

enviroFund 2023- Criteria and Helpful Tips

The enviroFund is focused on these program outcomes:

- reduce the carbon footprints of individuals and businesses;
- create the policy, business and cultural context for low-carbon ways of life.

As such, projects should **demonstrate strong metrics** in carbon emissions reduction and at least one of the following areas: innovation, equity, and potential for change.

Carbon Emissions Reduction

Best

- Significant carbon emissions reductions are achieved through the project, and/or;
 - Provides accurate measuring and reporting on actual or potential emissions reductions.

Better

- Carbon emissions reductions are achieved through the project and;
 - Available data can be used to extrapolate and estimate actual or potential emissions reductions achieved through the project.

Good

- Project makes the case that its outcomes lead to carbon reductions but is not able not measure actual emissions or extrapolate using available data.

Innovation

Best

- Project represents the implementation of a new insight or idea with evidence of its potential effectiveness (e.g. market research, success in another location etc). A scalable solution that produces measurable climate benefits for people and planet.

Better

- Project represents the implementation of new insight or idea and produces climate benefits for people and planet but there may be less evidence of its effectiveness.

Good

- Project represents local implementation of an insight or idea that is not necessarily new or unique, with climate benefits that are difficult to measure.

Equity

Best

- Project is led by equity-deserving groups and addresses the root causes of inequality (e.g. policies, wage levels, lack of affordable housing etc.) within the context of climate justice and decolonized ways of being and knowing.

Better

- Project is led by and in service of equity-deserving groups.

Good

- Project is in service of equity-deserving groups and the organization has demonstrated experience working within climate justice and/or decolonization.

Equity-deserving groups: including but not limited to Indigenous, black, people of colour, and people with diverse abilities and socio-economic backgrounds.

Climate justice: a concept that addresses the just division, fair sharing, and equitable distribution of the burdens of climate change and its mitigation and responsibilities to deal with climate change.

Decolonization: “cultural, psychological, and economic freedom” for Indigenous people with the goal of achieving Indigenous sovereignty — the right and ability of Indigenous people to practice self-determination over their land, cultures, and political and economic systems.

Potential for Change

Best

- The project will lead to structural change that will drive a broad-based shift toward low carbon principles in individual behaviours, business and institutional practices, and/or policy. The project's impact will be measured over time.

Better

- Project empowers a group of stakeholders to make a shift toward low carbon principles in individual behaviours, business and institutional practices, and/or policy. Project has potential to track and measure the shift over time.

Good

- Project empowers a group of stakeholders to make a shift toward low carbon principles in individual behaviours, business and institutional practices, and/or policy, but it will be difficult to measure outcomes

Helpful Tips

When **checking criteria boxes** on the application, you should have **metrics that demonstrate** how your project is aligned. If you think your project is aligned with the criteria, but you **aren't sure how to effectively measure your outcomes**, please email envirofund@vancity.com. We try our best to reduce as many barriers as possible for our applicants.

Please also note that preference is given to organizations that are **Vancity members**.

For-profit businesses are rarely funded through the enviroFund, and they must be a Vancity member. Except in the case that the project is being led by a for-profit, and the outcomes of the project **benefit the broader business community**. Product research and development are not eligible for the enviroFund.

Please note Section 7 of the application, which requires the applicant to outline **'How will you evaluate the success of your project?'**. This is a very important part of the application for the due diligence team. Strong metrics lead to better funding outcomes for applicants.

Example:

How will you evaluate the success of your project? What desired outcomes and metrics will you measure? Your final report after the completion of the initiative should include the success indicators listed.

What

How

Businesses reduce carbon emissions through the tools and resources provided in the program	Baseline carbon emissions measurement for each business collected at the beginning of the program, then emissions are measured 6 months later.
Number of businesses engaged	Collecting data from registration
Number of BIPOC led businesses engaged	Collecting data from registration, participants self-identify