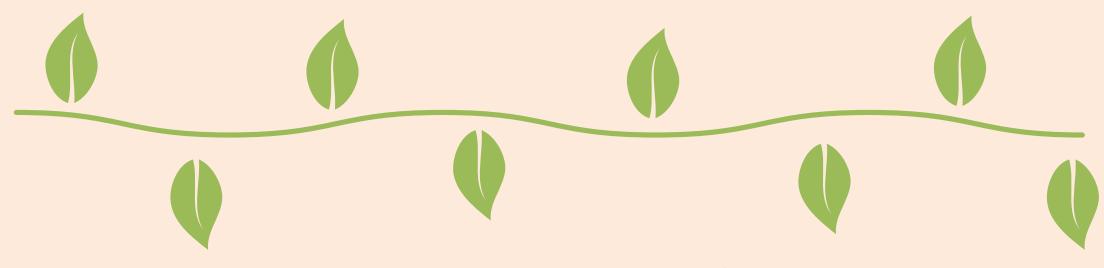


20 May 2022

# Content

# **SG Eco Fund**







# **SG Eco Fund**



**Presenting Your Idea** 





### **About SG Eco Fund**

**Building Our Sustainable Singapore Together** 



\$50 million SG Eco Fund to foster greater community ownership of environmental sustainability in Singapore





## **Contributing to the Singapore Green Plan 2030**





A whole-of-nation movement to advance Singapore's national agenda on sustainable development







Create a green, liveable, and sustainable home for Singaporeans, and build up our carbon sinks by extending nature throughout our island



### **Sustainable Living**

Make reducing carbon
emissions, keeping our
environment clean, and
saving resources and energy
a way of life in Singapore



Use cleaner energy and increase our energy efficiency to lower our carbon footprint



### **Green Economy**

Seek green growth to create new jobs, transform our industries and harness sustainability as a competitive advantage



### **Resilient Future**

Build up Singapore's climate defences and resilience, and enhance our food security



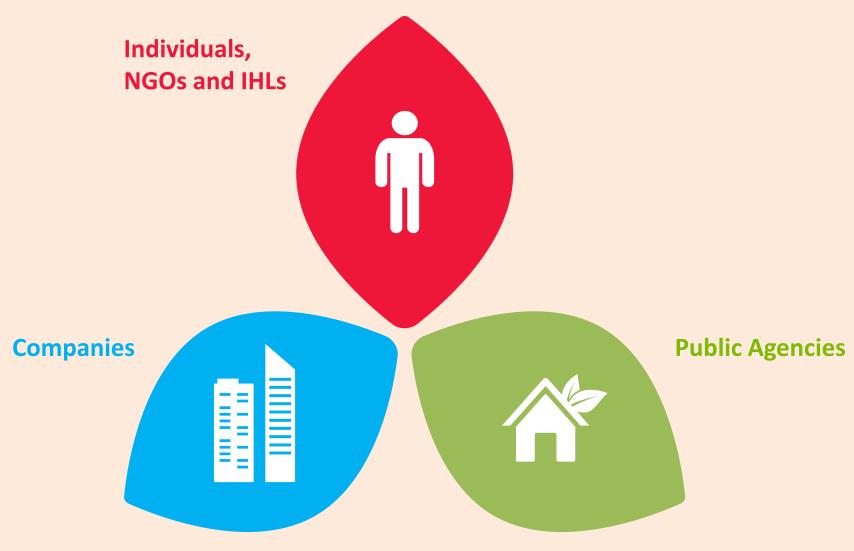


Green Government and Green Citizenry

as Key Enablers



## Open to People, Private and Public Sectors





## **Eligibility Criteria**

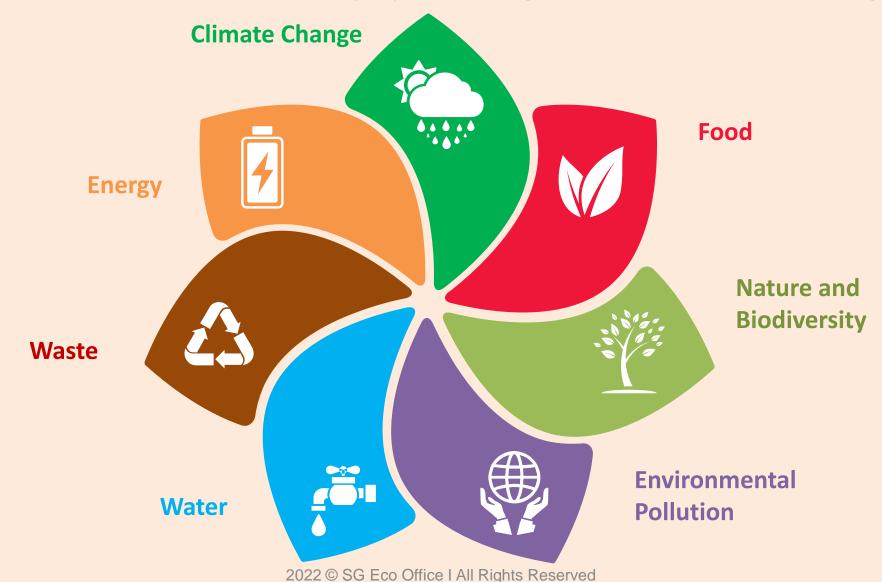
Project must satisfy all the eligibility criteria below:





### **Focus Areas**

Address at least one sustainability topic, including but not limited to the following:





### **Examples of Supportable Projects**



Implement a programme that mobilises residents to reduce, recycle, or upcycle household waste

Organise an event for the community to plant native plants and learn about local biodiversity





Implement innovative green technologies in public spaces for the community to learn, use and take action



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### **Funding Support**

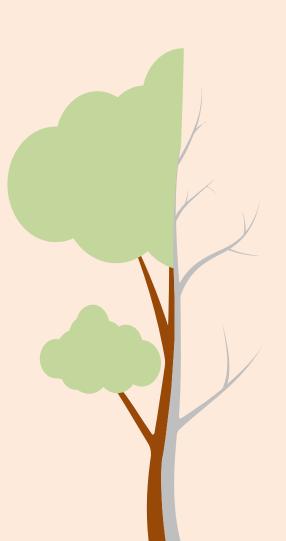
Up to 80% of supportable costs (capped at \$1 million)

Funding is on a <u>reimbursement basis</u>

### **Supportable**

- Professional services
- Venue rental (ad-hoc/event basis)
- Educational materials
- Marketing and publicity
- Logistics and transportation
- Equipment and tools necessary for project implementation

NOTE: Only costs incurred after the agreed upon funding start date can qualify



### **Not Supportable**

- Overhead costs (utilities, office rental, etc.)
- Payment to team members or staff
- International shipping, vehicle fuel, and long-term vehicle rental
- Construction costs of buildings
- Food and beverage
- Gifts and prizes
- Overseas or visitor's expenses
- Media space rental
- Goods and Services Tax (GST)



# **Funding Categories: Sprout and Main**

	SPROUT	MAIN
Requested Funding Amt	Up to \$10,000 (Cap at 80% of project expenses)	More than \$10,000 (Cap at 80% of project expenses or \$1 mil)
Format	Pitch Presentation (submit deck through FormSG)	Written Proposal (submit proposal through FormSG)
Processing Time	Results released ~2 months from cut-off date	Results released ~6 months from close of Grant Call
Required documents	Applicants will be required to submit the following documents:	Applicant will be required to submit the following supporting documents (together with application):
	<ul> <li>a) Pitch deck (max 10 slides), which should include</li> <li>• Applicant and team member details</li> <li>• Project partners</li> <li>• Problem statement</li> <li>• Project plan, timeline, and key deliverables</li> <li>b) Budget</li> <li>(Templates can be downloaded from the SG Eco Fund website)</li> </ul>	Individuals  a) Budget b) CV of team  b) ACRA business profile or ROS profile c) Audited financials for the last 3 years d) CV of team

### **SG Eco Fund Annual Timeline**

Category	Application Submission Period	Application Deadline	Expected Notification Date	Expected Project Start Date
Sprout	1 Jan to 30 Apr	30 Apr	Jul	1 Aug
	1 May to 31 Aug	31 Aug	Nov	1 Dec
	1 Sep to 31 Dec	31 Dec	Mar (following year)	1 Apr (following year)
Main	1 May to 31 Aug	31 Aug	Mar (following year)	1 Apr (following year)



### SG Eco Fund 2022 Timeline



**Submission Deadline** 

31 Aug 2022



**Evaluation Period** 

Sep-Feb 2023



Results

Mar 2023



Applicant submits grant application through FormSG

Projects will be assessed by the Evaluation Committee



Applicant submits pitch deck through FormSG

Selected applicants will pitch their project to the Evaluation Committee



Sprout Category (\$10K or less)



**Submission Deadlines** 

31 Aug 2022 31 Dec 2022



**Evaluation Period** 

Sep-Oct 2022 Jan-Feb 2023



Results Nov 2022

Mar 2023



### **Evaluation Criteria**



- Appropriate knowledge and skills
- Clear implementation plan
- New or unique technologies and methods
- Tangible environmental outcomes
- Measurable environmental targets
- Sustained environmental benefit

- Diverse partnerships and community action
- Measurable community engagement targets
- Building public resources for sustainability

- Reasonable and necessary cost items
- Commensurate with the level of impact



## SG Eco Fund





## **SG** Eco Fund Key Application Fields

- Applicant Background
- What problem does your project address?
- What is your proposed solution to address the problem listed above?
- How will you and your partners implement the project?
- How will the project continue to produce environmental benefit and/or engage the community after the funding duration?
- What are the environmental and community engagement targets for your project?
- What are your project risks and how will you mitigate them?
- What are your project milestones?

## **Case Example: Chirpy Gardeners (Hypothetical)**



Chirpy Gardeners is a ground-up/community initiative that helps to establish and manage community gardens in the estates of Choa Chu Kang, Bishan and Punggol.

They would like to request money from the SG Eco Fund to establish new community gardens and pilot a sustainable irrigation system that could help reduce the amount of water resources used in gardening.

## Communicating Your 'WHY': Why You?

### **Applicant Background**

Please briefly tell us about your background and include any experience/skills relevant to your project. (In less than 150 words)

### **NOT RECOMMENDED**

Chirpy Gardeners is a ground-up/community initiative that helps to establish and manage community gardens in the estates of Choa Chu Kang, Bishan and Punggol.



Chirpy Gardeners is a ground-up/community initiative that helps to establish and manage community gardens in the estates of Choa Chu Kang, Bishan and Punggol. To date we have established 15 gardens across 3 towns, engaging 150 residents. Despite being completely volunteer-run, we use a roster system to ensure that all community gardens are sufficiently cared for. Our core team includes trained horticulturists, including Dr. Jenny Lee, who won horticulturist of the year in 2019.

Highlight relevant experiences of your team/organization and explain what sets you apart from other similar applicants. Use awards, numbers and unique approaches/protocols to stand out.

## Communicating Your 'WHY': Why You?

### **Applicant Background**

Please briefly tell us about your background and include any experience/skills relevant to your project. (In less than 150 words)

Assure your ability to juggle past and future projects

Chirpy Gardeners is a ground-up/community initiative that helps to establish and manage community gardens in the estates of Choa Chu Kang, Bishan and Punggol. To date we have established <a href="mailto:15">15</a> gardens across 3 towns, engaging 150 residents. Despite being completely volunteer-run, we use a roster system to ensure that all community gardens are sufficiently cared for. Our core team includes trained horticulturists, including Dr. Jenny Lee, who won horticulturist of the year in 2019.

Mention relevant track record and past experience

Highlight expertise and credibility of the team

Highlight relevant experiences of your team/organization and explain what sets you apart from other similar applicants. Use awards, numbers and unique approaches/protocols to stand out.

# Communicating Your 'WHY': Why is this problem important?

### What problem does your project aim to address?

Please briefly describe the problem and explain why it is important to address it. Provide supporting evidence and examples, where possible. (In less than 200 words)

### **NOT RECOMMENDED**

As an island nation, **Singapore** has limited land for food cultivation and is heavily reliant on other countries for its food production making it vulnerable to disruptions due to climate change as well as Covid-19. **Over 90% of our food is sourced from overseas and less than 1% of land** is available for food production (SFA). Many Singaporeans are also unaware of the link between climate change and our food sources.



With less than 1% of land available for food production, Singapore must find new ways to optimize existing land cover. Choa Chu Kang, Bishan and Punggol have many underutilized green spaces that have not been put to good use. Consultations with town councils suggest that up to 5000m2 of HDB roof spaces is currently left bare. Additionally, food kitchens in Bishan and Choa Chu Kang have indicated a lack of diversity in fresh produce for disadvantaged families. Without additional inputs from community gardens, food kitchens will be unable to provide balanced meals....

Find the right frame for your project – think about the problem/people/place you are focusing on and explain why it is important to tackle it. You don't need to always address the root cause of an issue, but you need to explain why you chose to intervene at that stage of an issue.

# Communicating Your 'WHY': Why is this problem important?

### What problem does your project aim to address?

Please briefly describe the problem and explain why it is important to address it. Provide supporting evidence and examples, where possible. (In less than 200 words)

Show knowledge of the ground and highlight existing community relationships With less than 1% of land available for food production (SFA), Singapore must find ways to optimize existing land cover. Choa Chu Kang, Bishan and Punggol have many underutilized green spaces that have not been put to good use. Consultations with town councils suggest that up to 5000m2 of HDB roof spaces is currently left bare. Additionally, food kitchens in Bishan and Choa Chu Kang have indicated a lack of diversity in fresh produce for disadvantaged families. Without additional inputs from community gardens, food kitchens will be unable to provide balanced meals....

Use stats and evidence where possible

Highlight the need(s) and link to how your solution could address it

Find the right frame for your project – think about the problem/people/place you are focusing on and explain why it is important to tackle it. You don't need to always address the root cause of an issue, but you need to explain why you chose to intervene at that stage of an issue.

## Communicating Your 'WHY': Why fund your solution?

What is your proposed solution to address the problem listed above?

Please include the objectives and intended outcomes of your project. (In less than 300 words)

#### **NOT RECOMMENDED**

Chirpy Gardeners will establish 10 new community gardens across Choa Chu Kang, Bishan and Punggol to support local food cultivation and raise awareness of the importance food security and the impact that climate change has on our food sources.



Using a new sustainable drip irrigation system adapted from Israel, Chirpy Gardeners will establish 10 new community roof gardens across Choa Chu Kang, Bishan and Punggol. These gardens will pilot a new model of community garden that saves local water resources, involves the community in local agriculture and provides a diverse range of produce for disadvantaged families who get their produce from local food kitchens. Compared to a regular community garden, our model has the potential to save XX,000 water resources while addressing nutritional deficits in disadvantaged families...

Differentiate your project - Think about what new models or frameworks you adopt, what cooccurring problems you address, what new groups of people you engage, what potential for sustained/long-term impact exists. Address the assumptions about your intervention — e.g. are community gardens the best way to generate diverse produce?

## Communicating Your 'WHY': Why fund your solution?

What is your proposed solution to address the problem listed above?

Please include the objectives and intended outcomes of your project. (In less than 300 words)

Set yourself apart from other similar models out there Using a new sustainable drip irrigation system adapted from Israel, Chirpy Gardeners will establish 10 new community roof gardens across Choa Chu Kang, Bishan and Punggol. These gardens will pilot a new model of community garden that saves local water resources, involves the community in local agriculture and provides a diverse range of produce for disadvantaged families who get their produce from local food kitchens. Compared to a regular community garden, our model has the potential to save XX,000 water resources while addressing nutritional deficits in disadvantaged families...

Highlight innovations and new approaches where possible to show how you do things differently

Solving co-occurring problems showcases creativity and inspires innovation

Differentiate your project - Think about what new models or frameworks you adopt, what cooccurring problems you address, what new groups of people you engage, what potential for sustained/long-term impact exists. Address the assumptions about your intervention — e.g. are community gardens the best way to generate diverse produce?

### Implementation Plan: who, what, where, when and HOW

How will you and your partner(s) implement the project?

Please list the steps you will take to implement the project. This should include all activities to be implemented, timeline and the role of each team member/partner.

Please also include details of how you will involve/engage the community in the project. If the project does not involve/engage the community, it will not be considered.

Create timespecific phases or milestones for easy tracking

\*Get approval from the relevant authorities or landlords before submitting an application

Include targets
and outcomes to
reiterate and link
to 'targets
section'

Chirpy Gardeners (CG) will launch 10 community roof gardens in 10 estates in Bishan, Choa Chua Kang and Punggol. The project will have 3 key phases:

Phase 1: Garden Set-up (Month 1 – Month 3/

- CG will follow NParks guidelines for setting up a community garden. We will work with <u>Bishan, CCK and Punggol RCs and Town Councils\*</u> to set up interest groups and identify garden plots respectively. Primary considerations for the plot include....

-\ CG will procure irrigation equipment. Due diligence checks will be done...

Phase 2: Recruitment & Training (Month 2 – Month 5)

- CG to work with <u>PA and local food kitchens</u> to recruit volunteer gardeners through the established interest groups. Disadvantaged families will be a key target audience. Our goal is to <u>recruit 150 volunteers (15/garden)</u>...
- Establish volunteer committees and conduct training with our partner
   NParks Community in Bloom. Training will consist of four 1-hour sessions...

**Phase 3**: Gardening & Food Distribution (Month 6 – Month 12)

Use first round of harvest to test irrigation system and yield rate of plot.

Our target is to achieve a yield rate of 50kg of produce/month

Use bullets to improve readability and organize points

Be clear on who is doing what

**Elaborate** on the details of each activity

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### **Project Continuity**

How will the project continue to produce environmental benefits and/or engage the community after the funding duration.

### **NOT RECOMMENDED**

The gardens established during this project will continue to be maintained through a dedicated volunteer base. Volunteer committee will work on recruiting and training new members to ensure longevity of the plots.



The gardens established during this project will continue to be maintained through a dedicated volunteer base. Volunteer committee will work on recruiting and training new members to ensure longevity of the plots. As the volunteer base grows, demand for new gardens can be used to spur town councils to convert other un-used roofs into community gardens and replicate existing gardens. Our goal is to have 40 volunteer-run garden plots by 2025. Food kitchens can also grow their network of support through our platform, minimizing food waste.

Beyond showcasing how the project will continue to run after the duration of the grant, talk about how this project supports larger future plans of the organization or group. Is there potential for scaling/replicating the model, growing the impact over time (to more audiences, places, issues), supporting national agendas or creating shared/communal resources that the public can tap on?

## **Project Continuity**

How will the project continue to produce environmental benefits and/or engage the community after the funding duration.

Explain how your project will continue beyond the funding period

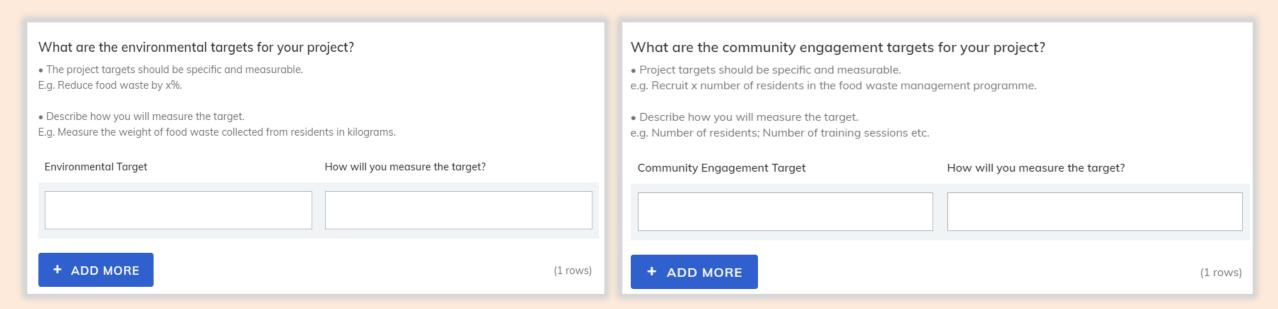
The gardens established during this project will continue to be maintained through a dedicated volunteer Volunteer base. committee will work on recruiting and training new members to ensure longevity of the plots. As the volunteer base grows, demand for new gardens can be used to spur town councils to convert other un-used roofs into community, gardens and replicate existing gardens. Our goal is to have 50 volunteer-run garden plots by 2025. Food kitchens can also grow their network of support through our platform, minimizing food waste in the process.

Showcase growth with concrete examples

Talk about how public can leverage on resources you generate

Beyond showcasing how the project will continue to run after the duration of the grant, talk about how this project supports larger future plans of the organization or group. Is there potential for scaling/replicating the model, growing the impact over time (to more audiences, places, issues), supporting national agendas or creating shared/communal resources that the public can tap on?

### **Setting Good Targets**



Include targets and metrics you hope to track and explain the chosen methodology used for tracking them. While there is a clear box for filling up your targets, you should also include them in your implementation plan where possible to demonstrate where and when data will be collected as part of your implementation plan. Your target should be commensurate with the amount you are requesting.

## **Setting Good Targets: SMART Targets**











### **Specific**

- Who, where and what are the changes or benefits brought about by your project?

### **M**easurable

- Do you have quantifiable ways to track progress and measure success?
- Is it scientifically sound?

### **Attainable**

Is your target realistic and achievable?Do you have the resources to implement and track progress?

### Relevant

- Does your target tell you if you achieved your project goal or objective?

### **Time-Based**

When do you expect to see progress by?How will it change over time?

Set SMART targets - Your targets should be specific/detailed (who, what where), measurable (quantifiable), attainable/realistic, relevant to the impact/objective you are trying to achieve, and time-bound.

## **Setting Good Targets: Example Metrics**

### **Environmental Targets**

Carbon emissions reduced/sequestered

Waste reduced/recycled (weight)

Food production (weight)

Energy saved/Energy efficiency

Water saved

Air/water/soil quality improvements

Habitats conserved/Trees planted

Change in attitudes towards the environment

### **Community Engagement Targets**

Number of participants engaged/trained

Number of workshops/events conducted

Partnerships/cooperatives/chapters developed

Number of community actions/pledges

Number of advocates trained/converted

This list is not exhaustive but should give you a sense of some types of metrics that can be used to develop good targets. Some of these targets can be measured in multiple ways — choose a measurement that you can easily track and is scientifically linked to your outcome/goal.

### **Setting Good Targets**

#### What are the environmental targets for your project?

- The project targets should be specific and measurable. E.g. Reduce food waste by x%.
- Describe how you will measure the target.

E.g. Measure the weight of food waste collected from residents in kilograms.

**Environmental Target** 

How will you measure the target?

50,000 litres of water saved from implementation of new irrigation system for gardens

2,000 kg of food produced

Using a water meter to measure water used for gardens and subtract it from typical amt consumed by gardens according to ....

Using a weighing machine to measure yield

### What are the community engagement targets for your project?

- Project targets should be specific and measurable. e.g. Recruit x number of residents in the food waste management programme.
- Describe how you will measure the target. e.g. Number of residents; Number of training sessions etc.

Community Engagement Target

How will you measure the target?

150 volunteers recruited and trained to be community gardeners

50% of families at food kitchens report greater diversity in their diet Measured through successful volunteer applications and attendance of orientation workshops

Measured through surveys conducted by our food kitchen partners

When setting the target, use data you have collected in identifying the problem and your discussions with partners to find a projected outcome that is realistic and attainable. E.g. Using output from existing community gardens to determine future output numbers.

## **Setting Good Targets: Number of people engaged**

Total number of people that will be engaged through your project
(excluding project team and vendors)

Activity	People Engaged	Remarks
Set up and manage gardens (15 volunteers/garden)	150	Not including the PA staff helping to recruit volunteers or the vendors installing garden equipment
Distribute food/produce	100	People who received produce through the partner food kitchens
Total	250	

This should be a summation of all the people engaged through your various engagement activities e.g. workshops, gardening, ideation sessions, roadshows. Please make sure to exclude your own project team members and vendors when estimating the number of people that will be engaged through your project. If the same person participates in the same activity across different locations or timings, they should not be double-counted. If you are engaging organisations, you should estimate the number of people engaged within the organisation(s).

## **Risk Mitigation: Types of Risk**

### Project Risks

Please list down any issues/events that may potentially affect your project's timeline, outcomes or budget. Please also describe your plan to reduce and manage each risk listed. (In less than 350 words)

**Risk:** The probability or likelihood that an outcome will differ from what is expected

Variables beyond the control of the project owners

What factors may cause a change in the expected deliverables, scope, or timeline of the project? OR What assumptions have been made in the planning of this project? For example:

- Receptiveness of participants
- Commitment of a partner/vendor
- Failure of a platform or medium for distribution/dissemination
- Budgetary risks (underestimation of costs of equipment)
- Regulatory changes (e.g. Covid restrictions)

Having more risks does not make a project worse. We want to see that you have thought about how to mitigate and minimize the probability that a risk occurs. Try to highlight at least one non-Covid related risk to show comprehensive risk management.

## **Risk Mitigation**

### Project Risks

Please list down any issues/events that may potentially affect your project's timeline, outcomes or budget. Please also describe your plan to reduce and manage each risk listed. (In less than 350 words)

### **NOT RECOMMENDED**

Given CG's past experience establishing community gardens, we do not foresee many risks for the project. To cater to unforeseen delays as a result of Covid-19 restrictions, we have included buffer times to ensure that we can still achieve our deliverables on time.



There are several risks that we plan to mitigate:

- Difficulty recruiting and retaining volunteers long-term – We plan to mitigate this by working with NParks Community in Bloom to develop ongoing programming to sustain volunteer interest and train volunteers on horticultural knowledge. Incentives will also be provided such as....
- Underestimation of costs In line with NParks guidelines, we will be learning from other community gardens to have a better estimate of costs and have already sourced quotations for the technologies imported.

Having more risks does not make a project worse. We want to see that you have thought about how to mitigate and minimize the probability that a risk occurs. Try to highlight at least one non-Covid related risk to show comprehensive risk management

### **Project Milestones**

Project Milestones and Targets		
Please propose 3 key project milestones with measurable targets and their respective completion dates.		
E.g. Implement 15 food waste collection points across the estate for residents to use.		
Project Milestone and Target	Completion Date (dd-mm-yyyy)	

Project milestones are key <u>outputs or results</u> of your project. Applicants should select three key outputs that can serve as milestones to monitor project progress. If you had phases in your implementation plan, pick an output from each phase/stage. The Trust Secretariat will peg your reimbursement plan to these milestones. Thus, **if your milestone dates are set towards the latter half of your project duration, you will only get reimbursed in the latter half of the project duration.** 

### **Project Milestones**

### **Project Milestones and Targets**

Please propose 3 key project milestones with measurable targets and their respective completion dates.

E.g. Implement 15 food waste collection points across the estate for residents to use.

Project Milestone and Target

Completion Date (dd-mm-yyyy)

Identify 10 plots of roof space to site gardens

Recruit 150 volunteers (15/garden)

Produce 2,000kg of food across 10 gardens

31-03-2023

01-06-2023

31-12-2023

Project milestones are key <u>outputs or results</u> of your project. Applicants should select three key outputs that can serve as milestones to monitor project progress. If you had phases in your implementation plan, pick an output from each phase/stage. The Trust Secretariat will peg your reimbursement plan to these milestones. Thus, **if your milestone dates are set towards the latter half of your project duration, you will only get reimbursed in the latter half of the project duration.** 

## **Budget**

2.01 Professional Ser	rvices
-----------------------	--------

E.g. Event management, workshop facilitation, audit

Note: Projects requesting for a grant of \$30,000 and above should include the audit cost in the budget

No.	Description of Cost Item	Service Provider	Amount (S\$)
		Sub Total	<b>\$</b> -

#### 2.02 Venue Rental

E.g. Event venue, workshop venue

Note: Rent for office space, production space, and land is not supportable.

No.	Description of Cost Item	Amount (S\$)
	Sub Total	<b>\$</b> -

#### 2.03 Educational Materials

E.g. Publications, books

No.	Description of Cost Item	Amount (S\$)
	Sub Total	<b>\$</b> -

#### 2.04 Marketing and Publicity

E.a. Production of posters, EDMs

No.	Description of Cost Item	Amount (S\$)
	Sub Total	\$ -

#### 2.05 Logistics and Transportation

E.g. Temporary/ad hoc vehicle rental to transport material to event venue, local delivery Note: International shipping, vehicle fuel, and long-term vehical rental is not supportable.

No.	Description of Cost Item	Amount (S\$)
	Sub Total	•

#### 2.06 Equipment and Tools

No.	Description of Cost Item	Purpose	Useful Lifespan	Amount (S\$)
			Sub Total	<b>\$</b> -

Please use the budget template provided on the SG Eco Fund website. Do not alter the format of the budget template. Each cost item should be based on researched estimates or quotations from vendors. The SG Eco Fund reserves the right to reject cost items that are not supportable or are not essential/reasonably priced.

## **Budget**

No.	Description of Cost Item	NOT RECOMMENDED	Service Provider	Amount
1	Environmental Roadshow		XYZ Entertainment	20,000.00
	Sub-total			20,000.00

No.	Description of Cost Item	RECOMMENDED	Service Provider	Amount
1	Event Management		XYZ Entertainment	10,000.00
2	Workshop Facilitation Services (for 5 sessions)		XYZ Entertainment	5,000.00
3	Potted Plants (qty: 1,000)		XYZ Entertainment	5,000.00
4	Audit Services		Audit Fast LLP	4,000.00
	Sub-total (80% of this amount can be reimbursed if the grant is awarded)			24,000.00

Be specific about the items you will procure for your project. If a vendor is providing multiple services, list the services as separate cost items. If your project budget is \$30,000 and above, you should include the audit fees for your project as part of the budget. An awarded grant will be up to 80% of the total amount listed in your project budget (reimbursement basis).

### We want to hear from you!

Website:

www.mse.gov.sg/sgecofund

Email:

sg\_eco\_fund@mse.gov.sg

