

ACADEMIC INSTITUTION	The University of British Columbia Okanagan	PROJECT NAME	Project EquiFood
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NEED AND AUDIENCE
Project EquiFood is a student-led non-for-profit organization established with the purpose of addressing the UN sustainable development goal of zero hunger, sustainable production and consumption, and partnerships for the goals. We do this by partnering with businesses in the food industry and food-based charities, to raise awareness to issues such as food insecurity and the environmental impact of food. Our goal is to promote plant-based and sustainable foods through social media, word of mouth, and events, ultimately raising funds for food-based charities and initiatives in the local community.
ACTION TAKEN
Project EquiFood, in partnership with The Vegetarian Butcher, a Kelowna based vegan grocer, and the Yanapana Project, a charity born out of the need to address food insecurity in Ecuador, catered 2 campus club events with a vegan Ecuadorian ceviche, with portions of the proceeds donated to the Yanapana project. With The Vegetarian Butcher, we created 2 salads sold at the UBCO campus cafeteria with portions of the proceeds donated to the Central Okanagan Food Bank, to address food insecurity in Kelowna. With our other partner Sajiva Kombucha, we increased their sales while donating a portion of proceeds from a 12-pack of kombucha.
Our project also sought to inform and educate in the form of holding 2 speaker series web events, in which we gathered researchers and local entrepreneurs to discuss their work and speak on food insecurity, climate friendly food, and the forefront of sustainable food agriculture systems.
Our project partnered with UBCO Food Services and SUO representatives on a “Plant-Forward Monday” initiative to increase sustainable food options on campus. This included marketing to students and increasing the awareness and knowledge of the plant-based diet.
IMPACT
For our partners, we were able to increase sales and exposure while allowing them to connect with the university, students, and contribute to a meaningful cause. We also educated individuals on the climate emergency and importance of eating plant-based to reduce carbon emissions. For our partnerships with Yanapana and COFB, two food-based charities, we were able to meaningfully contribute by providing over \$1500+ in donations across both and fostering their connections with local sustainable food businesses.

STANDARD METRICS			
(These metrics are related only to the project presented and represent work done since March 1, 2021)			
Individuals ted on climate	100+	Businesses educated on climate action	3+
Litres of water conserved	N/A	Metric tonnes of waste diverted	N/A
GHG emissions diverted	Have not Quantified	Dollar value of waste diverted in CAD \$	N/A
PROJECT START DATE	September 2020	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	YES