



Student's SDG Projects Outline

Project pitch	<p>With the support of faculty/administrative mentors, students will present their plan of action and explain how the seed money will help them to contribute to the SDGs. All pitches must answer the following questions:</p> <p><i>To achieve Targets ____ in SDG ____,</i></p> <ol style="list-style-type: none"> How will your team propose: <ol style="list-style-type: none"> policy changes are needed within your university, local community, or government or; new technologies or; business models or; urban planning models or; Performing arts, digital/mixed media, or other creative arts projects to bring awareness and raise money? How will you bring awareness to your project? How does your project engage and empower the local community, including historically marginalized and vulnerable groups? (such as Indigenous peoples, 2SLGBTQ+ folks, racialized minorities, children and youth, low-income persons, persons living with disabilities)
SDG Action Plan	<p>Action Plan either to:</p> <ul style="list-style-type: none"> Bring awareness to the importance of a chosen SDG Contribute to a target within the chosen SDG – examples include proposals for policy changes within the university, local communities and/or governments, new technologies to facilitate the attainment of SDG targets, businesses, or models to promote and raise money for the attainment of SDG targets, models of community engagement to work towards SDG targets
Project implementation	<ul style="list-style-type: none"> Students to work and collaborate on SDG Action plans and projects with university and/or community partners



Sample Project – Business Proposal

Sustainable Shopping Department Store

SDG 12: Ensure sustainable consumption and production patterns¹

- **12.5:** By 2030, substantially reduce waste generation through prevention, reduction, recycling and re-use;
- **12.7:** Promote public procurement practices that are sustainable, in accordance with national policies and priorities
- **12.8:** By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

Proposal:

According to research, one main deterrent to choosing sustainable products is that it is simply inconvenient. To find social and eco-conscious products, consumers can spend hours researching simple household items, comparing prices, ecological footprints, company policies, etc. Then, after choosing a product, that product may only be available online, or in a single location that would be difficult to reach. In this business model, we propose to create a single shop that would host multiple eco-conscious brands to help consumers make easy choices for sustainable living. The product development team would develop a rating system to compare ecological impacts, size of company, and other important factors, such as, BIPOC-owned businesses. The goal would be to build a brand with house-hold recognition, that can serve any individuals lifestyle needs with many convenient locations to helps consumers make the best choice for the planet, think Eco-Costco, or Eco-Homesense. The store will also work with partners to implement a recycling program for all packaging, textiles, and electronics that consumers can bring their items when they come to shop. For online shopping, the store will employ socially and eco-responsible delivery services, such as GoodFoot.

Community Engagement:

The Sustainable Shopping Department Store would house a mix of local and international eco-brands. The team will research and develop a rating system that would be available through the store's website. Products will have badges to represent different factors a consumer might prioritize, such as BIPOC-owned, all-natural ingredients, small business, etc. During our trip, students will visit the eco-brands to test the products and meet the owners to discuss the challenges they have faced and possible solutions.

¹ <https://sdgs.un.org/goals/goal12>