

ACADEMIC INSTITUTION	Fleming College	PROJECT NAME	Paper Planet
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NEED AND AUDIENCE

- Divert paper from Fleming College waste streams and turn it into profit
- Primary target audience is elementary teachers and their students
- Secondary target audience is parents homeschooling
- Exposing target market to the concept of the circular economy and exposing Enactus students to entrepreneurship and building their skills as entrepreneurs

ACTION TAKEN

- Partnered with Fleming College’s Mechatronics team to create an automated production machine to manufacture Paper Planters with more efficiency. Our molds were 3D printed using recycled nontoxic materials. The actual hydraulic machine was almost entirely made of scrap material that would have otherwise gone to a landfill. Our machine has increased our production capacity by 98%, producing 16 planters in 2 minutes; reducing manual effort and increasing our ability to divert paper waste from landfill streams.
- We were able to secure seed donations and other sources of paper from local businesses.
- We were able to continue our relationship with the Society of St. Vincent De Paul of Peterborough who generously provides a place for us to store and produce the product.
- We launched our new e-commerce site on Shopify on Feb 15, with no online promotion, and received orders within 72 hours. We sold 400 Paper Planters, generating over \$330.00.

IMPACT

- \$330.00 in revenue
- Forecasting to sell 320 kits and make \$6400.00 in revenue by the end of 2022
- 10 students exposed to entrepreneurship as a viable career path through 230 volunteer hours
- 380 individuals impacted (5 directly and 375 indirectly)
- 135 lbs of paper diverted from our local landfill
- 43.57 lbs of CO2 from entering Earth’s atmosphere

STANDARD METRICS

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

Number of businesses started	0	Number of existing entrepreneurs helped	0
Number of people exposed to entrepreneurship	10	Number of jobs created	0

PROJECT START DATE	July 2017	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Yes
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