

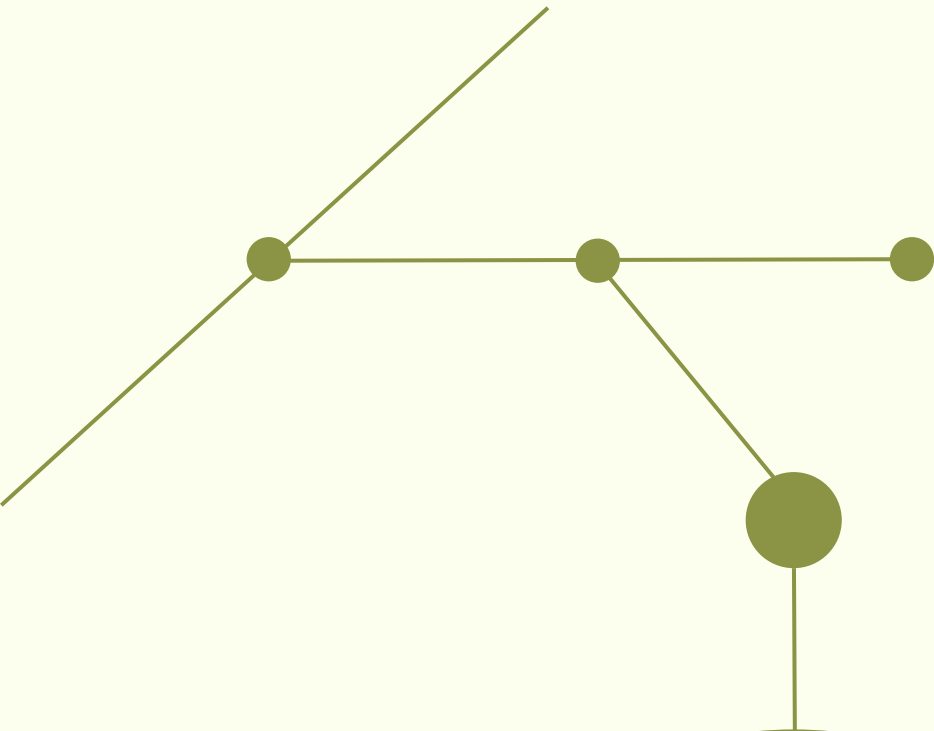
# GreenHouse



# IMPACT REPORT

## WINTER '24



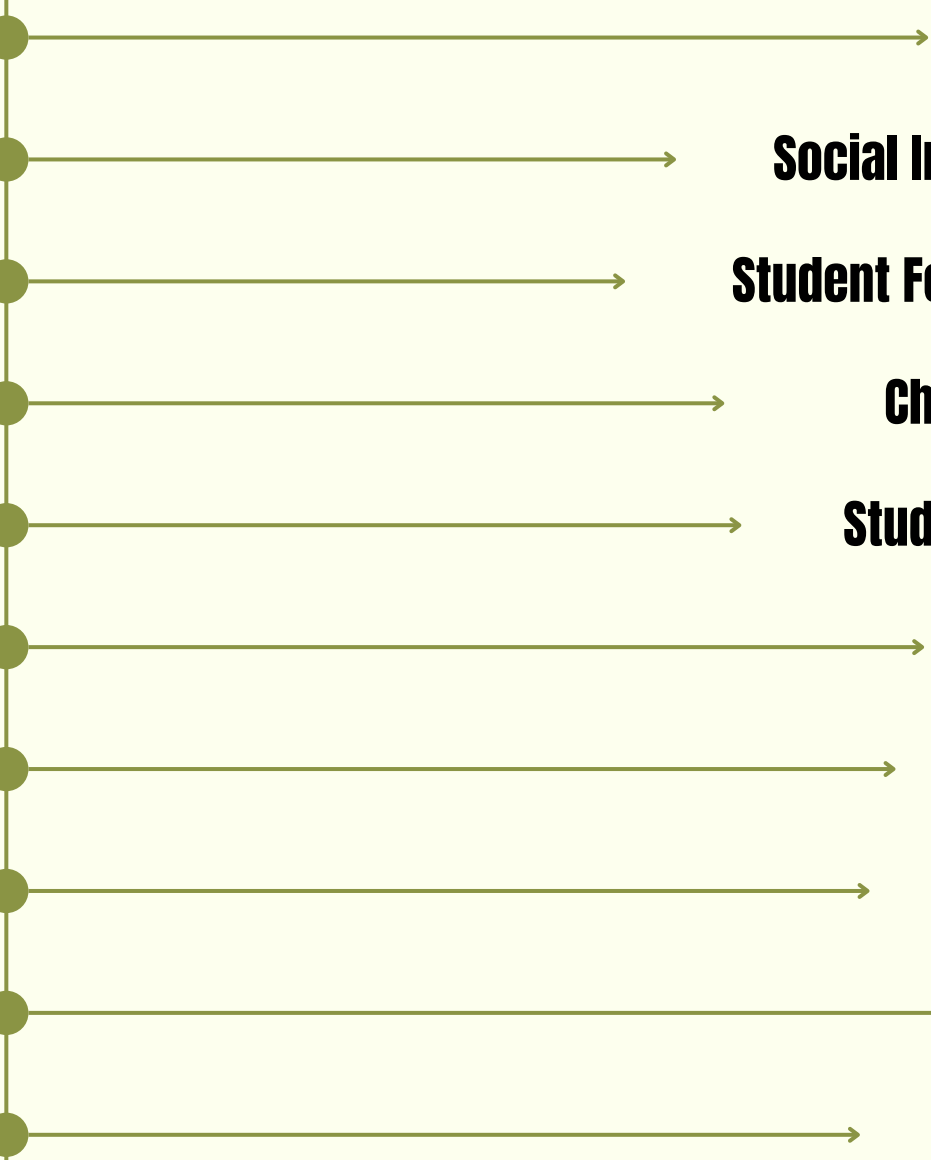


**"Its inspiring to experience the network of community support that our GreenHouse students receive. It truly takes a community to put ideas into action."**

**Tania Del Matto**

**Director of GreenHouse**

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# IMPACT TO DATE

2013

GreenHouse  
Launches  
with Social  
Innovators in  
Residence cohort

2017

GreenHouse  
Innovation  
Space  
opens

2023

GreenHouse  
launches  
Changemaker  
Labs



Social Impact Fund is  
created to support  
development of early-  
stage ventures

2014

GreenHouse  
surpasses 100  
ventures funded!

2022

# WINTER COHORT

2023

GreenHouse celebrates 10 year anniversary

97

PARTICIPANTS ENROLLED IN CHANGEMAKER LABS

54

STUDENTS ENROLLED IN SOCIAL INNOVATORS IN TRAINING



\$15,500

AWARDED IN FUNDING

5

VENTURES FUNDED

31<sup>st</sup>

# SOCIAL IMPACT SHOWCASE



**ECHONOTES ~ AWARDED \$1,000**

A self-messaging platform designed to naturally and easily connect you to your future self.

**CARECONNECT ~ AWARDED \$1,000**

A platform for arranging in-home health care for older adults.



**VENUE BEHAVIOUR ~ AWARDED \$1,500**

Providing resources and support for music venues to become more sustainable.





## PHARMACHILL ~ Awarded \$8,000

Providing transparency and visibility in last mile delivery of temperature sensitive pharmaceuticals in Nigeria.



**People's Choice!** + \$1,000



## HYDROBUD ~ Awarded \$3,000

A self-sustained hydroponics system that grows fresh produce for food banks, reducing food insecurity.



Hydrobud is a women-led venture that was founded by Alexis Windatt, Rumaisha Qadar, and three other teammates as part of their Environment and Business capstone project. HydroBud provides self-sustaining hydroponics systems to food banks to help fight food insecurity with fresh and affordable produce.

### **How has GreenHouse impacted you as an entrepreneur?**

GreenHouse has given us the network and confidence to continue to pursue our venture. GreenHouse also equipped us with the tools to execute design thinking and continue to iterate our ideas.

### **What do you wish more people knew about GreenHouse?**

We wish that more people realized there is so much to learn, and you don't need to join GreenHouse with a fully formed idea, but just an initial idea can be developed through the program. We also discovered the power of people's feedback. As founders, we are spending so much time on an idea that it can lead to blind spots, which other people can help identify.





## How have you evolved since you started your business and joining GreenHouse?

We have both grown a lot in our presentation and pitching skills. There were many opportunities to present and explain our business idea which made us more comfortable with public speaking. Through GreenHouse we also felt very empowered by the staff who supported us throughout our journey, and opened up so many other opportunities for us to access.

## How do you define success in GreenHouse?

Success in GreenHouse can look very different for each person, but ultimately it hinges on the ability to embrace growth, even when it means confronting the flaws in your venture and pivoting when necessary. Success in GreenHouse isn't about reaching a certain milestone, but rather the continuous innovation and adaptation, driven by personal and entrepreneurial growth.

HydroBud successfully secured \$3,000 through the Social Impact Fund plus won an additional \$1,000 as the winners of this term's People's Choice Award. They will be using their funding to pilot their hydroponics system this summer with a Toronto-based food bank.



# CHANGEMAKER LABS

Changemaker Labs for Green Youth drives climate action and advances Canada's transition to net zero by 2050 by creating work-integrated learning opportunities through on-campus and in-community partnerships. The program is rooted in the Transform WR Strategy– which guides Waterloo Region towards a low-carbon, equitable, and resilient community.

Each term targets one of six **transformative changes** outlined in the plan to achieve greenhouse gas reduction goals. Participants of the Winter 2024 cohort engaged in various activities that focused on "**transforming the ways we produce, consume, and waste**" with a focus on using less, wasting less, and diverting waste from landfills.





## ■ TECH FOR GOOD

In this 4 week sprint, small groups of students used design thinking to research and develop technology solutions to environmental and sustainability challenges. Five teams pitched their concepts to industry clients - Digital Kitchener Innovation Lab and MycoQuest.



## INFLUENCING BEHAVIOUR ■



This cohort worked together over 7 weeks to develop creative solutions and recommendations to influence behaviours in waste systems. Thank you NurtureWR, Waterloo Community Garden Network, and UW Sustainability Office for providing the opportunities to work on real challenges facing your organizations and for sharing your knowledge to guide the experience!



# STUDENT TESTIMONIALS

## SOCIAL INNOVATORS IN TRAINING



"The content is amazing, and comprises a toolkit that I will keep with me for all my future endeavors."

- Zelda B.

"GreenHouse helps you start a venture and carry it through. While everything might not be a success, it's all a part of learning."

- SIIT Student

"[GreenHouse] They didn't just provide funding; they provided a launchpad for positive change. If you have a business idea with a social impact heart, I urge you to apply to GreenHouse. They have the power to turn your dreams into reality!"

- Adedayo A.



"GreenHouse accepted me openly and provided me with skills, confidence, and connections that I hope to use to enact positive change moving forward."

- SIIT Student

# STUDENT TESTIMONIALS

## CHANGEMAKER LABS

"I'm happy to have participated in yet another successful cohort of Changemaker Labs! It's amazing to see different design sprints every term, and the focus to help students be part of the change. I'm looking forward to participating in Changemaker Labs programs this summer!"

- Ana Z.



"The journey here has been amazing! The staff, mentors, and facilitators have been incredibly welcoming and supportive, providing access to relevant information that led me to discover more. I've truly enjoyed my time here! It has been the most supportive and welcoming program I have ever participated in."

- Grant T.



# WINTER 20

## Jack Rosen Memorial Award

We collaborated on the Jack Rosen Memorial Award to help 9 student teams to pitch their environmental impact projects



## Map the System

GreenHouse supported 5 partners with community innovation challenges and ran workshops for Map the System student teams



# RECAP

# 24

## SDG Talks

GreenHouse was invited to speak on the importance of quality education in our community at the SDG Idea Factory. Panelists included members from the WRDSB board, community organizers and education professionals



## Climate Leaders Ideation Workshop

We co-hosted a Design Thinking for Climate Action workshop with Waterloo Climate Institute, facilitated by awesome GreenHouse students, Alexis and Julia



## WiE Hackathon

We hosted 42 students from Women in Engineering for a full-day hackathon to design solutions for UW's Waste Steering Committee

# ALUMNI SPOTLIGHT

## A tech-solution to support nurses



Christy Lee, a GreenHouse alum, had her venture **PatientCompanion** featured in Waterloo News! Christy has grown her venture tremendously over the past year since starting out with GreenHouse. Her story feature outlines her success and growth in her venture. Most recently, she won the Velocity \$5k Finals to grow the impact of her pilot project and make positive change in the field of health.

## Engaging undergraduate students in research

Ria Menon, a multi-term participant of GreenHouse, has focused on helping undergraduate students gain research experience and skills. She noticed a gap in research for undergraduate studies and created **Real Research** to provide undergrad students with more opportunities to get involved in scientific research labs on campus.



## 2024 Kofi Annan Changemaker



Lydia Madintin was nominated for the Kofi Annan Changemaker award of 2024. Her venture, **Rising SheFarmers**, was given the opportunity to engage in open dialogue with young entrepreneurs that want to become changemakers.



# HAVING FUN WITH GH!

**GREEN TEAM PLANTING**



**ECLIPSE WATCH PARTY**



**SDG WEEK DEMO DAY**



**POTTERY PAINTING**



**WISC SOUP LUNCH**

# WHAT'S NEXT?

## **SOCIAL INNOVATION & IMPACT MINOR**

This new eight-course minor offers applied and experiential learning opportunities. You'll create a positive social impact and foster social change by defining, designing and testing social innovations that will help solve real-world problems in areas like healthcare, education, poverty, environmental sustainability, and other societal issues.

**Coming Fall 2024:**

INNOV 200: Theory and Practice of Social Innovation



## **CHANGEMAKER LABS: SPRING TERM**

Students and community members are encouraged to take advantage of our opportunities to maintain food gardens, initiate eco-friendly projects, and embark on field trips both on-campus and in the community. Gain valuable insights into effectively addressing local climate challenges. Be part of our growing Changemaker Labs community!



# OUR SUPPORTERS

Thank you to United College and the Business Higher Education Roundtable for supporting our programs. We also extend special appreciation to our community of donors that contribute towards the Social Impact Fund and help our students grow.



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## THE GreenHouse TEAM



**Tania Del Matto**  
Director



**Erin Hogan**  
Programs Manager



**Lily Viggiano**  
Senior Project Manager



**Malak Sameh**  
Student Engagement Coordinator



**Rosie Tait**  
Social Media Coordinator

Thank you Rosie Tait for your creative vision on this Impact Report



**PURPOSE**

**ACTION**

**IMPACT**

**GreenHouse**  
purpose • action • impact

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