

ACADEMIC INSTITUTION	Wilfrid Laurier University
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PROJECT NAME	EcoHomes
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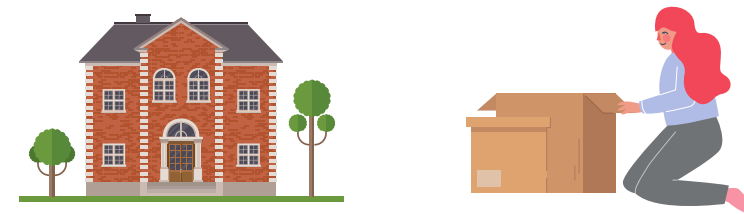
NEED AND AUDIENCE

NEEDS IDENTIFIED

Environmental: The construction industry is a leading contributor to climate change -
40% of global carbon emissions
33% of the world's overall waste
Social: Climate change has displaced **23.1 million** people from their homes and is estimated to displace over **140 million people by 2050**.

TARGET AUDIENCE

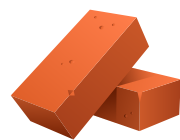
Environmental: Contractors, and brick and insulation suppliers in the construction industry.
Social: People who have been displaced from their homes due to climate change.



ACTION TAKEN

WE'RE WORKING ON

eco-friendly alternatives to current wasteful construction materials:



Compressing shredded recycled plastic to make sustainable bricks



Creating insulation made from recycled plastics and denim textile waste

ESTABLISHED KEY PARTNERSHIP with Hazelview Properties



hazelview
PROPERTIES

Helping us build necessary connections within the construction industry.

IMPACT

By the end of 2022 we plan to start a pilot project with our bricks and insulation products. With over 1 million new homes to be built in Ontario alone in the next 10 years:

- Our eco-friendly bricks could eliminate 2.96 million tonnes of CO2 from entering our atmosphere
- Our eco-friendly insulation could upcycle 195.6 thousand tonnes of plastic waste

STANDARD METRICS

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

Number of businesses started	1	Number of existing entrepreneurs helped	3
Number of people exposed to entrepreneurship	---	Number of jobs created	---

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