

SUSTAINABILITY SCHOLARS PROGRAM

Fall 2020

The UBC Sustainability Initiative (USI) is pleased to offer current UBC graduate students the opportunity to work on funded sustainability internship projects. Successful candidates work under the mentorship of a partner organization, and are immersed in real world learning where they can apply their research skills and contribute to advancing sustainability across the region.

Note: Projects must be completed remotely during the COVID-19 pandemic.

- Visit the [Sustainability Scholars Program website](#) to learn [how the program works](#) and to [apply](#).
- Be sure to review the [application guide](#) to confirm your eligibility before applying.

Applications close at midnight on Sunday September 20, 2020.

Research Project Title: Creating Sustainable Product and Service Factsheets for Responsible Sourcing

Sustainability Goal

Primary Goal

SDG 12: Responsible Consumption and Production, including:

- Target 12.7: Promote public procurement practices that are sustainable, in accordance with national policies and priorities
- Targets 12.2, 12.3, 12.4: Achieve the sustainable management and efficient use of natural resources, food, and chemicals
- Target 12.5: Substantially reduce waste generation through prevention, reduction, recycling and reuse
- Target 12.6: Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle

Project Description

Create a series of 10 to 12 *Sustainable Product and Service Factsheets* to help inform more environmental, social and ethical purchasing decisions in large public institutions across Canada, including cities, universities and government agencies. More Canadian organizations want to align their purchasing with their sustainability goals and their staff need simple tools to make sustainable choices when purchasing thousands of products and services every day.

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Each factsheet would highlight the most significant environmental and social impacts related to the product or service such as furniture, fleet vehicles, uniforms and clothing and building materials and include:

- trends in the product category related to more sustainable production;
- alternatives and new innovations that procurement professionals could consider;
- labels and certifications that are credible; and
- any of relevant information or tools that it easier to find eco-products.

The Fact Sheets will be 2 to 3 pages of concise information and effective graphic design to make the content highly accessible and user-friendly.

Project Impact

Canadian Collaboration for Sustainable Procurement (CCSP) is member-based network of 30 public-sector institutions working together to learn best practices and co-create tools to align their spending with their environmental and social goals.

According to CCSP members, City staff often lack the resources—time, money, knowledge, etc.—needed to assure that their City’s billions of dollars of purchases meet their social, environmental, and ethical standards. The factsheets will assist thousands of procurement professionals across Canada understand the impacts of key product and service areas and make more sustainable decisions, resulting in lower GHGs, a more circular economy, and more inclusive communities.

Project Reach

Once completed, the factsheets will be publicized via newsletters, social media, and public webinars to:

1. 100+ municipal sustainability and procurement staff participating in the CCSP; and
2. 1000+ other public sustainability and procurement staff through our network of collaborators including but not limited to the:
 - a. United Nations Environment Programme (UNEP)
 - b. Espace québécois de concertation sur les pratiques d’approvisionnement responsable (ECPAR)
 - c. Recycling Council of Ontario (RCO)
 - d. Ontario Public Buyers Association (OBPA)
 - e. Supply Chain Canada (SCC)

Scope of Work:

- Develop a list of 10 to 12 product and service areas that are most relevant to the target audiences
- Research the environmental, social, and ethical impacts associated with product and service areas via primary and secondary research
- Conduct phone/video call interviews with key stakeholders from the CCSP community, including municipal procurement and sustainability staff, to better understand industry best practices, trends, and challenges
- Create and edit the content for the Sustainable Product and Service Factsheets
- Compile images and, depending on the skills of the Scholar, design a visually compelling guide using programs like Adobe InDesign or Canva

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- Depending on skills and experience of the Scholar, create a simple marketing or distribution plan to promote the report to procurement professionals across Canada through the CCSP, Reeve Consulting and partner organizations' communication channels
- Develop marketing materials, including social media content for LinkedIn and Twitter, e-newsletters, news articles, and blog posts
- Time permitting, create a PowerPoint presentation and facilitation guide for a webinar launching the report on Zoom

Deliverables

The *Scholar* will deliver:

- A 2-page project plan
- 10 to 12 Sustainable Product and Service Factsheets
- A 1-page marketing plan for promoting the Factsheets to the CCSP's members and partners
- Key messages and visuals for social media marketing, e-newsletters, and blog post promoting the Factsheets
- Time permitting, a PowerPoint slide deck for a webinar to introduce the procurement guide to City Councillors
- A final report (or executive summary) for the online Scholars Project Library

Time Commitment

- This project will take **250** hours to complete.
- This project must be completed between October 19, 2020 and March 12, 2021
- The Scholar is to be available for meetings and check-in during normal business hours (9 am to 5 pm Monday to Friday)
- The Scholar should expect to work approximately 12 hours per week.

Timeline

- Research needs to be completed by December 31
- Writing and production of Factsheet Content needs to be done by January 31
- Final production of Factsheets needs to be done by February 28th
- Marketing plan and materials developed and published by March 12, 2021

Skills and Background

Required

- Excellent research and writing skills
- Demonstrated interest in sustainability
- Familiarity with research methodologies and survey techniques
- Ability to produce visually appealing and user-friendly documents
- Ability to work independently
- Project management and organizational skills
- Strong technical and drafting skills
- Design and layout skills

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Preferred

- Experience working in or with the public sector, particularly local governments
- Experience working in the fields of sustainability, procurement, or corporate social responsibility
- Experience creating marketing and social media content
- Proven design skills using application like Adobe InDesign or Canva
- Familiarity with WordPress

Applications close **midnight Sunday September 20, 2020.**

Apply here: <http://sustain.ubc.ca/scholarsapply>

Contact Karen Taylor at sustainability.scholars@ubc.ca if you have questions

Useful Resources

Below are some links to useful resources to help you with your resume and cover letter (there are many more online). Some of these resources also provide information on preparing for your interview.

Resume workshop for prospective Sustainability Scholars: <https://www.eventbrite.ca/e/resume-workshop-for-prospective-sustainability-scholars-tickets-117422877989>

<https://students.ubc.ca/career/career-resources/resumes-cover-letters-curricula-vitae>

<https://www.grad.ubc.ca/current-students/graduate-pathways-success>

<https://www.grad.ubc.ca/cover-letter-cv-resume-templates-ubc-career-services>