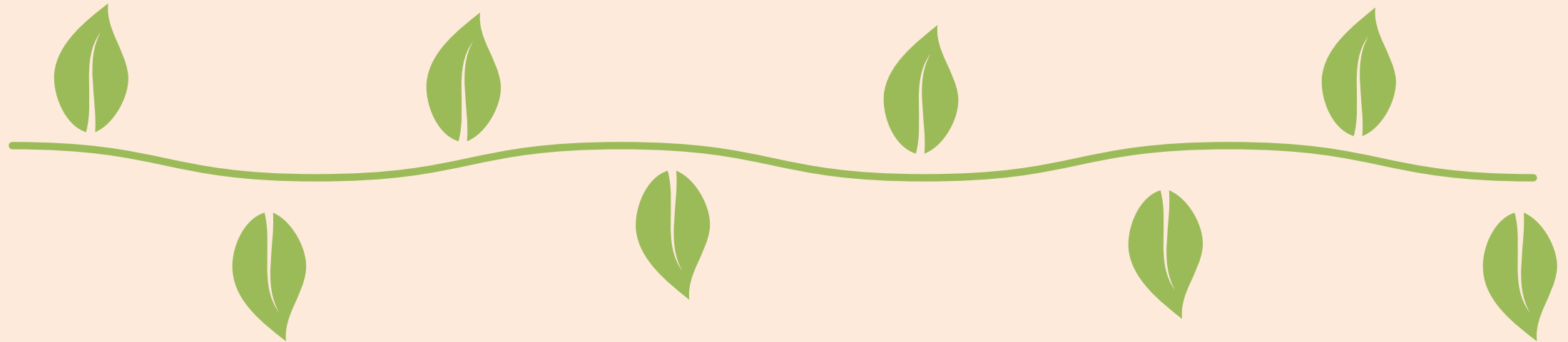# Presenting Your Idea

2 Sept 2021

SG Eco Fund Key Application Fields

- Applicant Background

- What problem does your project address?

- What is your proposed solution to address the problem listed above?

- How will you and your partners implement the project?

- How will the project continue to produce environmental benefit and/or engage the community after the funding duration?

- What are the environmental and community engagement targets for your project?

- What are your project risks and how will you mitigate them?

- What are your project milestones?

Case Example: Chirpy Gardeners (Hypothetical)

Chirpy Gardeners is a ground-up/community initiative that helps to establish and manage community gardens in the estates of Choa Chu Kang, Bishan and Punggol.

They would like to request money from the SG Eco Fund to establish new community gardens and pilot a sustainable irrigation system that could help save the amount of water resources used in gardening.

Communicating Your 'WHY': Why You?

Applicant Background

Please briefly tell us about your background and include any experience/skills relevant to your project. (In less than 150 words)

NOT RECOMMENDED

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Chirpy Gardeners is a ground-up/community initiative that helps to establish and manage community gardens in the estates of Choa Chu Kang, Bishan and Punggol. To date we have established **15 gardens across 3 towns, engaging 150 residents**. Despite being completely volunteer-run, we use a **roster system to ensure** that all community gardens are **sufficiently cared for**. Our core team includes **trained horticulturists, including Dr. Jenny Lee, who won horticulturist of the year in 2019.**

Highlight relevant experiences of your team/organization and explain what sets you apart from other similar applicants. Use awards, numbers and unique approaches/protocols to stand out.

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Mention relevant track record and past experience

Assure your ability to juggle past and future projects

Highlight expertise and credibility of the team

Highlight relevant experiences of your team/organization and explain what sets you apart from other similar applicants. Use awards, numbers and unique approaches/protocols to stand out.

Communicating Your 'WHY': Why is this problem important?

What problem does your project aim to address?

Please briefly describe the problem and explain why it is important to address it. Provide supporting evidence and examples, where possible. (In less than 200 words)

NOT RECOMMENDED

As an island nation, **Singapore** has limited land for food cultivation and is heavily reliant on other countries for its food production making it vulnerable to disruptions due to climate change as well as Covid-19. **Over 90% of our food is sourced from overseas and less than 1% of land** is available for food production (SFA). Many Singaporeans are also unaware of the link between climate change and our food sources.

With **less than 1% of land available for food production**, Singapore must find new ways to optimize existing land cover. Choa Chu Kang, Bishan and Punggol have many underutilized green spaces that have not been put to good use. **Consultations with town councils** suggest that up to 5000m2 of HDB roof spaces is currently left bare. Additionally, **food kitchens in Bishan and Choa Chu Kang** have indicated a lack of diversity in fresh produce for disadvantaged families. **Without additional inputs from community gardens**, food kitchens will be unable to provide balanced meals....

Find the right frame for your project – think about the problem/people/place you are focusing on and explain why it is important to tackle it. You don't need to always address the root cause of an issue, but you need to explain why you chose to intervene at that stage of an issue.

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Use stats and evidence where possible

Show knowledge of the ground and highlight existing community relationships

Highlight the need(s) and link to how your solution could address it

Find the right frame for your project – think about the problem/people/place you are focusing on and explain why it is important to tackle it. You don't need to always address the root cause of an issue, but you need to explain why you chose to intervene at that stage of an issue.

Communicating Your 'WHY': Why fund your solution?

What is your proposed solution to address the problem listed above?

Please include the objectives and intended outcomes of your project. (In less than 300 words)

NOT RECOMMENDED

Chirpy Gardeners will establish 10 new community gardens across Choa Chu Kang, Bishan and Punggol to support local food cultivation and raise awareness of the importance food security and the impact that climate change has on our food sources.

Using **a new sustainable drip irrigation system adapted from Israel**, Chirpy Gardeners will establish 10 new community roof gardens across Choa Chu Kang, Bishan and Punggol. These gardens will **pilot a new model of community garden** that saves local water resources, involves the community in local agriculture and provides a diverse range of produce for disadvantaged families who get their produce from local food kitchens. **Compared to a regular community garden**, our model has the potential to **save XX,000 water resources** while **addressing nutritional deficits** in disadvantaged families...

Differentiate your project - Think about what new models or frameworks you adopt, what co-occurring problems you address, what new groups of people you engage, what potential for sustained/long-term impact exists. Address the assumptions about your intervention – e.g. are community gardens the best way to generate diverse produce?

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Highlight innovations and new approaches where possible to show how you do things differently

Set yourself apart from other similar models out there

Solving co-occurring problems showcases creativity and inspires innovation

Differentiate your project - Think about what new models or frameworks you adopt, what co-occurring problems you address, what new groups of people you engage, what potential for sustained/long-term impact exists. Address the assumptions about your intervention – e.g. are community gardens the best way to generate diverse produce?

Implementation Plan: who, what, where, when and HOW

How will you and your partner(s) implement the project?

Please list the steps you will take to implement the project. This should include all activities to be implemented, timeline and the role of each team member/partner.

Please also include details of how you will involve/engage the community in the project. If the project does not involve/engage the community, it will not be considered.

Chirpy Gardeners (CG) will launch 10 community roof gardens in 10 estates in Bishan, Choa Chua Kang and Punggol. The project will have 3 key phases:

Phase 1: Garden Set-up (Month 1 – Month 3)
- CG will follow NParks guidelines for setting up a community garden. We will work with **Bishan, CCK and Punggol RCs and Town Councils** to set up interest groups and identify garden plots respectively. Primary considerations for the plot include….
- CG will procure irrigation equipment. Due diligence checks will be done….

Phase 2: Recruitment & Training (Month 2 – Month 5)
- CG to work with **PA and local food kitchens** to recruit volunteer gardeners through the established interest groups. Disadvantaged families will be a key target audience. Our goal is to **recruit 150 volunteers (15/garden)**…
- Establish volunteer committees and conduct training with our partner **NParks Community in Bloom**. Training will consist of four 1-hour sessions…

Phase 3: Gardening & Food Distribution (Month 6 – Month 12)
- Use first round of harvest to test irrigation system and yield rate of plot. Our target is to achieve **a yield rate of 50kg of produce/month**…

Create **time-specific** phases or milestones for easy tracking

Use bullets to improve readability and organize points

Be clear on **who is doing what**

Include targets and outcomes to reiterate and link to 'targets section'

Elaborate on the details of each activity

Project Continuity

How will the project continue to produce environmental benefits and/or engage the community after the funding duration.

NOT RECOMMENDED

The gardens established during this project will continue to be maintained through a dedicated volunteer base. Volunteer committee will work on recruiting and training new members to ensure longevity of the plots.

The gardens established during this project will **continue to be maintained through a dedicated volunteer base**. Volunteer committee will work on recruiting and training new members to ensure longevity of the plots. As the volunteer base grows, demand for new gardens can be used to spur town councils to **convert other un-used roofs into community gardens and replicate existing gardens**. Our goal is to have 40 volunteer-run garden plots by 2025. **Food kitchens can also grow their network of support** through our platform, **minimizing food waste**.

Beyond showcasing how the project will continue to run after the duration of the grant, talk about how this project supports larger future plans of the organization or group. Is there potential for scaling/replicating the model, growing the impact over time (to more audiences, places, issues), supporting national agendas or creating shared/communal resources that the public can tap on?

Project Continuity

How will the project continue to produce environmental benefits and/or engage the community after the funding duration.

Explain how your project will continue beyond the funding period

The gardens established during this project will **continue to be maintained through a dedicated volunteer base**. Volunteer committee will work on recruiting and training new members to ensure longevity of the plots. As the volunteer base grows, demand for new gardens can be used to spur town councils to **convert other un-used roofs into community gardens and replicate existing gardens**. Our goal is **to have 50 volunteer-run garden plots by 2025**. **Food kitchens can also grow their network of support through our platform, minimizing food waste in the process.**

Showcase growth with concrete examples

Talk about how public can leverage on resources you generate

Beyond showcasing how the project will continue to run after the duration of the grant, talk about how this project supports larger future plans of the organization or group. Is there potential for scaling/replicating the model, growing the impact over time (to more audiences, places, issues), supporting national agendas or creating shared/communal resources that the public can tap on?

Setting Good Targets

What are the environmental targets for your project?

• The project targets should be specific and measurable.
E.g. Reduce food waste by x%.

• Describe how you will measure the target.
E.g. Measure the weight of food waste collected from residents in kilograms.

Environmental Target	How will you measure the target?

+ ADD MORE   (1 rows)

What are the community engagement targets for your project?

• Project targets should be specific and measurable.
e.g. Recruit x number of residents in the food waste management programme.

• Describe how you will measure the target.
e.g. Number of residents; Number of training sessions etc.

Community Engagement Target	How will you measure the target?

+ ADD MORE   (1 rows)

Include targets and metrics you hope to track and explain the chosen methodology used for tracking them. While there is a clear box for filling up your targets, you should also include them in your implementation plan where possible to demonstrate where and when data will be collected as part of your implementation plan. Your target should be commensurate with the amount you are requesting.

Setting Good Targets: SMART Targets

Specific

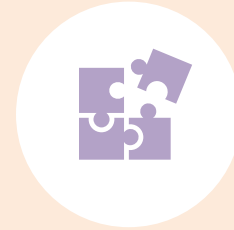- Who, where and what are the changes or benefits brought about by your project?

Measurable

- Do you have quantifiable ways to track progress and measure success?
- Is it scientifically sound?

Attainable

- Is your target realistic and achievable?
- Do you have the resources to implement and track progress?

Relevant

- Does your target tell you if you achieved your project goal or objective?

Time-Based

- When do you expect to see progress by?
- How will it change over time?

Set SMART targets - Your targets should be specific/detailed (who, what where), measurable (quantifiable), attainable/realistic, relevant to the impact/objective you are trying to achieve, and time-bound.

Setting Good Targets: Example Metrics

Environmental Targets
Carbon emissions reduced/sequestered
Waste reduced/recycled (weight)
Food production (weight)
Energy saved/Energy efficiency
Water saved
Air/water/soil quality improvements
Habitats conserved/Trees planted
Change in attitudes towards the environment

Community Engagement Targets
Number of participants engaged/trained
Number of workshops/events conducted
Partnerships/cooperatives/chapters developed
Number of community actions/pledges
Number of advocates trained/converted

This list is not exhaustive but should give you a sense of some types of metrics that can be used to develop good targets. Some of these targets can be measured in multiple ways – choose a measurement that you can easily track and is scientifically linked to your outcome/goal.

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What are the environmental targets for your project?

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E.g. Measure the weight of food waste collected from residents in kilograms.

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• Project targets should be specific and measurable.
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• Describe how you will measure the target.
e.g. Number of residents; Number of training sessions etc.

Community Engagement Target	How will you measure the target?

50,000 litres of water saved from implementation of new irrigation system for gardens	Using a water meter to measure water used for gardens and subtract it from typical amt consumed by gardens according to ….	150 volunteers recruited and trained to be community gardeners	Measured through successful volunteer applications and attendance of orientation workshops
2,000 kg of food produced	Using a weighing machine to measure yield	50% of families at food kitchens report greater diversity in their diet	Measured through surveys conducted by our food kitchen partners

When setting the target, use data you have collected in identifying the problem and your discussions with partners to find a projected outcome that is realistic and attainable. E.g. Using output from existing community gardens to determine future output numbers.

Risk Mitigation: Types of Risk

Project Risks

Please list down any issues/events that may potentially affect your project's timeline, outcomes or budget. Please also describe your plan to reduce and manage each risk listed. (In less than 350 words)

Risk: The probability or likelihood that an outcome will differ from what is expected
- Variables beyond the control of the project owners

What factors may cause a change in the expected deliverables, scope, or timeline of the project? OR
What assumptions have been made in the planning of this project? For example:

- Receptiveness of participants
- Commitment of a partner/vendor
- Failure of a platform or medium for distribution/dissemination
- Budgetary risks (underestimation of costs of equipment)
- Regulatory changes (e.g. Covid restrictions)

Having more risks does not make a project worse. We want to see that you have thought about how to mitigate and minimize the probability that a risk occurs. Try to highlight at least one non-Covid related risk to show comprehensive risk management.

Risk Mitigation

Project Risks

Please list down any issues/events that may potentially affect your project's timeline, outcomes or budget. Please also describe your plan to reduce and manage each risk listed. (In less than 350 words)

NOT RECOMMENDED

Given CG's past experience establishing community gardens, we do not foresee many risks for the project. To cater to unforeseen delays as a result of Covid-19 restrictions, we have included buffer times to ensure that we can still achieve our deliverables on time.

There are several risks that we plan to mitigate:
- Difficulty recruiting and retaining volunteers long-term – We plan to mitigate this by working with NParks Community in Bloom to develop ongoing programming to sustain volunteer interest and train volunteers on horticultural knowledge. Incentives will also be provided such as….
- Underestimation of costs – In line with NParks guidelines, we will be learning from other community gardens to have a better estimate of costs and have already sourced quotations for the technologies imported.

Having more risks does not make a project worse. We want to see that you have thought about how to mitigate and minimize the probability that a risk occurs. Try to highlight at least one non-Covid related risk to show comprehensive risk management.

Project Milestones

Project Milestones and Targets

Please propose 3 key project milestones with measurable targets and their respective completion dates.

E.g. Implement 15 food waste collection points across the estate for residents to use.

Project Milestone and Target	Completion Date (dd-mm-yyyy)

Project milestones are key _outputs or results_ of your project. Applicants should select three key outputs that can serve as milestones to monitor project progress. If you had phases in your implementation plan, pick an output from each phase/stage. The Trust Secretariat will peg your reimbursement plan to these milestones. Thus, **if your milestone dates are set towards the latter half of your project duration, you will only get reimbursed in the latter half of the project duration.**

Project Milestones

Project Milestones and Targets

Please propose 3 key project milestones with measurable targets and their respective completion dates.

E.g. Implement 15 food waste collection points across the estate for residents to use.

Project Milestone and Target	Completion Date (dd-mm-yyyy)
Identify 10 plots of roof space to site gardens	31-03-2022
Recruit 150 volunteers (15/garden)	01-06-2022
Produce 2,000kg of food across 10 gardens	31-12-2022

Project milestones are key *outputs or results* of your project. Applicants should select three key outputs that can serve as milestones to monitor project progress. If you had phases in your implementation plan, pick an output from each phase/stage. The Trust Secretariat will peg your reimbursement plan to these milestones. Thus, **if your milestone dates are set towards the latter half of your project duration, you will only get reimbursed in the latter half of the project duration.**