The Climate Change Action Fund - Public Education and Outreach Program

The overall objectives of the CCAF - PEO program are to:

Build awareness and understanding among Citizens of climate change, including the science, impacts and adaptation, and associated environmental, economic and social issues;

Integrate and complement climate change initiatives to foster understanding by Citizens of the policy changes and actions that will be required to reduce the impacts of change;

Encourage and motivate Citizens to take personal and corporate action to reduce greenhouse gas emissions.

The Call

This call for proposals is looking for:

* Projects promoting behavioural changes to reduce greenhouse gas emissions through energy efficiency, energy efficient use of appliances and equipment, waste management, water conservation, transportation, etc.
* Projects promoting renewable and/or green energy
* Projects promoting communication/strategies to adapt to present and future effects of climate change
* Projects should be community focused, but can be national (bilingual initiatives aimed at communities, or a selected number of communities, right across the country), provincial territorial/regional (aimed at communities in a particular province, territory, or part of the country) or local. Projects should be designed to be long-term and ongoing. Proponents may also take advantage of existing materials when implementing their programs.

What groups are eligible?

Funds can be provided to any of the following kinds of organizations:

* Not-for-profit, non-governmental organizations (NGOs) including environmental, youth, labour organizations
* Community groups (voluntary groups, community associations, institutions)
* Aboriginal communities, organizations and associations
* Educational and academic institutions
* Other governmental agencies (provincial, territorial, regional, municipal); and
* Businesses, industries, and their professional associations.

What types of projects are eligible?

Project proposals must meet the following criteria in order to receive funding:

## *Target Communities*

Proposals must target Communities -- a collection of individuals within a prescribed geographic area (e.g. cities, towns, neighbourhoods, region, rural municipalities, aboriginal communities)

## *Project Focus on Climate Change*

Project Proposals must meet the following criteria in order to receive funding:

* Be a community-focused project based at the local, provincial/territorial/regional or national level;
* Educate Citizens about the issue of climate change and encourage them to take specific actions on climate change - could include elements on energy efficiency, energy efficient use of appliances/equipment, renewable/green energy, waste management, water conservation, transportation, etc.;
* Where applicable, projects should include/promote actions with real emission reduction. Although it is not always easy in the context of public education and outreach, efforts should be made to quantity reductions; and
* Include climate change messages, but may include links to clean air, health and other co-benefits.
* Projects can expand, strengthen or build on successful initiatives previously funded by the CCAF-PEO, or be new initiatives that have not previously been funded.

## *Leverage Resources and Promote Partnerships*

Proposals must include resources from partners other than the federal government. A project's total cost can be of any size. The CCAF-PEO program will contribute a maximum of $250,000.00 to national and provincial/territorial/regional projects and $100,000.00 to local projects. At least 30% of your project funding needs to come from other sponsors. This can include a mix of cash contributions and well-documented in-kind (non-monetary) support such as professional services, volunteer time, materials, supplies, equipment, etc. The in-kind contributions can be up to 10% of the total budget.

# How are project proposals evaluated?

In addition to the mandatory eligibility criteria listed above, the following evaluation criteria will be used to assess the relative strength of the proposal.

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| Criteria | Weight |
| Effective approach | 40% |
| Experience/competence | 20% |
| Promotion and Evaluation | 20% |
| Funding and partners | 20% |

# What should my proposal include?

Proposals should be no more than 10 pages (not including attachments such as résumés, organizational profiles, and information about, or samples of, past projects and successes).

Proposals should include the following:

* Project Description
* Work Plan
* Budget
* Personnel and Organization

*Adapted from Climate Change Action Fund - Public Education and Outreach Program Call for Proposals (2003)*