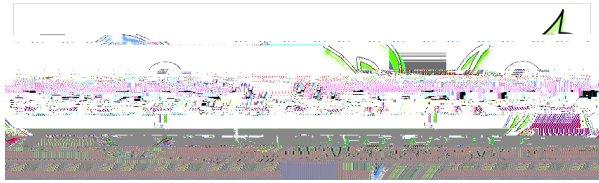


Sustainability Project Fund Application



Budget requested: \$850

What: Project Overview

Campus Swaps is a sustainable initiative for McGill students, in the form of a social enterprise. We aim to transform the McGill student consumer behaviour by creating a sustainable, cyclical system of material ownership that recycles goods from graduating students through sales to incoming students. Our service is intended to provide affordable prices to new students, responsible recycling options for recent graduates, and substantial, measurable waste reduction within the McGill student community.

How: Implementation

I. Structure of Operations

1. Stuff Collection: Campus Swaps has offered a free pick-up service to graduating students this past May 2011. Over 3,000 items with ranging resale values were collected that would have otherwise been discarded as waste.
 - a. "Stuff" collected includes:
 - school supplies - clothing - cleaning supplies
 - accessories - kitchenware - home décor
 - minor appliances - miscellaneous - sportswear & equipment
 - small storage containers/home organizers
2. Storage & Sorting: All items have been sorted, cleaned, and stored in a student apartment (totalling 80 boxes of over 3,000 items).
3. Re-Sale: Items will be resold to students at "expos" on campus during move-in weekend. Items will be sold for extremely low prices (ex. \$1 tee shirts, binders, dishes, and more) to provide a more affordable option to incoming students.
4. Recycle & Donate: Items unsold will be donated or recycled responsibly.

association have all been consulted and are willing to form strategic partnerships that will help increase awareness of Campus Swaps sales expositions as a valuable resource to first year students.

- Permission for sales at the planned Sustainability Fair in mid-September 2011. Permission for sales in the SSMU building during move-in weekend is pending confirmation by the SSMU executive board.

- Those interested in getting involved in sustainability and specifically in social enterprise will be provided with the opportunity to apply for a paid position as Regional Manager in future years.

- There is an opportunity for student research to be performed focusing on student consumption practices and specifically on sustainable purchasing practices on university campuses. Management professors are being contacted currently to arrange for this project.

III. Timeframe, Milestones, & Measurement

- Campus Swaps has already begun operations, and has collected over 3,000 items that are currently being stored in personal apartments.
- August 2011: In the upcoming fall Campus Swaps will be holding sales expositions of these items on-campus (specifically over move-in weekend).
- May-June 2012: In the following spring, Campus Swaps plans to expand to reach even more of the McGill community (as only approximately 4% of potential collection customers were reached this past collection period).
 - Campus Swaps also plans to hire a regional manager to continue the operations in future years. This regional manager will be a current undergraduate or graduate student with the intention of remaining in Montreal for upcoming years. We are also strongly considering the option of incorporating Campus Swaps in the form of a co-operative, which would involve student ownership of the enterprise for years to come.
- The success of the project is gaged by a waste-reduction measurement based on the weight of the items collected and therefore diverted from landfills. During the recent “pilot” collection period, over 4,000 lbs were collected and therefore diverted from the trash. All items left unsold after the sales expositions in the fall will be donated to pre-determined organizations, (many of which are McGill associated) including giving school supplies to underprivileged children and plates and kitchenware to the Plate Club, among others.
- Campus Swaps plans to expand McGill operations in the

