3. Please describe how your initiative will involve and directly benefit the McGill community. List all stakeholders.

This podcast aims to act as a resource for the sharing of ideas relating to sustainable design, careers, practices, and technology. As such, it is targeted at all individuals and groups within the McGill community. However, each episode will be developed with undergraduates and those enteing into early careers as the key target audiuence.

4. How many participants or beneficiaries do you expect for your project? How will you share information about your project (e.g. flyers, newsletters, webpage, etc.)?

As an open source media outlet, I hope to maximise the podcasts listener base. As the show is in it's early stages, I am aiming to develop an audience of between 100 to 150 listeners in the first month. I then hope to grow the shows listener base by 5 to 10% each month. In line with this, the podcast will be promoted on all social media outlets through the shows own accounts and through mentions and reccomendations of other pages.

5. Please describe why you need funding from the SPF. Explain what your anticipated project expenses are and how they will be used.