



## Eco-Initiatives Form \$100 to \$500

<b>Name:</b>
<b>Date:</b> January 30 <sup>th</sup> , 2015
<b>Contact Email or Phone:</b>
<b>Club or Group Affiliation:</b> Common Energy UBC
<b>Amount Requested:</b> \$182.28
<b>TREASURER USE ONLY:</b>
<b>Approved</b> <b>Modified</b> <b>Denied</b>
<b>Submitted as of</b>
<b>Notes:</b>

### 1. Describe your project and its purpose (approximately 200 words)?

WWF Sweater Day is an awareness holiday celebrated annually to encourage energy conservation. Common Energy UBC's annual WWF Sweater Day event will be held on Thursday, February 5<sup>th</sup>, and we're encouraging the entire UBC community to put a sweater on, turn down the heat, along with some other cool initiatives.

The day will be split into two parts, there will be a daytime booth outside the SUB near the bus loop from 11-3pm. BC Hydro will be coming in to host an energy conservation trivia segment, there will also be a photo booth for students and staff who've worn their sweaters on the day of and get the chance to be entered into a draw to win some awesome prizes.

Common Energy will be hosting its first Sweater Day Knitting Workshop this year, happening from 5-7pm in the Global Lounge. There will be sustainable treats from sprouts along with a t-shirt recycling workshop and presentation by the UBC Knitting Club.

**2. Outline how your project pertains to the environment and sustainability at UBC (approximately 200 words)?**

With this year's sweater day, our main goal is to make energy conservation and awareness a daily part of UBC students and staff routine. Our project focuses a lot on education and engagement, whether it's through the interactive workshops, or the speakers and students who are at the booths eager to discuss and shed light into the important issues of energy consumption. Since Common Energy is a student-run organization, getting students to participate will be easier than getting faculty members. Hence, we're collaborating with Campus & Community Planning to bring sweater donation bins in offices, get faculty members to take pictures of their teams in sweaters, and turn down the heat in their offices.

**3. Are you pursuing any other sources of funding? If so, what sources, and for what amount? (SEC Treasurers can help you identify other sources of funding.)**

We're hoping to buy approximately 100 brownies from Sprouts for the evening knitting workshop and speaker event as an incentive for people to come out, but also receive some yummy treats while they're listening. The brownies will cost approximately \$90, and we've secured this funding from Campus & Community Planning, who will be reimbursing us after the event.

**4. What aspects of your project (purchases, bookings) will SEC funding be used for? Please outline the specific allocation of funds as much as possible.**

For this year's campaign, we're hoping to go big with social media promotions and community engagement. This will be done through a photo contest campaign with the hash tag #UBCSweaterDay15. The grand prize will be awarded to an individual who takes a photo of themselves in a sweater next to a lowered temperature thermostat or takes a photo with us at our sweater day booth. We will determine the winner by whoever receives the most 'likes' on the photo posted onto the Common Energy Facebook page.

Money spent on prizes from the bookstore: \$173.62 including tax  
Money spent at Save-ons for purchasing chocolate: \$8.66

With the exception of the grand prize, all the other prizes will be organized into three tiers and will only be available to those individuals who stop at the sweater day booth the day of the event.

1. Grand prize: UBC sweater from the bookstore (~\$64.95)

We made the grand prize a UBC sweater to go along the theme of sweater day and promote Common Energy and WWF's sustainability initiatives. We believe that this prize is a sustainable because it promotes the message of bundling up instead of turning up the heat and wasting energy. Furthermore, this grand prize will draw attention to the overall theme of sweater day and get people excited to come out and participate in the daytime booth. In which, students will be able to learn more about energy conservation and sustainability by going to the booth.

2. Third tier prizes: 4 UBC stainless steel water bottles - \$9.95 each, 2 UBC toques made from fair trade cotton - \$24.95 each

We wanted to give out stainless steel water bottles to promote a plastic water bottle free campus and reduce waste. Going along the theme of sweater day, we wanted to give out toques to promote staying warm by layering up instead of turning down the heat.

3. Second tier prizes: FortisBC socks – FREE because they gave us the socks to hand out, 2 sustainable bamboo pen packs (set of 3) - \$11 in total

We purchased bamboo pen packs from the bookstore since they were the only visibly marketed sustainable pens, to further promote the mission and beliefs of Common Energy and SEC to promote sustainability and fair trade. Also, promoting people to write as much as better instead of printing is also a way to be sustainable.

4. First tier prizes: Hershey kisses chocolate 0.435 kg bulk - \$8.66 in total

We only purchased these because we couldn't find fair trade chocolate squares anywhere near campus. All the fair-trade chocolate available for purchase was packaged in big bars and it would have been unsanitary to break them apart. Common Energy completely understands if SEC does not wish to fund the \$8.66 spent on chocolates due to Hershey's not being a fair trade corporation, but we just wanted to include this cost anyways in the application.

**Signed (Your Name):**

**SEC Treasurer**

Name:

Signature:

**SEC Chair**

Name:

Signature:

**A note about Eco-Initiatives Grants**

If your project is approved, the SEC will reimburse you for the purchases made. You must provide the SEC with proof-of-purchase. If you have any questions regarding the Eco-Initiatives Funding, please contact SEC Treasurers. Arrangements can be made to provide students with funding before purchasing if they cannot afford to make the purchase for their project and then receive compensation. Reimbursement usually takes about 5 business days. Eco-Initiatives Grants can fund a wide variety of projects; any projects related to the environment or sustainability, and involving members of the UBC student body, will be considered. However, requests for funding for projects undertaken as part of coursework at UBC, or individual volunteer projects, must illustrate a connection to the wider student body at UBC.

Completed forms should be emailed to [enviro@ams.ubc.ca](mailto:enviro@ams.ubc.ca). Alternatively, we welcome you to drop your form off at our office, Room 245B of UBC's Student Union Building. The Treasurers and other active members of the SEC would love to help you formulate your project, and will be glad to assist with the project's development and applications for funding.

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