

To support potential applicants to the SHIFT Gateway Program, we are sharing examples of successful applications from our last round of funding. Please note that because the application form has been updated, the responses have been edited slightly to fit the new questions.

The members of our selection jury review all the answers provided by each eligible applicant. As they read, they are looking for evidence of how the described project aligns with SHIFT's selection criteria. Below we've added comments to draw your attention to the parts of the text that were most compelling for the jury and to highlight the most notable links with the criteria.

## B) Contact Information

Tell us how we can reach you

### 4. Project Name

Please choose a brief name (5 words or less) to help us refer to your project.

CP3 - Concordia Precious Plastic Project

### 5. Primary Contact Person

Full name of the person we should communicate with about this project

Xxxxx XXXXXXXX

### 6. Email Address

[example@domain.com](mailto:example@domain.com) (mailto:example@domain.com)

xxxx.xxxxx@concordia.ca

### 7. Phone Number

Please provide a phone number where we can reach you or leave a message between 9 am and 5 pm

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8. Name of the organization or informal group on whose behalf you are applying  
(if relevant)

CP3

9. Your role or position within the organization or informal group  
(if applicable)

Co-Founder and General Coordinator

10. Website or social media page for your project  
(if relevant)

<https://www.cp3montreal.com/>

11. Who else is on your project team? List the individuals who are actively involved in your team including their name, their connection to Concordia (if applicable), their organizational affiliation (if applicable) and their role/level of involvement in this project.

Visit SHIFT's list of key terms to consult our definition of a project team:

xxxxxx xxxxx Business Technology Management student at Concordia - CP3 Co-Founder and General Coordinator  
xxxxxx xxxxx Design student at Concordia - CP3 General Coordinator  
xxxxxx xxxxx Computational Arts student at Concordia - CP3 General Coordinator  
xxxxxx xxxxx, Management student at Concordia - CP3 Sponsorship and Webinar Crew  
xxxxxx xxxxx, Urban Planning student at Concordia - CP3 Content Creator Crew  
xxxxxx xxxxx, Urban Planning student at Concordia - CP3 Web Design and Content Creator Crew  
xxxxxx xxxxx, Celular Molecular Biology student at Concordia - CP3 Journalist  
xxxxxx xxxxx, Sociology student at Concordia - CP3 Journalist  
xxxxxx xxxxx, Political Science student at Concordia - CP3 Content Creator Crew  
xxxxxx xxxxx Computer Science student at Concordia - CP3 Web Design Crew  
xxxxxx xxxxx, Concordia - Facility Management - Zero Waste Concordia (Advisor)  
xxxxxx xxxxx-CUCCR (Advisor)

## C) Project description and potential for social transformation

**Definition:** Social transformation is an intentional process of systemic change to address not only the symptoms but the root causes of inequity, injustice and unsustainability. A project that has a transformative social impact is one that brings about change at the level of a whole system - impacting social norms and beliefs, resource consumption patterns, rules and practices, technologies and infrastructures, and/or the distribution of power.

12. What social issue are you addressing with your project? (Recommended length: 1 - 25 words)

e.g. access to quality mental health care; discriminatory immigration policies; social isolation of seniors; gender-based violence; racism in academia; food security; affordable housing; youth empowerment; reconciliation and decolonization; climate change; etc.

The plastic crisis: its social impact, low recycling rates, environmental impact, and lack of awareness.

**Clarity of Vision and Purpose:**  
Identifies the social issue they are hoping to tackle.

13. Is the social issue you are addressing related to injustice, inequity or unsustainability? (pick all that apply)

Please note that preference is generally given to projects that address at least 2 of 3

- Injustice
- Inequity
- Unsustainability

14. What system(s) are you hoping to transform with your project? (Recommended length: 1 - 25 words)

Systems exist at many different scales, such as at the level of an institution, a neighbourhood, a city, an industry or a society. Some examples of systems you might be hoping to transform with your project include: Concordia University; patient care at hospital X; fossil fuel industry; adapted transportation in Montreal; waste management in NDG; artificial intelligence sector; etc.

The plastic waste management system at Concordia University

**Clarity of Vision and Purpose:**  
Specifies which system they are hoping to transform.

15. What is your project or idea? What will the impact be? (Recommended length: 200 - 300 words)

Describe what you are planning to do and what will be different in the short or medium-term because it exists

The Concordia Precious Plastic Project (CP3) is inspired by and follows the structure of the global initiative, Precious Plastic. CP3 is a multidisciplinary initiative, currently working towards three objectives: 1. Plastic Education: Invest in raising awareness of the plastic crisis through its social media and website articles. We will also host online workshops open to all students and the Montreal community, where we will provide guidance and empower individuals on proper disposal methods, non-plastic consumption, and other alternatives to plastic products. 2. Plastic Recycling: Divert plastic waste produced at Concordia from landfills by creating a new on-campus recycling system. Repurpose the plastic into new materials, by shredding and shaping it into a new plastic item. For example, extruding prototypes into new recycled 3D printing filament. CP3 also aims to create a new model of systematic change for products without a plastic identification number by providing Concordia members and Montreal Makerspaces the appropriate tooling to stamp recycling symbols and numbers to prototypes and other plastic products. 3. Research: Enable research and teaching opportunities about the plastic crisis with regards to environmental, social, and financial impacts of plastic. Within our pilot year, CP3 plans to conduct audits on campus to create a new waste management system focused on plastic waste, to better understand the current issue and continue to track progress over time. CP3 will impact the community by transforming social behavior through educational campaigns on the plastic issue and by establishing a model recycling system that will divert Concordia's plastic from landfills and developing countries, decrease the costs and carbon emissions associated with waste transportation, and recycle short term plastic materials into long term product

**Clarity of Vision and Purpose:**  
Explains the main objectives of this project.

**Real World Impact:**  
Describes the anticipated impact of their work.

16. In what ways will your project impact the **root causes** of the social issue you are tackling in the longer term? Explain the potential you see for your project to contribute to a system-level solution that will reduce injustice, inequity or unsustainability in the future.

Look beyond the symptoms you are addressing and explain how your project will transform the system and the social norms.

**Potential for Social Transformation:** Summarizes the long-term goals of this work. Describes how CP3 hopes to contribute to changes in infrastructure and technology at Concordia and the potential for longer term impacts from research and education.

Plastic waste is part of a comprehensive unsustainable and unjust system. Plastic presents problems from its origin, made from petroleum to its disposal. About 86% of Canada's plastic waste ends up in landfills, only 9% is recycled (1). Canada ships about 12% of its plastic waste to developing countries in Southeast Asia that usually lack the proper waste management infrastructure (1). CP3 will help achieve Concordia University's goal of a 90% diversion and 50% reduction of its waste from landfills by creating a community space with the proper technology and infrastructure to ensure that a significant part of the University's plastic waste is repurposed. This space is also meant to serve as a center for research to create new plastic alternatives for long-term purposes, which is crucial in the plastic problem. Furthermore, plastics without identification numbers end up in landfills, we can provide Makerspaces with the appropriate stamping tools to ensure their 3D prototypes are identified with the recycling symbol and plastic-type number to indicate the recycling process. Lastly, CP3 educational campaign helps educate the community on the plastic crisis, with the potential to generate an impact on resource consumption patterns by encouraging a lower consumption of single-use plastic. This awareness can be shared with the community outside of Concordia through webinars and workshops, with the aim to share and give back what we've learned at CP3 and inspire others. (1) Young, Rachele. "Canada's Plastic Problem: Sorting Fact from Fiction." Oceana Canada, 25 Nov. 2019, [oceana.ca/en/blog/canadas-plastic-problem-sorting-fact-fiction](http://oceana.ca/en/blog/canadas-plastic-problem-sorting-fact-fiction).

**Potential for Social Transformation:** Indicates a desire to take lessons from this project and share them with a broader audience so that changes can be applied to other systems beyond Concordia.

17. How is your team connected to the communities or people that this project will impact and/or to the people who have the authority to make impactful decisions on this topic? (Recommended length: 100 - 200 words)

CP3 is formed by a multidisciplinary team of undergraduate students who are passionate to bring awareness to the plastic crisis while developing a recycling process at a material level on campus. In our pilot year, we aim to divert Concordia's waste, and reduce the amount of virgin plastics used in students' prototypes by recycling plastic into new material such as 3D printing filament. . To do so, CP3 conducts frequent surveys to better understand the students' plastic needs on and off-campus. According to our May of 2020 survey, out of 81 respondents, 57% of students at Concordia use plastic materials for both academic and non-academic projects and 52% will spend between \$5-\$30 per semester on single-used virgin plastic. CP3 can reduce the financial, and environmental costs students have for these prototypes. To better understand the plastic crisis in the Montreal community, interviews are currently being conducted to learn from Montreal businesses that have successfully gone plastic-free. When covid restrictions are lifted,

**Community Connection:** Describes ownership of this project by the community that this project is seeking to benefit (students at Concordia).

we would like to interview and visit recycling facilities around Montreal to understand first-hand the challenges of the waste management system, and the impacts on the communities living in the surrounding areas.

18. How is your project connected to Concordia or how would you like it to be in the future? (Recommended length: 50 - 100 words)

Emphasize connections to Concordia's core operations (teaching, learning, research, or campus/student life) as opposed to connections to individuals

CP3 is a student-led project so we are well connected to Concordia with the Concordia student body. We are connected to the Concordia Zero Waste initiative, and CUCCR who offer feedback, and connections within Concordia, both faculty and staff. Our hope is to build stronger connections with Concordia professors in the future.

**Concordia Connection:** Describes many strong connections with campus life at the university.

19. What different perspectives on the issue or system you are seeking to transform are currently held by members of your project team? Besides the current members of your team, are there additional stakeholders or partners who you would like to see involved in your project in the future? (Recommended length: 50 - 100 words)

**Multi-disciplinary & multi-stakeholder engagement:** Highlights a diversity of expertise and approaches held within

The members of our team are all studying different disciplines and, as such, bring different expertise to our work on plastic waste management (engineering, design, business planning, etc.)/ SHIFT would be of great help in guiding us towards generating impact beyond Concordia. Although we are aware of different Makerspaces (Helios, MontrealLab) and nonprofits (Peter McGill Eco Quartier, Eco-Quartier NDG) that we could potentially partner with to bridge the gap between the university and the community, we need help on how to do so.

**Multi-disciplinary & multi-stakeholder engagement:** Demonstrates an awareness of other relevant stakeholders in their field of work and an interest in working with them more closely in the future.

20. Why are you excited to join the SHIFT Learning Community? What do you hope to learn from the 6-part event series? (Recommended length: 50 - 100 words)

We are excited to connect with other people working on socially transformative projects and would love to learn about the strategies they have used to advance systemic change in their fields. Several members of our team would like to participate in the Horizons Learning Journey if possible.

21. How will you use the \$5,000 you are requesting from SHIFT? Please submit a budget for your project which shows how you intend to spend the money you are requesting from SHIFT. Email your budget file to [shift@concordia.ca](mailto:shift@concordia.ca) (<mailto:shift@concordia.ca>)

OPTIONAL: If there is anything important you would like us to know about how you will use SHIFT funding that is not immediately obvious from looking at your budget, please note it below (e.g. The animators we are planning to hire are all Concordia students; We are paying for LSQ interpreters to make our event accessible to members of the Deaf community, etc.)

CP3 is grateful to be funded by the CCSL Special Project Fund to make the community space a reality for all Concordia students. CCSL funding will cover the financial cost for a community space, which includes a shipping container and the renovations necessary to allow us to safely repurpose plastic in the space year long. The total funding approved from CCSL was \$20,000. As well, ECA has contributed \$1,500 towards research projects. These are our current secure funds. Alongside the SHIFT application for funding, we have applied for the CASA Special Project Fund to yet be judged for the maximum amount of \$5,000 to go towards the remaining estimated renovation cost towards the community space. In January of 2021, we will be applying for the Sustainability Action Fund (SAF) living lab project, which will go towards the cost of machinery of which some will be both built and designed by students. Our budget shows the capital and operation costs for both our pilot year and the consecutive year. There is a summary sheet describing how we plan to use the \$5,000 from SHIFT.