Sustainable Giveaway Items Proposal Draft

1. Background

Tabling events are a great way to boost student engagement on campus. However, during tabling events the UMW Sustainability table is missing "*something*" to draw attendees in and make the department memorable. Common giveaway objects like pens, fliers, and posters do not align with the mission statement of the department, as they do not promote sustainability. In order to remedy this, sustainable giveaway items should be implemented into the department's table set up.

2. Proposal

In order to prioritize sustainability at tabling events, the department should give away plants such as snake plants and spider plants. These plants are low maintenance, making them perfect for dorm rooms and college students with busy schedules. They can both survive in minimal to bright indirect light and do not require frequent watering. Both these plants are excellent air purifiers that can lessen students' allergies and aid those suffering from asthma. In order to obtain these plants students would have to engage with UMW Sustainability's social media, attend hosted events, or participate in volunteer opportunities with the department. A QR code with care instructions would be included with the plants to ensure the student has the information to properly handle the plant. Additionally, there would also be a return procedure in place, in the event that the student no longer wants the plant, to prevent it from being thrown away.

3. Goals

Having these plants as giveaway items would help spread UMW Sustainability's message by increasing student awareness, participation, and engagement with the department's events and initiatives. Specifically, these plants will provide students with a source of extrinsic motivation to attend events and increase foot traffic around the department's table. Achieving sustainability on campus requires the community to be informed and care about their impact on the planet. Additionally, the addition of plants around campus will aid in CO_2 uptake and oxygen output, creating a healthier environment for students and faculty.

4. Benefits

- Air quality improvement and purification

- Visual aesthetics
- Stress relievers
- Increase student engagement
- Potential to foster connection between department and those offering donations

5. **Logistics**

Project Budget- $500

Plant	Characteristics	Soil type	Care Info	Price Range	Allotted Amount
Snake plant	• 2- 5 ft tall • Toxic to cats and dogs if ingested in large amounts • Best repotting time is during the spring (every 3-5 years) • Can be propagated during the spring and summer • Do not tolerate temps lower	• Prefer a well-drained potting soil mix (avoid soils with high peat percentage)	• More vulnerable to overwatering than underwatering (only water when soil is dry) • Pots should have good drainage, be wide and shallow, and be made from sturdy and moisture absorbing material (terracotta, clay, ceramic)	$20-$32 (Walmart & Home Depot)	2 plants or $40

	than 50 degrees		• Snake Plant: Care & Growing Guide		
Spider Plant	• 1-2 ft tall and wide • Safe around pets • Very easy to propagate • Don't tolerate temps lower than 50 degrees and should be kept away from air-conditioning vents • Best repotting time is during spring (every 2-3 years)	• Prefer moist, loamy soil with good drainage	• Need water about once a week, soil should be moist but not soggy • How to Grow and Care for Spider Plant	$15-$30 (Walmart and Home Depot)	4 plants or $60
Pothos	• 20-40 ft long, 3-6 ft wide (grow quickly)	• Plant in standard houseplant potting mix or	• Should be watered when top 2 inches of soil is dry	$19- $40 (Walmart and home depot)	**3 plants or $60**

	• Toxic to dogs and cats • Prefer bright but indirect light • Easy to propagate using stem cuttings • Keep above 50 degrees, prefer temp between 65 and 75	well-draining aroid mix	(every week or two) • Pothos: Plant Care & Growing Guide		
Tradescantia Nanouk	• 6-9 in. tall and 9-24 in. wide • Does best with 6-8 hours of bright, indirect sunlight • Ideal temp is 55-75 • Easy to propagate using stem cuttings	• Soil should be well-draining loam and slightly acidic	• Should be watered at the base (don't like wet leaves) so the soil is moist at least 1 inch deep • How to Grow and Care for Tradescantia Nanouk	$13-28 (Walmart and Home Depot)	**3 plants or $40 dollars**

	• Do not need to be repotted regularly				
Hens and Chicks	• 6-12 in. tall, 6-18 in. wide • Prefer bright light or full sun for at least 6 hours a day • Prefer climate between 65 and 75 degrees • Can be grown alone or in small cluster colony	• Use a succulent or cactus mix/ well-draining sandy or gravel mix	• Can go weeks without watering (one cup every two weeks, soil should be dry) • How to Grow and Care for Hens and Chicks (House Leek)	$8-$30 (Walmart)	**5 plants or $40**
Jade plants	• 3-6 ft. tall, 2-3 ft. wide • Need at least 6 hours of bright indirect sunlight daily	• Use loose, well-draining soil or succulent potting mix	• Pot should be 4 -6 inches with drainage holes • Plant should be watered frequently, about once a	$9-$31 (Walmart and home depot)	**5 plants or $45**

	• Toxic to dogs and cats • Prefer temps from 65 to 75 • Can be propagated from a single leaf or cutting taken from parent plant • Needs repotting every two to three years		week (keep soil moist) • How to Care for Jade Plants: Indoor Growing Guide		
Kalanchoe	• 6-18 inches tall and wide • Prefer warm indoor location with bright, indirect light • Toxic to dogs and cats • Prefer temps	• Should be planted in well-drained porous blend (50% potting soil and 50% cactus mix or 60% potting soil and 40% perlite)	• Allow plants to dry out completely between waterings (should only be watered every few weeks) • How to Grow and Care for Kalanchoe	$9-$33 (Walmart and home depot)	**5 plants or $45**

	between 55 and 80 • Should be repotted every year or two				

- Soil Notes:

  Rosy is an eco-friendly brand that's goal is "to help gardeners nurture soil, plant, and planet health." Their product is made from sustainable ingredients like biochar, compost, mycorrhizae, and pine bark fines. Additionally, Rosy's packaging is plant-based and free of synthetic additives, and the soil is carbon-neutral. They have a houseplant mix and a succulent mix that can be used for the plants in this project (Our Mission – Rosy Soil).

  - Houseplant Soil – Rosy Soil ($79.99 for 32 Quarts or 20-24 plants)
  - Cactus & Succulent Soil – Rosy Soil ($49.99 for 16 Quarts or 10-12 plants)
- Pots
  - Plaid 2.62" Unpainted Surface, Terra Cotta Pot Set, 3 Piece - Walmart.com ($2.72 for a single, $8.16 for a 3 pack)
  - Juvale Mini 4-Inch, 6-Pack Terracotta Pots with Saucer, Drainage Hole - Indoor/Outdoor Planters for Succulents, Flowers - Walmart.com ($18.80 for a 6 pack)
  - Pots may be able to be donated from on campus ceramics/pottery course

6. Financial Breakdown

- Plant Total Budget: $330
- Soil Total Budget: $130
- Pot Total Budget: less than or equal to $140
- Project Total Budget: $600

7. Questions

What materials such as pots, soil, and tools need to be brought and what do we already have from previous projects?

How many parent plants should we obtain? (assuming propagation will be used to produce more)