

COVER PAGE

PROJECT INFORMATION

Please complete the fields below with information regarding your project.

Project Title Bicentennial Sustainability Week - Community Plant Giveaway

Brief Description 5,000 plants and trees, cultivated from Macdonald Campus farm, will be distributed for free to members of McGill community at various distribution points and campuses in September 2022.

Total Estimated Project Budget \$26,220 **Amount Requested from SPF** \$5,000

Campus(es) Impacted Downtown Macdonald Gault Nature Reserve Other Outaouais

CONTACT INFORMATION

Project Leader

This person must be a current McGill University student, administrative staff, or academic staff.

Name	<u>Gérald Cadet</u>	Affiliation	<u>Administrative Staff</u>
Email	<u>gerald.cadet@mcgill.ca</u>	Campus	<u>Downtown</u>
Faculty/Unit/Organization	<u>Communications and External Relations</u>		

Project Team Members

The SPF encourages you to be inclusive, collaborative (especially between staff and students), diverse, and interdisciplinary when possible. To list more members, please complete a second cover page. You may email it to [SPF Staff](#) to include with your application.

Name	<u>Kelsey Litwin</u>	Affiliation	<u>Administrative Staff</u>
Email	<u>kelsey.litwin@mcgill.ca</u>	Faculty/Unit/Organization	<u>MOOS</u>
Name	<u>Laura Caralampides</u>	Affiliation	<u>Administrative Staff</u>
Email	<u>laura.caralampides@mcgill.ca</u>	Faculty/Unit/Organization	<u>Horticulture Service</u>
Name	<u>Michael Bleho</u>	Affiliation	<u>Administrative Staff</u>
Email	<u>michael.bleho@mcgill.ca</u>	Faculty/Unit/Organization	<u>Horticulture Service</u>
Name	<u>David Maneli</u>	Affiliation	<u>Administrative Staff</u>
Email	<u>david.maneli@mcgill.ca</u>	Faculty/Unit/Organization	<u>Science - Gault Reserve</u>
Name	<u>Heather McShane</u>	Affiliation	<u>Academic Staff</u>
Email	<u>heather.mcshane@mcgill.ca</u>	Faculty/Unit/Organization	<u>MSSI</u>

SUBMISSION INFORMATION

In line with the [SPF Eligibility Criteria](#), our team certifies that this project takes place at [McGill University](#), is [sustainability focused](#), is requesting [seed funding](#), and is [action oriented](#). Yes No

Our team has read the [SPF Terms & Conditions](#) and agrees to respect them. Yes No

Our team understands that this application is not confidential and consents to have its contents shared with relevant stakeholders during the review process and, if approved, on the SPF website. Yes No

Our team agrees to have [their contact information](#) included in the complete and shared application and, if approved, on the SPF website. Yes No

Additional Project Team Members

Carole Graveline - carole.graveline@mcgill.ca

Administrative Staff

Director, Community Relations, Communications and External Relations

Francois Miller - francois.miller@mcgill.ca

Administrative Staff

Executive Director, McGill Office of Sustainability

Selma Shennib - selma.shennib@mcgill.ca

Administrative Staff

Events Officer, Bicentennial Planning, Communications and External Relations

PROJECT OVERVIEW + PLAN

Instructions: Please answer the questions as clearly and concisely as possible; then, submit your draft online. SPF Staff will respond with feedback on your application within two weeks. Once finalized, the application will be provided to the SPF Governance Council for their review and decision. As a reminder, all SPF applications are assessed using the [SPF Eligibility & Evaluation Criteria](#):

ELIGIBILITY CRITERIA		EVALUATION CRITERIA		
AT MCGILL	SUSTAINABILITY FOCUSED	ANALYSIS	IMPACT	FEASIBILITY
SEED FUNDING	ACTION ORIENTED	COLLABORATION	SUPPORT	CAPACITY BUILDING

Before starting, you may find it helpful to consult the [SPF Sustainability Brief](#) and the [Climate & Sustainability Strategy 2020-2025](#).

CONTEXT

Criteria assessed in this section: **SUSTAINABILITY FOCUSED, ANALYSIS**

- 1. What specific sustainability-related need/issue have you identified at McGill and aim to address through your project? In your response, please describe clearly how the need/issue is related to sustainability and what research you have done on this issue.** *Note: Please wait to detail your project idea in Question 2. Limit ~200 words*

In partnership with multiple units, we are aiming to engage McGill's entire community in a single wide-scale event, in an effort to enhance the visibility of sustainability initiatives on our campuses. Because McGill has such a diverse audience base, it can be difficult to meet the needs and interest of the entire community. The Bicentennial celebrations are an opportunity to tie in the University's vision for the future and signal to the community how it is setting the stage for the next century. A plant and tree giveaway is an opportunity for members of the McGill community to learn about initiatives on campus and McGill's overall mission for sustainability, with the added benefit of enjoying a product made from these campus initiatives.

PROJECT IDEA

Criteria assessed in this section: **ALL ELIGIBILITY & EVALUATION CRITERIA**

- 2. What is your project idea? Please describe the idea thoroughly and concisely. Identify how SPF funding will be used, key contributions to sustainability at McGill, and, if your project is happening in different stages, core phases of the project.** *Note: You may also share how the project is new or how it complements, builds upon, or scales existing initiatives. Limit ~400 words*

This project is built upon last year's Celebrate Together plant giveaway, as part of the larger Bicentennial Celebrations, of which Sustainability is the central theme. Building on the success of last year's event where 6,000 plants (4,000 Tagetes and 2,000 Tradescantias) were grown at Macdonald Campus farm and distributed throughout McGill campuses (downtown, Macdonald, Campus Outaouais, Gault) and downtown Montreal over the course of three days.

This year's event, entitled 'The Community Plant Giveaway', will be a flagship event of the Bicentennial's Sustainable Futures Festival - a week of programming where students, staff, faculty, alumni, local and global community partners will be invited to come together to express what sustainable futures and communities mean to them, as we enter our third century. Other major events include a keynote address by a prominent leader in sustainability and climate action, the MSSI symposium, MOOS' Catalyst Awards, and a career fair for sustainability-oriented organizations and companies to meet with, and recruit McGill students from across the University. The objective of the Festival is to celebrate the future of sustainability at McGill and beyond, and is an opportune moment to remind community-members of the importance of promoting sustainability resources in the form of a giveaway.

Partners at Macdonald campus farm will play a large part in the entire process once again. The team at the Horticulture centre will be responsible for seed sourcing, planting (starting in Spring 2022) and cultivating for the giveaway. The

Bicentennial Office will procure additional materials, organize communications and logistics and execute the giveaway. Every step of the process will prioritize sustainable practices: working with internal and local companies, selecting the sustainable products and minimizing carbon footprint. Funding from SPF will contribute to procuring the desired number of plant and tree seeds (5,000) to give away to the community .

The distribution will include one or two varieties of tree plants and/or garden plants, and one or two varieties of indoor plants. The varieties chosen will depend on seed availability; annual plants will be prioritized over seasonal, to ensure that the plants/trees will stay for years to come. Plant tags, featuring SPF's logo, will be included with instructions for plant-care, as was done with Celebrate Together.

3. Is your project related to the University's [Climate & Sustainability Strategy 2020-2025](#)? Yes No
4. Is your project related to the University's [Equity, Diversity & Inclusion Strategic Plan 2020-2025](#)? Yes No
5. If you answered yes to Question 3 or 4, how does it relate? Please refer to the relevant strategy category, theme, goal, and/or action in your response. *Limit ~200 words*

One of the Bicentennial Celebrations' key initiatives is sustainability- programming of events and projects for McGill's 200th anniversary are organized with sustainability integrated into planning and content. This project, like the Celebrate Together giveaway, is an important action to obtain this goal.

The goal of the plant giveaway is to reach all members of the McGill community and therefore falls under the Community Building category of the Climate and Sustainability Strategy. The aim is to promote the activities that take place on McGill campuses -in this case plant and tree farming at Macdonald campus- and to build within the recipients of the plants, a sense of community and belonging with the University.

The secondary aim of this giveaway is to create a positive impact on mental and emotional wellbeing of the individuals who receive them and promote sustainable practices within the McGill community. Teaching our community about plant and gardening is a strategy of this project that contributes to the Research and Education objective of the Strategy.

All members staff, students and faculty from every campus will be able to obtain a plant and will be invited to partake in the event, and everyone is eligible to receive one in line with inclusivity in the EDI strategic plan.

IMPLEMENTATION

Criteria assessed in this section: **ACTION ORIENTED, FEASIBILITY, IMPACT**

6. List the key **activities** for your project and indicate the timing for these on the right. Please be specific and realistic when formulating your activities, ensuring that they are achievable within the indicated timeframe.

Key Project Activities	Start Date (DD-MM-YY)	End Date (DD-MM-YY)
Committee planning, selection	02-2022	17-03-2022
Planting/Supplier sourcing for labels and pots	01-04-2022	22-04-2022
Material design and communications plan development	22-04-2022	15-06-2022
Logistics and supply orders/Volunteer recruitment/Event promotion (website and comms)	16-06-2022	11-09-2022
Plant cultivation and potting/Event set up, delivery and and execution	12-09-2022	15-09-2022

7. Please describe what will happen to your project after the SPF funding ends. Additionally, please share if anything will be produced or installed (e.g. a workshop guide, equipment, a toolkit, a network, website, etc.) and indicate future maintenance plans. *Limit ~200 words*

The project will remain a legacy of McGill's Bicentennial celebrations. 5,000 plants and tree shrubs will be produced that community-members will plant and grow in their chosen spaces, and which will serve as a reminder and symbol of the importance of sustainability at McGill.

TRANSFORMING CAMPUS

Criteria assessed in this section: **AT MCGILL, IMPACT**

8. In the table below, describe your proposed project's 1-3 main impacts on the McGill community or its main goals to accomplish. Please check the McGill stakeholders that will be impacted. Finally, list at least one key **success indicator** for each impact (e.g. # people engaged, % waste diverted, # buildings certified, etc.). *Note: Indicate a realistic target for each success indicator (e.g., rather than "# people engaged," list a target such as "50 people engaged").*

Main Impacts/Goals		McGill Stakeholders Impacted (check all that apply)		Key Success Indicator(s)
REQUIRED	1 Remind the McGill community about the University's commitment to sustainability and inclusion	<input checked="" type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Postgraduate <input checked="" type="checkbox"/> Alumni	<input checked="" type="checkbox"/> Academic Staff <input checked="" type="checkbox"/> Admin. Staff	All plants will have been given away (one for each individual)
OPTIONAL	2 Increase awareness of the University's available resources for sustainable projects and practices	<input checked="" type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Postgraduate <input checked="" type="checkbox"/> Alumni	<input checked="" type="checkbox"/> Academic Staff <input checked="" type="checkbox"/> Admin. Staff	Clicks to website, articles and related links to the project/events
OPTIONAL	3 Encouraging plant-care practices, whether at home, in a garden or at the office.	<input checked="" type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Postgraduate <input checked="" type="checkbox"/> Alumni	<input checked="" type="checkbox"/> Academic Staff <input checked="" type="checkbox"/> Admin. Staff	Social media engagement through central McGill channels (photo tagging)

STAKEHOLDER ENGAGEMENT

Criteria assessed in this section: **AT MCGILL, COLLABORATION, SUPPORT, CAPACITY BUILDING**

9. Please list 3-5 key stakeholders involved in your project, indicating their role and support. If the stakeholder has provided a support letter, please indicate so here and attach it as an appendix document. *Note: Projects involving modifying a space on campus, making a permanent installation, hiring a full-time staff, or adding/modifying a garden, etc., must seek permission from the appropriate stakeholder(s) (e.g. building director, Campus Planning and Development Office, staff supervisor, etc.). SPF Staff can help you assess if any key stakeholders need to be added to your list.*

Stakeholder's Name(s)	Title	Role in the Project	Support/Permission	Support Letter
Laura Caralampides	Mac Horticulture	Lead plant producer	Confirmed	Attached
David Maneli	Gault Reserve	Advisory and distribution at	Confirmed	Choose one.
Laura Webb	Research and	Advisory and planning	Choose one.	Yes
			Choose one.	Choose one.
			Choose one.	Choose one.

10. How will you communicate about your project and share its impacts with the McGill community? Please describe your key tactics (e.g. social media, workshops, tabling, etc.). *Limit ~200 words*

The Bicentennial Office, with the help of McGill's central communications teams, will develop a comprehensive communications plan for this event with tactics to promote the giveaway, the Festival and general sustainability on campus prior to and after the giveaway. The main strategy will be to reach all stakeholders in the community to ensure a maximum possible turnout on the day of the event. As part of the Sustainable Futures Festival, the promotion of this event will also spotlight adjacent sustainability events and initiatives on campus. Communicators across the University will be asked to relay these messages to their stakeholders.

There will be a dedicated webpage post-event on the bicentennial website (200.mcgill.ca) highlighting the activities that take place at Sustainability Week, which will remain an archived McGill website after the Celebrations end in October 2022.

11. If applicable, are there any training, volunteer opportunities, jobs, or complementary applied student research integrated in your project? Please describe. *Limit ~100 words*

At this time we expect at least 60, and upwards of 100 volunteers to participate in the distribution of the plants, staff and students.

APPENDIX

Relevant Support Documents

List any appendix documents in order in the table below.

Please keep the total number of pages as low as possible (recommended maximum is 5). Please include any relevant support letters.

Doc #	Appendix Document Title	# of Pages
1	Letter of support: Laura Webb	1
2	Letter of support: Laura Caralampides	1
3	Letter of support: David Manelli	1
4		
5	Staff Position Information Appendix , if applicable	

March 17, 2022

Dear SPF Governing Council,

In my capacity as Project Coordinator for McGill's Bicentennial Celebrations and McGill graduate student in Food Science, I wish to express my support for the for the Community Plant Giveaway project, as part of the Bicentennial Sustainable Futures Festival.

I joined the Bicentennial Office in 2020 and have helped put together a number of signature projects and events thus far, all of which have embedded sustainability into planning and execution. With this plant giveaway, I hope we will once again bring our community together at start the next academic year, and convey the message that our University is committed to becoming a leader in sustainability.

An important factor to the success of the community plant giveaway is to ensure that our organizing team has the resources to produce enough plants for all—this would require financial support. That said, I fully encourage the committee's request for funding support from the Sustainability Projects Fund.

Kind regards,

A handwritten signature in black ink, appearing to read 'Laura Webb', written in a cursive style.

Laura Webb
Bicentennial Research and Project Coordinator
Laura.webb@mail.mcgill.ca

March 17th, 2022

Dear SPF Governing Council,

In my capacity as the Chief Horticultural Technician at Macdonald Campus Farm, I am writing to signal my support for the Community Plant Giveaway project.

Last year I joined the Bicentennial team and committee in producing 6,000 houseplants for the Celebrate Together giveaway, distributed to the McGill and Montreal community. I will be supporting them again with this project as the Lead plant producer.

I believe that this project will positively contribute to bringing awareness and encouraging participation in existing sustainability initiatives and projects at McGill, as well as promoting personal sustainable practices. Many members of the community are not aware of the farming activities that take place here at Macdonald campus-- this event will draw attention to our horticulture centre and raise awareness of the resources available at that support sustainability-related projects.

Last year's event was a great success and I wholeheartedly support this follow-on event. Macdonald Campus Farm has the capacity to produce many diverse plants for this project, but we will need the funding to source the appropriate materials to make this happen. Therefore, I strongly encourage and support the request for funding from the Sustainability Projects Fund to help this project reach its full potential.

Kind regards,



Laura Caralampides

Chief Horticultural Technician
Macdonald Campus Farm



McGill

RÉSERVE NATURELLE
GAULT
NATURE RESERVE

March 17th, 2022

Dear SPF Governing Council,

In my capacity as Associate Director at the Gault Nature Reserve of McGill, I am writing to signal my support for the Community Plant Giveaway project, as part of the Bicentennial Sustainable Futures Festival.

Over the past few years, McGill has developed exciting new projects and initiatives promoting sustainability. As a university-wide event, the plant giveaway is an opportunity to bring various members of the community together to celebrate a shared interest in plant care and to feel a sense of belonging within the larger community. This event will reinforce McGill's connection to Mont-St-Hilaire and in Quebec, by sharing its campus-grown plants and trees and as an organizing member, I am ensuring that Gault is full-fledged participant.

I believe this project will contribute to McGill's goals to unify its community in celebration of its 200th anniversary and to position itself as a sustainability leader. I strongly support funding of this project to ensure that the event is a real success.

Kind regards,

David Maneli

Associate Director
Gault Nature Reserve