



**RECYCLEBC™**

# COMMUNITY CHAMPIONS PROGRAM

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## Overview and mission

Recycle BC provides funding annually to environmental organizations in British Columbia that work to promote waste reduction and recycling goals in their communities. Activities supported by the program include:

- Promotion of residential packaging and paper recycling options in the community;
- Public outreach to residents about how to reduce and recycle packaging and paper; and
- Educational activities around the role of Recycle BC in managing BC's residential packaging and paper program and the objectives of moving to an extended producer responsibility system.

The mission of the Community Champions Program is to build a community network across the province in order to draw on the relationships, skills and knowledge of local community organizations, as well as encourage collaboration and sharing of ideas and resources around waste reduction and recycling.

## Partnership commitment and engagement

Recycle BC will provide supporting information, educational materials and grant money to be applied towards the promotion of packaging and paper recycling, and ongoing resident outreach and education to organizations participating in the Community Champions Program.

Engagement activities for participating organizations include, but are not limited to:

- Updates to organizations participating in the Community Champions Program;
- Access to Recycle BC's resources to use for promotion and education activities (e.g. advertising templates, social media posts, graphics, etc.); and
- Access to Community Champions database of contacts within the program for organizations to connect with one another.

Recycle BC also encourages organizations participating in the program to connect outside of the above activities and provide suggestions for other ways organizations can engage with one another.

## Funding

Eligible organizations will be given up to a maximum of \$3,500 a year, but no more than 50% of their proposed budget for promotion, education and public outreach activities. Grant allocation will be based on the evaluation criteria below.

## Eligibility requirements

Organizations participating in the Community Champions Program must:

- be an environmentally-focused community organization;
- have been in operation for over one year;
- have a well-established community presence; and
- be actively engaged in promoting and providing education about waste reduction and recycling.

## Submission requirements

Please submit a PDF proposal that is no more than three pages by **Friday, February 28, 2020** to [lchauhan@recyclebc.ca](mailto:lchauhan@recyclebc.ca). Proposals must include the following:

- An overview of your organization;
- Brief description of your proposed activities for promotion, education and public outreach;
- Your organization's objectives in waste reduction and recycling;
- How your organization will measure these objectives;
- Your proposed budget for promotion, education and public outreach activities; and
- Main contact person from your organization.

If re-applying after a year of being part of the Community Champions Program, please also include some commentary on how your promotion and education activities performed and if your prior goals were met.

## Evaluation of submissions

Three Recycle BC team members will each evaluate every submission that is received by the deadline. Organizations will be evaluated and allocated grant money based on the below criteria. Applicant proposals must score at least 60/90 from all Recycle BC team member's combined evaluation scores in order to be accepted into the Community Champions Program.

### Evaluation criteria

Based on the applicant's proposal, a score will be provided for each of the following based on the strength of linkage to Recycle BC's Community Champions Program mission:

|   |  |  |
|---|--|--|
| Organization has clear set of waste reduction and recycling objectives and goals. | Organization's proposed activities are in line with Recycle BC's objectives.     | Organization clearly demonstrates how goals and objectives will be measured. |
| /5  | /5   | /5   |
| Proposed budget accurately reflects proposed activity costs.                      | It is evident funds are required to roll out organization's proposed activities. | Organization's proposal meets submission and eligibility requirements.       |
| /5  | /5   | /5   |

## Questions

For any questions regarding the Community Champions Program, please contact Lyndsey Chauhan, Director, Marketing Communications, at [lchauhan@recyclebc.ca](mailto:lchauhan@recyclebc.ca) or 778-588-9505.

## About Recycle BC

Recycle BC is a not-for-profit organization responsible for residential packaging and paper recycling throughout British Columbia, servicing over 1.85 million households or over 98% of BC.

We ensure packaging and paper is collected from households and recycling depots, sorted and responsibly recycled. Recycle BC provides recycling services either directly to communities or by working in partnership with local governments, First Nations, private companies, and other not-for-profit organizations. Over 165 communities participate in our recycling collection program and more are serviced by our recycling depots. Each year approximately 180,000 tonnes of material is collected from households and depots.

Recycle BC is funded by businesses, like retailers, manufacturers and restaurants that supply packaging and paper to BC residents, shifting costs away from homeowners.