

ACADEMIC INSTITUTION	University of Saskatchewan	PROJECT NAME	Re-colour
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NEED AND AUDIENCE
<p>Re-colour uses entrepreneurial ambitions to demonstrate how business can become more environmentally friendly and sustainable. Re-colour offers a convenient solution for restaurants to divert crayons from being disposed of in the waste. Crayons are made of paraffin wax, which is byproduct of crude oil, a nonrenewable resource, paraffin wax emits toxins and contributes to air pollution, and the mining process for crude oil has its own environmental impact. Meanwhile many children do not have access to art supplies. By donating our interesting and innovative product to youth it provides learning opportunities that promote environmental stewardship and wellbeing.</p> <p>For used crayons, we targeted family restaurants with high volume of guests, many of whom have small children resulting in the one-time use crayons being disposed of in the garbage. We successfully targeted and created an official partnership with a restaurant chain allowing us to efficiently build connections with more than one restaurant at a time. For new crayons, our target audience are the users of crayons, young children. So we created an engaging product that can help start discussions on other ways to practice environmentally friendly practices.</p>
ACTION TAKEN
<p>Created a partnership with a chain restaurant, diverting crayons from landfills at 3 restaurants. In addition to restaurants, we have successfully spread information through social media and word of mouth, gaining new individuals donors. Researched and produced approximately 850 new crayons in 8 different colours, and a large variety of interesting shapes. Sourced packaging made with recyclable material, protective packaging that is both upcycled and provide colouring prompts, and designed labels with directions to our website and choking hazard warnings. Collaborating with schools to donate crayon packages to inner city students. Planning our tactics to introduce our product to local stores with a target audience valuing sustainability.</p> <p>We have 3 official partnerships with the Montana's restaurants in Saskatoon. We are in the process of arranging a time to pass out the crayon packages to at several elementary schools.</p>
IMPACT
<p>With the children, individual crayon donors, and staff members of our partnered restaurants have been educated on more sustainable practices of disposing of an everyday product when they no longer have a use or need for it. Through Re-colour's collection of used crayons and donation of new crayons 52 individuals have been impacted. 44.09 Kg or 7838 crayons diverted from waste. 848 new crayons produced.</p>

STANDARD METRICS			
<small>(These metrics are related only to the project presented and represent work done since March 1, 2021)</small>			
Individuals educated on climate action	52 individuals	Businesses educated on climate action	5 businesses
Litres of water conserved	158.24 litres	Metric tonnes of waste diverted	0.044 metric tonnes
GHG emissions diverted	0.377 tCo2e	Dollar value of waste diverted in CAD \$	\$973.50 CAD
PROJECT START DATE	2020/10/01	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Yes