



Natural Resources
Canada

Ressources naturelles
Canada

Zero Emission Vehicle Awareness Initiative – Medium and Heavy-Duty Vehicle Stream

Call for Project Proposals

Applicant Guide

Programs Branch
December 2022

Ce document est aussi disponible en français. Veuillez envoyer un courriel à zev-vze@nrcan-mcan.gc.ca en indiquant à la ligne Objet « Guide du demandeur – Initiative de sensibilisation aux véhicules à émission zéro ».

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1 Zero-Emission Vehicle Awareness Initiative

1.1 Objectives

Natural Resources Canada's Zero Emission Vehicle Awareness Initiative (ZEVAI) supports projects that aim to increase awareness, knowledge, and public confidence in zero-emission vehicles (ZEV), low-emission vehicles and public charging and refuelling infrastructure. The ZEVAI helps fund outreach, education and capacity-building activities, ultimately enabling greater adoption of ZEVs and low-emission vehicles by Canadians in all regions of the country. Additional information on the Initiative and its funding streams can be found on its [webpage](#).

Freight transportation accounts for 10% of Canada's greenhouse gas emissions. Canada recognizes the importance of reducing emissions from on-road freight, while increasing the competitiveness of the transportation sector. Zero emission technologies for medium- and heavy-duty vehicles (MHDV) are less commercially ready than those for light-duty vehicles, and significant barriers remain to their widespread adoption, including low awareness and confidence among businesses and fleet operators. Overcoming these barriers is key to meeting the Government's goals under the [Emissions Reduction Plan](#) to reduce emissions in the sector.

By supporting education and awareness projects to facilitate greater adoption of zero-emission and low-emission options in the MHDV sector, this ZEVAI funding stream will complement the Government of Canada's efforts to decarbonize the sector and transition to net zero. As part of those efforts the Government will develop an MHDV regulation to require that 100% of MHDV sales be ZEVs by 2040 in select vehicle categories and based on feasibility. The Government is also supporting efforts to decarbonize existing internal combustion engine MHDVs through the [Green Freight Program](#), which offers incentives towards eligible fuel-reducing activities, such as fleet energy assessments, fleet retrofits, engine repowers, logistical best practices, and the purchase of alternative fuel vehicles.

This Call for Proposals for the MHDV stream seeks proposals for new and innovative projects that aim to address awareness and knowledge gaps among Canadians on zero-emission or low-emission MHDVs. This can include battery electric, hybrid, hydrogen fuel cell, and renewable natural gas-powered vehicles, engine repowers and conversions, as well as fuel-efficient retrofits, fleet assessments and smart logistics. MHDVs are those that weigh more than 8,500 lb, including large pickup trucks, delivery vans, refuse trucks, buses, and long-haul freight trucks (Class 2B to 8).

The Government of Canada is committed to increasing diversity, equity, and inclusion in all sectors and areas of activity. Therefore, ZEVAI encourages applicants to highlight aspects of project proposals that will advance all forms of diversity, equity, and inclusion (e.g., racial, gender, linguistic) within project teams, activities, and project outcomes. Additionally, NRCan is encouraging applicants to make a formal commitment to [the 50-30 Challenge](#).

1.2 Duration

Funding under this Call for Proposals is available for Eligible Expenditures starting at the time of the signing of a contribution agreement with a successful applicant until no later than March 31, 2025.

1.3 Eligible Recipients

To be considered for funding under the program, applicants must be:

- organizations and legal entities validly incorporated or registered* in Canada including not-for-profit and for-profit organizations such as:
 - electricity or gas utilities
 - private sector companies
 - industry associations
 - research associations
 - standards development organizations
 - Indigenous and community groups (*if interested, please inquire about Indigenous-only funding opportunity*)
 - Canadian academic institutions
 - provincial, territorial, regional or municipal governments or their departments or agencies, where applicable

or

- international legal entities validly incorporated or registered abroad* including for-profit and not-for-profit organizations such as:
 - private sector companies
 - industry associations
 - research associations
 - standards organizations; and,
 - academic institutions

***With your application, please provide a copy of the articles of incorporation or registration to confirm that the organization is validly incorporated or registered. This is not required for provincial, territorial, regional, or municipal governments.**

Please note that ZEVAI encourages the aggregation of smaller projects by single project applicants. Should such an application be selected for funding, the applicant would be the signatory of a single contribution agreement, and be responsible for meeting all reporting, payment claim and progress report requirements under that agreement. For example, if a number of municipal governments wish to deliver ZEV awareness/education campaigns, a single application could be submitted to ZEVAI by a proponent who has the capacity to manage the funding across the consortium of municipalities. Applicants for such projects must clearly demonstrate experience and expertise as project aggregators in their ZEVAI application.

Please note that NRCan also intends to launch a separate funding process for projects **led** by Indigenous organizations. For further information on the Indigenous funding stream, please contact: zev-vze@nrcan-rncan.gc.ca.

1.4 Maximum Contribution Amount

This funding will be delivered through cost-shared, non-repayable contributions for eligible projects via contribution agreements with successful applicants.

Financial support for projects is based on the total amount of funds available for ZEVAL. The table below shows the maximum percentage and amount payable by NRCan of total project costs for each applicant type.

	For-Profit Organizations	Not-for-Profit Organizations, Governments, and Indigenous Organizations
Maximum Amount Payable by NRCan	Up to 50% of total project costs, to a maximum of \$100,000 for one-year projects and \$200,000 for two-year projects*	Up to 75% of total project costs, to a maximum of \$150,000 for one-year projects and \$300,000 for two-year projects

*One-year projects will span a single government fiscal year and will have an end date within the government's 2023 -2024 fiscal year (ending no later than March 31, 2024), whereas two-year projects span two government fiscal years, with an end date in the 2024 -2025 fiscal year (ending no later than March 31, 2025).

NOTE: A project cannot incur Eligible Expenditures before the execution (signing) of a contribution agreement with NRCan, as per this Guide (please see Sections 1.7 and 1.8).

For two-year projects, to help ensure balanced program budgets over fiscal years, NRCan targets the negotiation of project expenditure schedules that will claim a minimum of 30% of NRCan's total contribution within the first year of the project (before March 31, 2024).

1.5 Stacking of Assistance

Prior to signing contribution agreements and continuously until the projects are completed, proponents will be required to disclose all potential or confirmed project funding sources, including contributions from other federal, provincial/territorial, and municipal governments and industry sources, whether that funding is confirmed or still in negotiations.

In the case where a recipient is a for-profit organization, the total contributions from the Government of Canada may not exceed 75% of total project costs. In the case where the recipient is an Indigenous business or community, a not-for-profit organization, a provincial, territorial, regional, or municipal government, or their department or agency, the total contribution from Government of Canada will not exceed 100% of total project costs.

The table below shows the stacking limit for each applicant type.

	For-Profit Organizations	Not-for-Profit Organizations, Governments, or Indigenous Organizations
Stacking Limit	Up to 75% of total project costs	Up to 100% of total project costs

If the proposed total Canadian government assistance exceeds the limits set out above, Canada reserves the right to reduce its contribution to the project until the stacking assistance limit is met. If total Canadian government assistance exceeds the limits set out above on the project completion date, Canada reserves the right to recover the excess contribution from the proponent.

NOTE: If a preferential interest rate has been obtained through government loans towards the project, the cost savings resulting from the preferential rate would be included in stacking calculations. Clarifications will be provided on a case-by-case basis.

1.6 Eligible Projects

Through ZEVAI, NRCan will provide funding for novel ZEV awareness and education activities that are to take place in Canada.¹

To be considered for funding, projects must satisfy all of the following:

- meet mandatory criteria listed throughout this Guide;
- raise awareness or educate the public about zero-emission medium- and heavy-duty vehicles or low-emission alternatives.

Proposed projects should:

- Target audiences may be drivers, commercial fleet operators who use these types of vehicles, or other groups engaged in or supporting the MHDV segment, such as tradespeople.

Proposed projects could include, but are not limited to, the following activities:

- Developing and implementing novel targeted outreach and awareness campaigns
- Creating new web-based resources or information portals
- Demonstrating the potential of zero-emission or low-emission vehicles and showcasing them through test drive and trial programs, mobile showcases, and ambassador or mentorship programs, including in underserved areas
- Undertaking actions to increase knowledge and visibility of electric vehicle (EV) charging infrastructure and alternative fuel technologies (e.g., hydrogen fuelling technology)
- Increasing knowledge of zero-emission or low-emission fleet options and technologies among end-users such as commercial or municipal fleets
- Developing curriculum, training material, or best practices guides and educational tools to support the uptake of zero-emission or low-emission MHDVs throughout Canada
- Developing resources to assist fleets in decision-making to support the transition to low-emission and zero-emission vehicles

Note that, NRCan will not fund advertising or marketing campaigns (e.g., endorsement of a single product or service) designed to generate sales revenue for the applicant or project partners. In addition, NRCan reserves the right to prioritize ZEVAI project selection based on meeting program objectives and to ensure underrepresented modes of transportation or underserved regions are adequately funded. NRCan may prioritize projects that are not the highest ranked based on transportation mode or technology, region, or organization type.

¹ Under this Call for Proposals, ZEVAI will not fund repeat projects, with exactly the same deliverables, audiences and locations, that were previously funded by the program.

1.7 Application and Project Timeline

Applicants must submit a completed application package using the online system available through the ZEVAI website, or via email or hard copy by courier or registered mail. Only proposals for which all application sections have been completed will be considered.

The ZEVAI schedule under this Call for Proposals is as follows:	
Initiation of the Call for Proposals	December 12, 2022
Submission deadline	March 13, 2023 (23:59 Eastern Daylight Time)
Assessment of proposals	March – May 2023
Funding decisions, letters of conditional approval (LOCA) and letters of regret	Spring 2023
Negotiation and signature of contribution agreements	Spring 2023
Project completion	No later than March 31, 2025

The above schedule is subject to change. Any changes will be communicated to applicants via NRCan's ZEVAI website.

1.8 Eligible and Ineligible Expenditures

Eligible expenditures for an approved project under ZEVAI must be directly related to, and necessary for, the implementation and conduct of the project. Eligible expenditures are defined in the following categories:

- salaries and benefits
- professional services (e.g., marketing; curriculum development and education; scientific, technical, and management services; contracting; engineering; construction; installation, testing, and commissioning of equipment; training; data collection; logistics; maintenance; printing; distribution; audit and evaluation)
- reasonable travel costs, including transportation, meals, and accommodation, at rates comparable to the Treasury Board travel guidelines
- capital expenses, including informatics and other equipment or infrastructure
- retrofitting and upgrading of existing capital assets
- rental fees or leasing costs
- license fees and permits
- honoraria and ceremonial costs for Indigenous recipients working with Indigenous peoples
- GST, PST, and HST, net of any tax rebate to which the recipient is entitled
- overhead expenses, considered to a maximum of 15% of eligible expenditures

Ineligible Expenditures* for reimbursement under ZEVAI include, but are not limited to:

- in-kind*
- land
- legal costs
- costs incurred outside the eligible expenditure period, including those for preparing this application

* Ineligible and in-kind contributions from the proponent and its partners may count towards the total project costs. If the applicant chooses to include in-kind support as part of the total project costs, those costs must be verifiable and directly in support of the project. Further details are available in Section 5.2 of this document.

1.9 Funding Timeframe (Eligible Expenditure Period)

Eligible Expenditures will be eligible for reimbursement from the time that a contribution agreement is signed by Canada until the project completion date stated in the contribution agreement.

Following the project selection, successful applicants will be notified through a Letter of Conditional Approval and be invited to negotiate a contribution agreement. Any expenditures incurred between the date of the Letter of Conditional Approval and the date that Canada signs a contribution agreement will not fall within the eligible expenditure period of that contribution agreement. Although such expenses may count towards total project cost calculations, they are not eligible for NRCan reimbursement. It is important to consult with the program officials during this period, prior to incurring expenditures.

In all cases, until both parties sign a contribution agreement, there is no commitment or obligation on the part of NRCan to make a financial contribution to any project, including any expenditure incurred or paid prior to the signing of such a contribution agreement. Proponents are not permitted to publicly disclose project funding information until the agreement is signed by both parties.

1.10 How to Apply

To request an application package, please email zev-vze@nrcan-rncan.gc.ca with the subject line "Application Package: Medium- and Heavy-Duty Stream."

Applicants are required to submit a single copy of the application package **by 23:59 Eastern Daylight Time, March 13, 2023**. Applications can be submitted to NRCan in digital (email to: zev-vze@nrcan-rncan.gc.ca) or hard copy format; however, electronic versions are preferred.

Please carefully review the Application Form for required documentation. A complete application package must include:

- Application Form – Document 1 of 3 (Word document)
- Application Form – Budget Overview – Document 2 of 3 (Excel document)
- Application Form – Attestation for Affiliations to Countries/Persons Under Economic Sanctions – Document 3 of 3 (PDF)
- Proof of Incorporation or Registration (See Section 1.3 of Applicant Guide)
- Proof of Secured Funding of Applicant's Share of Total Project Costs (See Sections 1.4 and 3.3 of Applicant Guide)

When an application has been submitted, a notification will be sent by NRCan acknowledging its receipt. This may take up to five business days.

NOTE: You should not consider your application as successfully submitted until you receive the acknowledgement notice from NRCan. Please note that the maximum size of email attachments to NRCan is 10 MB. If the application exceeds that maximum, the applicant may forward its submission in a series of emails with the same subject line.

NRCan is not responsible for the security of the application during email transmission.

Applicants may instead choose to submit their documentation by courier or registered mail, postmarked **by 23:59 Eastern Daylight Time, March 13, 2023**, to:

Natural Resources Canada
Fuels Sector
c/o Zero Emission Vehicle Awareness Initiative
580 Booth St.
Ottawa, ON K1A 0E4

When submitting a project proposal by courier or registered mail, a memory stick is requested that includes electronic versions of all relevant files, clearly marked with the name of the organization and the project title. **Please inform NRCan by email if an application is being delivered by courier.**

It is the applicant's responsibility to retain proof of the time that the application package and supporting documentation was sent to NRCan. This may be required in the event that NRCan does not receive the proposal by the deadline for reasons beyond the sender's control.

2 Project Selection Criteria

2.1 Assessment and Due Diligence

Each project will be reviewed for completeness and assessed against mandatory criteria (Section 3). Projects that do not meet all the mandatory criteria will not be given further consideration.

Projects that meet the mandatory criteria will then be assessed, rated, and ranked against merit criteria (Section 4) by a multi-disciplinary review committee. NRCan will then issue funding decisions. Unsuccessful project proposals will receive letters of regret and successful project proposals will receive Letters of Conditional Approval.

Applications will also undergo a due diligence assessment, which could include a confirmation of the specifics provided in the project proposal. NRCan may request that the applicant provide clarification to support the due diligence assessment. The final selection decision remains at the sole discretion of NRCan.

Natural Resources Canada may decide to not select the highest scoring projects first for funding to ensure: (1) all program objectives are met; and/or (2) underrepresented modes of transportation or underserved regions are adequately funded. NRCan may prioritize projects that are not the highest ranked based on transportation mode or technology, region, or organization type. NRCan will not provide any further notice to applicants if funding decisions are made in accordance with this paragraph.

Natural Resources Canada is seeking an attestation from funding applicants to the Zero Emission Vehicle Awareness Initiative that their organization is in compliance with the *United Nations Act*, *Special Economic Measures Act* or the *Justice for Victims of Foreign Corrupt Officials (Sergei Magnitsky Law)* and that their organization has no dealings with countries or persons for which Canada has imposed economic sanctions.

The applicant must include all supporting documentation requested in this Guide and/or in the Application Form.

3 Mandatory Criteria

3.1	A project must meet the Eligibility Requirements as outlined in Sections 1.3 and 1.6 of this Guide	
3.2	A project must be completed no later than March 31, 2025 The applicant must provide a project timeline with phases (milestones).	
3.3	A project must not, at the time of submitting this funding application, have commenced spending that will be included under total project costs or eligible expenditures	
3.4	For-Profit Organizations	Not-for-Profit Organizations, Governments, and Indigenous Organizations
	With their application for funding, applicants must demonstrate at least 50% of secured funding of their share of the project costs.	With their application for funding, applicants must demonstrate at least 25% of secured funding for their share of the project costs.
	Applicants must provide documentation that the required portion of the funds to be covered by non-NRCan sources are available and have been secured by including a copy of at least one of the following: <ul style="list-style-type: none"> • most recent audited financial statement; • signed loan agreement that mentions the project; • letter of confirmation stating firm funding signed by the investor or project partner and mentioning the project; resolution from the governing council that funds are available for the project. 	

4 Merit Criteria

Only project proposals that meet the mandatory criteria will proceed to be assessed against the merit criteria summarized below. Detailed requirements for merit criteria responses are provided in the Application Form.

Based on experience from previous Calls for Proposals, demand for funding under ZEVAL is anticipated to be high. When preparing a proposal, applicants are encouraged to provide a detailed and clear description for each criterion.

This section lists merit criteria and the level of detail to include in your application form.

Criteria Number	Criteria Name
4.1	<p>Project Objectives (Maximum 15 Points)</p> <p>Describe how the project supports ZEVAL's objectives, the quantifiable goals to be achieved, and the reasons why the project is required. ZEVAL's objectives include increasing knowledge, awareness, and confidence in low-emission or zero-emission MHDVs, as well as facilitating greater adoption of the technologies across Canada.</p> <p>This description should include:</p> <ul style="list-style-type: none">• a detailed account of how the project supports ZEVAL's objectives and helps to meet broader Government of Canada goals and objectives, such as greenhouse gas emission reductions or commitments to diversity, equity, and inclusion;• clear and achievable objectives described in terms of goals that are specific and measurable, or quantifiable. Some examples include increasing fleet commitments to adopt low-emission or zero-emission MHDV options, deployment of a training curriculum among a targeted audience of tradespeople, increasing use of a calculation tool that helps fleet managers understand the total cost of ownership for different vehicle options, etc.;• information to support the rationale of the project, including a description of the barriers to ZEV or low-emission vehicle adoption or knowledge gaps to be addressed, supported with relevant research and analysis; and,• a detailed account of the organization's existing activities and how the proposed project builds on, but does not exactly duplicate, those activities.
4.2	<p>Benefits of the Project (Maximum 10 Points)</p> <p>Describe how the expected outcomes of the project will be measured and reported on with metrics that directly support the objectives under section 1.1. of the guide. This should include:</p> <ul style="list-style-type: none">• an identification of expected outcomes and a minimum of three (3) key performance indicators (KPIs)*;• a description of the type of evidence to be gathered to demonstrate the outcomes have been achieved (e.g., surveys, number of visits, studies), and how project outcomes can be replicated and/or disseminated by other stakeholders in Canada; and,• a description of how project outputs can be disseminated to support increased use cases and uptake of low-emission or zero-emission MHDVs.

Criteria Number	Criteria Name
	<p>*KPIs may include, but are not limited to:</p> <ul style="list-style-type: none"> • an increase in awareness among the target audience; • the number and types of historically underrepresented and racialized groups reached, as a measure of project inclusion and diversity; • the number of participants at planned virtual or in-person events; • social media metrics including engagement rates (e.g., views, likes, shares), reach (e.g., unique viewers) and depth (e.g., subscriptions of online materials); • the reach of new materials developed to provide awareness or education on low-emission and zero-emission MHDVs, as measured by metrics such as downloads or shares; and, • the number of cases of industry adoption of lower-carbon or zero-emission MHDVs as a result of the project.
4.3	<p>Target Audience (Maximum 10 Points)</p> <p>ZEVAI seeks to support awareness and education activities across all of Canada and, in particular, in regions of the country that have been historically underserved by these types of activities, including the Territories, Prairie Provinces, Atlantic Canada, and all rural regions.</p> <p>Describe the key target audience(s), its role/engagement in the project, and how each audience will benefit from the project activities. Identify additional project beneficiaries other than the target audience(s), if applicable.</p> <p>This description should include:</p> <ul style="list-style-type: none"> • identification of the target audience(s), including geographic, demographic, and psychographic descriptors; • information to support the rationale for targeting the audience(s), including, where possible and available, a baseline of the target audience's current awareness and knowledge of low-emission or zero-emission MHDVs; • the benefits of the project to the target audience(s); and, • details about how the target audience(s) will be engaged in the project.
4.4	<p>Project Activities and Timeline (Maximum 15 Points)</p> <p>The project timeline must be clear and feasible and must include key deliverables (milestones) to be completed.</p> <p>Provide a list of the key activities in a logical sequence, including timelines and/or duration of each, and descriptions of the activities as needed. Activities may include elements such as ongoing project development, procurement, development of education materials, marketing activities, measurement of outcomes, etc.</p>

Criteria Number	Criteria Name
4.5	<p>Capacity to Deliver Projects (Maximum 15 Points)</p> <p>Describe your organization’s ability and experience in developing, implementing, monitoring, and managing projects within a specified timeframe and budget. This should include:</p> <ul style="list-style-type: none"> • a detailed description of the organization’s capacity to measure project impact and provide project reporting documentation; and, • identification of the project team and its relevant expertise and experience. <p>To demonstrate that your organization has the capacity to manage the project, please provide three examples from other projects and their achievements, completed within the past four years. These examples should demonstrate relevant capacity (i.e., experience with project management and reporting on project outcomes) and expertise (i.e., knowledge of low-emission or zero-emission MHDVs and technologies). Each project example must include:</p> <ul style="list-style-type: none"> • the name of the client organization (or funding source); • a brief description of the scope of the project and the methodologies or approaches employed; • the dates and duration of the project; • the dollar value of the project; • a description of the project outcomes; • a description of any challenges the project faced and how they were overcome; and, • an explanation as to how the project demonstrates capacity to develop, manage, implement, and report on projects.
4.6	<p>Risk Mitigation (Maximum 10 Points)</p> <p>Provide a detailed description of all potential risks to the project and/or circumstances that may cause delays or otherwise negatively affect the successful delivery of the project objectives. List mitigation strategies for addressing the risks identified, should they occur. Failure to list any potential risks results in a 0 score for this merit criteria, as no project is without a certain level of risk.</p>
4.7	<p>Reach and Impact Regarding Diversity, Equity, and Inclusion (Maximum 10 Points)</p> <p>Provide a detailed description of whether and how the project will target, support, and engage under-represented groups and regions, racialized groups, visible minorities, and lower income households, and how the project will measure a successful increase in access among these groups to knowledge and adoption of zero-emission transportation.</p> <p>Describe which groups the project will serve, if any, and provide the following information for each:</p> <ul style="list-style-type: none"> • whether and how those groups are involved in project design or oversight; • how the project will measure a successful increase in access by these groups to knowledge and adoption of zero-emission transportation. <p>For reference and guidance on DEI considerations for ZEV awareness and education projects, please see the 2022 Pembina report submitted to NRCan: Zero Emission Vehicle Awareness, Education, and Engagement – Advancing Diversity, Equity, and Inclusion (available upon request—send an email to: zev-vze@nrcan-rncan.gc.ca). ZEVAI encourages applicants to include recommended approaches from this report in their project proposals and specifically in responses to this merit criterion.</p>

Criteria Number	Criteria Name
	<p>NRCan encourages applicants to make a formal commitment to the Government of Canada's 50-30 Challenge.</p>
4.8	<p>Participation from Indigenous Organization and Benefits to Indigenous Audiences (Maximum 5 Points)</p> <p>Describe how the project involves collaboration and partnership with Indigenous organizations, and the expected benefits of the project to Indigenous audiences.</p> <p>The proposal should clearly identify Indigenous organizations and collaborators that will be involved with the project (name, how they will contribute to the project objectives, and their relevant experience). Indicate whether these partners are confirmed or not.</p>
4.9	<p>Involvement of Partners and Collaborators (Maximum 10 Points)</p> <p>Describe how the project involves collaboration and partnership with other organizations. The proposal should clearly identify organizations and collaborators that will be involved with the project, including name and description, how they will contribute to the project objectives, and their relevant experience. It must also include how the partnership or collaboration will be leveraged to benefit the project, and whether these partners are confirmed. These partners or collaborators should not be the same as the core project team listed in section 4.5 of this Application Form.</p> <p>Preference may be given to applicants with demonstrated partnerships.</p>

5 Contribution Agreement

This section contains information that will be relevant only to applicants who are selected to receive funding under this Call for Proposals. It is the applicant's responsibility to review and ensure that the eligibility conditions of ZEVAI are met. Understanding and agreeing to the provisions and definitions used in the contribution agreement will facilitate negotiations should a project be selected for funding.

NRCan will not accept any changes to the provisions of the standard template agreement unless a successful applicant's legal counsel provides a legal rationale for the changes. NRCan will only consider changes in cases where the existing provisions create a legal impediment to a successful applicant entering into an agreement. Applicants are encouraged to review the following articles with their legal counsel prior to submitting their application. Note that the articles below are examples only and may be different in some instances from final contribution agreement articles

Until both parties sign a contribution agreement, there is no commitment or obligation on the part of NRCan to make a financial contribution to any project, including for any expenditure incurred or paid prior to the signing of such a contribution agreement.

Funding is subject to there being an appropriation by Parliament for the fiscal year in which payments are to be made.

5.1 Claims for Reimbursement

The contribution agreement will set out the required terms for payments, which will be made to reimburse proponents based on receipt and approval of claims for payment. No advance payments will be made through ZEVAI.

Final payment will not be made until a proponent completes all project activities and NRCan considers these activities acceptable. To ensure appropriate project oversight, a percentage of the contribution will be withheld until all conditions of the contribution agreement have been met.

Proponents under ZEVAI may be audited one or several times either after the project completion date or at NRCan's discretion during the project.

5.2 M-30 Law (for Quebec organizations only)

The *Act Respecting the Ministère du Conseil Exécutif* (M-30) may apply to an applicant in the Province of Quebec. Applicants may be required to complete an additional information form and, if they are subject to the requirements of the Act, to obtain written authorization and approval from the Government of Quebec prior to the execution of any contribution agreement. NRCan will follow up with the applicant during the application assessment, as required.

5.3 Privacy Notice

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 that 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 email, Natural Resources Canada will respond to the proposal by email. 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 email correspondence to the applicants for all non-confidential matters.

5.4 Business Information

NRCan may collect, use, and share an applicant's documentation prepared in the administration of ZEVAI. NRCan will use and share this information for the purposes of assessing and reviewing the eligibility of the applicant and the proposed project with

- other NRCan programs and/or branches;
- other departments or agencies of the Government of Canada;
- other levels of government in Canada.

The information may be shared with the parties mentioned above, or disclosed to third parties, for the purpose of

- administration, including audit and evaluation of ZEVAI;
- surveying the applicant's experience with NRCan;
- audit, analysis and risk assessment of the applicant and/or the project;
- determining the possible availability of funding for the applicant's project under another program or initiative.

NRCan publishes a list of successful projects on the Government of Canada website. The list will include information such as the name and organization type of the proponent, the project name and description, and the amount of the contribution. NRCan may also publicize this information, along with a description of the project, in

- project funding announcements or other promotions;
- other government documents, including public reports on the progress of government initiatives.

5.5 Eligible Expenditures

5.5.1 Salaries

Salaries include wages for all personnel with direct involvement in the project, such as project management and administrative staff. All eligible personnel must be employees on the proponent's payroll. Payments such as shares, stock, and stock options, etc., are not eligible. The amount invoiced shall be actual gross pay for the work performed and shall include no markup for profit, selling, administration, or financing.

The eligible payroll cost is the employee's gross pay (normal periodic remuneration before deductions). Normal periodic remuneration rates are the regular pay rates for the period, excluding premiums paid for overtime or shift work. The payroll rate does not include any reimbursement or benefit conferred in lieu of salaries or wages. When hourly rates are being charged for salaried personnel, the hourly rates shall be the periodic remuneration (e.g., annual, monthly, weekly) divided by the total paid hours in the period, including holidays, vacation, and paid sick days.

Labour claims must be supported by suitable documentation, such as time sheets and records and be held for verification at time of audit. Management personnel are required to maintain appropriate records of the time devoted to the project.

5.5.2 Benefits

Benefits are defined as a reasonable prorated share of expenses associated with the direct labour cost, such as the employer's portion of the Canada Pension Plan, Quebec Pension Plan, and employment insurance, employee benefits such as health plan and insurance, workers' compensation, sick leave and vacation, plus any other employer-paid payroll-related expenses. Those items with no relationship to the project or that have been charged on an indirect basis are non-eligible. The determination of the fringe benefit amount shall be in accordance with Generally Accepted Accounting Principles (GAAP). In general, the fringe benefit rate provided in the project estimate shall be computed once during the life of the project and agreed on prior to the signing of the agreement. If retroactive adjustments are made, they must be indicated on claims for progress payments for NRCan approval.

5.5.3 Professional Services

Professional services are defined as costs for the purchase of additional support required for the completion of the project. These costs can cover the following types of services: scientific, technical, management; contracting; engineering; construction; installation, testing and commissioning of equipment; training; marketing; data collection; logistics; maintenance; printing; distribution; audit and evaluation. The amount eligible from a sub-contractor, a consultant, or service provider shall be the actual contract amount, and a copy of the contract must be kept on file.

5.5.4 Reasonable Travel Costs

Unless stated otherwise in the contribution agreement between NRCan and the proponent, Treasury Board rates in effect at the time of signing the contribution agreement shall be used for reimbursing expenses for travel, food, and lodging costs necessary for project activities. Reimbursement of travel costs may be estimated using [The National Joint Council Travel Directive](#) as a guideline based on the period during which the travel took place.

5.5.5 Capital Expenditures

Capital expenditures, including informatics and other equipment or infrastructure, result in a long-term benefit, as required by the project. Note that land is not considered an eligible expenditure under ZEVAL.

5.5.6 Retrofitting and Upgrading of Existing Capital Assets

Retrofitting and upgrading of existing internal combustion engine vehicles for awareness project purposes is a separate eligible expenditure category.

5.5.7 Rental Fees or Leasing Costs

Rental fees will include the cost to rent or lease any equipment, software, or physical property needed for the conduct of the project.

5.5.7 Licence and Permit Fees

Licence and permit fees typically include any municipal, provincial or federal licences or permits for setting up the fuelling/charging infrastructure. This can include safety permits, business permits, environmental permits, etc.

5.5.8 Honoraria and Ceremonial Costs

Costs for Indigenous peoples, particularly elders and knowledge keepers, to participate in project activities, including engagement on design and evaluation following the program, are eligible.

5.5.9 GST, PST, and HST

Any taxes claimed must always be net of any tax rebate to which the proponent is entitled.

5.5.10 Overhead Expenses

Overhead expenses may include

- administrative support provided directly to the project by the proponent's employee(s), valued on the same basis as professional staff time;
- heat, electricity, and office operating costs (e.g., Internet and telephone) provided that they are directly related to the project.

Overhead expenses will be negotiated and agreed to on an individual basis with proponents before signing a contribution agreement. **Any overhead claimed must be fully substantiated (with supporting documentation) and must not exceed 15% of Eligible Expenditures.**

5.6 Reporting Requirements

Funding recipients will be required to report on the project's financials and overall outcomes.

Funding recipients will be asked to report progress against milestones and claims for payments by describing and demonstrating how contributions were spent, along with a declaration as to the total amount of contributions or payments received from other sources in respect to the project.

Funding recipients will also be required to provide a post-project report comprised of a final narrative to describe how project activities have contributed to the achievement of the objectives of the project, and a final assessment of performance indicators to report on short, intermediate, and long-term outcomes of the project. By reporting against collected key performance indicators (see section 4.2 for examples), the final report should address how the project increased/improved ZEV awareness and education, and enhanced availability and accessibility for Canadians. Key performance indicators should also include metrics related to diversity, equity, and inclusion (including gender).

5.7. Guide to In-Kind Support

If NRCan officials deem an in-kind contribution acceptable, a formal commitment from the applicant concerning this in-kind contribution must be provided to NRCan, before NRCan makes any commitment on ZEVAI funding to the proposed project.

Definitions

In-kind support: a cash equivalent contribution in the form of a good or service for which no cash is exchanged, but which is essential to the project and which the applicant would have to purchase on the open market or through negotiation with the provider if not otherwise provided.

Fair market value: the average dollar value the provider could get for a contributed good or service in an open and unrestricted market, between a willing buyer and a willing seller (the applicant) acting independently of each other. It should represent approximately the original cost minus depreciation.

Most favoured customer: a customer given the deepest discount from the normal selling price of a good or service sold to it by the applicant.

Eligibility of In-kind Contributions:

- It must be essential to a projects' success and would otherwise have to be purchased by the applicant.
- Its value must be determinable and verifiable.
- Its valuation must be confirmed by NRCan and agreed upon by the applicant and NRCan.

Assessing the Value of In-kind Contributions

Two different approaches to the valuation of in-kind support are possible:

- using the fair market value, as described above
- using the incremental cost; that is, the cost to the applicant or its partners and collaborators for providing the contributed asset over and above normal operating costs

6 Contact Information

Any **questions or inquiries** regarding the ZEVAI must be sent by email to: zev-vze@nrcan-rncan.gc.ca

A written response will be provided within 5 business days.

In order to ensure that all applicants have access to the same information, recurring questions or those that may be useful to other applicants will be posted on [NRCan's ZEVAI website](#).

During the application period, NRCan employees are not at liberty to meet or discuss proposed projects with applicants.