Environmental Education Program 2016

Guidelines for completing your Expression of Interest

Closing date: 5pm Friday, 8 April 2016

Instructions: How to complete this form

- To complete this form you must have the latest **Adobe Acrobat Reader** installed, please visit the Adobe website to ensure you have the latest version.

- **Do not use Acrobat Pro** – it will not save the data that you have entered onto the form.

- You must use Adobe Reader, and once detail is completed save your application and send as an email attachment.

- Refer to the Guidelines for completing your Expression of Interest and the Program Guidelines prior to completing this Expression of Interest.

- **Please answer every question.** Where a question does not apply to your proposal, write 'not applicable' or preferably briefly explain why. This form is set at six pages in length and text boxes will not expand.

- Attachments should not be included unless they are considered essential.

- Email your EOI to apply@environmentaltrust.nsw.gov.au by the closing date: **5pm Friday 8 April 2016**.

Contact us

If you would like more information about this program or require assistance, please contact the NSW Environmental Trust on:

Telephone: (02) 8837 6093

Email: info@environmentaltrust.nsw.gov.au

About your EOI

These guidelines provide step by step guidance on completing your Expression of Interest (EOI) Form.

The EOI form is the first stage in applying for an Environmental Research grant:

Stage 1	Stage 2
Expression of interest (EOI) (advertised) **Closing date: 5pm 8 April 2016**	Detailed project application (by invitation only, based on EOI)

A maximum of three EOIs per organisation is permitted. The same EOI form should be used for both program streams (Community and Government).

Assessment criteria for EOIs

Each EOI will be assessed by the Environmental Education Technical Committee. Your EOI will be assessed against the following criteria outlined below.

Each criterion reflects a section of the EOI form.

Criterion 1 Environmental benefit	• Proven environmental and educational needs and tangible environmental benefits.

Criterion 2 Target audience	• Appropriateness and understanding of the target audience and proposed engagement methods. • Ability to build capacity of the target audience.

Criterion 3 Collaboration	• Relevant collaboration established, and collaboration has been actively involved in project scoping. • Appropriate mechanisms to engage collaborators established.

Criterion 4 Effectiveness	• Appropriateness of objectives to address the stated environmental issues. • Likelihood of success against project objectives.

For more information about the assessment process, please refer to page 9 of the Program Guidelines.

Section A: Organisation details

A1   Lead organisation details

Each proposal requires a lead applicant. This question gives us important background information about the nature of your organisation and your organisation's ability to manage the project.

- If successful in securing a grant, the lead applicant will hold primary responsibility for the delivery of the project and performance of your collaborators. This includes project administration and finance (unless you are nominating an administrator – see page 3 of the Program Guidelines).

A2   Lead organisation legal status

The Environmental Education Program has two streams: Community and Government. Each stream offers $500,000 in grant funding annually. Please select one of the options provided.

Refer to page 2 of the Program Guidelines for the eligibility of your lead organisation to apply for a grant.

A3   Lead organisation contact

The contact person should be an office holder or employee who is authorised to speak on behalf of your lead organisation and collaboration. Universities should provide a contact at their Administration Office.

The nominated person should be contactable by phone during normal business hours. A work and mobile number, and email address should be provided.

A4   Contact details for Project Manager

The Trust will include the Project Manager in correspondence to the lead organisation contact (see question A3).

Project Managers do not have to be employed by the lead organisation; they may be employed by collaborators or external contractors.

If the lead organisation contact and Project Manager is the same person, please provide details of an alternate contact for the project.

Section B: Project details

B1   Project title

Your project title will be used to identify your project in all reports, media and promotion.

B2   Project summary

Your project summary should provide a brief, plain English overview of the environmental issue you are addressing, how you intend to address it, and the proposed environmental outcome(s) of your project.

The project summary will be used to promote your project in reports and media, should you be successful in receiving a grant.

B3   Time frame

Here you need to approximate the commencement and completion dates of your proposal. Note that:

- Projects must start between 1 February 2017 and 30 June 2017. Retrospective funding will not be provided.
- Projects must be completed within three (3) years of the commencement date.

B4   Project location

Add the location of your project and identify the longitude and latitude. Community organisations that do not have a main office should use the coordinates of their PO Box address.

You can either identify the latitude and longitude of your project or office using a conventional map, or from Google Maps. For Google Maps, find your location, right click and select 'what's here'. The co-ordinates will appear in the search box. Please provide the co-ordinates shown in the bottom right-hand side of the screen for both the latitude and longitude.

<div style="background-color:#8b7d3a; color:white; padding:8px;">Criterion 1: Environmental benefit</div>

B5   Environmental issue

This question is two-fold; to answer it effectively you should:

1. Identify the environmental problem/issue you are addressing.	Summarise the challenges currently being faced and show that the problem/issue you are addressing is significant for the NSW environment. For example: Waste in the automotive industry; high energy consumption amongst high income households or the impact of beach recreation on beach nesting birds.
2. Show how your project will improve the problem/issue you are addressing	Your response should include **environmental benefits** that are measurable. For example: Working with member organisations to enhance sustainable practices, targeting 300 households to reduce energy consumption by 15 per cent; development or implementation of a five year conservation strategy to engage coastal communities in on-ground actions.

B6   Your research

There are three components to this question, as outlined below.

1. What research have you done to see if similar programs/ resources to the project you are proposing already exist?	You should outline existing programs, resources and/or research most relevant to your proposal. Ensure that your references are discoverable and provide web links where possible.
2. What did you find?	Explore what you have learnt about the programs/resources and existing work you have identified. Have they been evaluated? If so, what worked and what did not?
3. How does your project differ?	How will you draw on the lessons learnt? How will your project add value to the existing programs/resources?

B7i. Target audience

Who are the target audience/participants for your project?

Target audiences can be based on a range of characteristics, including geographical location, socio-economic status or specific needs, drivers, or interests. Be as specific as you can when defining your target audience. For example: 50 new landholders OR 1000 low income households (in a particular area).

Primary target audience	The primary target audience are the main group of people your project is aimed at, or who will benefit from the project. For example, Bellinger River freshwater riparian landholders, Belmont park neighbours and users, professional and recreational fishers or NSW regional councils.
Secondary target audience (if applicable)	The secondary target audience are those who will also be engaged in your project, although not your primary focus. For example, local schools, local community or an organisation's social media followers.

B7ii. Reasons for targeting this audience

Justify why you have chosen this primary target audience to tackle the environmental issue identified at B5.

For example, strong interest in environmental protection, lack of knowledge and skills to protect the local environment, or key representatives of an industry who can effectively disseminate knowledge.

- If you are invited to submit a full application, you will be asked to provide evidence of your target audience, for example from the Australian Bureau of Statistics. You will also be required to provide evidence of need within your target audience using quantitative or qualitative data.

B8 Educating/engaging your target audience

Indicate the educational/community engagement methods will you use to reach and engage your primary target audience.

Demonstrate that you understand appropriate ways to connect and engage with your target audience based on their characteristics and needs (outlined in question B8i). You may also draw on your any research you have done on effective engagement of your audience or a comparable audience (question B6).

Common educational/community engagement methods are training programs, workshops, and educational resources, web based tools and social media. It may be appropriate to use a variety of methods to engage your audience. Novel methods are also encouraged.

Useful resources

- Choosing the right engagement tool
- Effective engagement resources
- A guide for engaging communities

B9   Your collaborators and their role in project design and delivery

All EOIs submitted by a lead organisation (nominated at question A1), **must** be on behalf of a collaboration of organisations or groups.

Collaborators are essentially project partners. They can help leverage time, expertise, material, resources and reduce duplication, enabling you to:

- identify knowledge gaps
- develop an informed and practical project (based on audience needs)
- spread 'ownership' of the project and share responsibility for the project outcomes
- maximise outreach, making your project more portable and possibly applicable to other areas

Your collaborators may be any number of organisations or groups, such as: state government agencies, councils, non-government organisations, community groups, landholders, environment groups or industry groups.

EOIs that do not demonstrate a collaborative approach will not be accepted. It will not be sufficient to just state that potential collaborators have been consulted in developing the proposal.

At EOI stage it is not essential for collaborators to have formally confirmed their involvement.

Written confirmation of commitment from collaborators and an outline of how they will be involved in the project will be required if you are invited to submit a full application.

B10 Engaging your collaborators

For this question, outline how you plan to engage your collaborators and other stakeholders throughout your project. For example, you may set up a steering committee or working group.

At EOI stage, we are also looking to see if you have consulted with your collaborators to scope and develop your proposal. You should demonstrate how consultation has led to a better understanding of the need for this project, and/or the usefulness of the outcomes proposed.

B11 Project objectives

You should have a maximum of **three** objectives. Most environmental education projects have two to three targeted objectives.

> Example objective
>
> Facilitate the enhancement of local wildlife corridors in the Ku-ring-gai local government area through the involvement of 100 properties in the development of habitat in the stepping stones program.

For further guidance, see What makes a good objective.

Ensure that your objectives are achievable. To determine this, consider what 'successfully' meeting each objective will look like and how you will know if you've been successful (see question B12).

If your EOI is successful, you will be required to develop a project plan as part of your invited application. The project plan outlines the activities required to meet each of your objectives, and requires you to demonstrate how progress and success will be measured.

B12 Indicators of success

For each of your objectives this question is asking you to demonstrate:

1. How are you going to measure if your objective is being achieved?	To effectively measure success you need to establish a baseline of, for example, attitudes and current practice. Once you have a baseline you can measure any changes that occur as a result of your project.

2. What will success look like if your objective is achieved?	Most projects should incorporate both **quantitative** (numerical – how much did we do?) and **qualitative** indicators (descriptive – how well did we do it?). Indicators should demonstrate tangible environmental benefit. They may also look at social and economic benefits. For example, your engagement strategy has been successful in getting your audience to act differently (or commit to acting differently). How will you then measure the environmental benefit of their actions, such as enhanced biodiversity?

Section C: Indicative budget

C1   NSW Environmental Trust funding

We require an indicative budget of the funding you are seeking from the Environmental Trust.

Make sure your budget is based on GST exclusive pricing (GST will be added if the project is approved). If your organisation is not registered for GST, make sure that the budget is based on GST inclusive pricing.

> Examples of indicative budget items
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> - Project manager or project co-ordinator (the Trust will fund salaries of people to work specifically on the project i.e. not as part of their usual duties).
> - Project evaluation.
> - Collaboration costs e.g. steering committees, travel costs.
> - Materials e.g. printing resources.

- If you are invited to submit a full application, you will be required to provide a detailed Application Budget. The Application Budget includes funding sought from the Environmental Trust, in-kind and cash contributions.

C2 Co-contribution (cash and in-kind)

Summarise anticipated cash and in-kind contributions from your organisation, project collaborators or other sources specifically for this project. As mentioned above, you will be required to provide more details on cash and in-kind contributions if you are invited to submit a full application.

In-kind contributions include goods, use of services and facilities, volunteer time, professional services or expertise in the form of staff time, provision of or access to equipment, and/or special materials or material contributions pledged toward the project.

Co-contributions, whilst not essential, will add value to your project, may make it more competitive or may be necessary to meet the objectives of your project.

Section D: Authorisation

Authorisation is required by the position(s) in you organisation outlined below, that is eligible to commit the organisation to the project. No signature is required.

Community   Include the name of an office-bearer in your organisation (e.g. Chairperson, Treasurer, Chief Executive Officer or Executive Officer) who is able to attest to the accuracy of the information in the application.

Government   Include the name of your General Manager or Director who can attest to the accuracy of the information in the application.