

ACADEMIC INSTITUTION	University of Prince Edward Island	PROJECT NAME	Bury and Bloom
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NEED AND AUDIENCE	
<p><i>Bury & Bloom was created following a look at the current environmental landscape. We found that the paper industry is one of the largest sources of environmental issues.</i></p> <p><i>The emissions created by the paper industry make it the third largest industrial polluter of air, water and land. Greenhouse gasses from this pollution trap heat in the atmosphere, which contributes to climate change.</i></p> <p><i>How we step in is that we are</i></p> <ol style="list-style-type: none"> <i>1) reducing water and paper material waste in our paper products,</i> <i>2) reducing CO2 emissions in our process</i> <i>3) and fostering green initiatives and environmental consciousness in our population.</i> <p><i>Bringing it back down to earth, we have learned at Enactus PEI that every small initiative can have a significant impact.</i></p>	
ACTION TAKEN	
<p><i>Bury & Bloom is a project that is entrepreneurial to its core. Bury & Bloom is a social enterprise that produces and sells plantable paper products. We produce our product by upcycling unwanted paper waste from the university and other organizations. Our team tackles all matters of the project, including production, finance, marketing, business development, research & development, entirely in-house. Through the entrepreneurial efforts of our team, we are able to generate substantial revenue, while fostering environmental consciousness. Our projects allows the team to experience running a business, without the risk and barriers that may be involved outside of Enactus. This allows us to gain hands on experience in areas such as:</i></p> <ul style="list-style-type: none"> <i>- Creating our custom card designs.</i> <i>- Managing all social media activity as well as public relations.</i> <i>- Securing retail partnerships and securing wholesale contracts.</i> <i>- Tracking revenue and ensuring statements are up to date.</i> <i>- Refining our production system and ensuring that inventory is kept steady to keep up with demand.</i> <p><i>We also had the chance to speak to high schools in our province about entrepreneurship and its value in society. Our local partners include Juice Co, Cornwall Esso, Yaundr, PEI Reach Foundation, PEI Community Fridge, The Boys Catering, Leading Learners, and Vessey's Seeds.</i></p>	
IMPACT	
<p><i>250 Cards Sold 110 Students Empowered 19,938 L Water conserved, 20 Lbs Paper Upcycled \$1,250 in revenue</i></p>	

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	6
Number of people exposed to entrepreneurship	366	Number of jobs created	0
PROJECT START DATE	01/01/2019	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Yes