

<b>ACADEMIC INSTITUTION</b>	Concordia University
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<b>PROJECT NAME</b>	Embellir
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**NEED AND AUDIENCE**

Project Embellir was created for the purpose of raising awareness about food waste and providing knowledge and solutions to the community to help tackle this issue. Every year, roughly one third of food for human consumption is lost or wasted. In Canada alone, 31 million tons of food is wasted every year. The issue with food waste is that most people do not realize how much it immensely impacts climate change. Embellir addresses this issue at the root: the people and their habits. Our mission is to fill this knowledge gap by alerting our community with the true impacts of food waste from farming to consumption, ultimately contributing to climate change. With Embellir being a student run project, we are primarily targeting students between the ages of 18-30 years old although in the future, we would like to extend this target audience.

**ACTION TAKEN**

Project Embellir, has since its initiation, worked proactively in order to create a long-lasting impact on our community. Throughout the pandemic, we shifted our focus on providing knowledge to our online community. Embellir engaged our audience with our different interviews shared on our website blog with Restaurant Candide and Welfare Avenue. Our blog posts provided lively tips and tricks for households and individuals on how to best store, preserve and give new life to food. We have also expanded our project's mission through our Instagram. We launched two new series "Waste Less" and "Ever Heard Of" where we expand on ways to be more sustainable and shine a light on different local businesses that are providing innovative solutions to help reduce food waste in stores, restaurants and farms. We have also hosted a food drive where students were able to donate food, clothing and sanitary products to our partners, "Partage et Solidarité", et "Maison de l'Amitié". This helped build a bridge between our student community and local charities, allowing the products to be redistributed to those in need. As restrictions ease up, we plan on hosting our first "zero-waste" cooking class of the year. The class will allow participants to learn how to prepare an entire meal while only using recovered surplus products.

**IMPACT**

We have directly impacted the 230 followers on our Instagram page. In the last 3 months, our reach has increased by 35%, reaching approximately 200 new accounts every month, reaching almost 600 new accounts. With our food drive, we have directly impacted 50 students who have donated non-perishable food, clothing and sanitary products, empowering them to give back to their own community. Each type were put into separate boxes, the total amount weighing 150 Kg which were then donated to different shelters around Montreal.

<b>STANDARD METRICS</b>			
(These metrics are related only to the project presented and represent work done since March 1, 2021)			
Individuals educated on climate action	900 people	Businesses educated on climate action	0
Litres of water conserved	0	Metric tonnes of waste diverted	150 kg
GHG emissions diverted	0	Dollar value of waste diverted in CAD \$	0
<b>PROJECT START DATE</b>	September 2018	<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	Yes