

# Metcalfe Green Prosperity Challenge Guidelines 2013

For Ontario Universities

# Contents

- 1 Metcalf Foundation
- 2 Metcalf Environment Program
- 3 Metcalf Green Prosperity Challenge
- 9 Grant Application Template
- 12 Environment Program Green Prosperity  
Challenge Application Cover Page

# The Metcalf Foundation

The George Cedric Metcalf Charitable Foundation's goal is to enhance the effectiveness of people and organizations working together to help Canadians imagine and build a just, healthy, and creative society.

## **WE FOCUS OUR EFFORTS ON THREE AREAS:**

- sustaining the vibrancy of the professional performing arts,
- harnessing the benefits of living within the Earth's environmental limits, and
- improving low-income people's economic livelihoods and access to quality jobs.

Our work is grounded in the belief that change happens when we share hopeful visions of the future, work and learn collectively, think broadly in pursuit of comprehensive solutions, and take a meaningful role in the decisions that affect our lives.

We believe that non-profit organizations play a critical role as catalysts, who animate and facilitate lasting change. They create space for people to connect, communicate, and participate. We are interested in organizations that are deliberately engaging communities in their work and developing new strategies and collaborations.

## **WE TRY TO ENCOURAGE SUCCESS BY:**

- supporting dynamic leadership — celebrating, developing, and strengthening leaders who are contributing to positive change;
- nurturing new ideas and practices — exploring and developing innovative approaches to tackling tough problems and seizing opportunities; and
- fostering integrated thinking — creating opportunities for ongoing dialogue, collaborative learning, and reflection, to build new knowledge and inform action.

In our work we aim to be clear, open, reflective, and responsive. We actively seek to learn from our experiences with funded projects and from our ongoing exploration of issues and ideas. We expect our grant-making practices to evolve as we strive to realize the full potential of our commitment and resources.

# Environment Program

The Metcalf Environment Program seeks to strengthen our ability to harness the ecological, social-economic, and cultural benefits of living within the Earth's environmental limits

We believe it is possible to strengthen and preserve the integrity of our natural environment in tandem with a successful economy that allows individuals to flourish and communities to thrive.

There are a variety of ways that humans interact with the natural environment and economic activity is definitely one of the most evident and powerful ways. Economic growth has traditionally been linked to increased productivity, often in the form of the production of new goods and services that rely on continued innovations and the use of natural resources.

Southern Ontario continues to benefit from relatively easy access to all forms of natural resources but the limits to environmental goods and services are real. Potential disruptions associated with moving towards those limits on a global or even regional scale include less fresh water, loss of plant and animal species, dwindling agricultural and forested lands, and increasing levels of atmospheric carbon. These are severe enough to merit consideration of what positive options for living within environmental limits might look like and how they might be achieved.

At the heart of our Environment Program is a desire to support tangible initiatives that significantly reduce pressure on the natural environment in southern Ontario while ensuring economic and social well-being.

Over the long-term we aim to enhance understanding of how to better align the needs of society with the needs of the biosphere.

As part of meeting these goals we hope to support an increase in the number of practical on-the-ground exemplars of how to achieve both healthy ecosystems and thriving communities. We want to help bring good ideas to the challenge of separating economic development from direct impact on the natural environment by integrating economic necessities into good environmental practice.

Clear and transparent communication is an essential component of identifying and sharing better ways of doing things. As such, we encourage individuals and organizations to express best environmental practice in a way that also spells out the broader socio-economic benefits.

The Metcalf Environment Program has three core initiatives. They are:

- [Reinventing Growth](#)
- [Metcalf Green Prosperity Challenge](#)
- [Sustainability Internships](#)

We expect the program to evolve as we learn from both our experiences with on-the-ground projects and from our exploration of emerging issues. As such, we will maintain flexibility in our initiatives in order to respond to issues and opportunities that arise over time.

# Metcalf Green Prosperity Challenge

*Are you working on new and practical ways of thinking about prosperity that would improve the natural environment while strengthening community well-being?*

*Are you looking for funding to test new ideas that can have important environmental, economic, and social outcomes and generate traction in real places with real people?*

*Do you have a strong track record for translating big ideas into real action on the ground?*

*Do you have a research project whose outcomes are more suited to an installation, a communication application, or a tangible outcome, rather than a journal paper?*

If you answered yes to any of the questions above then the Metcalf Green Prosperity Challenge might be for you!

---

## **THE PURPOSE**

The primary objective of the Metcalf Green Prosperity Challenge is to support creative, practical activities that reduce pressure on the natural environment in southern Ontario while also fostering economic and social well-being.

Metcalf believes there is a pressing need to identify ways in which we can address environmental challenges, in tandem with creating economic and social benefits. We are interested in understanding new ways of defining and realizing prosperity. We want to identify and support those doing new and innovative work to tackle the challenge of harmonizing environmental health and stability with economic health and stability.

Over time, Metcalf hopes to compile, document, and share proven examples of ways of synthesizing environmental and

economic interests. We hope to communicate how these examples can translate into stronger communities.

## **THE CONTEXT**

Almost all major global environmental problems have implications at the regional and local levels. Atmospheric disruption from the use of fossil fuels and the decay of waste (climate change), the spread of persistent hazardous substances throughout the Earth's water tables (widespread pollution and impacts on health), and the loss of fertile farm land from encroaching urbanization and erosion (threats to food security and degradation of greenspace), are just a few of the high profile environmental challenges affecting communities and natural and working lands across southern Ontario.

Transitioning away from activities that have detrimental environmental impacts is neither a straightforward nor an easy endeavour. Yet balancing the integrity of natural ecosystems with the social and economic needs of our communities is not a new idea.

The United Nations Conference on the Human Environment in 1972 – that resulted in the establishment of a Ministry of Environment in many countries, including Canada – highlighted concerns that “trade-offs” between the environment and economic development often led to negative impacts on the environment. The 1987 Brundtland World Commission on Environment and Development, and the subsequent 1992 UN Conference on Environment and Development in Rio de Janeiro, reflected global consensus that decision-making by governments, businesses and citizens needs to take into account the well-being of the environment, the economy, and society.

Increasingly, researchers and authors from a variety of backgrounds are stressing the importance of reaching levels of prosperity that allow quality of life for all members of our communities while ensuring the health and well-being of the natural ecosystems on which we all depend. On-the-ground, tangible examples that demonstrate these principles remain difficult to identify.

### **THE CHALLENGE**

Metcalf is launching a challenge to Ontario universities to propose research-based projects that demonstrate ways in which we can significantly reduce pressure on the natural environment in tandem with creating economic and social benefits. The program will award funding to innovative projects that meet the terms of this challenge.

Responses to the challenge must include a research/experiment/research-derived conceptual component and a final tangible product/outcome. A report alone is not an acceptable project outcome (see examples of possible outcomes below). The parameters of the challenge are consistent with Metcalf’s interest in stimulating new ways of thinking about growth and prosperity.

Metcalf anticipates awarding \$10,000 to \$40,000 to successful applicants, although support outside that range will be considered in special circumstances. Pooling related initiatives under a single team leader (e.g. 3 projects of \$10,000 each) is permitted.

**Key requirements and features** of the Metcalf Challenge include:

- A focus on outcomes that demonstrate multiple benefits, i.e. environmental benefits PLUS two or more of economic, social, and cultural benefits. This is an essential requirement and must be at the core of any proposal.
- Identifying fresh creative approaches and practical outcomes that show great promise to make a difference in a real and tangible way.
- Engagement with the community and other organizations and entities that can assist with implementation, verification of practical good ideas and benefits to residents of southern Ontario. (In this context Metcalf defines southern Ontario as south of the Canadian Shield but up to and including Ottawa.)
- Clear documentation of project process and, where possible, measurable environmental improvements and related measurable community, economic, and cultural benefits.
- Academically rigorous/legitimate work.
- Proposal timelines that are between 6 months and 18 months. (Generally, 50% of the time would be for project development/research/experiment, and 50% would be for delivering a 'product,' including practical step-by-step guidelines that explain implementation, the contribution, and document activities.) A two-year timeframe will be considered under exceptional circumstances.
- The challenge may be suited to graduate student research that can be completed within the given timeframe.
- A belief that collaboration between faculty members and students is a hallmark of better results.
- A requirement to sign an agreement allowing Metcalf to profile, use, document, disseminate, communicate and reproduce project outcomes for the purpose of promoting strong examples of green prosperity in action. Research results remain the intellectual property of the researcher.
- An indication on all public materials that Metcalf Foundation has supported the work.

#### **WHO IS ELIGIBLE TO APPLY?**

The Metcalf 2013 Green Prosperity Challenge is open only to individuals affiliated with an Ontario-based university although team members can be from elsewhere.

The principal investigator must be a faculty member or a graduate student enrolled in an Ontario-based university, or an individual with a bona fide affiliation with an Ontario university. If the principal investigator is a graduate student they must be supervised by a faculty member. If the principal investigator is an individual affiliated with a university, then they must be a co-applicant with a faculty member.

Funds may be used:

- to cover funding for students, post-docs and/or affiliates;
- for reasonable costs associated with research activities (e.g. research materials, convening costs, building or assembly materials);
- for reasonable travel costs, by most economical route, including accommodation and per diems consistent with the given university's policy;
- for outcome dissemination costs; or
- for course release time for faculty members.

Funds cannot be used for:

- the salary of faculty members (distinct from course release time);
- conference or course fees;
- general office or administration overhead;
- computers, telephones or similar devices; or
- contingency fees.

As a charitable foundation registered with the Canada Revenue Agency (CRA), the George Cedric Metcalf Charitable Foundation can only offer support to organizations with charitable status.

#### **THEMES AND OUTCOMES**

The Metcalf Green Prosperity Challenge is looking for innovative ways to create environmental improvements that also generate economic and social benefits. We want to see strong demonstration of green prosperity principles in action. As such, it is difficult to predict the wide range of themes that may emerge. We are interested in topics such as:

- low-carbon communities,
- new approaches to the production and consumption of goods and services, and
- ecologically sensitive design.

However, our interest is not limited to the above list and we are open to learning about the many themes that may be suitable as a response to this challenge.



Examples of outcomes might include:

- a mechanism to assist with decision-making around the environment/economy interface (e.g. an online carbon emission/economic impact tool);
- a new way of communicating that supports informed environmental decision-making in the marketplace (e.g. a smart phone or computer application);
- a set of data, applied and interpreted, that links local biodiversity to socio-economic conditions with a detailed set of practical recommendations;
- a research-based program that brings individuals and/or organizations together in a way that fosters local economic development with a low carbon footprint;
- a plan of action based on analysis of an aspect of the interaction among social, psychological, and physical conditions, and community well-being; or
- a research-based job creation strategy that has measurable environmental as well as community and economic benefits.

#### **APPLICATION PROCESS AND DEADLINE**

Proposals will be accepted up to

**September 24, 2013, 5:00 pm** (see application submission format on page 9).

- All submissions received by the deadline will be reviewed by foundation staff and an advisory team of experts engaged by Metcalf.
- Additional information may be requested between September 24 and October 16, based on questions that may arise.
- Final decisions will be made by early December 2013.

#### **COMMUNICATIONS**

Metcalf will use communications activities to create interest in the challenge, draw attention to good ideas, and promote and share the work upon its completion.

Metcalf may also wish to videotape or conduct other communications work during and/or upon completion of the selected initiatives.

#### **EVALUATION CRITERIA**

*Demonstrate Better Outcomes for the Environment and the Economy* – We believe there are ways of ensuring a healthy environment while also strengthening our economy and our communities. Metcalfe wants to find and support these better models and approaches.

*Provide Tangible Benefits* – We are interested in practical on-the-ground exemplars of “how to” achieve healthy ecosystems at the same time as thriving, happy communities. There are a growing number of thoughtful and informed authors and researchers proposing strategies to protect the environment while supporting strong economies. (For example: Peter Victor – *Managing Without Growth: Slower by Design not Disaster*, Tim Jackson – *Prosperity without Growth*, Juliet Schor – *Plentitude*, and Jeremy Rifkin – *The Third Industrial Revolution*.) Metcalfe wants to understand the practical and concrete dimensions of the best of these promising ideas.

*Potential for Positive Impact* – We are interested in practical and inspiring examples consistent with the goals of Metcalfe’s Environment Program. As such, we will give particular consideration to proposals that demonstrate potential for significant positive impact, including

opportunities to leverage the best of project outcomes for the greatest number of people.

*Intellectually Rigorous/Academically Legitimate Work* – Proponents must indicate how they will ensure that the work meets a high academic standard.

*Effective Dissemination* – The project will need to include monitoring and analysis along with public reporting. We are interested in understanding how the proponent plans to report and disseminate information in a creative and effective manner.

*Make Connections* – We are keen to support efforts that contribute to integrated thinking and action. Preference will be given to proposals that demonstrate the value of new types of partnerships, engage communities, and encourage collaboration among a diverse range of interests.

# GRANT APPLICATION TEMPLATE

The proposal portion of the application must be no longer than 8 pages in total, using 11 point type (plus CVs and requested work example). Proposals longer than 8 pages will not be read.

Please include the following in your application using the numbers and headings given below.

1. **Title**

What is the title of the proposal?

2. **Core Idea**

What is the core idea of the proposal? (No more than 100 words.)

3. **Innovation**

Why is this idea particularly original or novel?

4. **The Context**

What is the scientific/research basis of the idea; what is the context for the proposal? (Cite 2 or 3 key academic papers in a footnote, if appropriate.)

5. **Green Prosperity Rationale**

Why is this work important to the goal of improving the natural environment while strengthening local prosperity and community well-being?

6. **Expected Outcomes**

Identify and explain the concrete practical outcomes anticipated from the project.

7. **Environmental Benefits**

List specific environmental improvement(s) related to this proposal and provide up to 250 words on how they will be determined and/or measured.

## Grant Application Template (continued)

### 8. Economic Benefits

List the specific economic benefit(s) related to this proposal and provide up to 250 words on how they will be determined and/or measured.

### 9. Community and Cultural Benefits

List specific community and/or cultural benefits related to this proposal and provide up to 250 words on how each will be determined and/or measured.

### 10. Work Plan

Explain the work plan up to an 18-month timeline. Include how the work will be performed, who will lead and participate in what tasks, and expected outcomes. Include a paragraph or two on each individual with a major role. Attach relevant CVs as an appendix.

### 11. Budget

Assign a budget to each major task. A table format may be helpful for budget and other aspects of the work plan description. PLEASE NOTE: project funding can be used to cover project costs and the equivalent of research assistantships for the students involved. General university overhead costs will not be covered by this award.

### 12. The Communications Plan

Briefly describe how you are going to communicate the outcomes of your work.

### 13. Additional Information to be Included in the Application

- The Metcalf Application Cover Page — as found at the end of these guidelines, or download from [metcalffoundation.com/downloads](http://metcalffoundation.com/downloads).
- Attach any CVs as an appendix.
- The organization's most recent audited financial statement.

## Grant Application Template (continued)

- A letter on official university letterhead confirming that the project will be supervised by a faculty member of an Ontario university – if the principle investigator is not a faculty member.
- The principle investigator or team lead should provide an example of previously completed work they feel best relates to the work they are proposing to undertake, including an example of how that work has been disseminated.

### 14. Submission Details

Please send **two** paper copies of all materials, printed double-sided, by mail or courier to:

George Cedric Metcalf Charitable Foundation  
Attention: Mary MacDonald, Environment Program Director  
38 Madison Avenue  
Toronto, Ontario  
M5R 2S1

**and** submit an electronic version by email to: [hdunford@metcalffoundation.com](mailto:hdunford@metcalffoundation.com).

Full application deadline:	September 24, 2013, 5:00 pm
Board decision:	December 2013

Please note that we are unable to consider late or incomplete applications for funding; **both paper and electronic copies must be received at the Foundation by 5:00 pm on the deadline date.**

# Environment Program

## METCALF GREEN PROSPERITY CHALLENGE APPLICATION COVER PAGE

---

Name of University

---

Principal Investigator / Lead

Position / Title

---

Faculty Supervisor (if appropriate)

Position / Title

---

Address

---

City

Province

Postal Code

---

Telephone

Fax

---

E-mail

Website

---

Charitable Registration Number

Total Organizational Revenue (from last audited statements)

### METCALF GREEN PROSPERITY CHALLENGE

---

Total Amount Requested

Amount Requested per Calendar Year

Total Project Budget

Duration of Initiative

Please provide the title and a summary description of the project (250 words or less).

---

Signature

Date

**METCALF**  
**FOUNDATION**

**The George Cedric Metcalf  
Charitable Foundation**  
38 Madison Avenue  
Toronto, Ontario M5R 2S1  
TEL 416 926 0366  
FAX 416 926 0370  
www.metcalffoundation.com