

University of Waterloo Sustainability Office

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About the University of Waterloo Sustainability Office

Sustainability is embedded across many areas of the University of Waterloo. We aim to be a leader in sustainability education and research, operate the campus sustainably, and embed sustainability practices into campus culture.

As the University of Waterloo continues to grow, this commitment to sustainability is also reflected in our own operations, including ongoing efforts to reach net-zero carbon emissions, become a zero-waste campus, and address the climate crisis. The Sustainability Office works collaboratively with departments across campus to move these efforts forward.

To date, the Sustainability Office and Food Services have rolled out 19 programs and initiatives to promote sustainable food choices and practices, including workshops, food labels, increased plant-based menu options, sourcing local food, and encouraging reduced food waste. But there is more work to be done.

The University of Waterloo is looking for new communication approaches to increase awareness of sustainable food choices available on campus and in our community, in ways that are meaningful for a student audience.

Challenge Statement

How can the University of Waterloo encourage people to make more sustainable food choices? What type of messaging could succinctly but creatively share or visualize the efforts that are underway within Food Services, the beneficial impact that they are having, and the decisions students and other patrons/consumers can make to support those outcomes?

Impact on the Organization

By encouraging people to make more sustainable food choices, the University of Waterloo can reduce its overall carbon footprint and move closer to their goal of being carbon neutral by 2025. This work also relates to Sustainable Development Goals 2, 3, 11 and 13.

Potential Connections

Students will have access to existing food data and will have the opportunity to work with different stakeholders such as Food Services and Campus Housing.

