

Provincial Wood Stove Exchange Program: Project Proposal Content

The following basic components should be included in an application:

- **Program Title**
- **Summary**

The proposal summary should outline the key elements of the program proposal in two or three paragraphs.
- **Program Team and its Leader**

List of the participating organizations (municipality, regional district, community group, airshed management committee, etc.), and their rationale and interest in delivering a wood stove exchange program. Describe the individual staff members who will be involved in the program delivery and include any relevant experience running similar community-based programming. The project leader should be identified and their contact coordinates provided.
- **Program Partners**

List any community partners who are not an immediate part of the delivery team, and describe their roles and responsibilities (i.e., partnerships with local retailers, credit unions, newspapers/radio, etc.). Any contributions (in-service, financial or both) should be described.
- **Problem/Issue Statement**

Provide a concise statement of the local or regional need for a wood stove exchange program. This may include supporting evidence of air quality data showing poor air quality during the heating season, a description of local geography susceptible to inversions, the number of homes heating with wood, and the number of old technology stoves currently in use. Anecdotal evidence or strong support from residents for the program could also be included.
- **Program Objectives**

The program objectives should clearly describe the number of old stoves targeted to be removed in 2012, as well as any output (number of media materials, workshops, etc.) and awareness goals. If the introduction or amendment of bylaws will be considered, please describe the bylaw goals and a strategy for moving forward.
- **Report on Previous Funding**

Please report on the number of exchanges that have occurred as part of the provincially funded program, including any details on the types of exchanges (wood, gas, open hearth conversions, etc.). Please also include in your budget a tally of funding that you have received from the Province in the

past.

- **Program Design and Schedule**

This section should outline the specific tasks which will be accomplished with the requested funds, any planned community events, advertising and marketing strategies, and any other local **community-based social marketing ideas**. It should also describe how the program progress will be evaluated and how the overall objectives will be achieved. The proposal should include the timelines for the tasks and lay those out as a schedule for the whole project. The proposal should also outline any potential problems that may arise during the course of the program and the suggested methods of resolution.

- **Estimated Total Costs of the Program**

The proposal should outline the budget^{1,2} for the project. A sample budget form is below.

Project Costs		Funding Sources			
Period: Jan-Dec, Mar-April, or other (please specify)	2012	BC MoE	Other: cash	Other: in-kind	BC MoE grant 07-2011 ³
Salaries ⁴ (part time)					
Advertising and Promotion					
Production of Materials					
Burn It Smart Workshops and Education Delivery					
Incentives/rebates					

- **Funding Requested**

The proposal should list contributions that are committed or under serious consideration by any agencies or other partners towards the total costs of the program, and the amount requested from the Ministry of Environment.

- **Appendices**

Appendices to the proposal should contain letters of support or endorsement for the program, confirmation or commitment of funding for the program from other agencies or partners, and any other items in support of the proposal.

¹ Maximum incentive per stove from provincial funds is \$250.

² Budget for Burn it Smart workshops and education delivery should be at least \$1000-\$1500.

³ For communities reapplying, provide details on past provincial funding. If 2010/11 funds remain, indicate how they will be applied to the new program. No additional program support dollars will be provided to help communities advertise for or distribute rebate money that is carried forward.

⁴ For 2012, provincial funding may not be able to support salaries – please only request if absolutely necessary.

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- **OPTIONAL - Pilot Project: Social Marketing Campaign for Clean Wood Burning**

Please include this section only if you are interested in piloting a clean wood burning education campaign in your community. Communities applying for an extension and/or those that have run a wood stove exchange program in the past are eligible to apply.

This program will require a strong partnership between the Province and the community selected. The Province, and possibly other partnering agencies, will provide significant (but not all) financial support and expertise. Your application will be assessed based on the tools and resources you will be able to offer, including:

- Staff time and expertise. Their expertise should include some of the following:
 - Understanding of community-based social marketing;
 - General marketing/communications knowledge, including experience using social media; and
 - Experience and skills in web content development, graphic design and site management.
- An understanding of the issue of clean burning/seasoned wood.
- Ability to leverage funding and other community resources – e.g., partnering with post-secondary institutions to provide research and/or marketing support.
- Ideas for pre- and post-evaluation of campaign effectiveness.
- Recent participation in the provincial wood stove exchange program.