



## COVER PAGE

### PROJECT INFORMATION

Please complete the fields below with information regarding your project.

**Project Title** Fix the System - a slow fashion show

**Brief Description** We aim to invite guests to reconsider fast fashion by confronting linear waste systems through story-telling, art, science, and community action.

**Total Estimated Project Budget** \$1,968 **Amount Requested from SPF** \$\$1968.20

**Campus(es) Impacted**  Downtown  Macdonald  Gault Nature Reserve  Other \_\_\_\_\_

### CONTACT INFORMATION

#### Project Leader

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

Name	<u>Ava Torkaman</u>	Affiliation	<u>Undergraduate</u>
Email	<u>ava.torkaman@mail.mcgill.ca</u>	Campus	<u>Downtown</u>
Faculty/Unit/Organization	<u>Sustainable Youth Canada</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>Shir Gruber</u>	Affiliation	<u>Undergraduate</u>
Email	<u>shir.gruber@mail.mcgill.ca</u>	Faculty/Unit/Organization	_____
Name	<u>Katia Forgues</u>	Affiliation	<u>Postgraduate</u>
Email	<u>katia.forgues@mail.mcgill.ca</u>	Faculty/Unit/Organization	_____
Name	<u>Bella Niavarni</u>	Affiliation	<u>Undergraduate</u>
Email	<u>bella.niavarni@mail.mcgill.ca</u>	Faculty/Unit/Organization	_____
Name	<u>June Hee You</u>	Affiliation	<u>Undergraduate</u>
Email	<u>june.you@mail.mcgill.ca</u>	Faculty/Unit/Organization	_____
Name	<u>Louise Wuyts</u>	Affiliation	<u>Undergraduate</u>
Email	<u>Louise.wuyts@mail.mcgill.ca</u>	Faculty/Unit/Organization	_____

### 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

## 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*

This project spotlights McGill and Montreal's linear waste systems. The fashion industry in particular "accounts for about 10% of global carbon emissions, and nearly 20% of wastewater," according to the BBC (Ro 2020). We aim to highlight the omnipresence of fast fashion and its consequences on people, nature, and culture at McGill through creativity and story-telling. The clothing swap and clothing drive happening at the event puts our goal to address the intersection of consumption, climate change, and social justice into action.

### 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*

"Fix the system" is a slow fashion show where we invite guests to reconsider how they consume, why they consume, and highlight the systemic issues in fast fashion consumption. We aim to showcase different parts of the supply chain through imagery and art, provided by McGill clubs Dsign Lab and the Plumber's Foundation, and we hope to bring smaller brands into the spotlight by giving them a chance to show their work to McGill students. We will also be hosting a clothing swap and clothing drive, partnering with local charities to meet community clothing needs.

The SPF funding will help us bring about this show while being able to fairly compensate artists and models for their labor. For our models, we will be placing a lot of emphasis on inclusivity. We want to offer the opportunity to model to those who have been excluded from the fashion industry in the past due to their physical appearance and compensate them for their labor. This is in line with the theme of fast fashion because part of fast fashion's consequences include people, especially those in underprivileged groups. Just like the environmental effects it has, the fashion industry further affects these people by excluding their appearance in the fashion sector. Because of this, we feel as though it is important to adequately compensate the models who are taking the time to help bring about our idea. If we can have a live event, we aim to further our impact by having a clothing drive to support local shelters and a clothing swap to promote a circular economy.

The slow fashion show will be a recording filmed by McGill students and we are aiming to hold a screening of that recording in-person, at McGill. The screening event will be following all COVID-19 guidelines that are relevant and

will ensure maximum safety of the staff and the participants. We hope to attract between 50-100 attendees of all backgrounds for our screening, where important conversations about the impacts of fashion on the environment and sustainability will take place. This event is meant to be the beginning of a discussion around consumerism and a cultural shift towards degrowth. Following the screening of the video and, if COVID-19 permits, the fashion show, a clothing drive and swap will be held abiding by public health instructions.

If the event cannot be held in-person, the video will be shared across our social media platforms. We will promote this discussion through our collaborators for this project and still aim to collect clothing donations. Because in the case of in-person we would be renting the space through McGill (which provides AV equipment and tables, desks...) our budget would not look much different than if we we to opt for the remote option.

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*

Our project relates to two categories in the Climate & Sustainability Strategy: (1) Research & Education and (2) Community Building.

Through a scientific report created by McGill students about Montreal's linear waste system, which we will discuss with the audience at this event, we will be producing awareness about local environmental problems being tackled by the McGill community. By creating awareness and support for this project, we are equally building community. Furthermore, this event brings together people interested in tackling the issue of fast fashion and linear waste systems. By connecting people and offering an opportunity for the community to participate in a long-term project, we are fostering solutions to sustainability issues we address.

In terms of the EDI Strategic Plan, we contribute to the Plan's Student Experience and Outreach goals. "Fix the System" promotes student wellness by creating a safe space for members of the McGill community to voice their perspectives regarding sustainability and we aim to empower underrepresented groups on our stage. Our project contributes to EDI's Outreach goals by deepening community collaborations by developing partnerships and sponsorships with other student groups, local NPOs, and local sustainable businesses.

We plan on getting our event certified through the Office of Sustainability's Sustainable Event Certification program, regardless of the format.

## 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)
Send out sponsorship package and coordinate with local designers	01-04-22	01-09-22
Film and edit marketing material for fashion show	01-04-22	01-09-22
Fashion show event (if in person then accompanied by clothing drive and swap)	01-04-22	01-09-22
Delivery of donations to local shelters after clothing is folded	09-2022	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*

After the event ends, we will have a video and podcast publicly available for everyone. The project and its intended impacts will be available on our website in order for community members to access after the event has taken place. It is possible we will continue making more events related to the topic if there is interest from McGill members.

## 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 To bring McGill students perspective on the norms for fashion/ linear waste systems/sustainability	<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	Attendance at the event and participation of students in the making of this project
OPTIONAL	2 Present them with a citizen science project they can join and begin a conversation around	<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	Launch of report
OPTIONAL	3 Collect clothing to donate to people in need in the greater McGill community (Montreal)	<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	Amount and quality of clothing donated

## 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
Malcom Anderson	TrashTalk	Community liaison	Confirmed	Attached
Bella Niavarani & Louise Wuyts	DsignLab	Fashion designers	Confirmed	Yes
Ava Torkaman & Shir Gruber	SYC	Event & podcast coordinators	Confirmed	Yes
Sarah Rowand et al.	Plumber's Station	Video Coordinators	Confirmed	Yes
Tracy Valentine	Creative director	Narrator of podcast	Confirmed	No

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

This project will utilize social media, our website, email outreach, and our mailing lists to communicate about the event. Additionally, we will be hosting a viewing party for the fashion show, where we will speak to participants about why we decided to pursue this project and why it is vital to discuss consumerism. The viewing party will be advertised to members of the McGill community by sharing it with advisors and other student clubs on campus.

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

We are all McGill students volunteering our time to make this event reality. It is possible that we can have volunteers to help us set up the event.



## 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	Plumber's Station stakeholder letter	1
2	Dsign Lab stakeholder letter	1
3	TrashTalk stakeholder letter	1
4	SYC stakeholder letter	1
5	<a href="#">Staff Position Information Appendix</a> , if applicable	2

Dear McGill Sustainability Fund,

The Plumber's Station, the filmmaking committee of McGill's Engineering Undergraduate Society, hereby states its involvement in the SYC x Dsign Lab Slow Fashion Show. Our club will film the event, thus making it safe and virtually accessible. We support this project and are excited to promote sustainability in the McGill community.

Sincerely,

The Plumber's Station

Julien Dulong, Tom Nguyen & Sarah Rowand



Dsign Lab stakeholder letter- Slow Fashion Show

As a sustainability-oriented fashion club, Dsign Lab is finally seeing its dream come true with SYC x Dsign Lab slow fashion show. A perfect opportunity to educate on circular fashion and enjoy the art of creation, we hope the fashion show will not only help promote change in our audience's consumption habits but change their vision of fashion altogether.

Sincerely,

Louise Wuyts & Bella Niavarani

## TrashTalk stakeholder letter- Slow Fashion Show

In the pursuit of better informing youth and motivating them to take active roles in helping their communities understand the climate emergency, TrashTalk is excited to help provide a in depth exploration of local communities and their relationship with the ecosystem. Furthering the cause of citizen science for the good of our community finds itself at the heart of TrashTalk's mission; this is why we believe initiatives such as the Slow Fashion show by SYC and Dsign Lab is the perfect way to get more youth involved in engaging with innovative organizations seeking to better the course we have set for ourselves.

Sincerely,

Malcolm Adamson

SYC stakeholder letter

Dear McGill Sustainability Fund,

As the Events Chair of Sustainable Youth Canada, I certify our involvement in this project. We are thrilled to be a part of a project that not only strives to educate and inspire the McGill community about sustainability and slow fashion, but to also create a space to celebrate art and design from local artists. This project aligns with SYC's mission of integrating sustainable practices into urban society, and engaging with the public through community events.

Sincerely,  
Ava Torkaman

## STAFF POSITION INFORMATION

Please complete the fields below with information regarding the position that you would like to fund through your project. Should you have more than one type of position, please fill and attach a form for each position.

<b>Position Title</b>	Model
<b>Brief Description of Role</b>	For our fashion show and marketing material, we will be using models in order to showcase the clothing

1. **This position is:**  New  Already exists on campus

2. **Please describe which McGill unit/department/group/association will host the position.** *Limit ~100 words*

McGill student club Dsign Lab will host the position. The models will aid the team in being able to present their fashion designs for the event and marketing material to promote the event.

3. **Who will supervise the employee? Please list the supervisor's name and role at McGill.** *Note: The supervisor must provide a letter detailing their commitment. Please include this in the application appendix. Limit ~100 words*

Dsign Lab - Louise Wuyts and Bella Niavarni, both McGill students and co-founders of Dsign Lab.

4. **Employee's Location(s):**  Downtown  Macdonald  Gault  Other: Montreal

5. **Please provide a detailed task list and/or job description.** *Limit ~400 words*

The models will showcase the clothing in photoshoots before the event and for the fashion show. They will participate in the fashion show. The responsibilities include being able to pose and model for an upwards of 2 hours at a time, being able to follow the directions of the photographers, participate in the fashion show and be able to change outfits quickly, and able to work under different weather conditions. It is preferred that the models were to have some previous job experience, but we are also flexible as we want to be inclusive towards marginalized groups.

6. **Working hours:**  Full time  Part time *If part time, indicate hours per week:* 2

7. **Wages:**  Salaried  Hourly pay *Indicate salary or hourly wage:* 14.25

8. **Please share how you have determined the hours and wages included in the budget.** *Limit ~200 words*

We will be shooting the marketing material over the course of two weeks, and one of the weeks will be the fashion show, where the models will be modelling for approximately 2 hours. The wage is Quebec minimum wage.

9. **If applicable, please share how you will integrate the employee into the existing team/group structure.** *Limit ~100 words*

N/A

10. **What will happen to the position after the project funding concludes? Is there an intent to institutionalize this position?** *Limit ~200 words*

There is no intent to institutionalize the position because the position is only meant to showcase the clothing.

11. **If applicable, please briefly describe how you plan to recruit the employee.** *Limit ~200 words*

We plan on advertising the position to the McGill community, through sharing with other McGill clubs and putting up posters on university bulletin boards. One of our stakeholders, Tracy Valentine, will also be sharing the opportunity to her network of social media influencers and models. Our aim is to include as many groups as possible in order to give those who may not have been allowed an opportunity in the modelling sector a chance. We want to be as inclusive as possible, because this event and conversation on slow fashion is meant to include everyone.

12. My project team already has a candidate in mind to fill this position:  Yes  No

**If yes, please disclose.** *You may wish to attach a CV for the candidate in the application appendix. Limit ~100 words*

N/A