

September 30th

1:00 pm

Webinar: Advancing sustainability through student engagement



FSC

Food Secure Canada

WEBINAR ETIQUETTE



- If you are connected via landline, please ensure that your telephone is also muted. *6
- If you would like to ask a question or post a comment, please enter it in the chat box.
- While we welcome critical discussion, please be respectful and courteous of others.

Advancing Sustainability Through Student Engagement

How Chartwells is leveraging the power of
students to create positive change

Eli Browne
Campus Engagement & Sustainability



@CocoEli
@ChartwellsCA



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Who we are



- Education division of Compass Group Canada
- School and campus food and dining services provider across Canada

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Sharing our story...

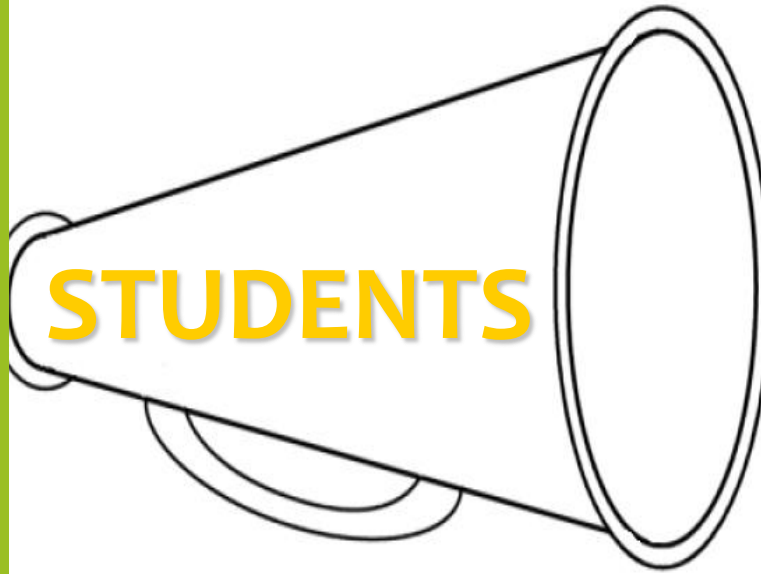


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How we began...



*Sustainable
Campus
Food &
Foodservices!!*

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- RFPs with contractual commitments and targets

Campus Engagement & Sustainability

- Connect directly with students and clients
- Support to onsite operations



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Focus Initiatives

What we want to accomplish:

- Advance our commitment to sustainable foodservices
- Support client and student initiatives and projects
- Establish leadership and differentiation

How we set to accomplish the above: Focus Initiatives

- **Strategic, focused and results-driven** sustainability projects on selected Higher Education campuses
- **Active** student and key stakeholder engagement
- **Thought Leadership** to initiate positive change in the marketplace

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Criteria for determining campuses

- ✓ Sustainability as a client WITY (e.g. KPIs in RFP and/or contract)
- ✓ Active student group (e.g. Campus Food Systems Projects)
- ✓ Meal Exchange presence on campus
- ✓ Opportunity for positive change/impact

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2014-2015 Focus Initiative Projects



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2014-2015 Focus Initiative Projects

6 Campuses across Canada

56 Engaged Stakeholders

- students, faculty, staff + Chartwells onsite management

One project in 2015 that ADVANCES sustainable foodservices while ENGAGING students

UNBC
Zero Waste Goal

UTM
"Eat, Learn, Live:"
Community Kitchen
Workshops

Ryerson
"Planting the Seeds of
Sustainability:"
Educational Sessions

Trent
Trent Market Garden

Concordia
(former client)
Food Map:
"The Story of our Food"

McGill
Myko Mobile App

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University of Northern British Columbia

WHAT WE DID: B.A.M. Program Revamp

THE RESULTS:

- Objective: 50% reduction in disposable cup usage
 - 97,831 disposable cups in 2014-2015
 - Lug-a-Mug: 4311 x in 2014-2015
- B.A.M. launch in September 2015
- Project Clean Plate – Fall 2015 & Winter 2016

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University of Northern British Columbia



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University of Northern British Columbia



University of Northern British Columbia



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University of Toronto - Mississauga

WHAT WE DID: Community Kitchen Workshops

THE RESULTS:

- Three workshops held in Winter 2015 semester
- Over 60 student and faculty participants
- UTM will continue the workshops moving forward
- Community Kitchens have been incorporated as part of the Chartwells Residential Dining Program

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University of Toronto - Mississauga



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University of Toronto - Mississauga



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University of Toronto - Mississauga

UTM UTM Dining
@UTM_Dining

Following

Team Versailles is ready to cook Riz Au Lait! #UTMcooks #uoftmississauga (via Instagram ift.tt/1UVBhqi)



FAVORITE

1



1:30 PM - 16 Sep 2015

UTM UTM Dining @UTM_Dining · Sep 16

Our Community Kitchen Workshop starts now! Come to the Faculty Club in Davis for FREE food! #UofTMississauga



2

UTM UTM Dining
@UTM_Dining

Following

Yaaaay food! #uoftmississauga
#UTMcooks (via Instagram ift.tt/1FNCwAS)



FAVORITES

3



2:50 PM - 16 Sep 2015

Ryerson University

WHAT WE DID: Educational sessions for RUEats

THE RESULTS:

- Four sessions held (December 2014 – April 2015)
- Eight guest speakers (e.g. Wayne Roberts, FSC, 100 km Foods, Splash Effect)
- Videos of sessions and highlights video

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Ryerson University



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Trent University

WHAT WE DID: Trent Market Garden

THE RESULTS:

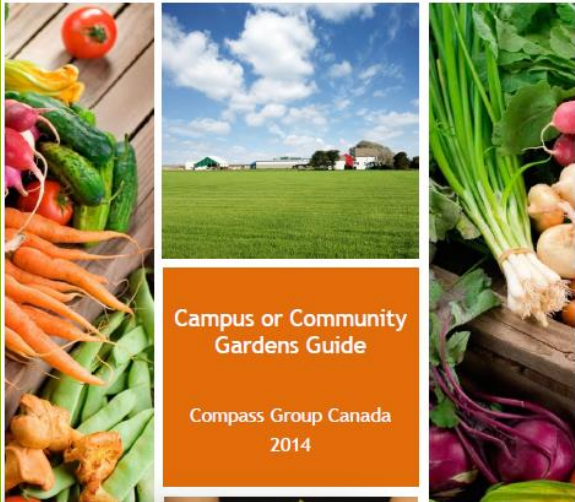
- 1.5 acre open field cultivated
- Over 10 different crops (e.g. tomatoes, herbs, lettuce, squash, pumpkin)
- Official Ribbon Cutting on September 11, 2015

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Trent University



2014



Campus or Community Gardens

Compass Group Canada
Standards and Unit Guidance



Trent University





McGill University

WHAT WE DID: Supporting the launch of Myko App

THE RESULTS:

- Official launch of Myko App in September 2015
- Marketing materials to support launch
- T-shirts, giveaways, Frosh Week activities

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McGill University



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Concordia University (former client)

WHAT WE DID: “Story of our Food” - Food Map

THE RESULTS:

- 2013-2014 Purchasing Report conducted
- Concordia Media Arts student contracted
- Two 5' x7' decals installed in residence dining
- Potential approach for communicating food purchases to broader audience on campus

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Concordia University (former client)



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2014-2015 Focus Initiative Projects

WHAT WE DID: 6 projects at 6 campuses

WHAT WE INVESTED: Slightly under \$20,000

WHAT WE LEARNED:

- Stakeholder meetings and determining projects take time!
- Building trust with students requires engagement:
 - Participation
 - Decision making
 - Specific roles/tasks
 - Recognition (compensation or academic credits)
- Availability of academic credits can engage more students and adds credibility and longevity to the project
- Less is more!

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Student Voices: Emma MacDonald and Jonathan Duffy Student Garden Managers, Trent Market Garden



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Client Voice:
Nicole Neufeld
Business Development Officer - Ancillary Services (UNBC)









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Moving Forward...

Project	How we're moving forward
 UNBC Zero Waste Goal	<ul style="list-style-type: none">• Bring BAM best practices to other campuses• Canadianize Project Clean Plate – Food waste reduction program
 UTM "Eat, Learn, Live:" Community Kitchen Workshops	<ul style="list-style-type: none">• Community kitchen workshops have been incorporated into Chartwells residence dining program
 Ryerson "Planting the Seeds of Sustainability:" Educational Sessions	<ul style="list-style-type: none">• Videos: potential to use for manager and staff training
 Trent Trent Market Garden	<ul style="list-style-type: none">• Bring best practices to other campuses
 Concordia (former client) Food Map: "The Story of our Food"	<ul style="list-style-type: none">• <i>Food Map</i> as an available option for managers to share the story of our food on campus
 McGill Myko Mobile App	<ul style="list-style-type: none">• Evaluating potential to bring to other campuses

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2015-2016: Chartwells Campus Projects



CALL FOR PROJECTS

Got a project idea on food and sustainability?
We're calling on you!
Deadline: October 9, 2015

Apply for the Chartwells Campus Projects and your project could receive up to \$5,000.

To apply, please visit your Chartwells campus foodservice management office.



ADVANCING SUSTAINABILITY THROUGH STUDENT ENGAGEMENT

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2015-2016: Chartwells Campus Projects

Important Dates:

- **Wednesday, September 9:** applications open
- **Friday, October 9:** proposal submission deadline
- **Friday, October 16:** notification to final three selected projects
- **Week of October 19:** public announcement of final three selected projects
- **November 2015:** start of selected three projects

BRAINSTORM >> CONNECT >> APPLY

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Thank You!

Onsite Foodservice Directors and General Managers:

- **UNBC:** William Lum
- **UTM:** Michael Jeronimo
- **Ryerson:** Ashlee Collins
- **Trent:** Lawrence Ong
- **Concordia:** Newton Jegu
- **McGill:** Mario Paladin

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Questions and Answers

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