

Environmental Education Program 2017

Guidelines for completing your Expression of Interest



Closing date: 3pm Monday, 10 April 2017

Image sources (top to bottom):

Centennial Park & Moore Park Trust's project *Bush OOSH – a pilot study of bush schools for OOSH groups*

Every effort has been made to ensure that the information in this document is accurate at the time of publication. However, as appropriate, readers should obtain independent advice before making any decision based on this information.

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Office of Environment and Heritage NSW

59 Goulburn Street, Sydney NSW 2000

PO Box A290, Sydney South NSW 1232

Phone: (02) 9995 5000 (switchboard)

Phone: 131 555 (environment information and publications requests)

Phone: 1300 361 967 (national parks, climate change and energy efficiency information, and publications requests)

Fax: (02) 9995 5999

TTY: (02) 9211 4723

Email: info@environment.nsw.gov.au

Website: www.environment.nsw.gov.au

Report pollution and environmental incidents

Environment Line: 131 555 (NSW only) or info@environment.nsw.gov.au

See also www.environment.nsw.gov.au

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Instructions: How to complete this form

- To complete this form you must have the latest **Adobe 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 [Program Guidelines](#) in conjunction with this guide on how to complete your Expression of Interest.
- **Answer every question.** The questions have been structured in a way to provide an overall picture of your project. This form is set at eight 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: **3pm Monday 10 April 2017**.

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

Expression of interest (EOI) (advertised)
Closing date: 3pm 10 April 2017

Stage 2

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	<ul style="list-style-type: none">• Proven environmental and educational needs and tangible environmental benefits.
Criterion 2 Target audience	<ul style="list-style-type: none">• Appropriateness and understanding of the target audience and proposed engagement methods.• Ability to build capacity of the target audience.
Criterion 3 Collaboration	<ul style="list-style-type: none">• Relevant collaboration established, and collaboration has been actively involved in project scoping.• Appropriate mechanisms to engage collaborators established.
Criterion 4 Effectiveness	<ul style="list-style-type: none">• 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](#).

Part 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 6 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 5 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 Alternate contact details

If the project manager is someone different to that of the lead organisation contact then you will need to also list their contact details here. The Trust will send correspondence to this person.

Part 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 outcomes 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 2018 and 30 June 2018. Retrospective funding will not be provided.
- Projects must be a minimum of 2 years and 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.

Criterion 1: Environmental benefit

B5 What is the issue or problem you are addressing?

You will need to be clear about the exact environmental issue or problem that you are wanting to address. Please summarise the challenges currently being faced and show that the problem/issue you are addressing is significant for the NSW environment (e.g. Waste in the automotive industry, high energy consumption amongst high income households or the impact of beach recreation on beach nesting birds).

B6 How do you know this is an issue or problem?

Here you will need to outline what research you have done to provide the evidence base to substantiate the issue or problem identified in question B5. You will need to cite and provide references that are discoverable and provide web links where possible.

B7 Who can help with improving this issue or problem?

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

1. List those who can assist with improving the issue or problem.

Provide a list of the main organisations, people or groups that can assist with improving the identified environmental issue or problem.

For example: Local businesses that back onto a waterway/drain.

2. Show how they can help with improving the issue or problem.

Please briefly outline how they can assist with improving the issue or problem.

For example: Targeting these businesses and providing education and resources will assist in altering their behaviour. This will contribute to the improvement of the overall water quality of this waterway and that of the one that this drain discharges into.

B8 How will your project address the issue/problem and its cause?

What actions will your project undertake to address the issue or problem and its cause? You will need to outline what your project will do to improve the identified issue or problem. How will this contribute to treating or improving the root cause of the issue/problem? What are the main activities that you will undertake?

B9 What (if any) similar programs/resources already exist, and how will your project add value?

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?

Criterion 2: Target audience

B10a 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. This audience must be able to assist with or engage with those that can assist with improving the identified environmental issue or problem. **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. They could be the same as those who you have identified in question B7 or can be those that will help you engage with them. 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.

B10b 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.

B11 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. You may also draw on your any research you have done on effective engagement of your audience or a comparable audience (question B9).

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](#)

Criterion 3: Collaboration

B12 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, schools, universities, 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 the EOI stage you will only need to show a willingness to collaborate. **However, if you are invited to submit a full application, you will need to show some sort of formal agreement.**

B13 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.

B14 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 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.

B15 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?

B16 Amount and timeframe is appropriate

The Environmental Education program funds projects that will result in a measurable tangible environment outcome. This is achieved through engagement and collaboration with those that can assist with or those that can engage those that can assist with improving an identified environmental issue or problem.

In the previous questions you have provided an evidence base to support the issue or problem, identified those that can assist with improving this and provided and listed appropriate target audiences.

In this question you will need to show that the amount requested and the timeframe allowed will realistically result in a measurable tangible environmental outcome. That is, by the end of your project you can show that the engagement has shown or can show a contribution to a measurable improvement or an increased capacity to improve the identified issue or problem.

Part 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

- 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.

Part D: Authorisation

Authorisation is required by the positions in your 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.