STUDENT SUSTAINABILITY COMMITTEE

Funding Application – Step II

Funding Criteria

A. General Rules

1. Students, faculty, and staff are encouraged to submit requests for funding. Student-led projects require a faculty or staff sponsor in order to have funds awarded.
2. Funding can only go to university-affiliated projects from students, faculty, staff, and departments.
3. All SSC projects must make a substantial impact on students. This may be a direct impact or an impact through education and engagement. All SSC funding is 100% from student green fees, so the projects funded by the students must benefit them.
4. SSC encourages innovation and new technologies – creative projects are encouraged to apply.
5. Unless a type of expense is specifically listed below as having restrictions, SSC can generally fund it. The items referenced below should not be taken as comprehensive list.

B. Things SSC Can Fund, On A Case-By-Case Basis

1. SSC can fund feasibility studies and design work; however, it must work toward ultimately addressing a sustainability need on campus.
2. SSC can fund staff positions that are related to improving campus sustainability. Strong preference will be given to proposals receiving matching funding from departments and/or plans for maintaining continuity of the position after the end of the initial grant.
3. SSC can fund outreach events with a central theme of sustainability, provided their primary audience is the general campus community.
4. SSC discourages funding requests for food and prizes but will consider proposals on a case by case basis that prove significant reasoning.
5. SSC can fund repairs and improvements to existing building systems as long as it works toward the goal of improving campus sustainability; however, a preference is shown to projects utilizing new or innovative ideas.
6. SSC can provide departments with loans for projects with a distinct payback on a case by case base. Loans will require a separate memorandum of understanding between SSC and departmental leadership pledging to repay the award in full and detailing the payback plan.

C. Things SSC Will Not Fund:

1. SSC will not fund projects with a primary end goal of generating revenue for non-University entities.
2. SSC will not fund personal lodging, food, beverage, and other travel expenses.
3. SSC will not fund any travel expenses.
4. SSC will not fund tuition or other forms of personal financial assistance for students beyond standard student employee wages.

Your Step 2 funding application should include this application, the supplemental budget form, and any letters of support.

Please submit this completed application and any relevant supporting documentation to Sustainability-Committee@Illinois.edu. The Working Group Chairs will be in contact with you regarding any questions about the application. If you have any questions about the application process, please contact the Student Sustainability Committee at [sustainability-committee@illinois.edu.](mailto:sustainability-committee@illinois.edu)

General & Contact Information

Project Name: Zero Waste Quad Day(s)
Total Amount Requested from SSC: $15,000

Project Topic Areas: ☐ Land & Water ☐ Education ☐ Energy
☐ Transportation ☒ Food & Waste

Applicant Name: Micah Kenfield
Campus Affiliation (Unit/Department or RSO/Organization): iSEE
Email Address: kenfield@illinois.edu

Check one:
☒ This project is solely my own **OR**
☐ This project is proposed on behalf of (name of student org., campus dept., etc.):

Project Team Members

Name	Department	Email
Micah Kenfield	Institute for Sustainability, Energy, and Environment (iSEE)	kenfield@illinois.edu
Janett Matthews	Illini Union – Office of Registered Student Organizations	janett@illinois.edu
Name	Department/Organization	Email Address
Name	Department/Organization	Email Address

<u>Student-Led Projects (Mandatory):</u>
Name of Faculty or Staff Project Advisor:
Advisor's Email Address:

Financial Contact *(Must be a full-time University of Illinois staff member)*
Contact Name: Amy Rosenbery
Unit/Department: iSEE
Email Address: husted@illinois.edu

Project Information

Please review the proposal materials and online content carefully. It is <u>highly recommended</u> you visit a working group meeting sometime during the proposal submission process.

Please provide a brief background of the project, its goals, and the desired outcomes:
You may copy and paste your Step 1 application answer if nothing has changed.
Quad Day is one of the largest events every year, with over 10,000 students participating in a massive organization fair the day before classes start each fall. An unfortunate side effect of an event this large, however, is the significant amount of waste it produces - including countless recyclable materials that are thrown away each year. As past attendees may recall, a common sight at the event is overflowing trash bins with aluminum cans, plastic bottles, and paper fliers littering the ground nearby. While some of the bottles and cans are pulled from the landfill at the Waste Transfer Station, many of them aren't, and any paper that comes in contact with food or liquid can no longer be recyclable.

For the first time, Quad Day 2018 featured Reduced Waste efforts, spearheaded via a partnership between the Illini Union and iSEE. A single recycling station, located in a central location, was able to collect over a thousand bottles, cans, cardboard boxes, and paper fliers. RSOs were also given the ability to receive Green Recognition, with almost forty opting to participate this year.

If funded, Zero Waste Quad Day would further expand efforts in a number of ways:
1) The number of recycling opportunities would expand to include stations by every set of trash receptacles. Volunteers will be tasked with collecting recycling throughout the event to ensure there are always opportunities to recycle instead of throwing things away. This equates to 32 recycling station and over 100 individual cans added to the Quad Day event. A map is included as an attachment as the last page of this document.

2) Clear recycling information will be present throughout the event so students are aware of what they can recycle, where they can recycle it, and how to further expand their recyling efforts in their own lives outside the scope of the event.

3) With a longer timeline for outreach, potentially hundreds of RSOs will be able to pledge to go greener at Quad Day. RSOs in general indicated an interest in the program, but promotion was limited in the lead-up to the event. Several months of additional promotion, including at the beginning of registration for Quad Day, will substantially improve participation.

Where will the project be located? Are special permissions required for this project site?
If special permission is required for this location, please explain and submit any relevant letters of support with the application.
The project will be located on the Main Quad during Quad Day, in a high-traffic and central location. Additional informational events surrounding the day-of (e.g. volunteer trainings) would be held at the National Soybean Research Center and the Illini Union. No additional permissions are required for this site.

Other than the project team, who will have a stake in the project? Please list other individuals, groups, or departments affiliated directly or indirectly by the project. This includes any entity providing funding (immediate, future, ongoing, matching, in-kind, etc.) and any entities that benefit from this project.
Please attach letters of commitment or support at the end of the application.
The following stakeholders are involved:

- iSEE, which is providing staff time and student labor for the event. If this proposal is fully funded, iSEE will also assume responsibility for all cost overages to meet the scope outlined in the SSC application
- The Illini Union / Office of Registered Organizations is providing support by way of inclusion in Quad Day materials, support for graphic design/graphic standards as needed, and allocation of the space itself on the day of

How will this project involve and/or benefit students?
This includes both direct and indirect impact.
Students are involved in the project in three primary areas:
1) Registered Student Organizations will have the opportunity to pledge to be greener at Quad Day. Specific actions required to fulfill the pledge include reducing their printing, clean up trash and recycling near their tables, and other steps to go greener.

2) Student volunteers for the event will be recruited from an array of RSOs and service organizations. At the 2018 event, iSEE secured over a dozen volunteers for a single station with limited recruiting efforts over the summer. As the scope of the event expands, the number of volunteer opportunities also grows.

3) Students make up the bulk of the attendees at Quad Day, and they will all have the opportunity to create a more sustainable event through their increased recycling. Beyond simply collecting recyclable materials, Zero Waste Quad Day will ideally educate participants in how to reduce waste in their daily lives.

How will you bring awareness and publicize the project on campus? In addition to SSC, where will information about this project be reported?

Information about this project will be included throughout the build-up to Quad Day as well as on Quad Day itself. All participant RSOs/departments/outside groups will be educated about opportunities for their participation to be more sustainable as well.

A special point will be made to develop a paragraph about SSC that can be included in some materials, reaching a significant population at the start of school to further SSC's own promotional efforts. Every RSO present will be made aware of SSC as a potential funding opportunity for their own sustainable efforts, and the potential for SSC to receive more small-dollar, targeted proposals from RSOs is high.

Financial Information

In addition to the below questions, please submit the supplemental budget spreadsheet available on the Student Sustainability Committee [website](). Submission of both documents by the submission deadline is required for consideration of your project.

Have you applied for funding from SSC before? If so, for what project?
Yes; most recently, for an expansion of the Illini Lights Out program.

If this project is implemented, will you require any ongoing funding required? What is the strategy for supporting the project in order to cover replacement, operation, or renewal costs?
Please note that SSC provides funding on a case by case basis annually and should not be considered as an ongoing source of funding.
No ongoing funding required.

iSEE is requesting support for three years of the Zero Waste Quad Day program. Given the success of the limited pilot program and the institutional buy-in from both iSEE and the Illini Union for future efforts, the project team is confident that the event will be a continued success from year to year as scaled up. Additionally, a significant portion of the event costs (such as reusable signage) are up-front for the first year, and reducing the time frame to one or two years does not significantly reduce the overall project cost. By the conclusion of Year 3, the intention is for the program to be absorbed into other Zero Waste efforts on campus.

Funding the reusable signage will go a long way toward ensuring the ability of the program to self-perpetuate – having the most expensive ongoing cost covered for years to come will make it much easier for other departments to pick up the slack.

Finally, both the Illini Union and iSEE are matching the project cost with a substantial investment of staff time. For example, iSEE alone contributed 60+ staff hours to the Green Quad Day 2018 efforts, including substantial hourly staff wages. This commitment would expand as the scope of the events grow with additional support.

Please include any other obtained sources of funding. Have you applied for funding elsewhere?
Please attach any relevant letters of support as needed in a separate document.

As noted above, iSEE/Illini Union is providing the following per year (projected based off the costs for the smaller-scale pilot):

60+ hours of full-time staff efforts (~$2,000)
40+ hours of student intern efforts (~$500)
Tent Rental / Day-of supplies and support not covered under scope of SSC funding (~$750)
Inclusion into web/print marketing – hard to estimate by cost, but of significant impact

Environmental, Economic, and Awareness Impacts

How will the project improve environmental sustainability at the Urbana-Champaign campus? If applicable, how does this project fit within any of the Illinois Climate Action Plan (iCAP) goals?

The largest iCAP Goal impacted by this is 6.2, reducing MSW Landfill Tonnage, through increased diversion rates for recycling. Additional areas of impact include 11.1 and 11.2, expanded co-curricular sustainability efforts and developing new sustainability efforts.

How will you monitor and evaluate the project's progress and environmental outcomes? What short-term and long-term environmental impacts do you expect?
Some examples include carbon emissions, water conservation, green behavior, and reduced landfill waste.

There are several impacts to measure, both concrete and abstract:
1) Total materials diverted from landfill, in gallons, measured by the # of bags of recyclables pulled during the event
2) Organizations reached as participants in the Greener Quad Day initiative, as logged by pledge signees in advance of the event
3) Behavioral impact on attendees, based off post-event surveys and analysis
4) Conversion rate from exposure to Greener Quad Day efforts to future sustainability efforts on campus.

What are your specific outreach goals? How will this project inspire change at UIUC?

For many students, Quad Day is their first real exposure to the culture of campus. By highlighting sustainability - through both the event and the individual RSOs - students gain an understanding of the importance of adopting sustainable habits and the value UIUC places on sustainability as a whole.

If applicable, how does this project impact environmental injustice or social injustice?

A portion of the training information for RSOs will include information about sustainable purchasing, encouraging groups to look at sustainable and equitable procurement choices should they purchase promotional items.

Food Alley

Illini Union

Harker Hall

MAPS

MAPS

MAPS

Administrative Building

Noyes Lab

Demonstration Area

English Building

Lincoln Hall

Foellinger Hall

Davenport Hall

Foreign Language Building

Gregory Hall

State Farm CENTER

CAMPUS REC

N

SOCIAL FRATERNITIES AND SORORITIES

Undergraduate Library

INFO &

MAPS

MAPS