

# Community Environment Action Grant Workshop

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November 1, 2018



# Agenda

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9:00 am – Welcome & Grant Overview – Emily Drystek

9:15 am – Elements of the Grant Application – Dave Mussell

9:30 am – Communications Planning – Scott Lundy &  
Miranda Broumas

10:30 am – Wrap Up

# Community Environment Action Grant 101

Emily Drystek

# Agenda

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1. What is the Community Environment Action Grant
2. Eligibility and Funding
3. Designing a Strong Project
4. Grant Agreement and Reporting
5. How to Apply and More Information

# 1. Community Environment Action Grant

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# Community Environment Action Grant

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- Competitive grant funded by carbon levy revenues
- Supports non-profit groups helping Albertans work together as stewards to take action on climate change
- We think, plan and act with climate change in mind



# Community Environment Action Grant

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- Round 1 - Announced in 2017
  - 26 funded projects, 50+ applicants
  - \$2+ million
- Round 2 - Launched in 2018
  - \$2 million



## 2. Eligibility and Funding

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# Community Environment Action Grant

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- Eligibility

- non-governmental organizations incorporated and in good standing under one of the following:

- Alberta *Societies Act*
    - Alberta *Companies Act*, Part 9
    - Canada *Not-for-profit Corporations Act* and registered in Alberta under the federal *Business Corporations Act*
    - Previously funded Community Environment Action Grant projects

Applicant Examples:

- Community organizations
- Stewardship groups
- Youth and senior groups
- Indigenous organizations
- Teacher resource organizations
- Other organizations

Ineligible Applicants:

- Individuals
- Governments
- Schools
- For-profit entities

# Project Funding

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- \$2 million
- \$25,000 – \$150,000 per project
- Covers up to 100% of project expenses
- Only single year projects between **March 1, 2019 and March 31, 2020** are eligible
  - Leveraging funding from other sources will strengthen an application [Application Handbook, Appendix A – Evaluation Criteria]



# Community Environment Action Grant

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- **Eligible Expenses**
  - Project design and delivery (materials, venue, etc.)
  - Field expenses (travel and accommodations)
  - Wages and labour
- **Ineligible Expenses**
  - Projects outside Alberta
  - Activities required by law
  - Lobbying, advocacy or fundraising
  - Equipment purchase or capital costs



# 3. Designing a Strong Project

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# Project Design Requirements

Considerations	Outcome	Weight
Env't Benefits	Reduces GHG emissions	15%
	Climate Literacy Continuum	40%
Social Benefits	Opportunities for a range of Albertans	15 %
	Supports community partnerships	15%
Strength of Application	Qualified Team Resources	15%
	Leveraged Funding	
	Project Evaluation	
	Milestones and deliverable schedule	
	Visual Identity and Communications Plan	

# 4. Grant Agreement and Reporting

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# Successful Projects

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- Enter a Grant Agreement with the Government, defines:
  - Milestones
  - Payment amount and dates
    - Initial and final payments
  - Reporting Requirements
    - Interim and final reporting
- Grant disbursement is conditional upon meeting the terms set out in the grant agreement



# Reporting Requirements

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- Interim and final reports, templates provided. Include:
  - Summary of progress
  - Milestones and measures
  - Expenditures (supporting documents may be requested and should be readily available)
  - Evaluation plan status
  - Communications and visual identity actions
  - Other





# 5. How to Apply and More Information

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# Community Environment Action Grant

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- How to Apply

- Read the **application handbook** at Alberta.ca
- Fill out the **application form** at Alberta.ca
- Be sure to include all documentation required
- Submit the application form by e-mail to [ceaction@gov.ab.ca](mailto:ceaction@gov.ab.ca)
- Deadline: **November 18, 2018 at 11:59 pm MDT**

- Questions?

- Contact the Climate Change Office
- Phone: 780-638-4177
- Email: [ceaction@gov.ab.ca](mailto:ceaction@gov.ab.ca)



# FAQ

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- Can a previous CEAG applicant apply?
  - Yes, see eligibility criteria on website
- I submitted my confirmation of NGO status last year, do I need to resubmit?
  - Yes, we need the most current information, organizational status may have changed
- What kind of general liability insurance do we need?
  - \$2 million in general liability insurance that **extends over the project term**

# FAQ

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- Do I have to provide confirmation of funding from other sources?
  - Yes, providing letters of confirmation to support funding obtained will strengthen an application over simply stating that funding is in place

# Questions?

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# Climate Literacy Continuum

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Dave Mussell

Community Engagement Branch

# Climate Literacy Continuum

- GoA environmental education framework, focuses on:
  - Awareness
  - Knowledge
  - Attitudes
  - Skills
  - Individual and Collective Action



Taking personal and collective **action**

Using critical thinking **skills** to create place-based solutions

**Attitudes** of appreciation and concern for the environment and inspiration to act with the environment in mind

Deeper **knowledge** of natural systems and processes

General **awareness** of the relationship between the environment and our choices

*Adapted from 2007 Campaign for Environmental Literacy*

# Awareness and Knowledge

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- “Basic facts” about the Earth, climate, and climate change
- Climate change is a global phenomenon
- Personal consumption and ecological footprint
- Impacts of climate change
- Areas where action can be most effective

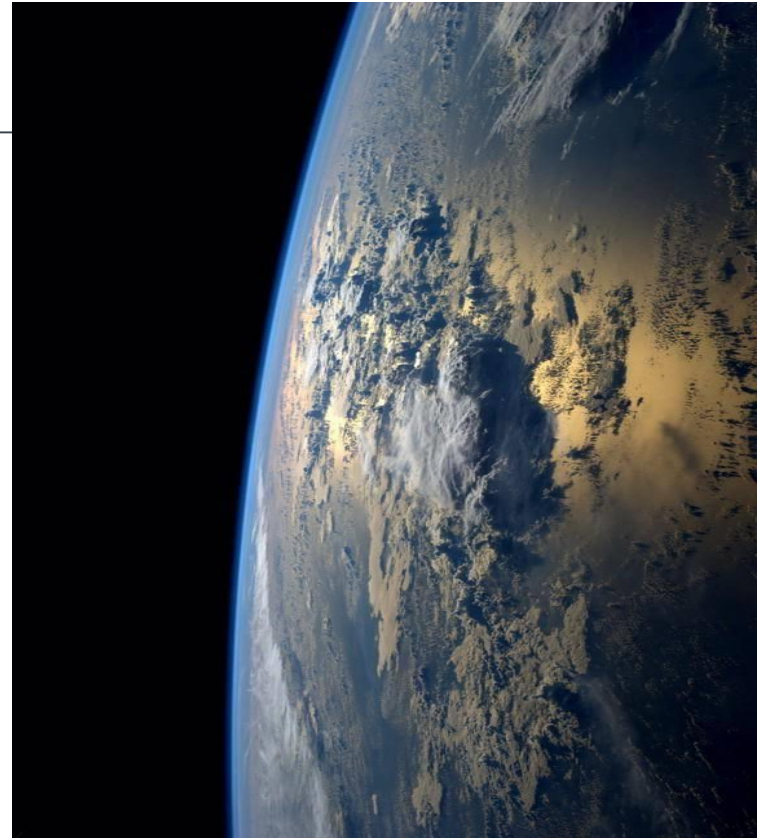


Image credit: NASA  
Eol.jsc.nasa.gov



# Social, Economic, and Environmental Facets of Climate Change

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	Impacts	Opportunities
Environmental	Biodiversity loss; hydrological change, etc.	Reforestation, reclamation, wetland restoration
Social	Health impacts; forced migration,	Green communities; Safety; aesthetics
Economic	Agricultural impacts; fires; water supply	Economic diversification; “green jobs”; etc.

# Skills

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- Critical thinking about personal choices
- Climate-friendly consumer choices
- Creative solutions
- Decreasing personal carbon footprints
- Decreasing community carbon footprints

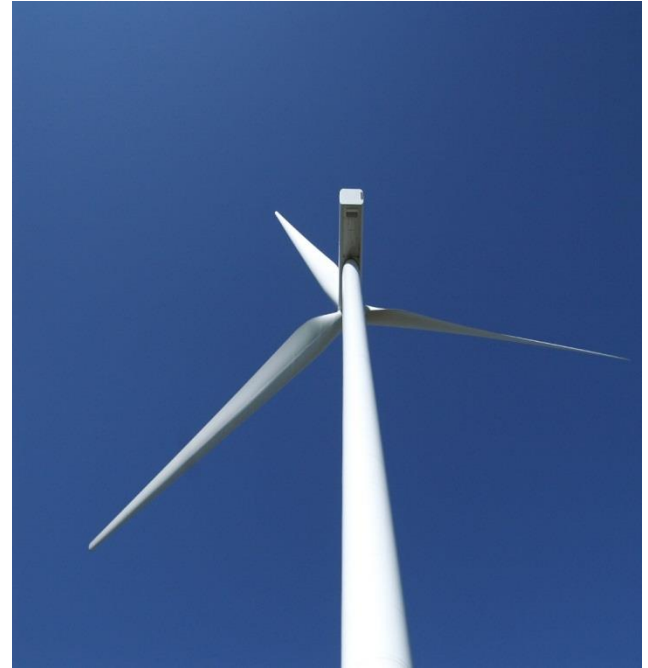


Image credit: Dave Mussell

# Attitudes + Action = Projects!

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- Consistent with community values
- Grounded in literacy
- Offers benefits individuals value and seek
- Has clear linkages to mitigation / adaptation
- Facilitates or encourages others
- Realistic and achievable for individuals, neighborhoods, communities
- Is fun!



Image credits: Top:  
Greenenergyfutures.ca  
Bottom: Dave Mussell

# Resonant Positive Messages that support Climate Action (Alberta Narratives Project)

- Alberta pioneering spirit-willing to try new things
- Economic diversification includes renewables
- Energy diversity and independence
- Constructive solutions and adaptation
- <http://albertanarrativesproject.ca/>

Image credit: Alberta  
Narratives Project



# Your mission...

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- Employ and encourage climate literacy
- Foster skill development
- Facilitate effective action
- Appeal to Albertans' interests and talents

# Questions?

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# Community Environment Action Grant

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# Communications Best Practices

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Creating meaningful conversations

Scott Lundy and Miranda Broumas, Environment and Parks Communications

November 2, 2018





# Anatomy of a communications plan

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# Elements to consider

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- Background
- Target audience
- Matching approach with audience
- Narrative
- Key messages
- Stakeholders
- Risks
- Follow-up
- Evaluation metrics

# Developing messages: 3 steps

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1. Determine the objective(s)
2. Choose the audience
3. Select channel

# Understanding objectives

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# SSCIP

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- Shaping attitudes
- Stimulating interest
- Creating awareness
- Imparting knowledge
- Projecting an image

# Be SMART

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- Specific
- Measureable
- Achievable
- Realistic
- Time-focused

# Target audience



# Audience

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- Be thorough
- Be precise
- Think ahead



# Selecting the channel



# Channel

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1. Start with the basics
2. Make a list
3. Decide what is required

# Constructing a narrative

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# Constructing a narrative

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1. Tell a story
2. Go for the heart
3. Explaining is losing

# Key messages



# Key Messages

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- Concise
- Strategic
- Relevant
- Compelling
- Simple
- Memorable
- Active

# Tactics

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# Tactics

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- Choose tactics carefully – target resources
- Repeat message until you are sick of it
- Go to audience, don't make them come to you
- Encourage, remind and reward



# Timelines

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# Risks

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# Best practices

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- Create and maintain trust
- Acknowledge and communicate, even in uncertainty
- Coordinate
- Be transparent and fast with the first and all communications
- Be proactive in public communication
- Involve and engage those affected

# Alberta's Climate Leadership Plan

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# Questions?

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