



***IDEASS - Project Brief
(600 words)***

Write a short, concise brief to convince Santa Cruz City Council or the UCSC Chancellor's Executive Committee on Sustainability and Climate that they need to develop an action plan that addresses an environmental issue with local/campus implications. Use the outline below to guide your writing.

1. **Goal/Problem Statement**
What is the general goal of your project? That is, what is the larger aim you are serving to serve? This can be long or short term.
2. **Project Objectives**
What are the specific objectives of your project? Objectives are goals that you intend to achieve during your project.
3. **Impact/Needs Statement**
What is the primary motivation for this project? What are the beneficial impacts of your project? Who will be affected positively? Why does it matter? Why is it worth doing this project instead of another?
4. **Activities**
Describe in general the activities that you will carry out to achieve your objectives.
5. **Stakeholders**
Identify the stakeholders and relevant actors involved in your project. Who will be impacted? Whose actions will have an impact on others. What are the different agendas at stake? Are they competing or complimentary? How so?
6. **Evaluation and Monitoring**
How will you know that you were successful? How do you propose to assess, with your mentor and in your own view, whether your project achieves its objectives and advances toward its goals? What are potential pitfalls?