Application Guide

Partners in Climate Action grant program

Submission deadline Wednesday, July 19, 2017

This application guide ("the guide") is issued by the province of Ontario to provide interested parties with background on Partners in Climate Action, eligibility and scored criteria, and guidance on how to complete and submit an application. Applicants are advised to read all sections of the guide prior to starting work on their application.

www.grants.gov.on.ca

PartnersinClimateAction@ontario.ca

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Introducing Partners in Climate Action

Ontario is launching Partners in Climate Action, a grant program designed to identify and support the development, testing and evaluation of innovative ideas to accelerate the adoption of low-carbon choices by Ontarians. The program will provide funding to projects that:

- help Ontarians understand how their actions contribute to climate change;
- identify and remove barriers to behaviour change;
- motivate Ontarians to make low-carbon choices; and
- evaluate behaviour-based approaches to achieving greenhouse gas emissions reductions.

The program is looking to fund projects that implement and evaluate behaviour-based, action-oriented approaches to achieving greenhouse gas (GHG) reductions in Ontario. The program will not fund awareness raising campaigns, pure research projects, or investments in capital assets or infrastructure.

Partners in Climate Action grant program is part of Ontario's Climate Change Action Plan to fight climate change, reduce greenhouse gas emissions and transition to a low-carbon economy. The action plan and cap and trade program form the backbone of Ontario's strategy to cut greenhouse gas emissions to 15 per cent below 1990 levels by 2020.

Timeline

The deadline to submit an application is Wednesday, July 19, 2017. Applicants should complete Grants Ontario registration by Wednesday July 12, 2017, as it may take up to two business days to process. Late applications will not be assessed. Approved projects could plan to start as early as fall 2017 and must be complete by March 2019.

Expression of interest

If applicants would like early feedback on their project idea, they may submit an optional expression of interest (EOI) by Wednesday, June 28 2017. Information on EOI requirements are found on page 17 in the Submitting an application section of this guide.

Available funding

Applicants may request up to $200,000 per project from Partners in Climate Action. Projects with additional funding secured from other partners are encouraged.

Eligibility

To be considered eligible, organizations must be legal entities operating in Ontario. Applications will not be accepted from individuals or from provincial or federal governments or their agencies.

Background

Ontario’s transition to a low-carbon economy

Ontario’s people and businesses are feeling the effects of climate change. Climate change has caused extreme weather events such as flooding and drought. It has damaged and destroyed infrastructure. It has hurt agriculture in some regions. Ontario has a responsibility to tackle the immediate threat and seize the opportunity that climate change poses. In 2016, the Ontario government launched its Climate Change Action Plan, an ambitious five year plan to fight climate change, reduce greenhouse gas pollution and transition to a low-carbon economy.

The implementation of the Climate Change Action Plan will help create the market conditions for the transition to a low-carbon economy and incentivize low-carbon products, services and technologies. Still, the impact of these initiatives depends on the extent to which people are *willing and able to choose and adopt* these low-carbon options in all areas of their lives. We all have a role to play. Fighting climate change will require the involvement of everyone — individuals, businesses, diverse communities, governments — separately and collectively, both short and long term. Partners in Climate Action is seeking innovative approaches to help Ontarians take action and become part of the solution.

The importance of behaviour

The good news is that Ontarians care about climate change – in fact 82 per cent of Ontarians say they are concerned about the issue (Climate Action Network Canada, 2015). What’s more, 60 per cent say they are prepared to make small changes in their lives to help address climate change (David Suzuki Foundation, 2014). We know that small changes can add up to a huge impact.

Imagine if…

… on average every Ontario business replaced 10 incandescent light bulbs with energy efficient ones,

or

…every household in Brampton washed their clothes in warm or cold water instead of hot,

or

…a quarter of GTA commuters into Toronto took transit one day a week instead of driving.

Any one of these actions could save more than 125,000 tonnes of carbon per year…equivalent to taking 12,000 homes off the grid or 25,000 cars off the road every year.

People and businesses want to know how to change their behaviours and their actions to make a difference. They want information, tools and assistance to reduce their energy use and save money, reduce emissions, and protect the environment and the climate.

Behavioural economics, an emerging field that investigates why and how people make decisions, has shown that even when individuals are motivated and capable of changing, they may face several **barriers to action**:

1. *Lack of awareness and inadequate information at key moments* – when making decisions about how to power their homes and businesses, for example, people may be unaware about available low-carbon options, their full costs and benefits, and existing programs or incentives to support their adoption;
2. *Ingrained habits* – many daily choices are automatic habits that are hard to change;
3. *Short-term focus* – people may perceive that low-carbon choices have immediate costs that out-weigh any long-term benefits;
4. *Social and cultural norms* – people look to others' behaviour to guide their own, and many low-carbon choices are not yet widespread;
5. *Capacity constraints* – lacking the time and expertise to identify opportunities and implement greenhouse gas reduction measures;
6. *Financial constraints* – lacking sufficient funds to invest in low-carbon products, services, processes or technologies;
7. *Hassle factors* – small inconveniences that deter people from taking action even if they have the desire, awareness, knowledge and financial incentives to act.

By understanding these barriers to action and addressing them in project design, projects can more effectively motivate action on climate change.

Partners in Climate Action

Intended outcomes

As a whole, the program aims to:

1. Expand and advance the range of behaviour-based approaches to achieving GHG reductions available in Ontario.
2. Accelerate the adoption of low-carbon choices by Ontarians.
3. Generate insights into motivating low-carbon choices, which can be used to inform future climate change policy, programs and partnerships undertaken by government and external partners.

Metrics

Applicants must identify project metrics to measure progress toward the Intended Outcomes, such as:

1. Increased uptake in low-carbon choices amongst project participants.
2. Direct and/or indirect GHG emissions reductions supported by the project.
3. Number of Ontarians engaged by a behaviour-based low-carbon project (the project's participation rate).

Grant size and timing

- The deadline to apply is Wednesday, July 19, 2017.
- Applicants may request up to $200,000 per project from Partners in Climate Action. Projects with additional funding secured from other partners are encouraged.
- Approved projects could plan to start as early as fall 2017.
- Projects and project evaluation must be complete by March 2019.

What the province is looking for

The province is looking for organizations to submit project proposals that:

A. Motivate low-carbon choices.

B. Evaluate the effectiveness of behaviour-based approaches to achieving GHG reductions.

C. Remove barriers to low-carbon choices in a **behaviour area** with the potential to have major impact on reducing GHG emissions, such as:

Transportation

Energy use in Buildings

Food Choices

Consumption

D. Apply one or more **recognized or emerging tools to motivate behaviour change**, which may include the following.

1. *Actionable information* – providing people with tailored information right when they need it, to support their decision-making for a specific behaviour (e.g., at a farmer's market, providing information about how to prolong the shelf-life of produce to reduce food waste).
2. *Feedback* – giving people information about their performance, which helps to motivate behaviour changes necessary to increase their performance; especially effective if the feedback is personalized.
3. *Defaults* – making the desired behaviour the default and therefore easiest option, and requiring people to 'opt out' if they don't want to participate.
4. *Social Norms* – people look to others for guidance on what to do; this tendency can be leveraged (e.g., through social marketing tactics) to help convince more people to take action.
5. *Competition* – harnessing the human tendency to want to outperform others in order to motivate action.
6. *Pledges* – people are more likely to follow through with their planned actions when asked to make pledges, especially in public settings; pledges are most useful when combined with other tools on this list.
7. *Goal Setting* – the anticipation of reaching a goal can help motivate the behaviour changes necessary to attain it; this is especially helpful if the goal is time-bound and realistic.
8. *Recognition* – giving positive, public feedback for a desired behaviour can help a new activity become a habit, and can help create a new social norm.
9. *Gamification* – using the features of games with the aim of meeting a real-world goal; this can combine several behaviour change elements including feedback, social comparison, competition, extrinsic motivation (prizes) and intrinsic motivation (fun) to achieve changes in behaviour.

Project examples – applying the tools

Partners in Climate Action aims to support projects that identify, develop, test and evaluate the best behaviour-based ideas to motivate Ontarians to make low-carbon choices. It's not about awareness raising campaigns or investments in capital assets or infrastructure. It's about removing barriers to behaviour change using recognized or emerging tools and motivating action.

Here are some examples of interesting approaches.

1. 'Nudging' people into using less energy

The UK Department of Energy and Climate Change (DECC) tested interventions to increase the uptake of energy efficacy measures, such as attic insulation. Although attic insulation had been proven to be cost-effective and therefore a 'rational' thing to do, DECC had found that practical and emotional barriers prevented some households from making those changes. One of the barriers identified was the 'hassle factor' of having to clean out the attic prior to insulation. In partnership with local government authorities in London, the Global Sustainability Institute at Anglia Ruskin University, and B&Q home improvement stores, DECC undertook a behavioural trial to test the effectiveness of removing the 'hassle factor' by offering an attic clearance service for customers who chose to have loft insulation installed. Although the attic cleaning service was an extra charge to consumers, people were three to five times more likely to get insulation installed when it was offered. Convenience, not cost, was the behavioural barrier. These findings suggest that non-financial hassle factors influence the uptake of energy efficiency improvements.

2. Increasing adoption of energy efficiency solutions

In response to a perceived lack of awareness and use of smart-metering technology amongst social housing residents and staff, the University of Illinois teamed up with a range of local government authorities to assess the impact of behaviour change interventions on energy consumption patterns. Smart-metering technology was installed in five social housing buildings and training delivered to three groups of residents and staff to test and compare these different behaviour change tools: 1) actionable information in the form of energy conservation recommendations to residents; 2) social norm benchmarking to inform residents how their energy consumption compared to their neighbours'; and 3) metering to deliver real-time feedback on energy consumption. The results of this two-year pilot project, which began in 2015, will provide evidence for the most effective methods of encouraging energy-efficient behavior change in low-income communities.

3. Instilling climate change literacy in youth

Scottish charity EcoDrama delivers interactive theatre productions and workshops across the country to engage young people in climate change at an early age and influence habits before they become ingrained. The fun and interactive approach integrates aspects of play, including gamification, to focus youngsters' attentions on concrete low carbon actions they can adopt, such as turning off electronics when not in use. Pre- and post-evaluations with teachers and students assess changes in attitudes, climate change knowledge, and behaviour. The project evaluation reported a 70% increase in positive recycling behaviour, and up to 98% of participating students demonstrated increased climate change literacy.

4. Supporting GHG emissions reduction in businesses

Sustainability CoLab supports a network of non-profits to launch and grow target-based sustainability programs that help businesses reduce their GHG emissions. Through these programs, businesses of all sectors and sizes are supported in setting and achieving sustainability goals and celebrated for progress made. Participating businesses work with local programs to understand their current emissions, set ambitious, but achievable targets, create action plans to realize those goals, and publicly report on progress. Businesses are held accountable and become increasingly motivated by recognition through annual reports, media coverage, and annual celebrations. As a result, the minimum bar of sustainability is raised in active communities. CoLab is now supporting programs in eight communities across Ontario, from Sudbury to Ottawa. To date, the CoLab Network has engaged more than 200 diverse businesses to collectively reduce over 44,000 tonnes of GHGs - the equivalent of taking 9,349 cars off the road - and commit to reducing over 61,000 tonnes of GHGs.

Application guidelines

Applications must be submitted electronically through Grants Ontario at www.grants.gov.on.ca. In order to apply, applicants must have a Grants Ontario account. Full instructions on how to submit an application on Grants Ontario are found in the submitting an application section of this guide on page 17.

Eligibility and evaluation

Applications must meet the following **eligibility criteria** in order to be considered for funding:

- Eligible lead organization
- Appropriate project timeline (project and project evaluation must be complete by March 2019)
- Ontario location

- Identifies and addresses appropriate:
    - Barrier(s) to climate action (see page 5)
    - Behaviour area(s) (see page 7)
    - Recognized or emerging tool(s) to motivate behaviour change (see page 7)
- Includes valid metrics (see page 6)

A review panel will then assess and score eligible applications and make recommendations for project funding. Applications will be scored based on the following criteria:

Scored Criteria	**Weight**
Capacity – the staff, tools, partners and governance arrangements that would support the project and project evaluation	10 per cent
Business Case – the project's theory of change, rationale, risk assessment and extent to which it is likely to contribute towards intended outcome one: expanding and advancing the range of behaviour-based approaches to achieving GHG reductions available in Ontario, and intended outcome two: accelerating the adoption of low-carbon choices by Ontarians	25 per cent
Evaluation Plan – an appropriate evaluation plan, and extent to which it is likely to contribute towards intended outcome three: Generating insights into motivating low-carbon choices, which can be used to inform future climate change policy, programs and partnerships	15 per cent
Innovation – the project goes beyond 'business as usual'	5 per cent
Project Work Plan – a detailed, feasible work plan to achieve the project outcomes	20 per cent
Performance Measures – valid metrics of appropriate scale	10 per cent
Partnership Information – enhancing capacity, demonstrating reach, and achieving collaboration	5 per cent
Budget – eligible costs aligned to the work plan delivering good value for money	10 per cent

The province is looking for a mix of projects that, taken together, will investigate a range of behaviour areas, barriers to behaviour change, and behaviour change tools. Efforts will be made to select projects that address Ontario's diverse demographics and geography, including but not limited to targeting populations in urban, rural, remote, and northern locations.

The following pages provide important information on how to complete the Grants Ontario application form.

Grants Ontario application form

Detailed guidance is provided for some sections of the application form. Applicants should use these sections to provide the information requested below, and write 'Not Applicable' in fields that applicants are not required to answer.

Section A – Organization Information

This section will be pre-populated with information provided by applicants when they register for a Grants Ontario account.

Section B – Organization Address Information

This section will be pre-populated with information provided by applicants when they register for a Grants Ontario account.

Section C – Organization Contact Information

Applicants should complete this section **in full** to provide the province with contact information of relevant staff and officials in the organization.

Section D – Organization Capacity ("Capacity" 10 per cent of scored criteria)

Applicants should complete **questions 1-3 and 12 -16** to demonstrate capacity to deliver and evaluate the proposed project, by including information on:

- The staff, tools, partners and governance arrangements that would support the project;
- How the proposed project is in line with the organization's mandate;
- What makes the applicant well positioned to deliver the project (for example, this might include a relevant track record of success, connections with the target group, or distinctive experience, tools, or network); and,
- The people or partners who will be responsible for each component of the project, including project evaluation. This should include relevant experience of staff members responsible for major deliverables.

Section E – Grant Payment Information

Applicants should complete this section **in full** to provide the province with information on where payments should be sent to, should the application be successful.

Section F – Application Contact Information

Applicants should complete this section **in full** to provide the province with contact information of the main contact for this application.

Section G1 – Project Information

Applicants should complete **questions 1-3 and 6-9** to provide the following information:

- *Project start and end dates* – takes place between fall 2017 and March 2019
- *Target sector (project participants)* – whose behaviour will change as a result of the project?
- *Host municipality / Indigenous community* – where in Ontario will the project operate? (If a project is province-wide select 'Not Applicable'. If a project is web-based or digital, and without a specific geographic location, applicants should specify where the project participants are expected to be located.)
- *Project priorities* – projects are required to address at least one behaviour area, one barrier to action, one tool to motivate change, and one emissions source:
  - **Behaviour area** – which behaviour area(s) are being targeted
  - **Barrier** – what barrier(s) to climate action will the project address?
  - **Recognized or emerging tool(s) to motivate behaviour change** – which tool(s) will the project use?
  - **Identified emissions source** – specifically what source of emissions will be addressed? (e.g., natural gas use in buildings, various sources associated with food waste).

("Business Case" 25 per cent of scored criteria)

Applicants should answer **questions 11 - 16** in section G1 to set out the **business case** for the proposed project. The business case should include:

- *A Project Description / Theory of Change* that explains how the proposed project will lead to the intended outcomes. This theory of change should include a description of the problem being addressed, a summary of the activities being proposed, and an explanation of how the activities will help solve the problem. Applicants should explain the extent to which the 'tool(s) to motivate behaviour change' used by the project will reduce the 'barrier to climate action' that the project proposes to address. Points will be awarded for the strength and logic of the theory of change, and its relevance to the intended outcomes.

- *Project Objectives and Project Outcomes* – How and to what extent will the proposed project contribute towards expanding and advancing the range of behaviour-based approaches to achieving GHG reductions available in Ontario (intended outcome one); and accelerating the adoption of low-carbon choices by Ontarians (intended outcome two)?
    - Applicants should demonstrate an understanding of which other organizations are delivering work similar to the proposed project, where applicable, and how the project will add to or enhance the range of 'behaviour-based' approaches in Ontario.
    - Points will be awarded for strong use of concepts from behavioural economics and/or behavioural insights, the likelihood of the project to motivate the target sector to take action towards reducing GHG emissions, and potential to achieve impact.
- *A Rationale* explaining the assumptions made in the theory of change and outlining supporting evidence for why the project will be successful. This could include:
    - References to the applicant's previous work, or relevant case studies from other organizations;
    - Assessment of barriers to behaviour change facing the target group;
    - Analysis of how the proposed project would respond to an identified need; and
    - A key theory to back up the approach.
- *Project Beneficiaries* – Whose behaviour will change as a result of the project? Provide further details on the project participants, including how and why they were chosen.
- *A Risk Assessment* which identifies potential risks to successful project delivery, and includes mitigation strategies for each identified risk.

("Evaluation Plan" 15 per cent of scored criteria)

Finally, applicants should provide an outline of their **evaluation plan** in **question 17** of section G1. Depending on complexity, applicants may want to provide a more detailed evaluation plan as an attachment.

Evaluation plans will be scored based on the appropriateness of their proposed evaluation approach to their proposed project. See the evaluation guidance section of this guide on page 19 for more information about evaluation.

Evaluation plans should include the following:

- An approach to gathering, analyzing and reporting on relevant quantitative and qualitative information. This should include all metrics identified in Section I.
- An approach to measuring changes in behaviour and associated GHG emissions reductions attributable to the project.
- An approach to measuring what worked, what didn't and why.
- How the proposed project will help generate insights into motivating low-carbon choices, which can inform future climate change policy, projects or partnerships (intended outcome three). Applicants should explain how the evaluation results could be used and by whom (e.g., the applicant, the target group, partner organizations, various levels of government or other stakeholders).

Optional attachments to support section G1:

- Detailed evaluation plan
- Project logic model

Section G2 – Additional Questions

("Innovation" 5 per cent of scored criteria)

Applicants should complete this section **in full** to explain how the proposed project is **innovative**. Points will be awarded for projects that go beyond 'business as usual' to make a substantial difference by testing and implementing new and innovative behaviour-based solutions to reducing GHG emissions.

Section G3 – Project Work Plan
("Project Work Plan" 20 per cent of scored criteria)

Applicants are required to complete this section **in full** to provide a detailed and robust **project work plan.** Care should be given to identify each of the major milestones required to develop, deliver, communicate and evaluate the project. Applicants should describe each milestone separately; some major milestones may need to be broken down into components to be described on separate rows. A viable work plan should include:

- Milestones, activities, timelines, and performance indicators that are practical given the resources requested for the project;
- Milestones related to project delivery, communications and evaluation;

- Communications activities to engage the target audience and maximize the number of Ontarians participating in the project;
- Identification of which staff member or partner will be responsible for each activity; and
- Significant detail to enable reviewers to understand specifically what will be delivered, when, by whom, and to what end.

An example of the type of information and level of detail required in a project work plan is provided in the sample project work plan document provided on the Partners in Climate Action page on the Grants Ontario website.

Section I – Performance Measures
("Performance Measures" 10 per cent of scored criteria)

Applicants should complete this section **in full** to define their project metrics and provide numerical goals. Applicants should include the below program metrics identified by the province and any additional metrics identified by the applicant.

1. Projected increased uptake in low-carbon choices amongst project participants (expressed as a per cent or a raw measure).
2. Projected direct and/or indirect GHG emissions reductions supported by project (in kg CO_2).
3. Number of Ontarians engaged in a behaviour-based low-carbon project (the project's participation rate).

For guidance on identifying, estimating, and evaluating metrics, please see the evaluation guidance section of this guide at page 19.

Section J – Partnership Information
("Partnership Information" 5 per cent of scored criteria)

Partnerships are encouraged and can serve to demonstrate reach, capacity and broad support across sectors for the project idea. Applicants should complete this section **in full** to specify the roles and responsibilities of key project partners. Commitment letters from any partners essential to project delivery should be included as attachments.

Optional attachments to support this section:

- Commitment letters from any partners outlining clearly defined roles and responsibilities of the partner, as well as any accountability towards program performance, risk, and use of project funding.

Budget
("Budget" 10 per cent of scored criteria)

The budget template and budget template guidance document, which provides full instructions on how to complete the budget template, are found on the Partners in Climate Action page on the Grants Ontario website.

Applicants are required to complete the budget template to help substantiate and assess the funding request. The budget should:

- Correspond to the activities identified by the applicant in Section G3 - Project Work Plan.
- Be presented by fiscal year (1 April 2017 – 31 March 2018 in tab 1; 1 April 2018 – 31 March 2019 in tab 2). The amount requested over the two fiscal years should be no more than $200,000 in total.
- Propose appropriate use of program funds involving only eligible expenditures. A list of eligible and ineligible expenditures is provided in the budget template guidance document on the Partners in Climate Action page on the Grants Ontario website.
- Provide the dollar value and source of cash and/or in-kind contributions from lead or partner organizations or other funders. Applicants are encouraged to identify other sources of funding to cover eligible and ineligible expenditures required to deliver the project.

Required attachments to support this section:

- Completed budget template

Submitting an application

The application process has three main steps.

1 Determine eligibility

To be considered eligible, organizations must be legal entities operating in Ontario. Applications will not be accepted from individuals or from provincial or federal governments or their agencies.

Eligible lead applicants may collaborate with ineligible entities as project partners. Please note that the ministry will only enter into an agreement with an eligible legal entity that will be responsible for the project and the expenditure of funds.

2 Submitting an expression of interest (optional)

Applicants who would like feedback on their project idea prior to preparing a full application may submit an optional expression of interest (EOI). Applicants are advised to provide substance and information in their EOI, rather than a sales pitch. EOIs should:

- Provide a snapshot of the project idea by briefly addressing the project priorities and the business case questions in Section G1 – Project Information.
- Identify any organizations that would be ideal partners for project delivery, and explain why.
- Be no more than 2 sides of 8.5 X 11 in Word or PDF format.
- Be sent to PartnersinClimateAction@ontario.ca no later than Wednesday, June 28 2017. Feedback will be provided to applicants via email within one week after the deadline.

3 Submit a full application on Grants Ontario

Applicants *do not* have to submit an EOI in order to submit a full application.

All applications must be submitted electronically through Grants Ontario at www.grants.gov.on.ca. In order to apply, applicants must have a Grants Ontario account. Early registration is encouraged for applicants who do not already have a Grants Ontario account.

To register for a Grants Ontario account, applicants should follow these steps:

Create a ON*e-key* account at https://www.iaa.gov.on.ca/iaalogin/IAALogin.jsp.

ON*e-key* provides secure access to Ontario government programs and services, including the Transfer Payment Common Registration (TPCR) system.

Access the TPCR system to register. For instructions, please refer to the user guides at http://www.grants.gov.on.ca/GrantsPortal/en/TransferPaymentCommonRegistration/HowtoRegister/index.htm.

Request enrollment to the Grants Ontario System (GOS). For assistance, please refer to "How to Access Grants Ontario from the Transfer Payment Common Registration System" at http://www.grants.gov.on.ca/GrantsPortal/en/OntarioGrants/HowtoApply/index.htm.

Please allow sufficient time as confirmation of GOS access may take up to two business days. The grant application form can only be accessed once GOS confirmation is complete.

For support with the registration and application process, contact the Grants Ontario Customer Service Line at (416) 325-6691 or 1-855-216-3090, Monday to Friday from 8:30 a.m. to 5:00 p.m. Eastern Standard Time, or by email at GrantsOntarioCS@Ontario.ca.

Applicants are advised to read all sections of this guide prior to starting work on their application.

The deadline to submit an application is Wednesday, July 19, 2017. Late applications will not be assessed.

Incomplete applications will not be assessed.

Application checklist

- ☐ Complete Application Form (required)
- ☐ Budget Template attachment (required)
- ☐ Detailed Evaluation Plan attachment (optional)
- ☐ Project logic model attachment (optional)
- ☐ Partner commitment letters attachments (optional)

Notification of funding

Applicants will be informed in writing by late summer 2017. Any funding granted would be subject to applicable reporting, performance and accountability requirements under a project funding agreement.

The province:

- Makes no commitment to fund any applicant;
- May choose which applicants to fund, if any, at its sole and absolute discretion; and
- Shall not be responsible for any cost or expenses incurred by any applicant, including any costs or expenses associated with preparing and submitting responses to this call for proposal.

Support for applicants

For support completing the application form, contact the Grants Ontario Customer Service Line at (416) 325-6691 or 1-855-216-3090, Monday to Friday from 8:30 a.m. to 5:00 p.m. Eastern Standard Time, or by email at GrantsOntarioCS@Ontario.ca.

For questions about Partners in Climate Action, applicants should review the applicant FAQs provided on the Partners in Climate Action page on the Grants Ontario website.

Applicants are encouraged to email any additional questions to the program email address which is monitored Monday to Friday from 9:00 a.m. to 5:00 p.m. Eastern Standard Time: PartnersinClimateAction@ontario.ca. Applicants may also contact the Partners in Climate Action Customer Service Line at 1-855-818-4009.

Additional information

Evaluation guidance

A good evaluation plan is crucial to finding out what works, what doesn't and why. In order to evaluate success, applicants need to measure whether behavior has changed as a result of the project.

Funded projects are expected to produce behaviour-based outcomes which support the reduction of greenhouse gas emissions (GHGs). Evaluating behaviour change can be a complex undertaking. This section aims to provide guidance and examples of approaching behaviour change and GHG measurement – however, alternative approaches are welcomed provided they are sufficiently detailed and likely to result in a strong evaluation of project outcomes.

What to evaluate?

The primary methods of measuring behaviour change are through:

- *direct observation of actions* (e.g. making physical counts of the number of cars driving in a neighborhood during an observation period);
- *usage data* (e.g. recording the number of kilometres added to car odometers at the end of a period); and,
- *self-reported data* (e.g. surveying a household about their car usage over a set period).

How to evaluate?

The following is an illustrative example of a behavior change evaluation which has elected to use a survey as a measurement tool. Suppose an organization is launching a project which aims to decrease the use of cars by households for alternative modes of transportation using behavioural techniques. It has recruited 100 households to participate in its project, including providing information about their car usage.

1. **Identify the specific behaviour and behavioural change targeted.**
   The organization identifies all car trips taken by a household over a one month period. The organization targets this area of behaviour to reduce the total number of car trips taken by the household.

2. **Select a measurement tool(s) to collect data on the targeted behaviour based on its appropriateness and participant consent.**
   The organization chooses to administer online surveys to participating households.

3. **Apply the measurement tool to collect baseline data, before project activities begin. Baseline data helps attribute any behaviour change outcomes to the project itself.**
   The organization sends surveys to participating households before they begin to participate.

4. **Apply the measurement tool to collect project data at project milestones or after its completion.**
   The organization sends another survey to households after they have participated in the project.

5. **Analyze data collected from the measurement tool to assess progress made on project outcomes.**
   The organization compares data collected from its baseline and post-participation surveys and begins drafting its evaluation report.

Measuring Greenhouse Gas Reductions

Partners in Climate Action's primary objective is to produce behaviour-based outcomes, and these outcomes are expected to support reductions of GHG emissions in the short, intermediate and/or long term. Regardless of how easily project activities link to GHG emissions, it is expected that applicants will produce an estimate of potential reductions.

Estimating GHG emissions is straight-forward when it involves calculating a reduction from known fuel usage data. For example, when projects promote the uptake of other programs that support reductions, such as residential rebates, emissions can generally be calculated through fuel usage data or from information provided by the other program's host organization.

In this case, the emissions reduction is equal to the reduction in the amount of fuel or electricity used multiplied by an emissions factor. The following table lists Ontario-specific emissions factors for common emissions sources.

Emissions Source	Emissions Factor[1]
Home or Building Energy Use	
Electricity	0.043 kg CO_2e per kWh (kilowatt hour consumed)
Natural Gas	1.899 kg CO_2e per m^3 (cubic meter of gas consumed)
Propane	1.548 kg CO_2e per Litre consumed
Heating oil	2.755 kg CO_2e per Litre consumed
Transportation Choices	
Diesel	2.757 kg CO_2e per Litre consumed
Gasoline	2.326 kg CO_2e per Litre consumed

When project activities result in reductions from unknown, distant or multiple fuel sources – such as projects focused on recycling or food consumption – applicants must provide a well-researched estimate of the potential reductions that their project will achieve. There are several sources of information that can help with such estimates. These include: Project Neutral's "CarbonShift Tracker" and YouSustain's "Action Calculator."

Evaluation glossary

To evaluate a project, applicants need to identify and measure metrics that assess progress towards outcomes. Partners in Climate Action evaluation terminology is as follows:

- Outcomes – the overarching purpose as defined by the Partners in Climate Action program (listed on page 6)

[1] Emission factors are sourced from Environment and Climate Change Canada's 2017 National Inventory Report. Factors are expressed in units of CO_2 equivalent (CO_2e) to reflect the different global warming effects of relevant greenhouse gases (CO_2, CH_4, and N_2O). The table is neither comprehensive, nor exhaustive nor necessarily representative of every energy source that may be encountered in a project; other factors may be used on a case-by-case basis with appropriate justification.

- Metrics – quantifiable proxies that measure progress towards the outcomes (provided by the program and proposed by the applicant in application form Section I – Performance Measures)
- Goals – for each metric, the target number that the project is aiming to achieve (proposed by the applicant in application form Section I – Performance Measures)
- Milestones – work achieved to complete a significant phase of the project (proposed by the applicant in application form Section G3 – Project Work Plan)
- Activities – the tasks required to achieve a milestone (proposed by the applicant in application form Section G3 – Project Work Plan)
- Performance Indicators – the quantifiable results which measure success of the activity, but not necessarily progress towards the outcomes (in application form Section G3 – Project Work Plan)

Applicants should ensure their evaluation plan measures outcomes and metrics, not just activities and performance indicators. In addition, while metrics are by their nature quantifiable, project evaluations should back up the metrics with narrative. While the metrics may indicate what works and what doesn't, the narrative should explain why.

Funding agreements

Project funding, if approved, will be provided to grant recipients under a funding agreement called a Transfer Payment Agreement between the province and the grant recipient.

Grant recipients will be responsible for managing and executing their projects in line with the funding agreement. The funding agreement will set out the terms and conditions governing the grant, and may include:

- project budget;
- project management;
- project activities;
- communication strategies for monitoring and reporting requirements, including progress reporting, audits and financial reports;
- milestone and performance measures;
- mode and schedule of payment; and,
- contract termination and corrective action.

Successful grant recipients will:

- be accountable to the province for all monies and project components, and will be considered to be the final decision-making authority among any partners for the project under the funding agreement.
- manage their project plan to meet financial and accountability reporting requirements and deliverables, as identified in the funding agreement.
- be responsible for the receiving, administering, and allocating funds to any partners in accordance with the requirements of their agreements, and may be required to open a separate bank account for the program funds.
- be responsible for measuring results and reporting on their performance as required by their funding agreement.
- be required to submit regular reporting that will be used by the province to assess the progress of implementation, as well as compliance with financial and auditing requirements, as required by the funding agreement.

The funding agreement may require the grant recipient to develop formal agreements and/or memorandums of understanding with any project partners to whom funding may be flowed for the purpose of meeting project objectives or addressing obligations.

The province will review all reporting and monitoring to ensure compliance with the funding agreement and its terms and conditions.

It is anticipated that funding will be allocated in installments according to a specific payment schedule and program phases. The payment of funding installments will be dependent on the grant recipient meeting all program and reporting requirements under the funding agreement with the Province.

Conflict of interest

A successful applicant would be required to carry out the program and use the funds received from the province pursuant to the program without an actual, potential, or perceived conflict of interest.

A conflict of interest may include a situation where an applicant or any person who has the capacity to influence the applicant's decisions, has outside commitments, relationships or financial interests that could, or could be seen to, interfere with the applicant's objective, unbiased and impartial judgment relating to the program and the use of the funds.

Disclosure to the province

The applicant shall:

a) disclose to the Province, without delay, any situation that a reasonable person would interpret as either an actual, potential, or perceived conflict of interest; and
b) comply with any terms and conditions that the Province may prescribe as a result of the disclosure.

Confidentiality

Please note that the Province is subject to the Freedom of Information and Protection of Privacy Act. The Act provides every person with a right of access to information in the custody or under the control of the Province, subject to a limited set of exemptions.

Applicants are advised that the names and addresses of funding recipients, their partnered organizations, the amount of funding provided, and the purpose for which funds are provided is information that the Province may make available to the public.

Additionally, the Province may share application information with others for the purpose of evaluating proposals, assessing eligibility and administering Partners in Climate Action.

Privacy and personal information

Applicants must be mindful of their obligations under relevant legislation when preparing and implementing their grant and evaluation proposals to ensure they are complying with all requirements of law, including but not limited to all obligations with respect to the collection, protection, use and disclosure of personal information.

The applicant is responsible for complying with, and ensuring their partners comply with, all ethical and legal requirements relating to privacy, confidentiality and security of the information, including the obligation under any funding agreement that may be entered into, when carrying out their activities in connection with the proposed project, including but not limited to all evaluation and reporting activities.

Grant recipients will be expected to ensure the necessary rights are obtained to use data and information as contemplated in this guide and any funding agreement that may be entered into.

By submitting an application, applicants agree that if their project is selected for funding, information about the project will be publicly shared for the benefit of other communities and organizations. Such information includes key findings, evaluation results and data, and the lessons learned. Personal information about individuals will not be collected or shared.

Public use could include: sharing lessons learned and best practices, contributing to evidence-based policy and program design and delivery, supporting Ontario's Open Data initiative and supporting further research and analysis based on data and findings from Partners in Climate Action projects.

Rights of the province

In submitting an application, the applicant is deemed to have acknowledged that the Province may:

a) communicate directly with any applicant or potential applicants;
b) verify with any applicant or with a third party any information set out in an application;
c) make changes, including substantial changes, to this guide and related documents including the application form by way of new information on the designated website;
d) cancel this application and Call for Proposal process at any stage of the application or evaluation process;
e) reject any or all applications in its sole and absolute discretion; and
f) fund legal entities for similar projects regardless of whether these entities have submitted an application in response to this guide.