

<b>ACADEMIC INSTITUTION</b>	George Brown College	<b>PROJECT NAME</b>	The Bean
<b>NEED AND AUDIENCE</b>			
<ul style="list-style-type: none"> <li>• <i>What need does this project address? (This is the place to explain why you decided to run this project)</i></li> <li>- Canadians drink about 60 million cups of coffee each day, which <b>produces about 220,000 tons of organic waste</b> that releases almost <b>one million tons of greenhouse</b> gas every year. Coffee farmers are also suffering under-regulated use of chemicals and pesticides, and deforestation that cause further environmental problems. The Bean Project repurposes coffee ground waste from local cafes into accessible waste-free products to enhance responsible sourcing, production, and consumption for the environment, our local communities, and the planet.</li>   <li>• <i>What audience(s) did you target and why?</i></li> <li>- We targeted Generation Y and Z, who regularly enjoy coffee from local coffee shops, and who are trying to be more conscious about their health, environment, and social issues.</li> </ul>			
<b>ACTION TAKEN</b>			
<ul style="list-style-type: none"> <li>• <i>What activities did you undertake? (What did you do?)</i></li> <li>- Produced 84 units of The Bean Soap that are 100% biodegradable and made only with 100% natural and ethically sourced ingredients.</li> <li>- Made a wholesale of 12 units of The Bean Soap (\$66.96) to a retail store.</li> <li>- Designed a waste-free packaging with natural materials to promote sustainable lifestyle</li> <li>- Launched our website thebeangbc.com to raise brand awareness and promote responsible consumption for the community and environment.</li>   <li>• <i>What partners did you work with?</i></li> <li>- We launched our product in collaboration with GW General in the Distillery District.</li> <li>- We established partnerships with Balzac's Coffee Roasters and Black Canary Coffee to receive their coffee ground waste for our production and sell the soap at their locations.</li> </ul>			
<b>IMPACT</b>			
<ul style="list-style-type: none"> <li>• <i>Please outline the overall impact your project had on participants</i></li> <li>- We diverted 0.53 lbs. of coffee ground waste and saved 0.07 lbs. of GHG</li> <li>- We educated customers and our entire Enactus George Brown team on responsible sourcing, production and consumption through our retail product display, our website, and social media account.</li> </ul>			

STANDARD METRICS			
(These metrics are related only to the project presented and represent work done since March 1, 2021)			
Individuals educated on climate action	350+	Businesses educated on climate action	3
Litres of water conserved	0	Metric tonnes of waste diverted	0.00024
GHG emissions diverted	0.07 lbs.	Dollar value of waste diverted in CAD \$	\$300 (to date)
<b>PROJECT START DATE</b>	February 2020	<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	Yes