

AGENTS OF CHANGE

A PROJECT TO
SUPPORT BUILDING
LOCAL VOLUNTEER
ENGAGEMENT
PROGRAMS

**PROJECT
BROCHURE**



AGENTS OF CHANGE PROJECT

Taking action on climate change is everybody's business! We need the support of schools, businesses, industry, communities of faith, and all orders of government to face a wicked problem of this magnitude. Every group, in every neighbourhood, has a role to play and climate actions to take. Local governments are uniquely positioned to mobilize climate action within their communities as the level of government closest to the people.

The Agents of Change Project builds volunteer engagement programming in communities across Canada; uniting and mobilizing residents to build local climate resilience and take actions that enable net-zero pathways. Through direct municipal support, Agents of Change will work with communities of all sizes from across Canada to engage residents and local stakeholders to help make their communities more resilient and part of the solution to climate change.

Why would we design this project to involve local governments and not engage directly with residents in climate action? One of the benefits of working through local governments is that they provide structure, continuity, and administrative support to local volunteer action. Canadian local governments have a long history of sustained action on climate change. Over 450 members of the Partners for Climate Protection (PCP) program have committed to reducing over 160 million tonnes of GHG emissions. And over 100 municipalities across Canada have used the Building Adaptive and Resilient Communities (BARC) framework to respond to the impacts of climate change, develop and implement adaptation plans, and protect the people, property and prosperity of their communities. Through decades of commitment and action, local governments have demonstrated that climate action is a core part of their mandate. Through the Agents of Change Project, we can leverage this commitment and action to reach residents through the community. But we know that they can't do this work alone, they need the support and commitment of residents, businesses, and community groups to take individual action to help meet the collective goals of the municipality.

When local governments take climate action, they generally view it through two lenses; their own operations and the community-at-large. Within their own operations they exercise a great level of control, and can make changes to increase resilience and reduce GHGs. Within the broader community, they have a great deal of influence, but not the same degree of control as they have over their own operations. To affect climate action in the community-at-large, they must collaborate with residents and stakeholders, becoming facilitators, trainers, animators, and mobilizers. This is the focus area of the Agents of Change Project.

FACTS ABOUT THE AGENTS OF CHANGE PROJECT

This project will help local governments engage residents in their local climate action planning by:

- Designing local government-led and supported volunteer engagement programs;
- Identifying collaborators and stakeholders within their communities;
- Identifying opportunities and supporting the inclusion of diverse perspectives and equity-seeking groups in volunteer program design and delivery
- Recruiting and supporting volunteers;
- Developing and delivering training programs for volunteers; and
- Providing financial support to the local government to be used towards establishing the volunteer programming.

Who's Involved?

Project Facilitator

ICLEI Canada will act as the Project Facilitator, with staff from across our Toronto, Victoria and Montreal offices. We will draw on decades of experience in local capacity building to provide climate change mitigation and adaptation training to the project participants, drawing from our in-house expertise and connections to other experts in the field.

Project Leadership Team

A Project Leadership Team is overseeing the project. It consists of 6 local government representatives from across Canada that are committed to advancing resident engagement in local climate action planning.

Project Participants

Ten municipalities from across Canada will be invited to join the project to establish volunteer engagement programming for local climate action. They will build their capacity together through facilitated meetings and workshops, training seminars, expert share sessions, and facilitated co-development of local program materials.



PROJECT PHASES



January - March 2022

In the Recruitment Phase of the project we will open an application process and select 10 municipalities to participate from across Canada. Recruitment will include distribution of application materials, promotional webinars, one-on-one discussions, as well as the submission and review of applications.



April - July 2022

In the Program Design Phase we will work with the participating municipalities to design their volunteer engagement programming. It will involve learning from subject matter experts, designing the internal structures for a municipally-supported volunteer engagement program, and engaging collaborators and stakeholders within their communities. Participating municipalities will receive \$15,000 to support some of the hard costs of setting up their volunteer engagement programs (funds must be matched by their own contributions).



August - December 2022

In the Program Launch Phase participating municipalities will launch their programs, which may include events, beginning to recruit and train volunteer, and outreach.

Note: these are the first five months of a long-term implementation. Applicants should demonstrate how they will continue the program beyond the timeline of the Agents of Change project.



January - February 2023

In this final phase of the project we will focus on documenting the lessons learned to help benefit other Canadian municipalities or community members working to engage their communities in local climate action. We will create templates, guidance documents and case studies to support the creation of local engagement programs action across the country.

Why Join?

- Access facilitated networking and collaboration with peers from across the country to promote better engagement in local climate action.
- Receive templates and tailored materials to establish local volunteer engagement program (i.e. Terms of Reference, facilitator guides, job descriptions).
- Gain access to experts and best practices in the field.
- One-on-one support from ICLEI staff throughout the project.
- Receive training support for municipal staff and local volunteers.
- Receive funding of \$15,000 to help cover the hard costs of establishing a local volunteer engagement program.
- Eligible for approximately \$1,000 in travel funds to support participation in a national project meeting.
- Participate in an opportunity to share your experience and the lessons learned in your community with a national audience.

Eligibility Criteria

- Only local governments and First Nations can join as a participants to the project
- Your local government must have an ambitious community GHG reduction target, such as a 30% reduction in baseline GHG levels by 2030, or net zero emissions.
- Your local government must have a local climate action plan that is in/nearing the implementation phase.
- Your municipality must be a participant in the Partners for Climate Protection (PCP) Program or the Building Adaptive and Resilient Communities Program (BARC). If you are not a participant, please contact us to join.
- You must be able to articulate a local challenge to which you have identified the establishment of a volunteer or other outreach program as the required solution.
- You must be able to demonstrate a commitment to engaging residents and stakeholders in climate action through the establish a local volunteer engagement program over the course of this 15-month project.



Expected Commitment

- The volunteer programs must be impact oriented, meaning they should be targeting action to reduce emissions identified in your inventory and prioritized in your local climate action plan. Analysis to assess or quantify impact will be conducted with support from ICLEI.
- Volunteer programs targeted at adaptation or resilience are welcome, but you must ensure it is impact oriented and will be able to demonstrate a reduction in emissions.
- Match the \$15,000 in funding support for the hard costs of establishing a local volunteer engagement program with cash or in-kind support (by February 2023).
- Actively participate in maximum 2-hour monthly project related workshops, meetings, and webinars.
- Actively participate in one full-day national project meeting, date and location to be determined.
- Share your experiences and lessons learned in the Lasting Legacy phase of the project.
- Provide an estimated minimum time commitment of approximately 20 days over a 15-month period.
- Sign a partnership agreement confirming its agreement with these conditions.

Application Evaluation

Applications will be reviewed for administrative and technical completeness based on the application form requirements and then evaluated by the Project Leadership Team according to the following evaluation framework:

A – Exemplary responses to questions with many examples, testimonials, letters of support and/or other specific details.

B – Clear responses to questions with some examples, testimonials, letters of support and/or other specific details.

C – Partial responses to questions with minimal examples, testimonials, letters of support and/or other specific details.

D – Inadequate response to questions with no examples, testimonials, letters of support and/or other specific details.

Acknowledgement

This project is undertaken with the financial support of the Government of Canada.

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TIMING FOR APPLICANTS

The Agents of Change project will run from January 2022 - March 2023. Details of the Project Phases can be found above on page 3. Below is a table outlining key dates and timing surrounding the Call for Applications and project start dates.

APPLICATION PROCESS TASK	DATE
Call for Applications open	January 10, 2022
English Information Session (to support application process)	January 19, 2022
French Information Session (to support application process)	January 20, 2022
Call for Applications close	February 25, 2022
Successful participants notified	March 14, 2022

