



Natural Resources
Canada

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Canada

FUNDING PROPOSAL

APPLICANT GUIDE

FOR NATURAL RESOURCES CANADA GREENER HOMES GRANT INITIATIVE:

CONTRIBUTIONS FOR ENERGY ADVISOR RECRUITMENT, TRAINING AND
MENTORSHIP

Proposals must be received by **July 8, 2021**, at 23:59 Pacific Time at the following e-mail: nrcan.canadagreenerhomesgrant-subventionmaisonsvertes.rncan@canada.ca with the following subject line: APPLICATION – EA-RTM (Canada Greener Homes Grant) FUNDING PROPOSAL – Organization Name

Alternatively, interested Applicants can contact 1-833-674-8282 to arrange an alternate submission method if they are unable to do so by e-mail.

1. PURPOSE

Natural Resources Canada is seeking applications from eligible organizations (Applicants) to support the recruitment, training and mentoring of EnerGuide energy advisors to meet increased demand and ensure access to energy evaluations in all regions of Canada.

This funding support, alongside the anticipated increase in demand for energy advisors, presents a unique opportunity to increase diversity and inclusion through a growing energy efficiency workforce in a way that more closely reflects Canada's population. Through this call for proposals, Natural Resources Canada is looking for innovative proposals and experienced partners to help make this happen.

IMPORTANT: Throughout the Guide, the following definitions will apply:

Underserved areas: the North (north of the 60° parallel), the Prairies and Newfoundland and Labrador, as well as rural, remote and Indigenous communities more broadly.

Under-represented groups: women, Indigenous peoples, persons with disabilities, racialized individuals and individuals who identify as LGBTQ+.

The Energy Advisor Recruitment, Training and Mentorship Campaign will provide financial assistance to Canadian organizations to support projects that contribute to:

- training, mentorship, and upskilling activities that aim to increase the number of energy advisors available to support the Canada Greener Homes Grant Initiative, particularly in underserved areas and/or with under-represented groups;
- awareness activities that support the recruitment of energy advisors and service organizations, particularly in underserved areas and/or with under-represented groups; and
- access to timely EnerGuide evaluations for all Canadians in remote, rural, and northern regions (including Indigenous communities).

The successful Applicants will be responsible for implementation of their proposal, including design and development of activities and materials, logistics, and performance measurement and reporting.

Note that this Call for Proposals process could be used by Natural Resources Canada to prequalify Applicants for future years in the event that additional funding becomes available.

2. BACKGROUND

Buildings, including our homes, account for 18% of Canada’s greenhouse gas emissions, so helping Canadians make their homes more energy efficient supports our environmental objectives while making homes more comfortable and more affordable to maintain.

The transition to a clean energy future requires collective action to reduce greenhouse gas (GHG) emissions by making both new and existing buildings more energy efficient. The Canada Greener Home Grant initiative will help Canada meet its 2030 climate change commitments and significantly contribute to Canada’s goal of achieving net-zero greenhouse gas emissions by 2050, while increasing the health and wellness of Canadians.

Natural Resources Canada will soon be launching the \$2.6 billion Canada Greener Homes Grant initiative to help homeowners improve their home energy efficiency by providing up to 700,000 grants of up to \$5,000 to help homeowners make energy-efficient improvements to their homes, supported by an EnerGuide evaluation. This initiative also includes funding to support the recruitment and training of EnerGuide energy advisors to meet increased demand.

The Energy Advisor Recruitment, Training and Mentorship Campaign under this initiative also supports the energy efficiency mandate of Natural Resources Canada to promote the efficient use of energy and the use of alternative energy sources. Additionally, it supports the Government’s priorities to help Canadians retrofit their homes and buildings, creating thousands of good, middle-class jobs and cutting energy costs for Canadian families and businesses. For example, the energy efficiency sector accounted for more than 436,000 direct jobs in 2018.

3. AVAILABLE FUNDING

The Energy Advisor Recruitment, Training and Mentorship Campaign under the Canada Greener Homes Grant initiative will provide a total of \$10 million in funding over 5 years. This will be the first call for proposals under this initiative, with future calls for proposals planned over the course of the Initiative to further target specific recruitment, mentoring and training objectives.

2021-22	2022-23	2023-24	2024-25	2025-26
\$500,000	\$3,500,000	\$3,000,000	\$2,000,000	\$1,000,000

- Single year and multi-year funding agreements will be considered for funding under this call for proposals.
- The project should take place between September 2021 and March 31, 2024. The purpose of this solicitation is to encourage early action.
 - The maximum contribution per recipient is set by Project Category, which is set out in Section 4.3.2.
- The project must be completed by March 31, 2024.
- The funding will reimburse recipients up to:
 - 100% of total eligible expenditures for:

- provincial, territorial, regional and municipal governments and their departments and agencies where applicable;
 - Indigenous governments or organizations (e.g. band councils, land claim organizations); and
 - not-for-profit organizations, including and public health, educational and cultural organizations.
- 75% of total eligible expenditures for:
 - for-profit organizations (organizations are not to make profit from federal funding).

Our target is to allocate at least 10% of total funding for this initiative towards Indigenous governments or organizations (e.g. band councils, land claim organizations).

4. ELIGIBILITY CRITERIA

The information below is provided to support all sections of the Application Form.

4.1 OVERVIEW

All proposals responding to this Call for Proposals will be evaluated based on the eligibility criteria in Section 4.2 and fulfillment of the requirements in Section 4.3. Sections 5 and 6 provide important dates, deadlines, and notes about the application process. Information on the selection criteria that will be used to evaluate proposals is set out in Section 7. Should the number of applications exceed total available funding, discretionary consideration may be given to proposals that address the priorities and gaps identified in the supplementary criteria section of Section 7.

4.2 ELIGIBLE APPLICANTS

This Call for Proposals is open to Applicants who meet the eligibility criteria, as follows:

Eligible Applicants are:

- Provincial, territorial, regional and municipal governments and their departments and agencies where applicable;
- Indigenous governments or organizations (e.g. band councils, land claim organizations); and
- Legal entities validly incorporated or registered in Canada including for-profit and not-for-profit organizations such as electricity and gas utilities (including voluntary organizations and foundations).

Applicants must:

- Have knowledge of the EnerGuide Rating System, including on the role that energy advisors play; and
- Have the governance structure, staff, and networks to allow for successful completion of the proposal.

It is an asset if an Applicant:

- Is a member or representative of one or more under-represented groups;
- Has demonstrated experience leading initiatives that increase diversity in a given area or promote a more inclusive workforce;
- Experience working with Indigenous peoples, including First Nations, Inuit and/or Métis; or
- Existing networks and contacts with employers in underserved areas.

4.3 PROPOSAL REQUIREMENTS

4.3.1 EXPERIENCE

The proposal must provide details on the Applicant's experience as it relates to the activities in the proposal, specifically similar relevant programs or projects (in relation to complexity and nature, or particularly pertaining to the needs of rural, remote, and northern communities [including Indigenous communities], where applicable). For example: delivering internship and/or training programs, delivering social or recruitment programming for governments and private entities. The proposal should also describe the Applicant's experience working with networks of potential employers or the energy efficiency industry.

4.3.2 PROJECT CATEGORIES

To be eligible for funding, the proposal must support at least one of the following **Project Categories (PCs)**:

PC 1 – TRAINING [Maximum of \$200,000 per year, per proposal]: Enhance support for training of energy advisor candidates by expanding classroom learning, e-learning, mobile training and blended learning programs and/or by providing potential candidates with greater access and opportunities to training that supports them in becoming registered energy advisors.

PC 2 – MENTORSHIP [Maximum of \$150,000 per year, per proposal]: Enhance support for mentorship of energy advisor candidates and new energy advisors by providing greater access to mentorship opportunities (e.g. internships, mentorship programs) including for under-represented groups to support them in becoming registered energy advisors or in carrying out their new role.

PC 3 – RECRUITMENT [Maximum of \$100,000 per year, per proposal]: Undertake awareness activities to support the recruitment of service organizations or energy advisors, particularly among groups under-represented in the sector or in underserved areas.

PC 4 – UPSKILLING AND PROFESSIONAL DEVELOPMENT [Maximum of \$100,000 per year, per proposal]: Developing and offering training, materials or programs for upskilling or for the professional development of existing energy advisors in support of the implementation of the Canada Greener Homes Grant initiative.

PC 5 – ACCESSIBILITY OF ENERGUIDE EVALUATIONS [Maximum of \$100,000 per year, per proposal]: Support timely access to EnerGuide evaluations and related elements for Canadians residing in underserved regions (e.g. local capacity building, travel to support regular offering of EnerGuide evaluations in these areas, activities to increase availability of local energy advisors and equipment).

***Note:** An Applicant may submit separate proposals for one project category or include multiple project categories within one proposal.*

4.3.3 CORE OBJECTIVES AND OUTCOMES

The proposal must include the following core objectives and clearly link its activities to the outcomes and indicators outlined below.

- **Objectives**
The proposal must state the specific objectives of the project, including milestones and outcomes to be achieved; as well as provide details on how the Applicant's implementation of the proposal would support the objectives set out in Section 1.
- **Geographic Representation**
The proposal must demonstrate that the Applicant has the capacity to deliver the proposal in the specific geographical areas of Canada noted, including in relevant underserved areas. The proposal must also demonstrate the need for the proposed activities in the proposed delivery area(s).
- **Partnerships**
The proposal must demonstrate and describe the role of all partners and networks essential to the successful implementation of the project, including how under-represented groups will be engaged and involved in the activities and why the approach will work (e.g. using past examples of success or evidence-based research), where applicable.
- **Outcomes and Indicators**
The proposal must outline the activities to be performed in pursuit of the outcomes and indicators below. Applicants must include the outcomes and indicators that best reflect the nature of the activities in their proposal:

Outcomes:

- Increased number of practising or registered energy advisors, particularly in underserved areas and of under-represented groups;

- Improved demographic representation of energy advisors (related to under-represented groups, such as women, persons with disabilities, Indigenous peoples, racialized individuals, and individuals who identify as LGBTQ+);
- Increased awareness of, and interest in, opportunities to become a service organization or an energy advisor;
- Increased number of energy advisors with new skills or professional development that support the implementation of the Canada Greener Homes Grant initiative;
- Improved access for rural, remote, and northern communities (including Indigenous communities) to undertake an EnerGuide evaluation.

Indicators

Project Categories 1 and 2

1. Number of individuals (including by under-represented group), who participated in an energy advisor training, course or mentorship program.
2. Number of individuals from underserved areas who participated in an energy advisor training, course or mentorship program.
3. Number of training, courses or mentorship programs offered to energy advisor candidates or new energy advisors and in what medium (classroom learning, e-learning, mobile training and blended learning)
4. Number and percentage of energy advisor candidates supported by funded activities whom successfully passed the Foundation Level exam and/or the Energy Advisor exam (House)
5. Number of probationary file submissions supported by mentorship activities
6. Number of new practising energy advisors as a result of the activities undertaken by the Applicant
7. Amount of time between participation in a funded activity and the participant becoming a registered energy advisor.

Project Category 3

Organizations are required to meet **at least 1** of the below criteria for reporting on the effectiveness of their awareness campaigns.

Note: For each criterion bullet below, it is considered an asset to include any additional information on whether these new prospects/leads come from under-represented groups or underserved regions.

1. The number of new prospects/leads generated every 3 months. A prospect/lead is considered anyone that demonstrates an expressed interest in the Canada Greener Homes Grant (CGHG) initiative. Number of new prospects/leads can include number of unique visitors to your own CGHG promotional webpages or sign ups for CGHG webinars, etc.
2. The frequency at which these new prospects/leads interact with your organization every 3 months through various engagement channels. This can include the number and types (i.e. positive or negative) of engagements or social mentions you

are achieving with your prospects/leads across social media, e-mail, websites, in-person meetings, feedback forms, surveys, etc.

3. **If applicable:** The conversion rate among your new prospects/leads every 3 months. This is the:
 - number of new prospects/leads that fulfilled the call to action specific to a CGHG-related product or service offered exclusively by your organization (e.g. for CGHG training or mentorship) over the 3 months

Divided by

- number of new prospects/leads generated over the same 3 months

Multiplied by 100

4. **If applicable:** The retention/churn rate among your new prospects/leads every 3 months. This is the number of new prospects/leads that drop-off (or churn) after you have successfully converted them to a CGHG call to action offered exclusively by your organization. (see bullet above)

Project Category 4

1. Number of upskilling and professional development opportunities offered to existing energy advisors to support delivery of the Canada Greener Homes Grant initiative
2. Number of individuals who participated in upskilling and professional development opportunities
3. Number of resources created for existing energy advisors to support delivery of the Canada Greener Homes Grant initiative

Project Category 5

1. Number of new energy advisors available to undertake EnerGuide evaluations in an underserved region;
2. Change in the baseline of the average amount of time to schedule an EnerGuide pre-retrofit and post-retrofit evaluation in an underserved region (proposal should include an approximate of the baseline prior to the project).

4.3.4 TASKS AND TIMELINES

Proposals must provide a detailed outline of tasks and timelines, including recruitment. The planned activities, schedule, budget, targeted results, roles and responsibilities must be sufficiently detailed, clear, realistic and consistent with the proposed project's objectives.

4.3.5 ELIGIBLE EXPENDITURES

The complete list of eligible expenditures is as follows:

- Staff salaries and benefits on the payroll of the Applicant for the actual time spent by the employees on the project;
- Professional, scientific, technical, management, data collection and contracting services;
- Travel expenditures, including meals and accommodation, based on National Joint Council Rates;
- Training (including facilitator fees, costs of training development, promotion, deployment and evaluation);
- Licence fees, data purchases, certification costs, and permits;
- Capital expenditures – informatics hardware and software (e.g. training software, laptops/tablets for community capacity/use);
- Capital expenditures – Retrofitting and upgrading of existing capital, purchase and installation of equipment (e.g. blower door equipment for community capacity/use);
- Material, supplies and equipment;
- Equipment rental;
- Rental of facilities, audio and visual services and other related costs (excluding hospitality and prizes) associated with delivering workshops, delivering training, conferences, meetings and special events;
- Overhead expenditures provided that they are related to the conduct of the project and can be attributed to it. Overhead expenditures may be included in the total project costs to a maximum of 15% of eligible expenditures; and,
- GST, PST or HST, net of any tax rebate to which the Applicant is entitled (reimbursable Goods and Services Tax, Provincial Sales Tax, and Harmonized Sales Tax costs must be net of any tax rebate to which the Applicant is entitled).

Note: In-kind contributions may form part of the total funding for a project, but are not reimbursable.

4.3.6 INELIGIBLE EXPENDITURES

Certain expenditures are not eligible for funding and therefore, will not be considered in the calculation of the total eligible expenditures of the proposed project, including:

- Costs incurred before the signature of the funding agreement or after the final claim date, unless otherwise agreed to in writing;

- Expenditures for provincial sales tax and Goods and Services Tax, or the Harmonized Sales Tax, where applicable, for which the Applicant is eligible for a rebate, or any other costs eligible for rebates;
- Real property, such as purchase or long-term lease of land, buildings, etc.; and
- Expenditures that have been reimbursed from other sources of funding, federal statutes or funding programs.

4.3.7 COMMITMENT TO EQUITY

The application must clearly demonstrate and outline the Applicant’s equity strategy plan to encourage participation of individuals in under-represented groups. As an example and resource, you can consult **Equal by 30**, which is a commitment by public and private sector organizations to work towards equal pay, equal leadership and equal opportunities for women in the clean energy sector by 2030. Equal by 30 asks companies and governments to endorse principles, and take concrete actions to help close the gender gap.

Based on the 2021 NRCan Survey of Energy Advisors and Energy Advisor Candidates results, in which we received a 58% response rate, the following demographic representation of the current energy advisor workforce was established. Based on labour market availability from the 2016 Census data, we would like to set out the following ambitious targets for representation of currently under-represented groups in the energy advisor workforce.

Demographic Group	Representation among survey respondents who self-identified	Target for 2025
Women	15%	34%
Indigenous Peoples	1%	4%
Racialized individuals	15%	19%
Persons with a disability	3%	7%
Persons identifying as LGBTQ+	3%	8%*

*no labour market availability data from 2016 Census.

4.3.8 DECLARATION

All Applicants must sign and date the declaration form provided in Section 7 of the Funding Proposal Template.

5. SCHEDULE AND DEADLINES

The following are the deadlines related to this Call for Proposals:

- Deadline to submit the proposal: July 8, 2021
- Anticipated date for selection of the successful proposals: August 2021
- Anticipated Contribution Agreement(s) in place by: September/October 2021

Note: While Indigenous Applicants are encouraged to submit their proposals for this call for proposals by the deadline above, NRCan will accept and consider proposals submitted by Indigenous Applicants throughout the initiative's implementation, as funding allows.

5.1 NOTIFICATION

After we have evaluated a project proposal, we will inform the Applicant if they have been selected for funding or not via the same communication method. We reserve the right to accept or reject any project proposal.

5.2 SERVICE STANDARDS

In an effort to continually improve service and conduct a transparent process, our goal is to provide Applicants with written acknowledgement of receipt of their proposal within 5 business days of the application deadline.

6. SUBMITTING YOUR APPLICATION

APPLICATION DEADLINE

The project proposal must be received no later than July 8, 2021, except in the case of Indigenous Applicants. Proposals received after this date may not be considered for funding.

Note: All project proposals must be signed, complete, accurate, comprehensive and presented using the templates provided.

All Applicants must provide legal documentation confirming their organization is a legal entity (i.e. certificate of incorporation or other such legal documents). Missing or incomplete information will slow the processing of the application and may result in its rejection.

An application package may be submitted by e-mail or mailing address, at the applicant's discretion.

Natural Resources Canada will schedule webinars with potential Applicants to provide additional support with the application process. Please consult the [Canada Greener Homes Grant initiative website](#) for more information, such as frequently asked questions, or send an e-mail to nrcan.canadagreenerhomesgrant-subventionmaisonsvertes.rncan@canada.ca.

Additional support may also be provided to Applicants who request support to help them complete a proposal. In these cases, priority will be given to Indigenous Applicants and Applicants led by or representative of under-represented groups.

For areas with limited internet access, you can contact our dedicated call centre line at 1-833-674-8282 to arrange an alternate submission method.

7. MERIT SELECTION CRITERIA

Natural Resources Canada will assess project proposals to determine if they meet eligibility assessment criteria (see Section 4 for additional details). If eligible, the proposed project will be assessed against the merit selection criteria described below:

- Relevance of the project
 - How closely the proposed project corresponds to the Canada Greener Homes Grant initiative objectives and has a clear rationale for funding (See Section 1).
- Applicant's relevant experience and capacity
 - How well the Applicant is able, in terms of resources, personnel and expertise, to complete the proposed project. More specifically, Natural Resources Canada will consider the Applicant's:
 - mandate and/or experience and expertise
 - demonstrated commitment based on past or current projects
 - institutional, management/organizational structures, financial controls and other support required to successfully deliver the proposed project
- Quality of the proposal
 - The degree to which the planned activities, schedule, budget, targeted results, roles and responsibilities are clear, realistic and consistent with the proposed project's objectives. We will assess whether the proposed project has:
 - clearly stated goals, objectives and outcomes;
 - a realizable project plan, concrete deliverables, budget and timelines;
 - a detailed risk analysis and mitigation strategy;
 - an experienced and qualified project delivery team with roles and responsibilities clearly established.
- Performance measurement strategy
 - Natural Resources Canada wants to contribute to projects that not only generate results, but that can report on these results to Canadians. We will assess project

elements that Applicants plan to measure, the proposed results these actions will achieve, and how they align with the Canada Greener Homes Grant objectives.

- Value for the money
 - How well the proposal sets out efficient use of resources and plans for producing outputs in an affordable manner.

Other Criteria

Priority will be given to:

- Applicants who are or who represent under-represented groups.
- Proposals that specifically aim to support increasing the number of energy advisors in underserved areas or from under-represented groups.

Priority may be given to:

- Applicants who partner with under-represented groups to implement their proposal.
- Applicants with existing relationships and networks with under-represented groups or in underserved regions.
- Applicants that already have a training curriculum and that have delivered focused training in the past.
- Applicants that have the capability to provide training to Indigenous peoples and under-represented students via a combination of traditional and culturally sensitive and focused methods.
- Applicants that have the capability of undertaking activities to support accessibility of EnerGuide evaluations, training and/or mentorship activities in remote, northern and Indigenous communities.
- Applicants that promote access to training by expanding classroom learning, e-learning, mobile training and blended learning programs.
- Proposals that support the transition of existing oil and gas workers to the energy advisor workforce.
- Regional balance for the distribution of funding across Canada.

If funding for proposals exceeds the funding available in a given year, Natural Resources Canada may reach out to Applicants to discuss opportunities for amended timelines.

8. CONTRIBUTION AGREEMENT

Upon favourable review of an application and successful negotiation, Natural Resources Canada will enter into a Contribution Agreement with the successful Applicants. The Contribution Agreement will outline the rights, roles and obligations of each of the respective parties.

For greater clarity, no liability and no commitment or obligation exists on the part of Natural Resources Canada to make a financial contribution to the applicant until a written contribution agreement is signed by both parties, and, furthermore, that any costs or expenses incurred or paid by the applicant prior to the execution of a written contribution agreement by both parties are the sole responsibility of the applicant, and no liability exists on the part of Natural Resources Canada.

9. PRIVACY AND CONFIDENTIALITY

The use and distribution of data collected under this program will comply with both the *Privacy Act* and the *Access to Information Act*.

Pursuant to the *Privacy Act*, the program will keep confidential any personal information it may collect and will not disclose or transmit said information without the applicant's written consent.

Pursuant to the *Access to Information Act*, the program will protect from disclosure any information of a financial, commercial, scientific or technical nature it collects from applicants so long as the applicants treat said information as confidential in their own establishments. If the applicant chooses to send the proposal or other confidential information to Natural Resources Canada by e-mail, Natural Resources Canada will respond to the proposal by e-mail. Similarly, if the applicant's correspondence is through regular mail, Natural Resources Canada's response will be in like manner. However, in all cases, Natural Resources Canada will use e-mail correspondence to the applicants for all non-confidential matters.

The Application Form states that the applicant's name, project partners' names, project title, non-confidential overview, and amount awarded will be public information if the proposal is selected for funding. All other information is treated as confidential unless otherwise indicated by the Applicant.

10. ENQUIRIES

Please direct all enquiries relating to this funding or the application process to the Natural Resources Canada Greener Homes Grant Program Coordinator no later than three (3) business days before the application closing date.

E-mail: nrcan.canadagreenerhomesgrant-subventionmaisonsvertes.rncan@canada.ca

Phone: toll-free 1-833-674-8282