

<b>ACADEMIC INSTITUTION</b>	Queen's University	<b>PROJECT NAME</b>	Algi
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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*

This project addresses the need for sustainable and nutritious food products. We are deciding to target athletes specifically, as athletes are often interested in these types of products to improve athletic performance.

**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.*

So far this year, the main activities we have participated in with Algi are surrounding distribution. We have been meeting with various grocery stores around Kingston to try to get the product on the shelves. Additionally, we have made efforts to boost awareness around the project including social media content and free give-aways.

**IMPACT**

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

Algi has had a massive impact on participants, with 56 KG of carbon dioxide removed from the atmosphere and mass amounts of waste diverted as well. Spirulina is 70% protein by weight, has a 2:1 carbon capture ratio, allows 95% of water used to be recycled, requires no arable land, and goes from seed to table in 8 hours. Algae is unlike anything we currently utilize for food.

**STANDARD METRICS**

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

Individuals educated on climate action	1000+	Businesses educated on climate action	5+
Litres of water conserved	N/A	Metric tonnes of waste diverted	N/A
GHG emissions diverted	56 KG	Dollar value of waste diverted in CAD \$	N/A

<b>PROJECT START DATE</b>	June, 2020	<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	No
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