it to [SPF Staff](#) directly, also specifying your project title.

Has any member on your team been part of an SPF project in the past? Y N

If yes, list all the projects they have been part of: **Sustainable Eating: Empowering McGill students to purchase, prepare and enjoy**

OPTIONAL:

If applicable, total number of team members voluntarily self-identifying as members of marginalized communities: _____

Represented marginalized communities: Choose one. Choose one. Choose one.

Specify if Other(s) and/or add more: _____

Relevant link(s): (to website(s) or social media) _____

If you plan to recruit volunteers to help implement your project, please indicate how many: **3**

How did you learn about the SPF? Other (specify) _____ Specify if Other Project Supervisor

Please check the boxes to confirm that you have read and agree to the following information:

- All of our project team members understand that the SPF is publicly funded and therefore, by default SPF projects are not confidential. We agree that if needed, the SPF Steward, the SPF Administrator and/or the SPF Working Group members read and/or share the application and/or communicate part of its content in the case where they would need to (e.g. to receive professional advice, connect our team to stakeholders, etc.).
- If our project is approved, all our project team members agree that their name, email, and phone number as well as their participation to the project be disclosed (e.g. for contact information or through our application and progress/final reports published on the SPF website). ***If you do not check this box, the SPF staff will communicate with you to know whose information to remove before sharing your project online.***
- All of our project team members have read and understood the [SPF Terms & Conditions](#), and we confirm that we agree to respect them.
If any aspect of the [SPF Terms & Conditions](#) are unclear to you, contact the [SPF Staff](#) before you submit your application so that you can check this box in confidence. Also note that, if your project is approved, the Project Lead and the person monitoring the project's budget will have to confirm in writing (through email or signing the document) that they agree to the [SPF Terms & Conditions](#) before officially starting the project.

Thank you! Save this form to your files for future reference and fill Section B 'Project Plan' of the SPF Application Form to complete the process.

SPF Application Form Section B – Project Plan

Answer the following questions and save this form to your files for future reference before uploading it on the SPF website with Section A - Cover Page.

Project Title Promoting sustainable and nutritious food choices in dining halls through the SPE Certification

Project Lead Natalie Berghuis, P.Dt. **Phone** 514-550-0611 **Email** natalie.berghuis@mail.mcgill.c

First & Last Name _____ **(daytime)** _____

*Before you fill out this form, make sure you have consulted all related application documents online, including the [SPF Evaluation Criteria](#), the [SPF Glossary](#), the [SPF Project Flow Diagram](#), and the [SPF Sustainability Brief](#). Read all questions first before answering them. Answer **exactly** what is being asked: stay straight to the point, clear, and succinct. The character limit (including spaces) is indicated for each question.*

Project Vision University students value and make more sustainable and nutritious food choices

A vision depicts the ideal future that someone is hoping for. Thus, a vision is a dreamed aspiration that someone intends to lead or contribute to, and it does not necessarily need to seem realistic at this time. As such, tell us how you see McGill campuses in an ideal world once your project is completed successfully. The vision does not need to be completed within the timeline of the SPF funding.

Project Goal Promote the SPE Certification (which encourages sustainable, healthy food choices in University residences and would impact students' life long food purchasing and consumption patterns) through short videos.
(225 char. max. ~30 words)

A goal is the overarching desired tangible realization (and thus change) to be achieved within the project's lifespan. The goal contributes to the project's vision in a palpable and realistic manner. The project's goal may last longer than the SPF funding period. In line with the SPF mandate, when achieved, your project's goal should result in a culture shift (e.g. change in ideas, habits, behavior).

1a. What is the specific sustainability-related issue/challenge that you see on McGill campus(es) that you want to address?

1b. What is your project idea and how will it help address this issue/challenge? (3000 char. max. ~485 words)

1a) McGill students lack knowledge and skills to identify sustainable, healthy food choices while on campus. There is an abundance of food choices available at on-campus retail locations and dining halls, but many of these food items are not locally grown, nutritious, or 'sustainable'. Minimal labeling guidance is available to encourage students to select food items that meet specific criteria for sustainable, healthy foods.

1b) In Fall 2016, Royal Victoria College and New Residence Hall received SPE Certifications. The SPE Certification attests that the food being offered at a dining location meets rigorous and science-based sustainability and nutrition criteria. More specifically, SPE assesses the food service operation's purchasing practices (i.e. is food being responsibly sourced?) and their menu's nutritional balance that includes the emphasis on selecting items on their plate that contain more whole, locally sourced grains, vegetables, plant-based proteins and appropriate portions. SPE certified locations will regular serve SPE meals, which fit all the SPE sustainability and nutrition criteria. By educating students about the SPE certification and SPE meals, students will not only learn more about sustainable eating practices, but they develop skill to identify how to make more sustainable food choices on campus. Education regarding the SPE Certification will be done through various interventions, one of which will be short videos. The goal of these videos is to nudge students towards the selection of SPE Certified meals and snacks at Royal Victoria College and New Residence dining halls. The videos will also feature other sustainability initiatives at McGill and so, will become an ongoing tool to promote McGill and SHHS' commitment to creating a culture of sustainability, to both those on and off campus.

- 2a. List 1 to 3 main impacts you expect/wish your project to have on McGill structures, processes and/or systems. These must relate to the Project Vision and Project Goal you mentioned above. Specify how those impacts will positively transform peoples' behaviors/perspectives/habits on McGill campus(es).
- 2b. How will this continue after funding is spent (i.e. how will you institutionalize the project)? (1550 char. max. ~250 words)

2a) Through this project, SHHS will permanently implement videos on their social media to communicate tools for students to eat more sustainably and McGill Dining's efforts and initiatives on sustainability. The education messages will encourage the consumption of locally sourced and seasonal ingredients, the benefits of eating more plant proteins, MSC certified fish, and antibiotic free and hormone free animal protein and of the value of eating small portions of meat. In addition, through the promotion and increased student awareness, McGill dining hall management will value continued efforts in sustainability, including motivation to achieve the full three-star SPE certification (currently McGill holds a two out of three star ranking). Through regular exposure to McGill's sustainability initiatives, students will develop a greater knowledge and awareness of sustainable and healthy eating patterns, value its importance, and shift to life long sustainable habits.

2b) The promotion of the SPE certification initiated through these videos will continue in dining halls under the supervision of the McGill Student Housing. Future sustainability promotion objectives will be re-evaluated following this initial educational campaign, and will rely upon the close collaboration between McGill Student Housing and Compass Food Service, initiated through this

- 3a. How do you intend to address social, environmental, and/or economic dimensions of sustainability in your project's objectives?
- 3b. Please also address how the project will be planned and managed/executed sustainably (e.g. material local sourcing, accessibility, etc.; see the [SPF Sustainability Brief](#)). (1045 char. max. ~165 words)

3a) The project will primarily address the environmental dimension of sustainability. Students will be educated on how to make more environmentally conscious decisions in dining halls and when living independently. The project will also touch on the social dimension of sustainability by encouraging nutritious eating patterns (wellness & health).

3b) This project will ensure that the SPE information is accessible to those with varying level of understanding and perspectives on sustainability. McGill Dietetic stagiaires will participate in the development of the video content and the assessment of SPE meal purchases to enhance professional learning and peer education outreach. Finally, lessons learned and the project's impact will be shared with other SPE Certified dining halls in order to inform their promotional efforts.

Beside appear the five categories in which the McGill students, faculty, and staff think the University can make a positive difference within society. The [McGill Sustainability Strategy, Vision 2020](#), describes a specific vision and goals for each of these categories, as they were defined by the McGill direct stakeholders through a comprehensive consultation process.



- 4a. In the figure, check all the categories under which your project falls (Select only one if no other categories apply to your project).
- 4b. Among the categories that you checked, select the one that you think is most relevant to your project:
Dominant Category: Choose one.

5. List 3 to 5 key stakeholders on/off McGill campus(es) that will be involved with and/or impacted by your project, and indicate their respective role in your project.

Stakeholder's Name(s)	Affiliation	Role in the Project	Confirmed Support
Monique Lauzon, RD	McGill Student Housing (SHHS)	Co-Investigator	Yes
Mary Hendrickson-Nelson, MSc, RD	McGill Human Nutrition Dept.	Master's Supervisor	Yes
Hugues Plourde, PhD, RD	McGill Human Nutrition Dept.	Master's Supervisor	Yes
Dietetic Stagiaire	McGill Human Nutrition Dept.	Video content development	Yes
?	?	Video shooting and editing	No

6. List the 4 most important objectives of your project and at least one key related activity that you need to conduct to reach each of these and your project impacts. Make your objectives and activities as S.M.A.R.T. as possible. Also indicate at least one output and a key success indicator per activity. (read instructions below; you can also refer to the [Sample Project Plan <5K](#) for guidance)

Of your 4 S.M.A.R.T. objectives, a minimum of one should relate to “monitoring” your project’s progress and effectiveness. Another objective should relate to “outreach” (e.g. raising awareness about your project’s topic, promoting your project in the McGill Community and/or calling for individuals’ participation), and two should be more specific to your project, i.e. “other” objectives. The nature of these “other” objectives is for you to decide and tailor to your project.

For each of your 4 objectives, you should indicate at least one key activity.

The bottom of the table is for you to list four additional activities that you think are crucial to the success of your project. As such, depending on what you think is important to having the impact(s) you envision, you may end up having three activities in total that relate to your monitoring objective (e.g. developing a survey, any other activity that will help you and other stakeholders learn through your project) or to outreach (e.g. producing and sharing a video about the project). In any case, since you have limited space, only indicate the objectives and activities that relate best to the impacts you listed under Question 2, and thus to sustainability at McGill.

For each objective/activity, specify a key success indicator that you think should be used to assess its degree of achievement/completion. Your indicators can be qualitative or quantitative (e.g. number of participants, participant testimonials, website analytics, quantity of energy saved, etc.). See the document [Sample Indicators](#) for inspiration. Also indicate the output(s) that will be created as a result of each activity and objective, such as a deliverable (e.g. video, report), training, website, network, design plan, or any other output adding value to the project and helping reach its objectives/impacts.

Type of Objective/ Activity		Main S.M.A.R.T. Objectives / Activities (125 char. max. ~20 words)	Resulting Output(s) (15 char. Max.)	Responsible Team Member(s) and Time (initials + if paid, estimated # of hours to complete objective/activity) (35 char. max.)	Start Date (MM-DD-YY)	End Date (MM-DD-YY)	Related Key Success Indicator – do not forget to include targeted numbers for each (ignore the check boxes for now) (75 char. max. ~10 words)	
Objective #1	Other	Students will be able to identify the SPE Certification and SPE Meals						<input type="checkbox"/>
Related Activity	Other	Develop online videos to promote sustainable, healthy eating choices	Videos	Natalie, Monique, McGill Stagiaire			60% of students at NRH and RVC will better understand the SPE Certification (via survey)	<input checked="" type="checkbox"/>
Objective #2	Other	Increase how students value sustainable and nutritious eating habits						<input type="checkbox"/>
Related Activity	Other	Evaluate the change in SPE certified foods consumption	Videos	Natalie, Monique, McGill Stagiaires			30% of students purchase an SPE meal at least 7 times per week	<input checked="" type="checkbox"/>
Objective #3	Outreach	Communicate project results to other SPE Certified Dining Halls						<input type="checkbox"/>
Related Activity	Outreach	Share project results via a detailed report with SPE Certified Dining Halls	Report	Natalie, Mary, Hugues, Monique			N/A	<input type="checkbox"/>
Objective #4	Monitoring	Respect the project deadlines						<input type="checkbox"/>
Related Activity	Monitoring	Create a use a schedule of events/activities	Schedule	Natalie Berghuis, Monique Lauzon			Stick to schedule within 1-3 days	<input type="checkbox"/>
Add'l Activity	Choose an item.	Research best practices on using videos to promote sustainability and nutrition habits	N/A	Natalie Berghuis			Review a minimum of 5 pertinent articles	<input type="checkbox"/>
Add'l Activity	Choose an item.	Increase number of resources to help students select sustainable meals	Videos, social med	Natalie, stagiaire, videographer			Create 3-4 short videos supported by varying number of social media posts	<input checked="" type="checkbox"/>
Add'l Activity	Choose an item.	Conduct a survey to evaluate students' attitudes and behaviours towards sustainable, healthy eating before and after project	Survey	Natalie, Monique, Mary, Hugues			Achieve a sample size of 276 (35% of RVC and NRH student population)	<input type="checkbox"/>
Add'l Activity	Choose an item.	Train dining hall staff on the SPE Certification and SPE Meals	Training	Natalie Berghuis, Monique Lauzon			One training session held with at least 90% attendance rate	<input type="checkbox"/>

7. Now, about the check boxes: Select a total of 3 success indicators that you wish to track and report on during your project. These 3 indicators should be the most relevant to your goal and to creating a culture of sustainability at McGill. They should also be relatively easy to monitor.

When selecting your indicators, make sure that you will have/plan the time and resources you will need to allocate to monitor them throughout the course of your project. Before you start your project, the SPF may ask you to change a chosen indicator for another that seems more pertinent to the SPF or to the University sustainability reporting. Note that, in addition to these three indicators, you will be asked to track four other generic ones that will be specified in the Award Letter.

You will be required to indicate progress towards your final 7 indicators in your progress and final reports to the SPF. Because the SPF values the experiences and learning that occurs during your project (not only results), these reports will also gather related information through open-ended questions.

We have selected the 3 Success Indicators that we wish to monitor during the project:

Natalie Berghuis
25 Rue Snair, Kirkland, QC, H9J 4A2
natalie.berghuis@mail.mcgill.com
Cell: (514) 550-0611

August 31, 2017

Sustainability Projects Fund Working Group
McGill Office of Sustainability
1010 Sherbrooke Street West
Montréal, Québec H3A 2R7

Re: Application for Sustainability Projects Fund

Dear Sustainability Projects Fund Working Group,

McGill and Student Housing and Hospitality Services (SHHS) have the overall goal to encourage McGill students to value and adopt more sustainable, healthy eating patterns through the promotion of McGill's SPE Sustainability Certification. To create favourable conditions to achieve this goal, funding for specific interventions is needed.

The present project aims to create short videos to nudge students towards the selection of SPE Certified meals and snacks at Royal Victoria College and New Residence dining halls. The videos will also feature other sustainability initiatives at McGill and so, will become an ongoing tool to promote McGill and SHHS' commitment to creating a culture of sustainability, to both those on and off campus.

This project idea and the idea of creating videos to explain the SPE certification and sustainable and nutritious eating strategies in dining halls resulted from consultation with School of Human Nutrition members and Monique Lauzon, Marketing and Nutrition Advisor for McGill's SHHS. SPE has not asked for this project to be done, nor is it a part of a Master's Applied credited project.

Overall, continued promotion of McGill's sustainability initiatives is critical for the student community to actively engage in them. The SPE videos will be a part of this promotion, and so we thank you in advance for your review and consideration of my application, and we look forward to your response.

Sincerely,

Natalie Berghuis in collaboration with Hugues Plourde, Mary Hendrickson-Nelson and Monique Lauzon