

## ENACTUS TRENT UNIVERSITY

- Transitioning to in-person events

Peterborough Ontario is a place for growing. With 30% of its labor force employed in creative industries, it is one of Canada's most creative cities. We've got everything from finance to food businesses, manufacturing to the arts, healthcare, agricultural and social services. We are proud to attend Trent University, one of 3 post-secondary institutions in Peterborough where innovation and sustainability are at the forefront of our learning. It's no secret that the pandemic forced us to change how we communicate. 81% of Canadians today say COVID-19 has impacted their business negatively. However, in recent months while COVID restrictions have lessened, opportunities to help our community have popped up everywhere in Peterborough.

- Beginning goals:

Coming out of COVID members of Enactus Trent were more than excited to get back on track this new year. We came up with a set of beginning goals to get Enactus Trent back and running. The first was to grow our team. This included finding students to replace the graduated members. Specifically, those who strive to make a sustainable impact on our community in both the Peterborough and Durham campuses. Most importantly, we wanted to see what innovative projects new members would bring to the table, and from there came up with our most current project, the VGA.

The idea of VGA is to promote and provide local restaurants in Peterborough, Ontario to switch to compostable takeout containers in order to lessen the amount of plastic that goes into our landfills and point our community in a greener direction.

- Takeout container project: VGA (Ventura Green Alliance)

- **What have we done so far:** Currently we have been reaching out to different compostable container companies to see where we can get the most affordable prices for the restaurants because we not only care about sustainability but also about affordability.

We were able to contact the company that Trent University uses as a supplier for their compostable take-out containers.

We are currently in the process of figuring out what type of containers to purchase and if we would be able to get more affordable prices if we buy in bulk.

We have also been reaching out to restaurants throughout Peterborough to see who would be interested in joining this network and using compostable take-out containers.

We had a list of questions that we asked them to get a better understanding of why they haven't already been using compostable containers and if they would like to start using them.

For most restaurants the main concern was the price, that is why we are trying to get more restaurants involved to decrease the overall costs.

- **What are we planning to do in the future?**

Our ultimate goal is to create a non-profit network between restaurants throughout Peterborough to transition over to compostable takeout containers instead of thermo-plastic ones

Our next steps are to finalize which restaurants would like to participate in this network.

Along with the pricing from the company that we have contacted.

Additionally, being a part of this network gives restaurants the ability to become more sustainable and they can advertise this because there is a high demand for businesses that care about sustainability and are doing something to better the environment.

In this academic year, Enactus Trent has transitioned from humble beginnings to a vibrant team. Enactus Trent University has been able to grow the team not only on the Peterborough Campus but also at the Durham campus. During covid, the team was not able to grow much nor consistently work on projects. However, after returning in person this year, we were able to recruit 7 new team members and began to function properly again. The team worked together well and the marketers advertised new positions. This led to the recruitment of eight new

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members at the end of March. Through the work of the current team, Enactus Trent is now present on both Peterborough and Durham campuses.

In 2021, the methods that we used to build the team were class visits, online newsletters, and social media. Through this outreach, the current team members found out about Enactus Trent and joined the team.

The new team then increased its outreach on campus. We continued advertising through school newsletters & social media but came up with posters and school portal ads to spread word of mouth. By doing so, we gained eight new team members at the Durham campus.

Throughout 2022, Enactus Trent has expanded from 2 to 15 new members, now with the addition of the Durham Campus. Our team has encompassed such strategies to build a like-minded community where we were able to expand Enactus. At first, the VP of the marketing Team created and advertised a hiring post on Instagram with positions available, which encouraged people to join our team. Not only were the positions available to fill existing and new roles for the Enactus Trent team, but they also created a variety of new talents that can develop a wide range of ideas for future projects. Enactus Trent has also started a Twitter account, to expand our social media presence throughout the Trent community.

The Enactus Trent team has done several class visits to the Peterborough campus to reach out to students and professors about what Enactus Trent has to offer and its impact on the community. Our team members have spoken to students and professors in several classes to provide a brief overview of what Enactus offers and how Enactus can be a changing opportunity for students to strongly impact local communities. We have also promoted Enactus Trent through the School of Business newsletter for all Trent Peterborough and Durham students interested in applying. This has helped bring the attention of several Trent students who have applied, with new talents and skills that can further innovate our upcoming projects.

We recently partnered with Trent Marketing Association, a club that offers opportunities for students to explore the world of marketing. Through our partnership with Trent Marketing Association, we have been able to incorporate new marketing ideas to help expand the Enactus brand to students.

Therefore, the Enactus Trent team has expanded with new members and the addition of the Trent Durham campus using various team building and marketing strategies.

This year we successfully achieved our goals of expanding the team and starting a new project. However, we are not done yet! We plan on continuing the VGA project next year and we will focus on purchasing the containers to finalize the link between the takeout company and the approved local businesses. Our future goal for the team is to double the current number of members from 15 to 30. We will focus on recruiting more students and faculty members to spread the word about Enactus at Trent University. We are committed to coming up with more projects to target different issues in the Trent and Peterborough community.