

**Zero Emission Vehicle Awareness Initiative**

Call for Project Proposals

Application Form

**Application Form - Document 1 of 2**

CONFIDENTIAL WHEN COMPLETED

Clean Fuels Branch

June 2021

Ce document est aussi disponible en français. Veuillez envoyer un courriel à   
[nrcan.zev-vze.rncan@canada.ca](mailto:nrcan.zev-vze.rncan@canada.ca) en indiquant à la ligne Objet « Formulaire du demandeur – Initiative de sensibilisation aux véhicules à zéro émission ».

Notes

1. Natural Resources Canada (NRCan) strongly recommends that applicants familiarize themselves with the Zero Emission Vehicle Awareness Initiative Applicant’s Guide before completing this Application Form.
2. Unless otherwise specified, the “proposed project”, the “application”, or the “proposal” in this template refers to the proposed project submitted in response to the request from NRCan for a project proposal to the Zero Emission Vehicle Awareness Initiative (the “Initiative”).
3. Completion and submission of this project proposal to NRCan does not imply that the proposed project will be approved for funding by the Initiative.
4. Applicants, their partners and collaborators must submit all information required under this request. The following **required** documents need to be submitted with your application:
   * Application Form – Document 1 of 2 (Word document)
   * Application Form – Document 2 of 2 (Excel document)
   * Proof of incorporation or registration (see Section 1.3 of the Applicant’s Guide)
   * Proof of secured funding of the proponent’s share of total project cost (see Section 1.4 of the Applicant’s Guide)

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|  | warning | **Incomplete applications will not be considered for funding.** |

1. The completed project proposal must be submitted by e-mail, courier or registered mail by **23:59 Eastern Daylight Time, August 16, 2021**. Please refer to Section 1.10 of the Applicant’s Guide for the submission procedure. **Submissions sent after that time will not be accepted**. It is the applicant’s responsibility to retain proof of the time the complete proposal package was sent to NRCan. This may be required in the event that NRCan does not receive the complete proposal package by the deadline for reasons that are beyond the control of the sender.



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| General Information: **Please note that the Applicant’s name, Project Partners’ names, Project Title, non-confidential overview, and amount awarded will be disclosed publicly if the proposal is selected for funding by the** **Zero Emission Vehicle Awareness Initiative.** | | | | |
| Legal Entity: | | | *Insert the name of the organization or company that could sign a legally binding contribution agreement with NRCan*. | |
| Organization Address: | | | *Insert civic number, street, city, province and postal code.* | |
| Organization Size: | | | *Include the number of employees your organization currently has*. | |
| Contact Name: | | | *Insert contact name of the person who will be the main contact for the proposed project*. | |
| Contact Title: | | | *Insert contact’s position title*. | |
| Email Address: | | | *Insert contact’s email address.* | |
| Preferred Language of Communication: | | | Written:  English  French | Spoken:  English  French |
| Telephone Number: | | | *Insert contact’s telephone number.* | |
|  | warning | Please provide a copy of the articles of incorporation or registration to confirm that the organization is validly incorporated or registered. This is not required for provincial, territorial, regional, or municipal governments. | | |

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| Project Summary | |
| Project Title: | *Insert project title.* |

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| Planned Start Date: | *yyyy-mm-dd* | **Planned End Date:** | *yyyy-mm-dd* |

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| Total Project Costs ($): |  | **Funding Request from the Initiative ($):** |  |

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| Outstanding Legal Actions: Is there any legal action currently underway against the applicant, parent companies or any partner, including any potential related financial loss? | **Yes**  **No** |
| If “yes”, please provide details. | |

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| Consultation with First Nations Required: Is this project occurring on or near First Nations territories? | **Yes**  **No** |
| If “yes”, First Nations consultation is required. Please indicate which First Nations would be implicated should the project proceed and describe the consultation process by explaining the major steps and indicate the status of the consultation. | |

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| Project Selection Criteria **IMPORTANT: You must ensure that your project application meets all of the mandatory requirements in order to be considered for funding. In addition, you must include all proofs or support documentation requested in the Applicant’s Guide and/or in this Application Form.**  **To help you in your application process, NRCan prepared a list of documents to provide in your application which is included in Section 5 of this Application Form.** |

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| Mandatory Criteria **Please refer to Section 3 of the Applicant’s Guide for more details.** |
| Eligible Projects |

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|  | *You are confirming that your project supports activities that addresses Canadians’ awareness and knowledge gaps about zero-emission vehicles as defined in* Section 1.6 of the Applicants’ Guide*.* |
| *warning* | **This will be validated by program staff based on the information provided in Section 3.2.1 of this Form.** |

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| Project completion timelines |

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|  | You are confirming that the project has not already started AND will be completed no later than March 31, 2023. |
| *warning* | **This will be validated by program staff based on the information provided in the Project Activities and Timeline section (worksheet 4.1) found in Application Form – 2 of 2.** |

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| Minimum secured funding | |
|  | You are confirming that you have secured at least 50% of your share of the total project costs. |
|  | **OR** |
|  | You are confirming that you have secured at least 25% of your share of the total project costs if you are an eligible not-for profit organization, provincial, territorial, regional or municipal governments or their departments or agencies OR an indigenous organization or registered Indigenous business or community. |
| warning | **This will be validated by program staff based on the information provided in the Budget Overview section (worksheet 4.2) found in the Application Form – 2 of 2 and based on the receipt of the supporting documentation as described in 3.3 of the Applicant’s Guide.** |

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| Merit CriteriaPlease refer to Section 4 of the Applicant’s Guide for more details. |
| Project Objectives (Maximum 15 points) |
| *Describe how the project will support ZEVAI’s objective to increase awareness, knowledge and confidence to encourage greater adoption of ZEVs across Canada. Applications should include clear and achievable objectives (e.g. “S-M-A-R-T” i.e. specific, measurable, attainable, relevant and time-bound). The objectives should be described in terms of quantifiable goals to be achieved through this project.   Provide any relevant information that supports the rationale for the project, for example, by highlighting the needs assessments, target users, commitments, strategies, organizational priorities, in order to demonstrate the gap in awareness/education.  Describe how the project is new and innovative and demonstrate how the project may build on, but does not exactly duplicate existing activities. Describe the proponent organization’s ongoing activities and explain how they differ from the proposed project activities. Note that ZEVAI funding should not be directed to ongoing activities that do not have a novel aspect or target audience.  This criterion will be assessed based on the quality of information provided to demonstrate how this project supports ZEVAI’s objectives, other organizational priorities, and the reasons why this project is required.   The narrative may include elements such as the business model, needs assessments, targeted users, commitments such as ZEV adoption, practices to advance diversity and inclusion in the applicant organization, corporate culture, GHG reduction, supporting low-carbon commuting, alignment with other commitments and priorities, strategies, organizational priorities, description and identification of stakeholders/partners and expected outcome of the project.* |

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| Benefits of the Project (Maximum 20 points) |
| *Describe the key target audience(s), their role/engagement in the project and how they will benefit from the project activities. Identify beneficiaries other than the target audience(s), if applicable. The description should include the type of target audience(s) (e.g. geographic, demographic, psychographic descriptors), the benefits and expected outcomes of the project, including the reach, depth and impact of the project, and details on how data will be collected and reported.  Note that a key ZEVAI objective is to support increased awareness and education activities across all of Canada and in particular in regions of the country that have been historically underserved by these types of activities, including the Territories, Prairie Provinces, Atlantic Canada and all rural regions.  The proponent will be expected to identify and report on project outcomes with metrics that directly support Government of Canada objectives. Project outcomes should help increase the awareness of ZEVs among Canadians and businesses by addressing knowledge gaps or increasing capacity. Identify the expected outcomes, key performance indicators (KPIs) and the type of evidence to be gathered to demonstrate that outcomes have been achieved (e.g. survey, number of visits, studies, etc.).  Examples of KPIs for projects funded by ZEVAI could include, but are not limited to the following: • the percentage of a target audience reached; • the number of new target audiences or communities reached; • the number and types of historically underrepresented groups reached, as a measure of project inclusion and diversity; • number of ZEV related events implemented, number of participants in those events and geographic distribution of the events; • social media metrics including engagement rates (e.g. views, likes, shares etc.), reach (e.g. unique viewers) and depth (e.g. subscriptions of online materials); • number of new materials developed to provide awareness and education on ZEVs; or • number of times new materials are shared with other organizations promoting ZEV awareness.  It is recommended that proponents support their project idea with relevant research or analysis. Include an explanation describing the knowledge and awareness gap(s) and how the project addresses it/them. Where possible and available, a baseline (e.g. current state of awareness of a target audience) should be provided.* |

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| Capacity to Deliver Projects (Maximum 15 points) | | | |
| *Describe your organization’s ability and experience in developing, implementing, monitoring and managing Projects within a specified timeframe and budget.   Identify the Project Manager and other key members of the Project team and state their specific expertise and experience related to the work involved. It is important that the roles of Project team members (including representatives of key collaborators) are clearly described in the proposal.  Demonstrate that your organization has the capacity to manage the project by providing relevant examples (max 3) from other projects and their achievements completed within the past four (4) years. For example, projects related to the awareness of low carbon transportation fuels, electrification and/or reductions of GHG emissions.  Within each project example, provided information must include: 1. the name of the client organization;  2. a brief description of the scope of project;  3. a summary of the methodologies and approaches employed; 4. the dates and duration of the project; and 5. the dollar value of the project.  Describe in detail your organization’s capacity to measure project impact and provide project reporting documentation.  NOTE: if applying to be an aggregator for multiple smaller projects under a single ZEVAI agreement, describe in detail your organization’s experience and expertise in managing and successfully delivering aggregated projects.* | | | |
| **Identify the Project Manager and other key members** of the project team and state their specific expertise and experience related to the work involved. It is important that the roles of project team members (including representatives of key collaborators) be clearly described. | | | |
| **Name** | **Organization** | **Role in Project** | **Expertise and Experience** |
| *Insert Project Manager.* | *Insert organization.* | *Insert role in project.* | *Insert expertise and experience.* |
| *Insert additional team member.* | *Insert organization.* | *Insert role in project.* | *Insert expertise and experience.* |
| *Insert additional team member.* | *Insert organization.* | *Insert role in project.* | *Insert expertise and experience.* |

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| Risk Mitigation (Maximum 10 points) | | | |
| *Describe all potential risks to the Project and/or circumstances that may negatively affect the successful delivery, or cause delays of the Project objectives. List mitigation strategies for addressing the risks identified, should they occur. (Failure to list any potential risks results in a 0, as no Project is without a certain level of risk.)*  *This criterion will be evaluated based on how well the applicant described the project risks (are all key risks well defined and explained) and on the relevance and appropriateness of proposed risk mitigation strategies.* | | | |
| **Risk Name** | **Impact** | **Likelihood** [[1]](#footnote-1) | **Mitigation Measures** |
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| Reach and Impact regarding equity, diversity and inclusion (Maximum 10 points) |
| *NRCan encourages projects that target and support under-represented groups and regions, racialized individuals, visible minorities, lower income households, and disadvantaged individuals.  Describe specifically which groups the project will serve, serve if any, whether and how those groups are involved in project design or oversight, and how the project will measure success with increased access by these groups to knowledge and adoption of zero-emission transportation.* |

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| Participation from Indigenous Organization and/or benefits to Indigenous audiences (Maximum 10 points)NRCan encourages projects with participation from Indigenous-led organizations, including incorporated for-profit and not-for-profit Indigenous controlled organizations, Indigenous controlled unincorporated associations, Indian Act bands, tribal councils and Indigenous self-government entities. |
| *NRCan encourages projects with participation from Indigenous-led organizations, including incorporated for-profit and not-for-profit Indigenous controlled organizations, Indigenous controlled unincorporated associations, Indian Act bands, tribal councils and Indigenous self-government entities.   Describe how the project involves collaboration and partnership with Indigenous organizations. The proposal should clearly identify Indigenous organizations and collaborators that will be involved with the project (name, how they will contribute to the project objectives and their relevant experience). Indicate whether these partners are confirmed or not.* |

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| Involvement of Partners and Collaborators (Maximum 5 points) | |
| *Describe how the project involves collaboration and partnership with other organizations. The proposal should clearly identify organizations and collaborators that will be involved with the project (name, how they will contribute to the project objectives and their relevant experience) and how the partnership or collaboration will be leveraged to benefit the project. Indicate whether these partners are confirmed or not.*  *Where applicable, describe how the project is coordinated or collaborates with related awareness activities that focus on multi-modal transportation. That is, the principle that other low or zero emission forms of mobility, such as active transportation (walking, cycling), public transit, ride sharing and ride hailing are all essential components of a net-zero emission transportation future for Canada.* | |
| **Partner 1 Name:** | *Insert Partner Name.* |
| *Explain the nature of the organization’s role and contribution to the project.* | |
| **Partner 2 Name:** | *Insert Partner Name.* |
| *Explain the nature of the organization’s role and contribution to the project.* | |
| **Partner 3 Name:** | *Insert Partner Name.* |
| *Explain the nature of the organization’s role and contribution to the project.* | |

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| Application Form – Document 2 of 2 |
| Please complete the Application Form - Document 2 of 2 (Excel document).  This workbook contains the proposal's **Project Activities and Timeline (worksheet 4.1)**, and **Budget Overview (worksheet 4.2)**. |
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| Supporting Documentation Checklist |
| **Applicants must ensure that the following documents are included with their proposal:**  Application Form – Document 1 of 2 (Word document)  Application Form – Document 2 of 2 (Excel document)  Proof of incorporation or registration (see Section 1.3 of the Applicant’s Guide)  Proof of secured funding of the proponent’s share of total project cost (see Section 1.4 of the Applicant’s Guide) |

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|  | warning | **Please note that incomplete applications will not be considered for funding.** |

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| **Applicant’s Attestations** |
| **By submitting this proposal, the project applicant attests that:**   * + It is an eligible recipient that proposes an eligible project.   + It is acting on behalf of all partners and collaborators and has received written permission from them to do so.   + All funding (cash and in-kind) identified by the applicant and its partners and collaborators in the proposal is expected to be available for commitment at the time of the signing of the contribution agreement by duly authorized representatives of the project applicant and its partners and collaborators.   + Any proprietary or confidential information provided as part of the submission, by any party, is provided with the approval of that party. Federal reviewers are bound by the requirements of the *Access to Information Act* and the *Privacy Act* regarding the treatment of confidential information.   + It understands and acknowledges that should the project be accepted for co-funding from NRCan through ZEVAI, no liability and no commitment or obligation exists on the part of NRCan to make a financial contribution to the project until a written contribution agreement is signed by both parties, and, furthermore, that any costs or expenses incurred or paid by the applicant prior to the execution of a written contribution agreement by both parties are the sole responsibility of the applicant, and no liability exists on the part of NRCan.   + It understands and acknowledges that NRCan officials will not entertain any request by project proponents to review or revisit NRCan's project approval decisions.   + It understands and acknowledges that NRCan reserves the right to alter or cancel the currently envisaged process at its sole discretion.   + It understands and acknowledges that no Member of the House of Commons shall be admitted to any share or part of the contribution agreements, or any resulting benefit.   + It acknowledges that NRCan may collect, use and share an applicant’s documentation prepared in the administration of the Program. NRCan may use and share this information for the purposes of assessing and reviewing the eligibility of the applicant and the proposed project with other departments or agencies of the Government of Canada, and Provincial and/or territorial Governments.   **The individual signing below attests that he/she has the authority to sign a legally binding contribution agreement between NRCan and the project proponent.** |
| **Please sign below to confirm these attestations:** |

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| **Name of Duly Authorized Officer:** | | **Title:** | | |
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| **Signature:** | | | | **Date:** |

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1. Likelihood definitions: Low -unlikely to occur; Medium – moderately likely to occur; High – very likely to occur. [↑](#footnote-ref-1)