

**Zero Emission Vehicle Awareness Initiative**

**– Light-Duty Vehicle Stream**

Call for Project Proposals

Application Form

**Application Form - Document 1 of 4**

CONFIDENTIAL WHEN COMPLETED

Clean Fuels Branch

June 2022

Ce document est aussi disponible en français. Veuillez envoyer un courriel à   
[zev-vze@nrcan-rncan.gc.ca](mailto:zev-vze@nrcan-rncan.gc.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 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 4 (Word document)
   * Application Form – Timelines and Activities – Document 2 of 4 (Excel document)
   * Application Form – Budget Overview – Document 3 of 4 (Excel document)
   * Application Form – Attestation for affiliations to countries/persons under economic sanctions – Document 4 of 4 (PDF)
   * Proof of incorporation or registration (see Section 1.3 of the Applicant Guide)
   * Proof of secured funding of the proponent’s share of total project cost (see Section 1.4 of the Applicant 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 18, 2022**. Please refer to Section 1.10 of the Applicant 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** **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: | | | *Insert the number of employees your organization currently employs.* | |
| Contact Name: | | | *Insert contact name of the person who will be the main contact for the proposed project*. | |
| Contact Title: | | | *Insert the title of the contact person listed above.* | |
| 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: 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. Describe the consultation process by explaining the major steps to be taken 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 proof or support documentation requested in the Applicant Guide and/or in this Application Form.**  **To help with the 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 Guide for more details.** |
| Eligible Projects |

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|  | *You are confirming that your project supports activities that address Canadians’ awareness and knowledge gaps about zero-emission vehicles, as defined in Section 1.6 of the Applicant 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, 2024. |
| *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 4 (Excel).** |

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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 if your organization is for-profit. |
|  | **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 government or their departments or agencies, or an Indigenous organization or registered Indigenous business or community that can demonstrate greater than 50% Indigenous-controlled ownership. |
| 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 – 3 of 4 (Excel) and based on the receipt of the supporting documentation as described in Section 3.3 of the Applicant Guide.** |

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| Merit CriteriaPlease refer to Section 4 of the Applicant Guide for more details. |
| Project Objectives (Maximum 15 points) |
| *Describe how the project will support ZEVAI’s objective to increase public and industry awareness, knowledge and confidence in ZEVs for personal use, to facilitate accelerated ZEV adoption across Canada. Applications should include clear and achievable objectives (e.g., “S-M-A-R-T”: specific, measurable, attainable, relevant and time-bound). The objectives should be described in terms of quantifiable goals to be achieved.   Provide any relevant information that supports the rationale for the project, 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. The narrative may include elements such as:   - the business model, needs assessments and targeted users  - commitments such as ZEV adoption  - practices to advance diversity and inclusion in the applicant organization  - corporate culture and alignment with other commitments and organizational priorities and strategies  - GHG reductions  - support of low-carbon commuting  - a description of stakeholders and partners   This criterion will be assessed based on the quality of information provided to demonstrate how the project supports ZEVAI’s objectives, other organizational priorities, and the reasons why the project is required. Preference may be given to projects with the closet alignment with program objectives and that are deemed to have the highest potential to advance lower-carbon transportation options and address barriers that impede the uptake of ZEVs. Preference may also be given to projects in advanced stages of readiness.* |

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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 and 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 successful applicants 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., surveys, number of visits, studies, etc.).  Examples of KPIs for projects funded by ZEVAI could include, but are not limited to, the following:  - percentage of a target audience reached  - number of new target audiences or communities reached  - 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  - number of times new materials were shared with other organizations promoting ZEV awareness  It is recommended that applicants 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. Preference will be given to projects that demonstrate a potential for new learning and replication and to projects that yield results that can be disseminated to support increased use cases and implementation of low-carbon transportation options. The degree of innovation and distribution of funding towards the adoption of multiple awareness approaches may also be taken into consideration.* |

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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 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:  - the name of the client organization   - a brief description of the scope of project   - a summary of the methodologies and approaches employed  - the dates and duration of the project  - the dollar value of the project  Describe in detail your organization’s capacity to measure project impact and provide project reporting documentation. Past experience delivering projects with funding support from NRCan may be taken into consideration as part of the assessment.  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 cause delays or otherwise negatively affect the successful delivery 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 score for this merit criteria, as no project is without a certain level of risk.*  *This criterion will be evaluated based on how well the applicant describes the project risks (i.e., defining and explaining all key risks) 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 Diversity, Equity and Inclusion (DEI) (Maximum 10 points) |
| *NRCan encourages projects that target, support, and engage under-represented groups and regions, racialized groups, visible minorities, and lower income households.  Describe specifically which groups the project will serve, if any, whether and how those groups are involved in project design or oversight, and how the project will measure a successful increase in access by these groups to knowledge and adoption of zero-emission transportation. NRCan encourages applicants to include a DEI related KPI in their proposal. Additionally, NRCan encourages applicants to make a formal commitment to the Government of Canada’s 50-30 Challenge (https://www.ic.gc.ca/eic/site/icgc.nsf/eng/07706.html#About\_the\_50/30).  For reference and guidance on DEI considerations for ZEV awareness and education projects, please see the 2022 Pembina report submitted to NRCan: Zero Emission Vehicle Awareness, Education and Engagement – Advancing Diversity, Equity and Inclusion (available upon request—send an email to: zev-vze@nrcan-rncan.gc.ca). ZEVAI encourages applicants to include recommended approaches from this report in their project proposals and specifically in responses to this merit criterion.* |

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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. Please note that NRCan also intends to launch a separate, open-intake application process for projects led by Indigenous organizations, including not-for-profit and for-profit, that can demonstrate greater than 50% Indigenous-controlled ownership. While Indigenous led projects and proposals are welcome to compete with this general call for proposals, we encourage potential eligible projects to visit the following webpage for further information on that dedicated, open-intake funding stream. Please contact ZEVAI for more details: [zev-vze@nrcan-rncan.gc.ca](mailto:zev-vze@nrcan-rncan.gc.ca) |
| *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 (e.g., walking, cycling), public transit, ride sharing and ride hailing are all essential components of a net-zero emission transportation future for Canada.*  *Preference may be given to applicants with demonstrated partnerships.* | |
| **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 – Timelines and Activities (Document 2 of 4) and Budget Overview (Document 3 of 4) |
| Please complete:   * the Application Form - Timelines and Activities (worksheet 4.1) – Document 2 of 4 (Excel document) * the Application Form – Budget Overview (worksheet 4.2) – Document 3 of 4 (Excel document) |
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| Supporting Documentation Checklist |
| **Applicants must ensure that the following documents are included with their proposal:**  Application Form – Document 1 of 4 (Word document)  Application Form – Timelines and Activities – Document 2 of 4 (Excel document)  Application Form – Budget Overview – Document 3 of 4 (Excel document)  Application Form – Attestation to countries/persons under economic sanctions  – Document 4 of 4 (PDF)  Proof of incorporation or registration (see Section 1.3 of the Applicant Guide)  Proof of secured funding of the proponent’s share of total project cost (see Section 1.4 of the Applicant 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/they 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)