

**Bienvenue!**

**Welcome!**



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# Keys to \$uccess

How to get the most out of your

**Environment Canada**

**Funding Programs**

A presentation by Strategic Integration & Partnerships

March 2011





# In today's presentation...

- Our programs
  - A primer on our funding programs
- The nuts and bolts
  - The basics of applying: What? When?
- From good to *great*
  - Tips to help you make your application the best it can be







# Our programs



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# Funding Programs at EC

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- **EcoAction Community Funding Program**
  - **Environmental Damages Fund (EDF)**
  - **Science Horizons Youth Internship Program**
  - **Aboriginal Funds for Species at Risk (AFSAR)**
  - **Habitat Stewardship Program (HSP)**
- 
- **Atlantic Ecosystem Initiative (AEI/ACAP)**
  - **Great Lakes Sustainability Fund**
  - **Invasive Alien Species Partnership Program**
  - **Lake Simcoe Clean-Up Fund**
  - **Lake Winnipeg Basin Stewardship Fund**
  - **St. Lawrence Action Plan**
  - **International Environmental Youth Corps (IEYC)**



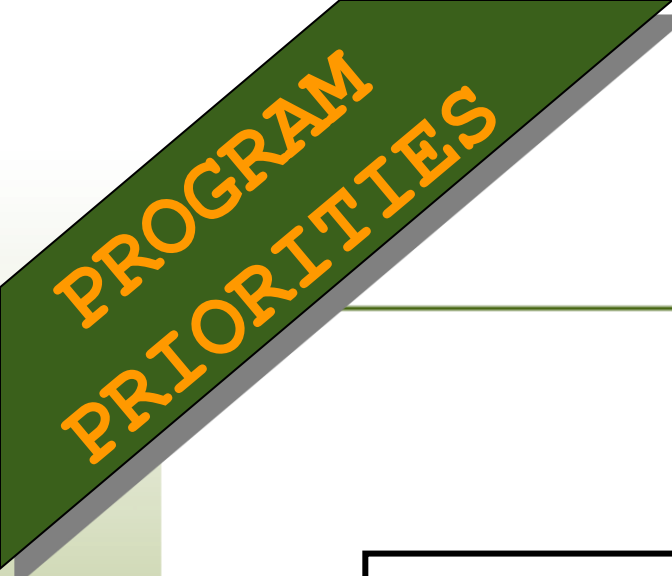


# EcoAction

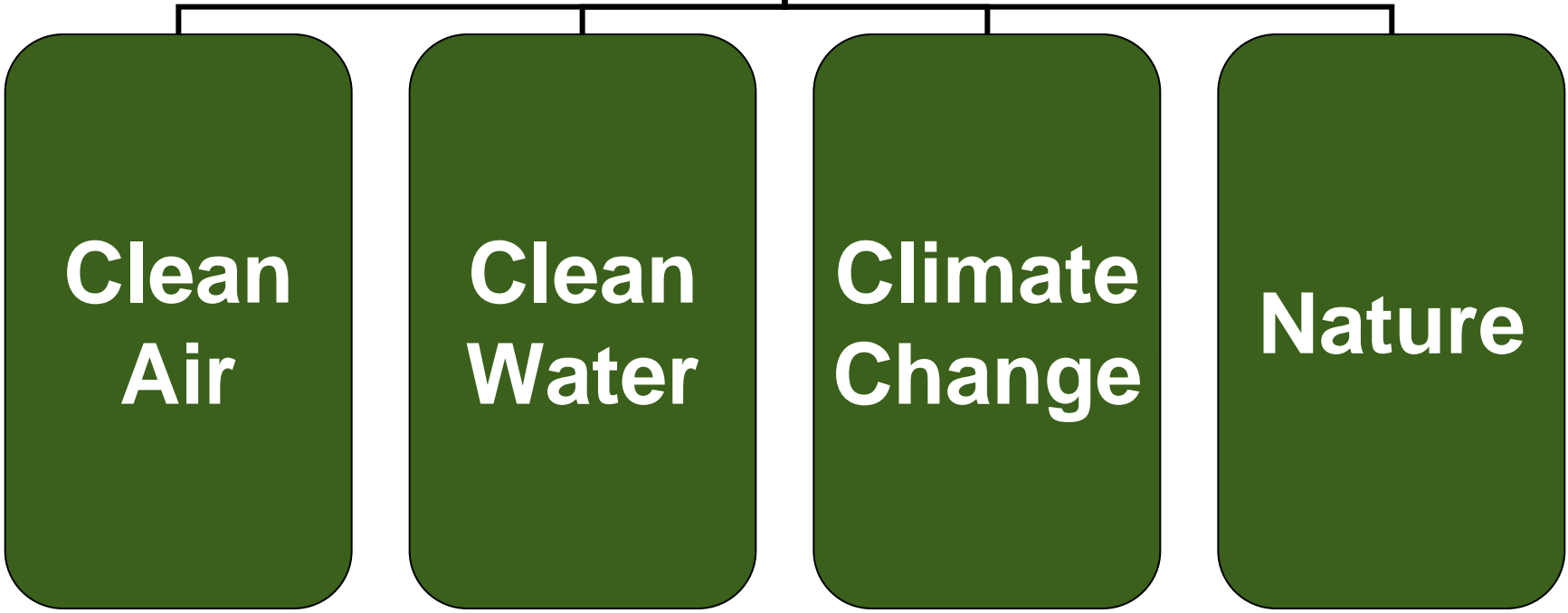
- EcoAction projects:
  - Protect, rehabilitate or enhance the natural environment
  - Build the capacity of communities to sustain project activities into future
  - Have measurable, positive impacts on the environment



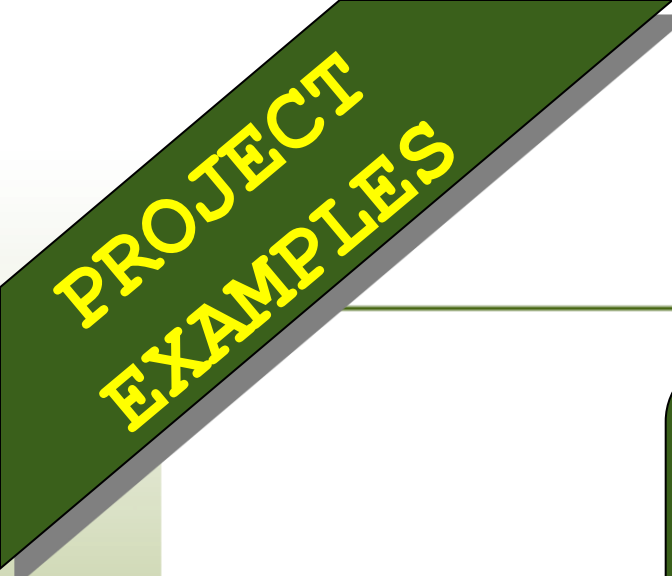




# EcoAction







**EcoAction**

**Clean Air**

**Commuting  
alternatives**

**Anti-idling**

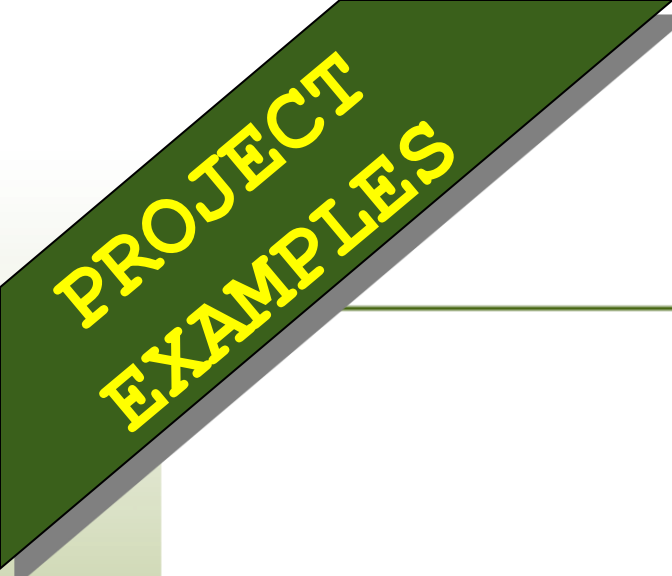


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**EcoAction**

**Clean  
Water**

**Rainwater  
harvesting**

**Clean  
boating  
practices**

**Illegal  
dumpsite  
removal**

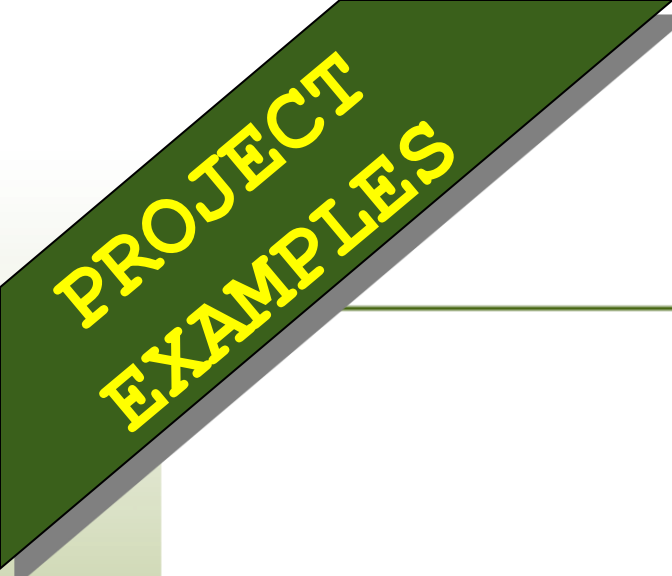


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**EcoAction**

**Climate  
Change**

**Energy  
audits**

**Sustainable  
consumption**

**Alternative  
energy**



**PROJECT  
EXAMPLES**

**EcoAction**

**Nature**

**Marsh/  
Dune  
restoration**

**Green  
urban  
corridors**

**Land  
protection**



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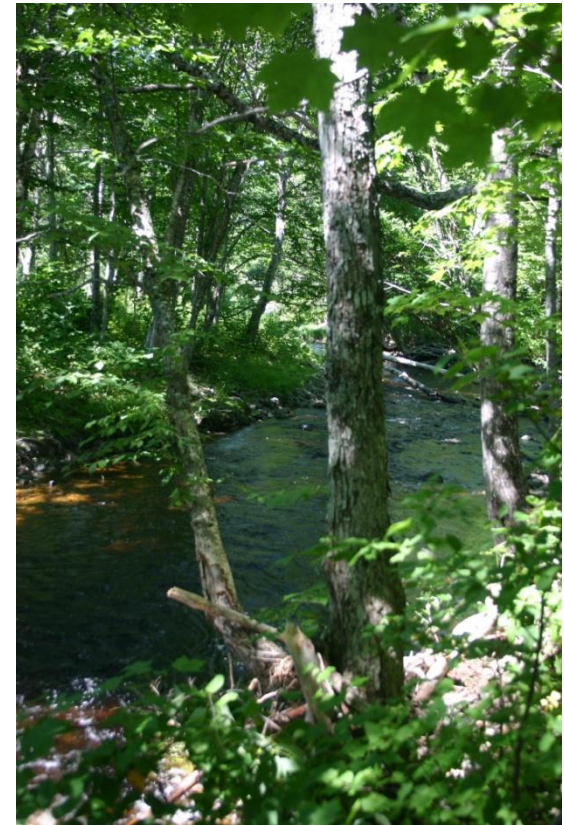
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# Environmental Damages Fund

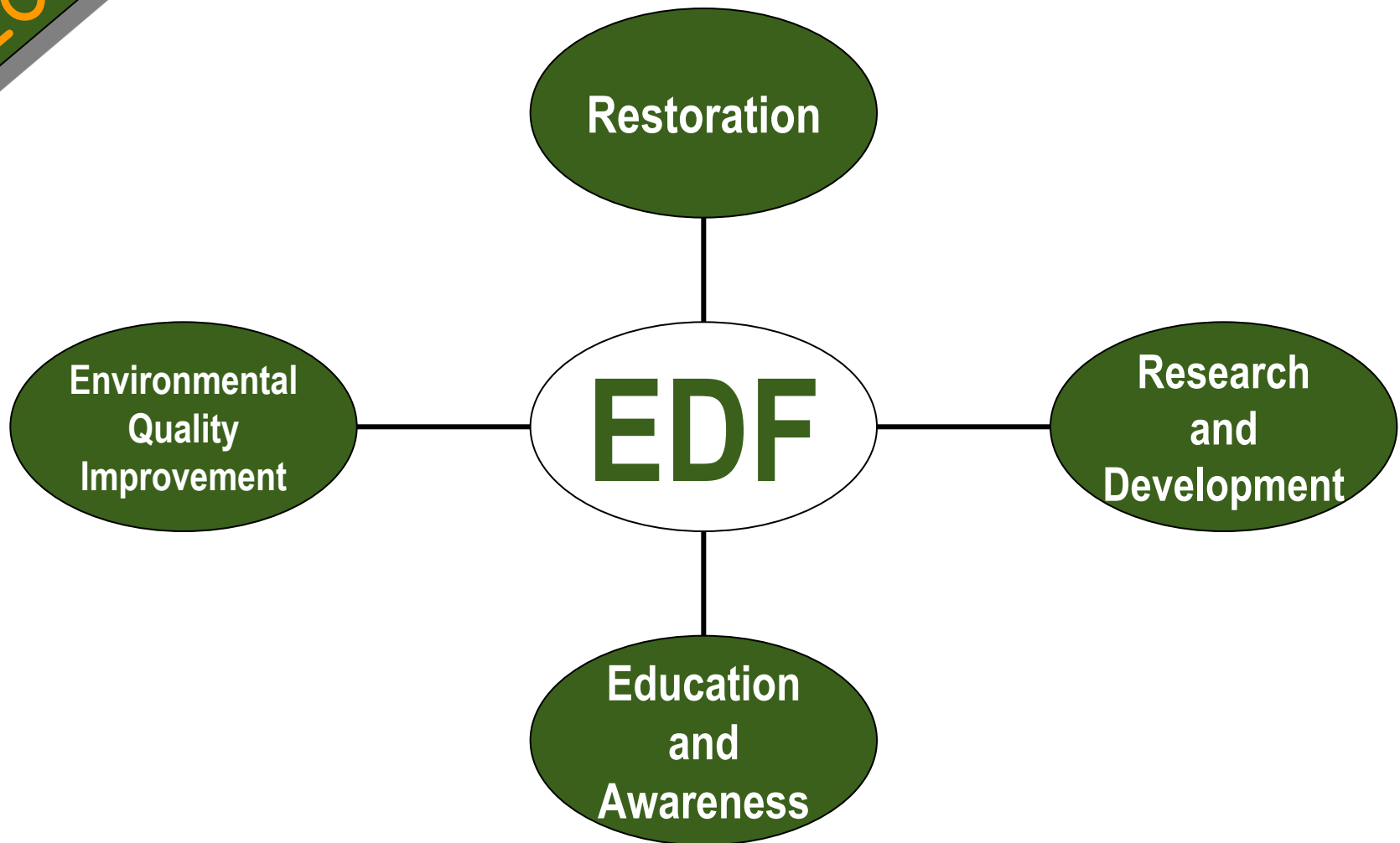
- Follows the '**Polluter Pays**' Principle
- Directs court awards and fines to environmental projects
- Ensures those who cause environmental damage are held responsible





# PROGRAM PRIORITIES

## Environmental Damages Fund



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# What's unique to EDF

- Court awards and fines have restrictions
- Learn more on the EDF site >>
- Matching funding is not required

Windows Internet Explorer provided by Environment Canada

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Funds Available

Environment Canada Environnement Canada

Environment Canada  
www.ec.gc.ca

Français Home Contact Us Help Search canada.gc.ca

Home > Funding > Environmental Damages Fund > Available Funds

**Funding**

- Potential Applicants
- Funding Recipients
- Legal Community
- Available Funds**
- Funded Projects
- Enforcement Notifications
- Regional Offices
- FAQ
- Site Map
- Proactive Disclosure

**Available Funds**

**Step 1** - Before beginning the application process click on the links to provinces and territories listed in the table below to confirm:

- funds are available in your area
- any use restrictions
- application deadline for those funds

**Step 2** - Contact an Environment Canada [regional office](#) to:

- confirm funding information posted on this page
- discuss your project idea or receive feedback on a draft proposal
- submit a completed application

**Available Environmental Damages Fund Funding**

Province or Territory	Total Funds*
<a href="#">Alberta</a>	0
<a href="#">British Columbia</a>	\$45,696.56
<a href="#">Manitoba</a>	0
<a href="#">New Brunswick</a>	\$4,000.00
<a href="#">Newfoundland and Labrador</a>	\$47,100.00
<a href="#">Northwest Territories</a>	0
<a href="#">Nova Scotia</a>	\$10,000.00
<a href="#">Nunavut</a>	0
<a href="#">Ontario</a>	0
<a href="#">Prince Edward Island</a>	0



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# EDF funding available: NB

- **\$4,000** for restoration of the **Petitcodiac River** and related waterways/watershed
- **\$28,000** to promote the proper management and control of fisheries or fish habitat or the conservation and protection of fish or fish habitat in **Charlotte County**





# EDF funding available: NL

- **\$45,000** for conservation and protection of fish or the restoration of habitat in **Humber Arm**



- **\$2,100** for projects that address issues related to migratory birds



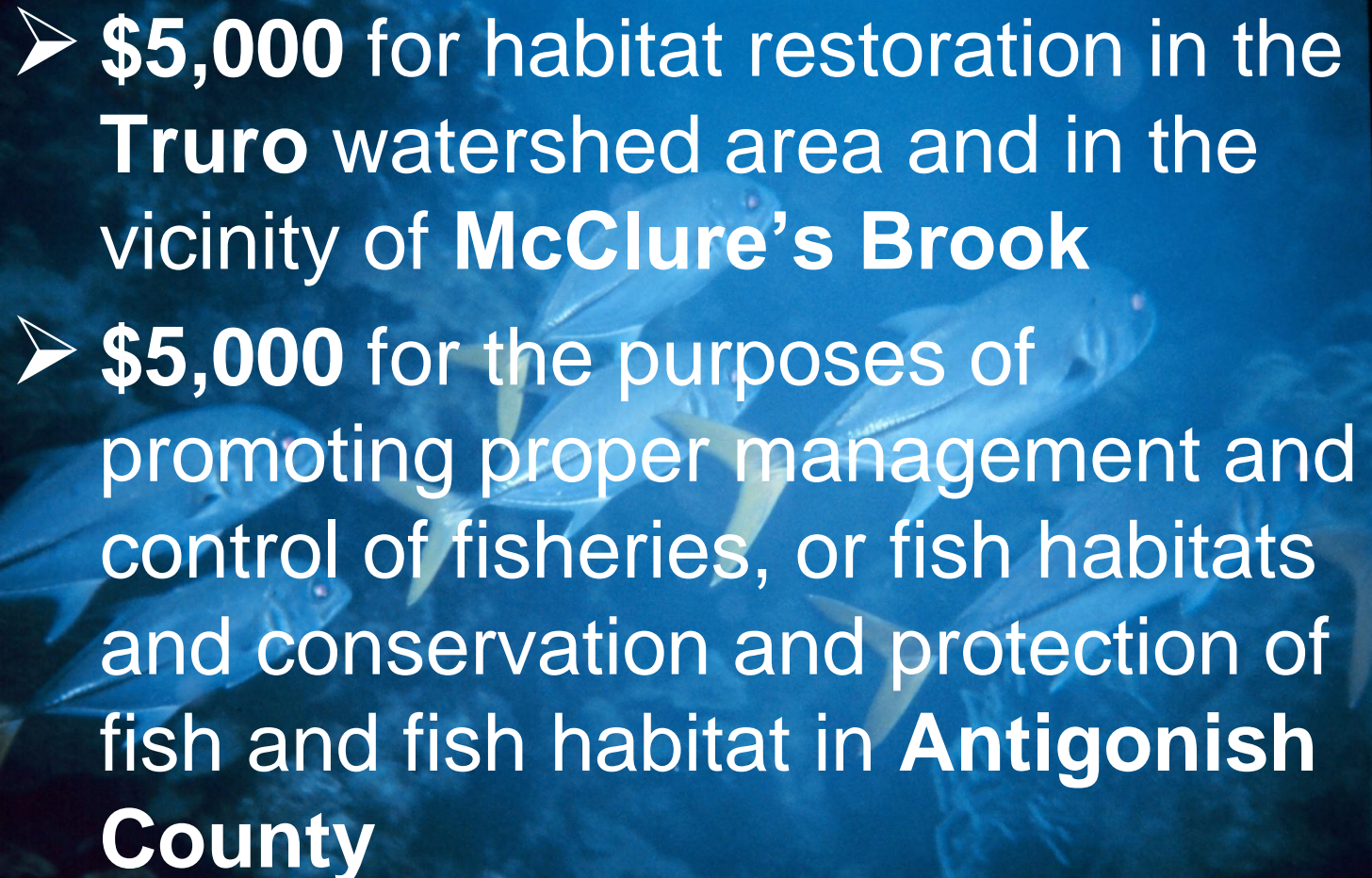
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# EDF funding available: NS

- 
- **\$5,000** for habitat restoration in the **Truro** watershed area and in the vicinity of **McClure's Brook**
  - **\$5,000** for the purposes of promoting proper management and control of fisheries, or fish habitats and conservation and protection of fish and fish habitat in **Antigonish County**



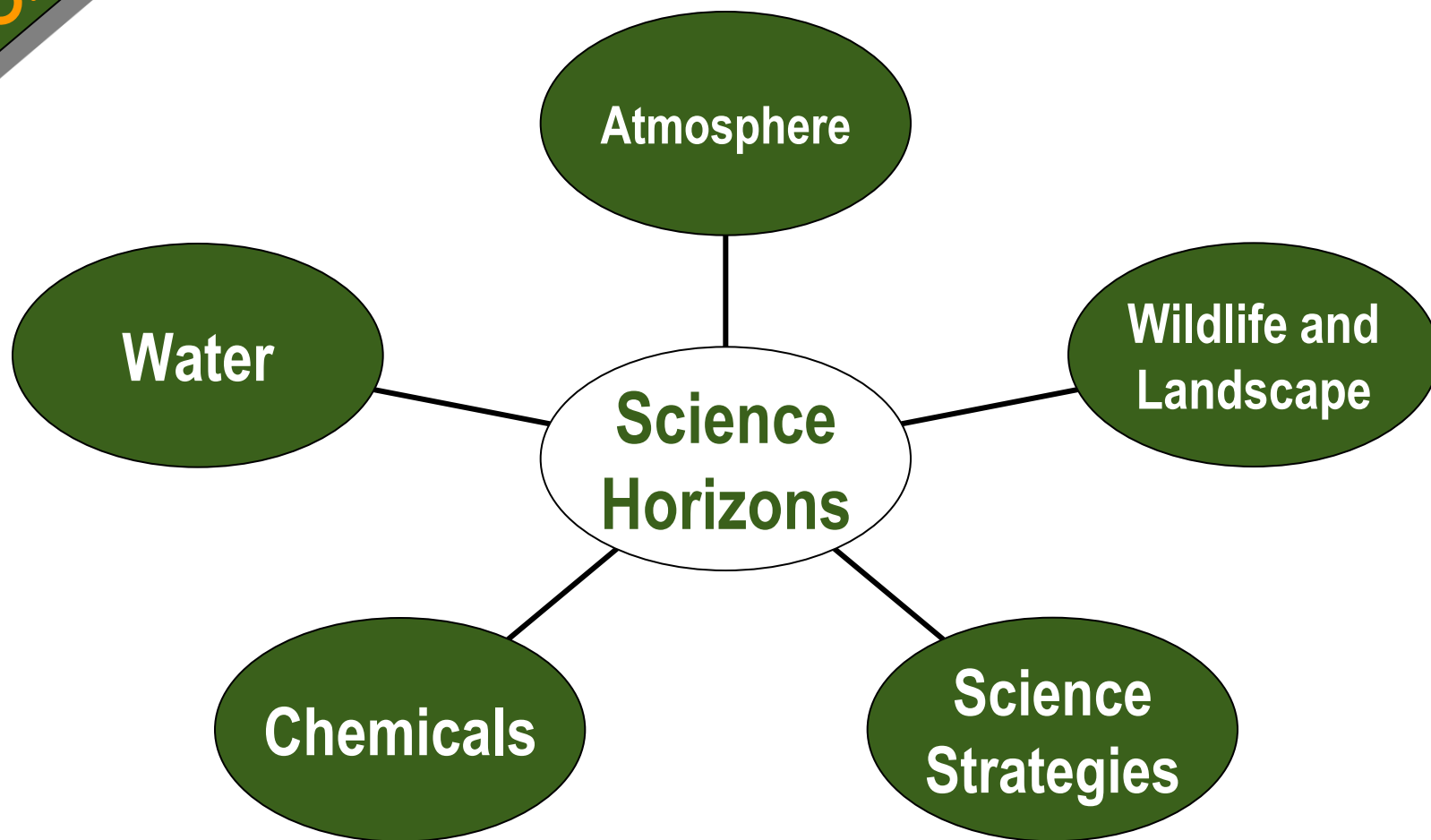


# Science Horizons

- Creates relevant work experience opportunities for young scientists
- Matches recent graduates with “expert” mentors in their field
- Involves short internships aimed at youth up to age 30
- **NEW** Is administered from Ottawa



# Science Horizons





# The nuts and bolts



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# Match your project with the priorities

EcoAction	EDF	Science Horizons
Clean Air	Restoration	Atmosphere
Clean Water	Environmental Quality Improvement	Water
Climate Change	Research and Development	Wildlife and Landscape
Nature	Education and Awareness	Chemicals
		Science Strategies





# Who can apply?

Proponent	Eco Action	EDF	Science Horizons
<b>Not-for-profit organizations</b> <ul style="list-style-type: none"> <li>• Environmental groups</li> <li>• Community groups</li> <li>• Service clubs</li> <li>• Aboriginal organizations</li> </ul>	YES	YES	YES
Educational institutions	NO	YES	YES
Provincial & municipal governments	NO	YES	YES
Businesses	NO	NO	YES
Federal governments & agencies	NO	NO	NO
Individuals	NO	NO	NO

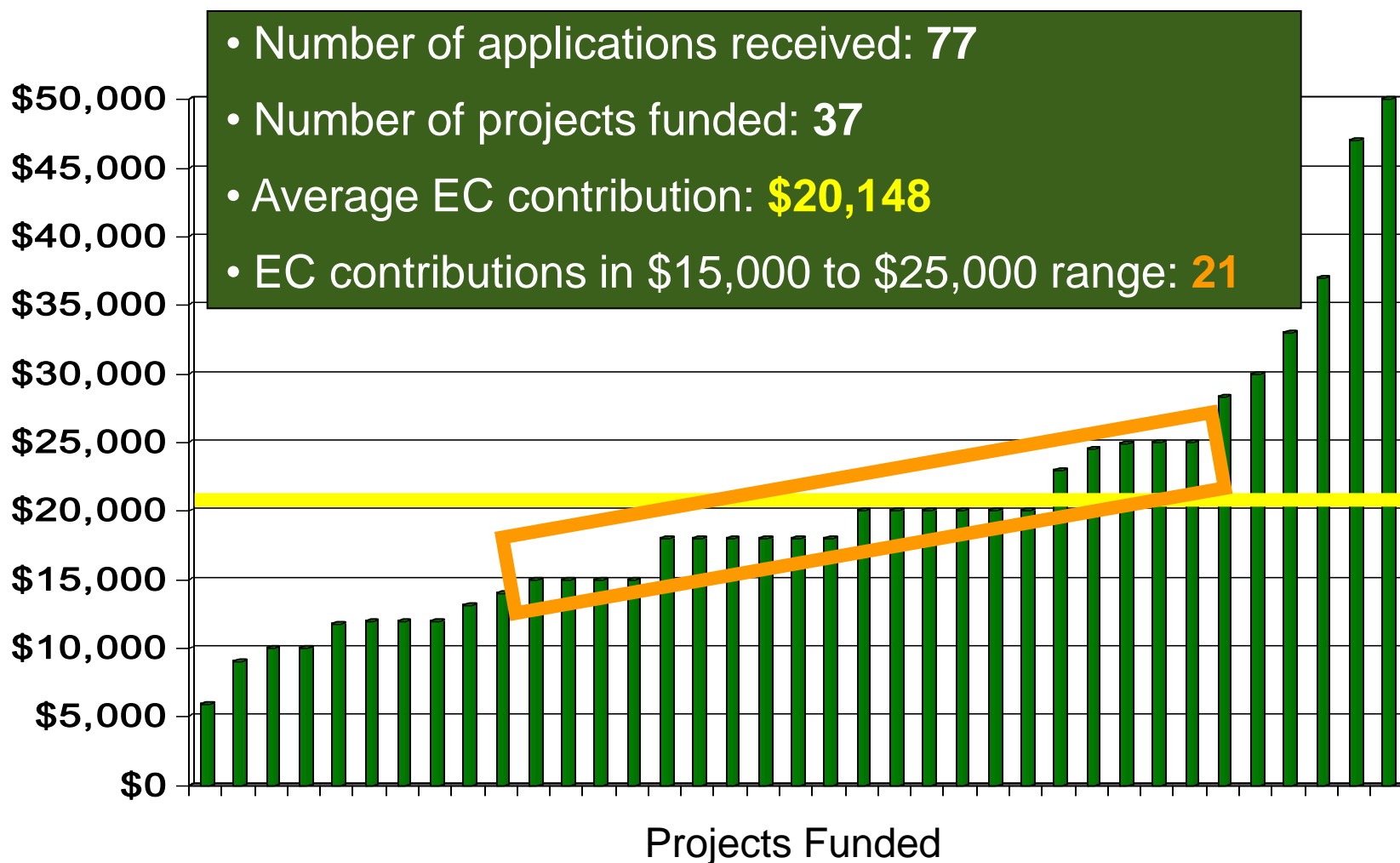


# Key figures and dates

Proponent	EcoAction	EDF	Science Horizons
Maximum Federal Contribution	50%	100%	70%
Maximum EC Contribution	50%	100%	70%
	\$100,000	n/a	\$12,000
Typical EC Contribution	\$20,000	n/a	\$12,000
Duration	Up to 36 months	open	6 to 10 months
Application Deadline	November 1 annually	Rolling	Feb/Mar annually



# EcoAction funding in 2009



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A scenic landscape featuring a wooden fence and a bench in the foreground, overlooking a calm lake under a bright blue sky with scattered white clouds. The text "From good to great" is displayed in a green font inside a white cloud shape in the upper left portion of the image.

**From  
good to  
*great***



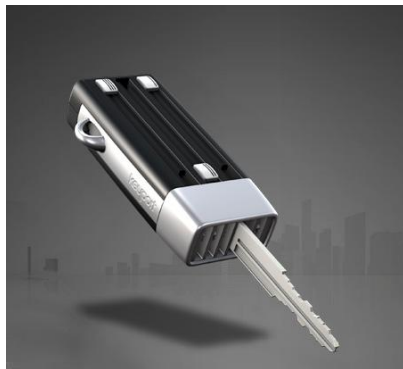
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# Keys to \$uccess



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# Keys to \$uccess

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# 12

ways to make your best  
funding application



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# Keys to \$uccess

# 1

- ✓ **CALL a Program Officer to discuss your project ideas**
- ✓ Help us help you!
- ✓ Your Program Officer can provide valuable feedback on your proposed project



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# Keys to \$uccess

# 2

✓ **SEND us a draft application**



✓ It's like getting the answers to your final exam!

✓ Your Program Officer can provide specific comments to help you improve your application



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# Keys to \$uccess

# 3

- ✓ **DESCRIBE** the **need** for the project in your area
- ✓ Sure, your project sounds great, but just how useful and necessary is it?
- ✓ How will your project make a difference in your community?
- ✓ Why is this environmental action important to **your** community?







# Keys to \$uccess

# 4

- ✓ **SEEK partnerships**
- ✓ What other groups might be interested in the same environmental objectives?
- ✓ There is strength in numbers:
  - ✓ More partners
  - ✓ More support
  - ✓ More buy-in
  - ✓ More expertise
- ✓ Check Green \$ource for more partners >>



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# Keys to \$uccess

# 5

- ✓ **KNOW** your target **audience**
- ✓ Who do you hope to...
  - ✓ ...affect?      ✓ ...inspire?
  - ✓ ...involve?    ✓ ...change?
- ✓ Score bonus points: Can your project engage Francophone, Acadian and/or Aboriginal communities?







# Keys to \$uccess

# 6

## ✓ **IDENTIFY SMART** objectives

✓ What is your project goal?

✓ How will you achieve this goal?

✓ Develop SMART objectives:

✓ **S**pecific

✓ **M**easurable

✓ **A**chievable

✓ **R**ealistic

✓ **T**ime-bound







# Keys to \$uccess

# 7

- ✓ **PLAN** your project **evaluation**
- ✓ What **indicators of success** will you use to measure the achievement of your objectives?

Target Indicators ( <i>Expected Outcomes</i> )		Performance Indicators ( <i>Achieved Outcomes</i> )
40	Participant pledges signed	40
60	Tonnes of carbon dioxide emissions reduced	84
4	Training workshops held	3



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# Keys to \$uccess

# 8

- ✓ **DETAIL** your **workplan** by month or season
- ✓ Help us understand exactly **what** you plan to do and **when** you plan to do it
- ✓ Ensure your workplan includes all of your proposed project and **communication** activities
- ✓ Check that all proposed project activities are **eligible**







# Keys to \$uccess

# 9

## ✓ **LINK:**



✓ Your project activities should align with EC priorities

✓ Your indicators of success should measure outcomes of project activities







# Keys to \$uccess

# 10

- ✓ **CHECK** your budget calculations!
- ✓ Include in-kind and cash contributions

All other  
funding  
sources

at least 50%

EcoAction  
&  
Other federal  
government  
sources

at most 50%



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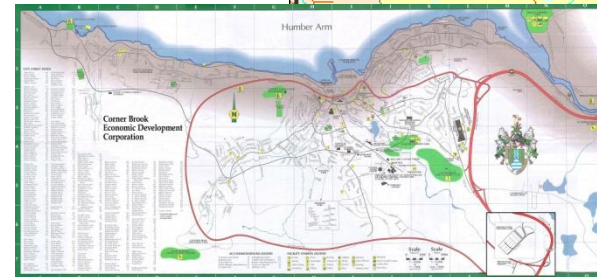




# Keys to \$uccess

# 11

- ✓ **ENHANCE** your application with other relevant information such as **maps, diagrams and charts**
- ✓ A picture is worth a thousand words!
- ✓ Visual aids can help your application stand out – and be more easily understood







# Keys to \$uccess

# 12

- ✓ **FORWARD** letters of support **with dollar amounts** from partners with your application
- ✓ Do the dollar amounts in letters of support match your budget?






# Keys to \$uccess

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- ✓ **Observing the Keys to \$uccess should produce **A Project for the AGES:****
  - ✓ **A**ctions are explicitly identified
  - ✓ **G**oals are clearly laid out
  - ✓ **E**valuation plans are strong
  - ✓ **S**ustainable project outcomes will long outlive the project itself







**For more  
information**

...





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# Learn more...easily

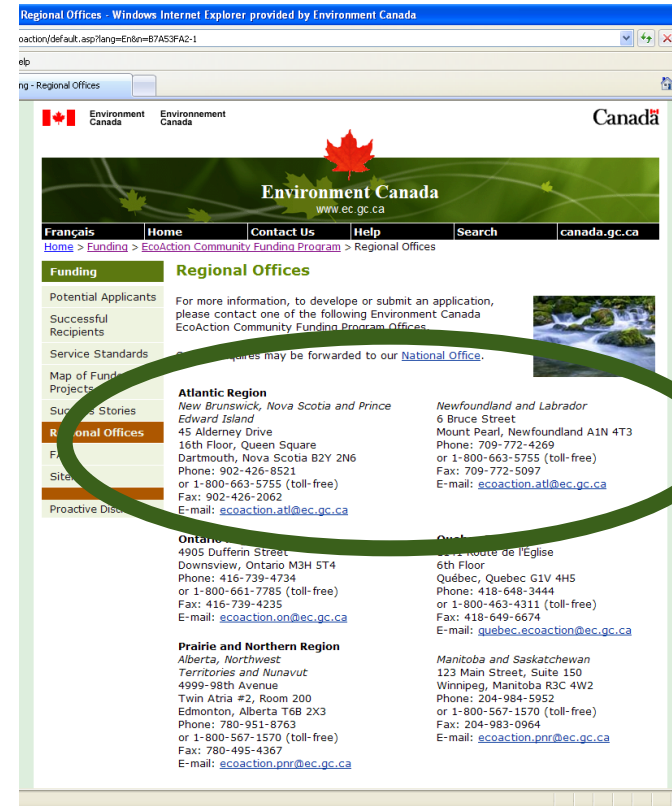
For information on...	...type this in  and click 
EcoAction	ec ecoaction
Environmental Damages Fund	edf fund
Science Horizons	science horizons
Green \$ource	green source undertaking
Communicating with us	ec ecoaction regional offices



# Contact us!

- Phone: (800) 663-5755
- E-mail:
  - [ecoaction.atl@ec.gc.ca](mailto:ecoaction.atl@ec.gc.ca)
  - [edf-fde.atl@ec.gc.ca](mailto:edf-fde.atl@ec.gc.ca)
  - [science.horiz@ec.gc.ca](mailto:science.horiz@ec.gc.ca)
- Find additional contact info via Google:

*ec ecoaction regional offices*







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We welcome your questions

so we can help you achieve

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