

ACADEMIC INSTITUTION	NSCC Ivany Campus
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PROJECT NAME	Planting Roots
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NEED AND AUDIENCE

- Plant roots of equality through non-monetary dimensions of health, education, social connections, and civic engagement.
- Contribute to food security in an area of great need:
 - 20% of individuals living in the Halifax area experience food insecurity
 - East Preston, a community 30 minutes east of Halifax, referred to as a food desert
- Work with youth, from East Preston, to empower them to supply healthy, local food options to their community:
 - Educate the youth on food security, growing, and preserving food
 - Provide modest compensation to the youth from a low-income area, and provide them the opportunity to develop skills, and workforce readiness

ACTION TAKEN

- Started Planting Roots, a social enterprise owned by our Team, that builds and sells raised garden boxes, using a sell one, give one model.
- Received Project Accelerators from Northbridge (seed money for garden box materials, marketing budget, and administration fees) and Samsung (freezers for preserving food).
- Connected with East Preston Family Resource Centre to work with their youth members (from their website: “since 1993...we’ve planted roots and grown into one of East Preston’s busiest centres, with programming for those from ages 0 to 99”).
- Partnered with The Deanery Project, a local not-for-profit, to build the garden boxes.

IMPACT

- Leave mature trees in the ground to capture more and more carbon as they grow.
- Divert 72kgs of greenhouse gas emissions per garden box built.
- Divert food waste by providing food preservation training.
- Divert transport waste by using reclaimed, local wood and by growing food locally.
- Work with 10-15 youth, and provide 4 weeks of educational workshops on topics including: construction, food security, sales and marketing, etc.
- Build garden boxes with the youth providing workforce training, and a small compensation.
- Empower the youth to provide a food security solution in their community.
- Inspire other communities to get involved.

STANDARD METRICS

(These metrics are related only to the project presented and represent work done since March 1, 2021)

Individuals educated on climate action		Businesses educated on climate action	
Litres of water conserved		Metric tonnes of waste diverted	
GHG emissions diverted	72kgs	Dollar value of waste diverted in CAD \$	

PROJECT START DATE	October 2021
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IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Yes
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