

<b>ACADEMIC INSTITUTION</b>	University of Guelph
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<b>PROJECT NAME</b>	Kind Hive
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**NEED AND AUDIENCE**

- *What need does this project address? (This is the place to explain why you decided to run this project)*
- *What audience(s) did you target and why?*

The need that this project addresses is the sustainable consumption and use of beeswax. Kind Hive utilizes beeswax that would be discarded and turns it into a product that educates on recycling and using sustainable products. By using sustainable materials, such as sourcing local beeswax suppliers, using expired baby food jars or broken candles disposed of by individuals, we have been able to create a candle that supports aromatherapy and a positive experience while using. The main audiences that are targeted are those within the age group of 18 – 30, especially within the University age group, to encourage this generation to further understand their environmental impact, and how they can make changes in the future.

**ACTION TAKEN**

- *What activities did you undertake? (What did you do?)*
- *What partners did you work with?*
- *This is a great place to provide more info on ownership, if needed.*

By focusing on creating candles with beeswax, we were able to connect with the Ontario Beekeepers Association as well as local honeybee farmers to source out alternatives to conventional waxes such as paraffin or soy. Through the development of the candles, we have been able to connect with other students at the University of Guelph and individuals from personal relationships. We have also been able to educate those on how the creation of these candles has reduced waste in landfills, specifically through word of mouth and candle making workshops.

**IMPACT**

- *Please outline the overall impact your project had on participants*
- *Include any metrics not in the table below*

The overall impact that the project had was primarily focussed on those that interacted with Kind Hive, and those that purchased the created candles. Not only was the educational impact present, as we increased the knowledge of sustainable resources, and the main purpose and goal behind Kind Hive. As seen in the metrics below, Kind Hive has had a large, positive impact on metric tonnes of waste diverted, and the dollar value of waste diverted in CAD \$. We have approximated that 2 metric tonnes of waste have been diverted. Additionally, we have valued the amount of waste diverted to be \$1,200.

**STANDARD METRICS**

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

Individuals educated on climate action	50	Businesses educated on climate action	3
Litres of water conserved		Metric tonnes of waste diverted	2
GHG emissions diverted		Dollar value of waste diverted in CAD \$	\$1200

<b>PROJECT START DATE</b>	March 1, 2021
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<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	Yes
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