

## COVER PAGE

### PROJECT INFORMATION

Please complete the fields below with information regarding your project.

**Project Title** Plant-Based Awareness Conference

**Brief Description** Raising awareness on the environmental impacts of animal agriculture & providing resources on plant-based nutrition

**Total Estimated Project Budget** \$2,053.74      **Amount Requested from SPF** \$2,053.74

**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>Yi-Shuan Liu</u>	Affiliation	<u>Undergraduate</u>
Email	<u>yi-shuan.liu@mail.mcgill.ca</u>	Campus	<u>Downtown</u>
Faculty/Unit/Organization	<u>Engineering</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>Michèle Iskandar, PhD</u>	Affiliation	<u>Academic Staff</u>
Email	<u>michele.iskandar@mcgill.ca</u>	Faculty/Unit/Organization	<u>Human Nutrition</u>
Name	<u>Stan Kubow, PhD</u>	Affiliation	<u>Academic Staff</u>
Email	<u>stan.kubow@mcgill.ca</u>	Faculty/Unit/Organization	<u>Human Nutrition</u>
Name	<u>Luyi Wang</u>	Affiliation	<u>Undergraduate</u>
Email	<u>luyi.wang@mail.mcgill.ca</u>	Faculty/Unit/Organization	<u>Arts &amp; Science</u>
Name	_____	Affiliation	<u>Choose one.</u>
Email	_____	Faculty/Unit/Organization	_____
Name	_____	Affiliation	<u>Choose one.</u>
Email	_____	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 addresses the sustainability of our food system and the impacts of one's diet on the environment and personal health at McGill. According to my research, a great amount of water, grain, forests and carbon dioxide can be saved if we shift toward eating mostly plant-based. Animal agriculture is a leading cause of deforestation in the Amazon, biodiversity loss, species extinction, water depletion and pollution, using up to 83% of agricultural land but only supplying 18% of food calories (Poore & Nemecek, 2018). Furthermore, Animal agriculture produces more greenhouse gas emissions than the entire transportation sector (FAO 2013 Report). As for the health aspect, one could significantly reduce one's risk of developing heart disease, diabetes (McMacken & Shah, 2017), and high blood pressure by significantly reducing animal food products in one's diet. The new 2019 National Canadian Food Guide demonstrates that a well-planned plant-based diet is adequate for one to live healthily which agrees with the Academy of Nutrition and Dietetics. More and more people are suffering from illnesses caused by overconsumption of saturated fat and cholesterol largely found in animal foods. Thus, the McGill community would benefit its carbon footprint, water footprint, environmental consciousness, and physical health by promoting balanced nutritionally-adequate plant-based eating.

## 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*

My project idea is to host a conference where attendees learn about the environmental impacts of animal agriculture and important nutritional requirements that one must look out for when eating plant-based. This would be a 1 hour long event, with attendees standing or sitting at different tables. The event will likely take place during lunch time at noon and start with a 5 minute introduction on the objectives of this event, followed by a 15-minutes talk by Dr. Iskandar and/or Dr. Kubow who are invited to cover plant-based nutrition. Next, I will be sharing a roughly 10-minutes presentation on animal agriculture facts and statistics based on some results cited in for instance, the UN IPCC report and Joseph Poore's University of Oxford study "Reducing food's environmental impact through producers and consumers". Finally, there will be a plant-based food-tasting where attendees enjoy plant-based food for a duration of 30 minutes. I will create and set up QR codes on the tables so that the attendees may scan to see a list of vegan/vegetarian restaurants in montreal, plant-based options available in stores, documentaries, recipe

websites etc. The QR code will also include Dr.Iskandar and Dr.Kubow's "The Nutrition Scientists" instagram account. A citations for the research gathered will be included in the presentation slides as well.

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*

My project relates to the Category of Food Systems in McGill's Climate & Sustainability Strategy 2020-2025 with the objective of "[enriching] sustainable food offering by promoting local, third-party certified, and plant-based options."

## 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)
Planning, speech preparation, QR code creation, food ordering	06-02-23	09-03-23
Promotion and outreach, graphic design	06-02-23	09-03-23
Plant-based food tasting + workshop	10-03-23	10-03-23

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*

When the event is over, the QR code may be shared on LinkedIn and displayed on downtown campus bulletins for people who are interested in the resources provided.

## 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	More people aware of their food's carbon and water footprint	<input checked="" type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Academic Staff <input checked="" type="checkbox"/> Postgraduate <input checked="" type="checkbox"/> Admin. Staff <input type="checkbox"/> Alumni	Number of people who attended event
OPTIONAL	2	More individuals understanding the requirements for balanced nutrition when eating plant-based	<input checked="" type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Academic Staff <input checked="" type="checkbox"/> Postgraduate <input checked="" type="checkbox"/> Admin. Staff <input checked="" type="checkbox"/> Alumni	Number of people who scanned nutrition resources QR code
	3		<input type="checkbox"/> Undergraduate <input type="checkbox"/> Academic Staff <input type="checkbox"/> Postgraduate <input type="checkbox"/> Admin. Staff <input type="checkbox"/> Alumni	

## 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
Elie Abou-Jaoude	Mentor/Coach	Supporter	Confirmed	N/A
Student Club for Animal	Student Club	Supporter	Confirmed	No
Michele Iskandar	Researcher/	Speaker	Confirmed	No
Stan Kubow	Associate Prof	Speaker	Confirmed	No
Frank DiGiovanni	Director of Dining	Supporter	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 event will be promoted through word of mouth, through various mcgill clubs instagram accounts or media platforms, and through McGill newsletters. Photos and the QR code with the list of information resources will be shared on LinkedIn or through McGill's sustainability clubs' platforms.

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

Volunteer opportunity for positions such as event coordinators, photographer, graphic designer are applicable.



## APPENDIX

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### 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	Yi-Shuan_Liu_GreenCV_civileng	1
2	Luyi Wang resume final[1958]	1
3	Letter of Commitment for Staff Supervision	1
4		
5	<a href="#">Staff Position Information Appendix</a> , if applicable	3

## 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.

**Position Title** Event Organizer

**Brief Description of Role** Organizing the content, flow, communications and execution of the event

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 Office of Sustainability

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*

Since the event organizer is the leader of this team and creator of this project, this is a self-supervised position

4. Employee's Location(s):  Downtown  Macdonald  Gault  Other: \_\_\_\_\_

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

Planning Conference logistics, preparing slide presentation, creating QR code information resources, making catering orders, booking room, delegating tasks to employee, facilitating conference

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

7. Wages:  Salaried  Hourly pay *Indicate salary or hourly wage:* \$15.82

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

The wage is determined to be of the category Class C - Program Assistant and the hours per week are approximated based on academic experience with researching, planning and liaising

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

Not applicable

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

The funding of this position is fixed since this is a one-time position that concludes when the event is completed.

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

Not applicable

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*

Yi-Shuan Liu

## 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.

**Position Title** Social Media Marketer

**Brief Description of Role** Outreach to help advertise and promote the event

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 Office of Sustainability

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*

Yi-Shuan Liu, graduating civil engineering student at McGill, the event organizer and leader of the Plant-Based Awareness Conference sustainability initiative. Letter of commitment is attached.

4. Employee's Location(s):  Downtown  Macdonald  Gault  Other: \_\_\_\_\_

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

The employee will email, and message different McGill sustainability clubs, associations, communities to ask them to help share and advertise this event on their instagram accounts or social media platforms.

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

7. Wages:  Salaried  Hourly pay *Indicate salary or hourly wage:* \$15.82

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

This position is determined to be of the worker category Class C - Program Assistant and the hours are approximated based on experience in administration and liaising.

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

The employee is already part of the existing project team.

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

The funding for this position is fixed, therefore the work concludes when the funding is concluded.

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

Not applicable

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*

Luyi Wang