

APPENDIX "B" - WORKPLAN

Activity #	Broad Description of Activity/Deliverable	Sub-activities	Due date or Date range	BUDGET LINE NUMBERS			
				1	2	3	4
1	Formally establish the ABC project.	Hire a project manager	April 30, 2010				
		Organize the one-day launch event	May 2010	1,000	500		
		Recruit volunteers for the launch event	May 2010		500		
		Promote the launch event via newspaper and radio ads	May 2010		500		
		Launch the event	June 1, 2010	1,000	500		
2	Establish a website for the project incorporating an online carbon calculator and continually update the website with descriptions of project activities	Hire a web designer	April 30, 2010				
		Hire a web host	April 30, 2010				
		Analyze the benefits of incorporating the Ministry's "Add It Up" online carbon calculator in the project instead of creating a new one on the applicant's website	May 15, 2010				500
		If using the Ministry's calculator is not appropriate for the project, develop an online calculator for the applicant's website	May 30, 2010				500
		Create and launch the website which will provide tips on reducing greenhouse gases, links to information on funding incentives and descriptions of past, current and upcoming project activities	May/June 2010				1,000
	Continually update with details of project events	ongoing					
3	Market the project through the use of posters, information pamphlets, and message prompts (e.g. stickers/magnets).	Hire a marketing consultant	April 30, 2010				
		Task the marketing consultant with developing a marketing strategy for the project and a brand for the project materials and confirm that this has been completed	May 2010				
		Hire a graphic designer	May 15, 2010				
		Source a supplier to print materials ensuring a competitive process is followed to obtain value for money	June 21, 2010		500		
		Draft a series of 4 information pamphlets on the topics of A, B, C and D.	June 23, 2010		2,000		
		Design posters and message prompts.	June 23, 2010				
		If using the Government of Ontario logo, obtain logo approval from the Ministry of the Environment contact prior to publishing	June 30, 2010				
		Print up 1000 copies of each material	July 7, 2010				
		Distribute the materials at project workshops and seminars and to community organizations whose members fit the target audience	July 2010 to January 2011			600	
4	Conduct a series of twelve 2-hour long climate change workshops (6 English, 6 French) in the Ottawa region for 12 classes of grade 6-8 students with a hands-on component such as planting trees or a vegetable garden.	Meet with contacts at Ottawa school boards to confirm which schools will be participating in the project (boards have already committed - see <u>commitment letters</u>)	August 2010	1,000			
		Develop materials for the workshops including <u>lesson plans and pledge forms</u>	August 31, 2010		2,000		
		Source out locations for workshops which will provide the facilities for the hands-on component	August 31, 2010		500		
		Conduct workshops	September 2010 to January 2011		2,000	120	
		Evaluate workshops by analyzing feedback from the teachers and calculating the reduction in greenhouse gases based on the pledge forms. Assumptions for calculations are provided in section 5.5 of the application form	February 2011	2,000	1,000		
		TOTALS (should correspond to requested funds)			5,000	10,000	720