

## Hendrix, Girallia

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**From:** Wufoo <no-reply@wufoo.com>  
**Sent:** Wednesday, November 15, 2017 4:28 PM  
**To:** Hendrix, Girallia  
**Subject:** Student Green Energy Fund Project Summary [#30]

**Name of Idea Proposer (main contact if more than one person) \*** Adam Burrell

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**Check the one response that best applies to you. \*** I am an undergraduate student at USF.

**Project Description \*** This is a request to set aside funds for marketing materials to advertise Neutralize Bull Gas, such as flyers, buttons, stickers, tabling, etc.

**Sustainability Benefits \*** Neutralize Bull Gas is an optional carbon offset donation aimed at one of the largest sources of carbon emissions at USF: commuters. NBG is live, however we need increase awareness of the fund amongst students and faculty.

**Project Implementation Plan \*** The funds will be used to purchase marketing materials for NBG. The specific marketing plans will be created through meetings with students and members from various USF departments, including SGEF, Student Affairs, and Planning.

**Long Term Sustainability Plan \*** I am not sure who will have final ownership of the marketing materials (SGEF, Planning, Student Affairs, etc.). This issue can be hopefully be addressed at the council meeting.

**Cost Benefit \*** This request will not provide financial savings. However, marketing NBG provides emissions savings.

**Project Cost \*** \$4,500