

ACADEMIC INSTITUTION	University of Prince Edward Island	PROJECT NAME	Bury and Bloom
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NEED AND AUDIENCE

- Bury and Bloom is a student-led business founded on passion for sustainability, environmental education, and food security in our community.
- Our handmade all-occasion plantable greeting cards are targeted to all ages and allow for all generations to share kindness through our products. Our environmental education platform is suitable for all ages, but is targeted to youth, because educating future generations on the impacts of climate change is essential to the future of environmental wellness. Our food availability initiative is aimed at helping all community members experiencing food insecurity with the help of local businesses.

ACTION TAKEN

- We make plantable, all-occasion greeting cards from recycled paper on campus. We list these products on a local startup for social enterprises (Yaundr.com) and sell them at local businesses (Juice co., and Cornwall esso). All profits from these products are reinvested into our environmental education platform and our food security initiative. We have developed an environmental education platform which is available on buryandbloom.com to teach future generations about the environment, sustainability, and climate change. We have also worked closely with the PEI Community Fridge Project to support Islanders' need for safe and nutritious food. In addition to keeping the fridge and pantry stocked with fresh, local produce, we have also collaborated with a local-startup catering business to donate 100 meals to the fridge.
- Our local partners include Juice Co, Cornwall Esso, Yaundr, PEI Reach Foundation, PEI Community Fridge, The Boys Catering, Leading Learners, and Vessey's Seeds.
- Our business is 100% student founded, owned, and operated.

IMPACT

- This process diverts unwanted paper waste from landfills, bypassing the wasteful recycling process, and in turn, reducing CO2 emissions from the industry.
- We sold over 250 cards in just 2 months, making over \$1,250 to invest in environmental education and food availability initiatives.
- We supported local businesses and organizations.

STANDARD METRICS			
(These metrics are related only to the project presented and represent work done since March 1, 2021)			
Individuals educated on climate action	316	Businesses educated on climate action	6
Litres of water conserved	19,938 L	Metric tonnes of waste diverted	0.0091
GHG emissions diverted ⁰	0.0058332 metric tonnes	Dollar value of waste diverted in CAD \$	\$31.96
PROJECT START DATE	01/01/2019	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Yes