



FRANCOMMUNAUTÉS VIRTUELLES

PROJECT PROPOSAL GUIDE

Call for proposals

2005–07 Competition

2006–08 Competition

Theme

Moving from access to adoption, innovation and integration within the economic sector using information and communications technology

<http://francommunautes.ic.gc.ca>

Government of Canada — Gouvernement du Canada

FRANCOMMUNAUTÉS VIRTUELLES Program

Project Proposal Guide

<http://francommunautes.ic.gc.ca>

CALL FOR PROPOSALS — 2005–07 and 2006–08 COMPETITION

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INTRODUCTION

Established under the Community Access Program in 1998, the Francophone Intranet became the *Francommunautés virtuelles* program in 1999. From 1998 to March 2008, *Francommunautés virtuelles* will have invested **\$21 million** so that Canadian Francophone community groups and organizations may create Francophone projects in the area of advanced information and communications technology.

On March 12, 2003, the Government of Canada announced its Action Plan for Official Languages, *The Next Act: New Momentum for Canada's Linguistic Duality*. The *Francommunautés virtuelles* program has received \$13 million to promote the social and economic development of official-language minority communities for the period 2003 to 2008. *Francommunautés virtuelles* became an independent program of the Community Access Program in October 2003.

OBJECTIVES OF THE *FRANCOMMUNAUTÉS VIRTUELLES* PROGRAM

The *Francommunautés virtuelles* program supports French-language projects designed to achieve one or more of the following objectives:

- to encourage the development and use of information and communications technology by Francophone and Acadian communities across the country in order to contribute to the social and economic development of those communities;
- to create and promote Web-related networks by developing cooperation and partnership among Francophone and Acadian organizations across Canada, leading to social and economic development in their communities; and
- to develop French applications, content and services for the Internet, and make them visible and accessible through leading Canadian portals, including government portals.

The general objective of the program is to encourage Francophone and Acadian communities across the country to develop networking and partnerships, enabling them to plan and propose projects that promote acceptance and use of the Internet and the development of Web application content and Francophone on-line services.

GENERAL INFORMATION

This guide is intended to assist applicants in the submission of project proposals to the *Francommunautés virtuelles* program.

Applicants are strongly advised to read the guide in its entirety and to follow the steps in the specified order before drafting project proposals or completing the application form.

Project proposals will not be considered or evaluated by the program's Advisory Committee if organizations do not follow the steps prescribed in the guide.

Project proposals will be selected through a competition, based on a process and criteria established by the *Francommunautés virtuelles* program.

Some words of advice:

- Be creative and propose innovative projects for the French-speaking communities in your city, region, province or across Canada.
- Consult the *Francommunautés virtuelles* Web site (http://francommunautes.ic.gc.ca/realisations_e.asp) for information on previously funded projects. Proposals for projects too similar to these may be rejected.
- Consult the **Toolbox** section of the Web site. It contains a wealth of practical information that will assist with creating community networks and effective partnerships, and with the drafting of proposals.

Funding will be awarded only to the best projects (in terms of quality and merit) and to those that best meet needs expressed by Canada's Francophone and Acadian communities for advanced information and communications technology in French.

The *Francommunautés virtuelles* program has a budget of **\$3.8 million** for the **2005–07** competition, and **\$4 million** for the **2006–08** competition. The funds will be allocated to projects that meet the eligibility criteria, and that are recommended by the program's national Advisory Committee and approved by Industry Canada.

An organization may propose **ONLY ONE** project per competition. Industry Canada reserves the right to determine how and when projects selected in the two competitions will be funded during the designated period (2005–07 or 2006–08).

Please note that there is a period of about six months between the opening date of the competition and approval of projects. When planning their projects, applicants must prepare for the possibility that funding may not be available for a period of one to three months after projects have been approved. Despite this, applicants must still be in a position to implement their proposed projects. This issue should be discussed with all those involved in project implementation, especially project partners.

All studies, activities and services resulting from the program will be posted on the Web, and will be accessible through the *Francommunautés virtuelles* Web site (<http://francommunautes.ic.gc.ca>).

Any questions regarding the *Francommunautés virtuelles* program should be addressed to Industry Canada, the department responsible for all aspects related to administration of the program. Applicants may also consult the **Frequently Asked Questions** section of the Web site (http://francommunautes.ic.gc.ca/faq_e.asp) for more information on the program and competition procedures.

IMPORTANT DATES

WINTER 2005 COMPETITION — COVERING THE 2005–07 PERIOD

Competition opens: November 7, 2005
Closing date for submission of project proposals: January 26, 2006
Committee review of proposals: March 2006
Provisional date for announcement of selected projects: spring 2006
Start of projects: spring 2006

SUMMER 2006 COMPETITION — COVERING THE 2006–08 PERIOD

Competition opens: August 28, 2006
Closing date for submission of project proposals: November 24, 2006
Committee review of proposals: January 2007
Provisional date for announcement of selected projects: January-February 2007
Start of projects: February-March 2007

Please note that some dates may be changed without notice. Please consult the program Web site for information (<http://francommunautes.ic.gc.ca>). Industry Canada reserves the right to change the date or mode of funding of selected projects at the end of either competition.

ALLOCATION OF FUNDS

Through the *Francommunautés virtuelles* program, Industry Canada provides non-repayable contributions representing **50 percent of total eligible costs**. Applicants are required to secure funding from other sources to cover the remaining costs, either through financial contributions or non-financial support from other levels of government and the private and voluntary sectors.

Based on the project's scope, applicants must submit project proposals under one of the two components, as follows:

- **Component A** supports local or regional projects. It provides funding up to a maximum of \$75,000. Projects must be completed within a 9-month period. Projects in this component include activities, products or services developed for a town, city, region and/or one or two provinces.
- **Component B** supports national projects. It provides funding up to a maximum of \$250,000. Projects must be completed within a 14-month period. Projects in this component include activities, products or services developed in partnership with at least **THREE** provinces and/or territories. Applicants must show clearly and concretely how communities in other provinces or territories will use the activities, products or services created by the project. To demonstrate the national scope of the project, the applicant must provide letters of support as follows:
 - a) letters of support from partners involved in implementing the project and members of the community (community commitment); and
 - b) letters of support from other provinces or territories, that is, from partners involved in implementing the project and from members of the project's target communities.

All letters must specify how the project will address and meet the needs of the target communities and how these communities will be able to access the activities, products or services created.

Be sure to clearly indicate, in all the required places, the component for which the project proposal is submitted.

ELIGIBILITY CRITERIA

APPLICANT

- Applicants must be **non-profit organizations (NPOs)** that are Canadian legal entities, such as institutions, associations, federations, municipalities, non-profit organizations or municipal corporations, charitable organizations, etc.
- They must be **Francophone and/or Acadian organizations** working at the local, regional or national level.
- They must possess the required **skills** and **abilities** to manage or develop and implement a project for Francophones or Acadians across Canada.
- They must demonstrate their **ability to deliver** their project, offering examples of past projects or evidence of community support.
- Applicants must have been **operating for at least one year** and must provide all **supporting documentation** concerning the status of their organization, such as letters patent, and include this with their project proposal.
- Applicants from Quebec must **fill out the form in Appendix 7** regarding their eligibility to receive funding from the federal government, in accordance with the *Act respecting the ministère du Conseil exécutif*, S.R.Q., c. M-30, of the Government of Quebec (http://www2.publicationsduquebec.gouv.qc.ca/dynamicSearch/telecharge.php?type=2&file=/M_30/M30_A.htm). Applicants must include the duly completed form with their project proposals.
- Applicants are strongly encouraged to submit their project proposal in partnership with other organizations, institutions or associations, including the private sector, if applicable, to increase the project's value for other regions, provinces, communities or territories. However, the NPO will sign, manage and be legally responsible for the contribution agreement with Industry Canada.

Applicants are responsible for being informed regarding the *Act respecting the ministère du Conseil exécutif*, S.R.Q., c. M-30, of the Government of Quebec. Industry Canada will make no commitments, even if a project is successful in the competition, until it is assured that an organization may receive funds from the federal government. We advise applicants to seek advice from the Government of Quebec before submitting project proposals.

PROJECT

Following the September 2005 meeting of the national Advisory Committee, the program has been revised to more closely reflect the **mandate of Industry Canada**, which is to help make Canadians more productive and competitive in the knowledge-based economy, thus improving the standard of living and quality of life in Canada.

In that context, the program intends to support projects that enable Francophone and Acadian communities across Canada to develop a 21st-century economy. To promote an innovative knowledge-based economy, the program will support projects that display the following characteristics:

Proposals must:

- be submitted in one of Canada's two official languages;
- demonstrate that there will be socio-economic benefits for the target communities;
 - increase the ability of the communities to take part in the knowledge-based economy;
 - demonstrate the ability to generate, directly or indirectly, commercial benefits for the target communities;
 - integrate electronic commerce, promote entrepreneurship, encourage conditions favourable to job creation, or promote innovation and market development (excluding projects of a purely community or charitable nature);
- promote the development of technology networks, that is, the development and distribution (via networks of information technology) of computer resources for remote access. This may involve the purchase, installation or updating of computer equipment and work software (upgrades) that are both compatible and high-performance. However, this aspect may represent only one element of a proposed project;
- as much as possible, promote partnerships among Francophone and Acadian communities that involve pooling of knowledge and skills to create community networks. Whether submitting a local or regional project (Component A) or a national project (Component B), organizations must find concrete mechanisms to:
 - inform people about the existence of their project;
 - promote their project so that target clients not only know about it but also use it;
 - train target clients to use the activities, products or services created;
- demonstrate that the project is innovative, that is, include a status report (describe existing conditions in the area/region, and/or provide an explanation of an innovative or adaptive use of similar existing technology or projects — if a similar project was completed elsewhere, why it is not adaptable to your community);
- demonstrate the sustainability of the project, that is, how the project will be maintained once program funding ends (your project proposal should include a project follow-up and sustainability plan).

PERSONAL INFORMATION

The personal information in project proposals is protected under the *Privacy Act*. However, the information provided by organizations signing a contribution agreement with Industry Canada is not protected under this legislation. This information could be provided to any person requesting it under the *Access to Information Act*.

STEPS TO FOLLOW FOR SUBMITTING A PROJECT PROPOSAL

Follow these steps to submit a project proposal to the *Francommunautés virtuelles* program. Applicants are advised to ensure they keep this information on hand.

1. Download the **Project Proposal Guide** (PDF format).
2. Please note the closing date for submission of project proposals (midnight on January 26, 2006, or midnight on November 24, 2006) and the mailing address of the *Francommunautés virtuelles* program.
3. Read the guide carefully and ensure that you follow the program's guidelines.
4. Consult the program Web site's **Frequently Asked Questions** section for additional information.
5. Consult the **Achievements** section to familiarize yourself with projects implemented through the program.
6. Ensure that you do not exceed the maximum allowable number of pages for your project proposal.
 - A proposal submitted under **Component A (local or regional project)** must be a maximum of 10 pages in length, not including the covering letter (and letters patent), letters of support and appendixes: evaluation plan (Appendix 1), business plan (Appendix 2), communications plan (Appendix 3), costing (Appendix 4), contribution of project partners and various levels of government, as well as total proposed budget (Appendix 5), detailed proposed budget (Appendix 6), M-30 certification for Quebec residents (Appendix 7). A copy of audited financial statements and resumé of the project manager are also not included in the total number of pages.
 - A proposal submitted under **Component B (national project)** must be a maximum of 20 pages in length, not including the covering letter (and letters patent), letters of support and appendixes: evaluation plan (Appendix 1), business plan (Appendix 2), communications plan (Appendix 3), costing (Appendix 4), contribution of project partners and various levels of government, as well as total proposed budget (Appendix 5), detailed proposed budget (Appendix 6), M-30 certification for Quebec residents (Appendix 7). A copy of audited financial statements and resumé of the project manager are also not included in the total number of pages.

Any additional pages will automatically be removed by program staff and will not be sent to the Advisory Committee for evaluation.
7. Draft your proposal in Microsoft Word or WordPerfect in Times New Roman font with a minimum 12-point font size on standard, letter-size paper measuring 8.5 x 11 inches (21.5 x 28 cm), with margins of at least 1 inch (2.5 cm).

8. Produce a SINGLE document including the project proposal and all the required appendixes. Your organization's name and the project title must appear in the upper right-hand corner of each page. Pages must also be numbered as follows: page 1 of 10.
9. Access the application form in the **How to participate** section of the program's Web site.
10. Follow the instructions and complete the application form.
11. Ensure that your project proposal is complete. Check that all required appendixes have been included and attach the covering letter (original with signature) and original letters of support, if possible (see "Project Proposal — Summary," below). Staple each copy of the project proposal in the upper left-hand corner.
12. Submit your project proposal by e-mail and send the original by postal mail or courier, with supporting documents such as letters patent, to the following address:

***Francommunautés virtuelles* Program
Industry Canada, Heritage Building
155 Queen Street, 7th floor, Room 719
Ottawa ON K1A 0H5**

For logistical reasons, do not send proposals by fax. Any project proposal sent by fax will automatically be rejected.

SUBMITTING A PROJECT PROPOSAL

Your project proposal must include the following elements:

COVERING LETTER

The *Francommunautés virtuelles* program requires that the covering letter be sent only by postal mail or courier, with the paper copy of the complete project proposal (postmarked no later than January 26, 2006, or November 24, 2006).

The covering letter is to be printed on the applicant's letterhead and must indicate the name and contact information of the person authorized to make financial commitments and to whom correspondence must be addressed. This letter must be brief (one page) and must bear the signature of the authorized representative. Please clearly indicate the project title in the letter's subject line.

The covering letter must include the following information:

- the exact name of your organization
- the complete address of the organization
- your business number (BN)
- your GST number
- the name of a contact person
- the contact person's e-mail address
- the contact person's telephone and fax numbers
- the contact person's title/role in the project
- the subject/title of the project

The applicant is a **non-profit, Canadian legal entity**, the majority of whose members are Canadians or permanent residents of Canada (provide documentation of the organization's status — letters patent, etc.).

The applicant has all necessary **authorizations from third parties** concerning intellectual property (including copyright and trademarks) or any other rights required to carry out the project.

The applicant confirms that, to his or her knowledge, the information in the project proposal is true and accurate.

DESCRIPTION OF THE ORGANIZATION RESPONSIBLE FOR THE PROJECT

- a) Provide brief background information about the organization: the year it was founded, its role, its mandate and its community achievements.
- b) Demonstrate that the organization is recognized by Francophones in the community. Provide examples of successful projects in which the organization participated or which it managed, directly benefiting the Francophone community.
- c) Demonstrate that the organization has the human and physical resources required to implement and maintain the project, and that it will be able to produce concrete results in French that are directly related to the objectives of the *Francommunautés virtuelles* program.
- d) Explain how the organization will implement the proposed project.
- e) Attach a copy of the most recent audited financial statements of the organization proposing the project (does not count toward the maximum number of pages to be submitted).

DESCRIPTION OF THE PROJECT MANAGEMENT TEAM

- a) Describe the team. Specify the number of employees who will work on the project and each employee's responsibilities.
- b) If not all team members have been hired, specify the number of employees still needed and describe the skills to be sought.
- c) Demonstrate that the project manager can provide sound project management and that he or she has the skills required for planning and managing budgets; please attach the project manager's resumé (does not count toward the maximum number of pages to be submitted).
- d) Provide a contingency plan naming a replacement in case the project manager cannot participate in the final phase of project implementation (person's name and management skills); please attach the replacement person's resumé and demonstrate that he or she is capable of successfully completing the project (does not count toward the maximum number of pages to be submitted).

PROJECT DESCRIPTION

- a) Provide a clear, detailed description of the project. Specify who does what, when, how and why.
- b) Clearly state the project objectives and demonstrate how these are directly linked to the objectives of the *Francommunautés virtuelles* program.

- c) Clearly describe the computer products and tools needed to implement the project.
- d) Specify the type of material to be created (e.g. educational or economics materials, etc.) as well as the approximate number of documents or pages to be produced. If a Web site is to be created, applicants must plan to install a counter that records the number of visits to the site.
- e) Indicate the expected main results in terms of increased knowledge and skills in the area of information and communications technology. Also describe the increase in French-language content available to Canada's Francophone and Acadian communities.

PROJECT RATIONALE

- a) Demonstrate that the project meets a real need in your community. Specify how you have identified this need.
- b) Indicate whom you consulted to evaluate needs; define project priorities. Explain the outcome of these consultations.
- c) Show, using concrete examples, why and how the project is innovative for your community.
- d) Explain the extent to which all members of the project's target community will be able to access the activities, products or services created, and describe the benefits that users will receive.
- e) Describe how the project will support community development from a socio-economic and cultural perspective.
- f) Describe how the project will enable people to develop skills in new technologies in French; provide information such as how many jobs the project will create (during and after the project).

ESTABLISHING A COMMUNITY NETWORK (COMMUNITY DEVELOPMENT)

Establishing a community network is an effective means of determining who will use the project that you wish to create. Community members will inform you about their needs and interests, and will help you identify the project's benefits, as well as problems and possible solutions.

- a) Demonstrate how you will promote networking among members of the community.
- b) Explain how the knowledge and skills acquired during and after the project's development will be shared (knowledge transfer). Provide concrete examples that can be quantified and observed.

DESCRIPTION OF PROJECT PARTNERS AND THEIR CONTRIBUTION TO THE PROJECT

Partnership is an excellent way of sharing resources, knowledge and skills, and of optimizing a project's potential in order to increase its impact on other communities, regions, provinces and territories. A project's success depends in large part on the quality of the partners involved, that is, the leadership they provide and their skills, and the fact that they represent reliable institutions.

- a) List all the partners involved in implementing the project. Indicate their roles and describe how each will contribute to the project. Demonstrate how the partners will help achieve the expected results.
- b) Using the template in **Appendix 5**, clearly indicate each partner's cash and in-kind contributions. Remember that there are financial partners as well as what are generally called collaborative partners.

The latter provide a different form of assistance, which is as valuable as that of financial partners. Collaborative partners may:

- provide space for project development;
- provide the computer resources for achieving your project; or
- provide human resources (volunteers) during project development.

Please specify which sources have been confirmed. Partners whose contributions have been confirmed must supply a letter declaring their cash or in-kind contribution to the project. You must include these letters with your project proposal. It is not necessary to obtain such letters from government sources .

If you submit a proposal for a local or regional project (Component A), it may involve few or no partners. You will not be penalized for this. However, you must demonstrate that during the project's development you will attempt to **establish partnerships** to ensure the project's continued operation once the initial funding has been exhausted. A **strategy** to accomplish this must be developed and included in your project proposal.

PROJECT BUSINESS PLAN, INCLUDING TIMELINE

The items below refer to the template in **Appendix 2: Business Plan**. Please use the template to provide the requested information. You may use another sheet for additional information (one page).

- a) In chronological order, list the activities needed to implement the project. Also specify the completion dates. **Applicants have a maximum of 9 months for completing a local or regional project, and 14 months for a national project.**
- b) List the human resources required for each activity to be completed within the prescribed period.
- c) Detail the results expected for each activity to be completed within the prescribed period. The results must be easily measurable and verifiable.

PROJECT COMMUNICATIONS PLAN, INCLUDING TIMELINE

The items below refer to the template in **Appendix 3: Communications Plan**. Please use the template to provide the requested information. You may use another sheet for additional information.

- a) Provide a communications plan and an approximate timeline for the communications activities planned during and after project implementation. For each communications activity, specify the promotional tools to be created and describe the target audience.
- b) Specify whether you are planning an official public event involving the participation of the Minister of Industry Canada. (Allow at least 30 days to organize any public event involving the participation of the Minister.)
- c) Describe the visibility that you will obtain from implementing the project.

DESCRIPTION OF THE PROJECT'S SUSTAINABILITY

- a) Describe the approach that the project will take after the funding has been exhausted, and explain what resources will be used to continue operating the project.
- b) Provide a sustainability plan demonstrating the expected results and the project's lasting impact on the target communities.

CONTRIBUTION OF PARTNERS AND VARIOUS LEVELS OF GOVERNMENT — TOTAL PROPOSED BUDGET

Using the template in **Appendix 6: Detailed Proposed Budget**, specify all the budget items (cash and in-kind) planned for the duration of the project. Consult **Appendix 4** for costing information. Make sure that the financial contributions provided by your organization, the partners and the *Francommunautés virtuelles* program are recorded on the template in **Appendix 5**.

LETTERS OF SUPPORT FROM THE COMMUNITY

Please include letters of support from the community demonstrating that the project is useful to and supported by the Francophone and/or Acadian community. These letters must also explain how the project will have a lasting impact on the community. For obvious reasons, letters of support that mention **financial support** (from financial partners) or **in-kind support** (from collaborative partners) will be given more weight. All letters must specify how the project will address and meet the needs of the target communities, and how community members will be able to access the activities, products or services created. If the project is of national scope, letters of support must be provided as follows:

- letters of support from partners involved in implementing the project and from members of the community (community commitment); and
- letters of support from other provinces and territories, that is, from partners involved in implementing the project and from members of the project's target communities (excluding the applicant's province).

The *Francommunautés virtuelles* program requires that letters of support be sent by postal mail or by courier along with the hard copy of the complete project proposal (postmarked no later than January 26, 2006, or November 24, 2006). **No letters of support will be accepted after midnight on January 26, 2006, or midnight on November 24, 2006, and no letters of support may be sent by e-mail or by fax.**

SENDING THE PROJECT PROPOSAL

A print copy of the project proposal must be sent by postal mail or courier, postmarked no later than midnight on January 26, 2006, or midnight on November 24, 2006. Note that the hard copy, and not the electronic one, is the official version. The organization's name and project title must appear in the upper right-hand corner of each page. The pages must also be numbered.

The hard copy of the proposal to be sent by postal mail or courier must not be held together by any type of binding system. Staple each copy of the proposal in the upper left-hand corner.

Any proposal that does not follow the procedures set by the program will automatically be rejected.

After you send the hard copy of your proposal by postal mail or courier and it has been received, the *Francommunautés virtuelles* program staff will acknowledge receipt by e-mail. It may take one or two weeks for you to receive the acknowledgement.

PROJECT PROPOSAL SELECTION PROCESS

EVALUATION OF PROJECTS

Selection committee members are drawn from Canada's various provinces and territories. Members are appointed until the end of the program in March 2008. Members are experts in the field of information and communications technology. The committee also has expertise in financial analysis, and a solid understanding of the circumstances of Canada's Francophone and Acadian communities.

- The mandate of the committee is to represent Francophone and Acadian communities across Canada (Francophone community groups — NPOs) so that these communities can fully participate in French in their economic development in the field of information and communications technology.
- Members of the committee follow democratic procedures in making their decisions; they are objective, transparent and credible, while maintaining strict confidentiality in their meetings with Industry Canada.
- Staff of the *Francommunautés virtuelles* program provide an in-depth knowledge of the program, experience in policy development and program management, full-time commitment and knowledge of the Francophone community environment in Canada.

The committee evaluates submitted projects and draws up a list of recommended projects, as well as an eligibility list, which it submits to the Department. Industry Canada factors these recommendations into its final selection.

CRITERIA

Proposed projects are evaluated according to the general criteria set by the program. These are listed in the **Summary of the Project Proposal** section of this guide.

For the final selection, projects are also evaluated according to the following specific criteria:

1. The quality (merit) of the project proposal.
 - Preparation and presentation of the proposal with the appendixes.
2. The relevance of the letters of support.
3. The originality and innovativeness of the project.
 - The soundness of the business plan and communications plan (schedule and timeline).
 - The way in which the project will meet the community's needs.
 - The ability to establish community networks by sharing knowledge and skills with target clients.
 - Evaluation of the project.
4. The feasibility of the project.
 - The human resources and infrastructure planning.
 - The project's impact on a community's socio-economic and cultural development.

5. The financial viability of the project.

- The ability to forge strong financial partnerships (cash and/or in-kind).

Only proposals of very high quality (project merit) that are capable of being implemented will receive *Francommunautés virtuelles* program funding.

SELECTED PROJECTS

Organizations whose projects are selected will enter into a **contribution agreement** with Industry Canada. The agreement will specify:

- when the Department will advance funds to the organization;
- the terms and conditions of project funding;
- the amount to be provided by the federal government;
- the financial reports (claims) and progress reports required;
- the expected results;
- the project performance evaluation. Please refer to **Appendix 1: Evaluation Plan** for more information on this subject.

Industry Canada reserves the right to determine how and when projects selected in this competition will be funded during the 2006–08 period.

After completion, projects must be accessible across the country through major Canadian portals, including government portals. For example, projects will be accessible through the *Francommunautés virtuelles* Web site (<http://francommunautes.ic.gc.ca>).

PROJECT PROPOSAL — SUMMARY

When drafting project proposals, applicants must ensure that they do not exceed the maximum allowable number of pages to be submitted for each of the elements listed below.

- Proposals submitted under Component A must be a maximum of 10 pages.
- Proposals submitted under Component B must be a maximum of 20 pages.

The number of pages does not include:

- the covering letter (and letters patent);
- letters of support;
- evaluation plan (Appendix 1);
- business plan (Appendix 2);
- communications plan (appendix 3);
- costing (Appendix 4);
- contribution of partners and various levels of government — total proposed budget (Appendix 5);
- detailed proposed budget (Appendix 6);
- M-30 certification for residents of Quebec (Appendix 7).

APPENDIX 1 — EVALUATION PLAN

For any project conducted under the *Francommunautés virtuelles* program, it is important to develop and implement an **evaluation plan**. The plan is important for measuring a project's short- and medium-term success, and offers many benefits, such as allowing the organization responsible for a project to:

- identify gaps to be filled;
- conduct an overall analysis of the results achieved;
- determine the most effective ways of allowing other organizations to replicate successful experiments;
- target aspects of the project that could be improved; and
- evaluate the project's impact on the socio-economic and cultural development of Francophone and Acadian communities.

When developing a project evaluation plan, keep in mind that determining what to measure and how to measure it are the key issues. The plan must be based on easily quantifiable data. Here is a list of performance indicators that may be used in an evaluation plan. The list is not exhaustive, and applicants are invited to use the measurement tools that meet their needs and that allow them to produce an accurate project evaluation.

- number of visitors to a Web site — site visibility
- traffic on the site by region, date, etc.
- positive and negative comments by users of the site — follow-up on complaints received (survey)
- software to check for inactive links on the site
- number of times that resources are shared with other organizations working on the same theme/subject
- number of jobs created
- number of target groups reached by the project
- total number of pages created
- number of partnerships formed (initiating and maintaining the partnerships — how)
- number of communications products created to promote the project
- number and types of services created
- number and types of services updated
- number of persons trained to use the product, activity or service
- most visited page on the site (most visited section)
- what information and/or services users look for on the site

APPENDIX 2 — BUSINESS PLAN

ACTIVITIES TO BE CARRIED OUT BY APPLICANT

The applicant makes a commitment to carry out the business plan listed below, while ensuring that timelines necessary to the achievement of the project are met. The applicant must also provide details on how the activities will be described in progress reports (interim and final report of activities) and how they will be successfully completed.

Project activities	Timeline (completion dates)	Human resources required	Measurable/verifiable results expected

APPENDIX 3 — COMMUNICATIONS PLAN

Please provide a communications plan and an approximate timeline for the communications activities planned during and after project implementation. For each communications activity, specify the promotional tools to be created and describe the target audience.

Describe the visibility that will be obtained through implementing the project. Please specify whether you are planning an official public event involving the participation of the Minister of Industry Canada.*

Communications activities	Timeline (completion dates)	Promotional and communications tools created	Measurable/verifiable results expected

* Allow at least 30 days to organize any public event involving the participation of the Minister.

APPENDIX 4 — COSTING

ELIGIBLE COSTS

Costs are eligible only if they are directly related to a project being implemented under the *Francommunautés virtuelles* program. Based on the agreement and negotiations with the Department, the following costs are normally eligible:

1. purchase of related hardware, software and services;
2. applications development;
3. equipment adaptation and upgrades;
4. network operations;
5. office space and office equipment rental and related expenses;
6. materials, the rental or purchase of facilities or equipment other than immovables by nature or destination, and environmental protection expenses;
7. wages, salaries and reasonable benefits related to staff employment;
8. contract fees for services;
9. travel in Canada (based on the lowest rates in the Treasury Board Travel Directive or the applicant's internal travel policy) — see http://www.tbs-sct.gc.ca/pubs_pol/hrpubs/tbm_113/c_e.asp;
10. public relations; and
11. communications-related costs.

DIRECT LABOUR AND SALARY COSTS

Eligibility

Direct labour costs are eligible. These are **the portion of gross wages or salaries** incurred for qualified staff directly involved in activities that can be separately identified and measured as having been performed or to be performed **under the project**, and that are so identified and measured consistently by the applicant's cost accounting system. Direct labour costs may be claimed for work performed in an eligible category by qualified management and administrative staff. However, the actual payroll rate for such persons, where the rate is deemed to be excessive or higher than normal, is not acceptable.

Calculation of direct labour costs

The applicant may claim only for actual time worked on the project, excluding indirect time, non-project-related time, vacation, holidays, paid sick leave, etc. Time off in lieu of payment is not eligible. Time claimed will normally be expressed in hours. The payroll rate is the actual gross pay rate for each employee (normal periodic remuneration before deductions). The payroll rate excludes all premiums (e.g. overtime), shift premiums, and any reimbursement or benefit conferred in lieu of salaries or wages.

Time sheets for the labour claimed shall be filled in and made available for audit purposes. In lieu of actual fringe benefits, an allowance of up to **20 percent of direct labour costs** may be added to direct labour claims.

DIRECT MATERIAL COSTS

Direct costs are eligible of materials and components, sourced internally or externally, that are consumed in carrying out the project. Materials generally considered as fungible supplies (i.e. overhead) may not be included. All materials shall be charged to the project at the net laid-down price after deducting all trade discounts and similar items (no overhead may be assigned). Excess materials shall be credited to the project at the price originally charged.

TRAVEL

Costs of travel essential to the performance of a project or to follow-up are eligible at the lowest rates in the Treasury Board Travel Directive or the proponent's internal travel policy.

The purpose of a trip, the number of people travelling, and the company and names of persons visited must be recorded on claims. A breakdown of costs must also be provided with all supporting documentation (i.e. receipts and invoices).

OTHER COSTS

Training

Tuition fees and related costs are eligible for special training through attendance at courses, conferences, seminars and similar events dealing with topics and subject matter directly related to the project and necessary to advance the research activities.

Rentals

The costs of renting equipment essential to a project are eligible.

Licence purchase

The costs associated with purchasing licences for special software, networking or other computer cards or specialized hardware, and the costs associated with the one-time purchase of licences, registered industrial designs, trademarks, copyrighted work, trade secrets, other intellectual property rights, as well as any other related data right **that is vital to the implementation of the project** or the commercial use of its results are eligible, provided these costs are specifically identified in the contribution agreement (Statement of Work) or otherwise approved by the Minister, in writing, prior to being incurred.

Audit costs

If approved in writing by the Minister beforehand, eligible costs may include the cost of professional accountants to certify the accuracy of any costs claimed.

IN-KIND COSTS

Eligibility

In-kind costs:

1. are eligible costs;
2. may include goods, materials or services that, if not contributed in kind, would normally be purchased and paid for by the applicant;
3. must be clearly identified in the proponent's accounting records; and
4. must be evaluated at fair market value.

Examples of in-kind costs

- **Donations of equipment and material** may be considered in-kind costs. The value assigned to in-kind costs must be reasonable and will be calculated on the basis of the lesser of the fair market value or the net book value, in accordance with the generally accepted accounting principles of the donor. An accurate description of the donated equipment and material must be provided.
- **Donations of space necessary** to conduct the project may be claimed as in-kind expenditures, at a cost not exceeding the fair market value (e.g. the cost per square metre for similar premises in the area).
- The **costs of shared facilities, facility maintenance, rental of computer services and insurance**, based on usage, are eligible as in-kind expenditures.
- **Sub-contracting or consulting fees** are eligible as in-kind expenditures if the sub-contractor or consultant is providing specific services for a given project, for which the applicant or a participant would otherwise have to pay.
- **Costs assumed by a donor organization** for salaries and fringe benefits are eligible as in-kind expenditures at the highest rate permitted for non-management personnel in the same or a similar category.
- **Actual and reasonable travel and accommodation costs incurred** while on business for the project, supported by appropriate vouchers, are eligible as in-kind expenditures.

Non-eligible in-kind costs

The following in-kind expenditures will, under no circumstances, be eligible:

1. remuneration or fees paid to a board of directors;
2. training for staff on the proponent's payroll that is provided free of charge by research centres or universities to the employee and the proponent, including attendance at conferences and seminars;
3. opportunity costs; and
4. donations in the form of knowledge, good will and other intangibles.

NON-ELIGIBLE COSTS

Notwithstanding the fact that the following costs may have been or may be reasonably and properly incurred by the applicant while carrying out the project, they are considered non-eligible:

1. allowance for interest on invested capital, bonds, debentures, bank or other loans, together with related bond discounts and finance charges;
2. legal, accounting and consulting fees in connection with financial reorganization, financial security issues, capital stock issues and the prosecution of claims against the Minister;
3. investment losses, bad debts and expenses for the collection thereof;
4. losses on other projects or contracts;
5. federal or provincial income taxes, excess profit taxes or surtaxes, or related special expenses;
6. contingency funds;
7. premiums for life insurance on the lives of officers or directors where the proceeds accrue to the applicant;
8. amortization of unrealized appreciation of assets;
9. asset depreciation paid for by the Minister;
10. fines and penalties;
11. expenses for, and depreciation of, excess facilities;
12. unreasonable compensation for management and staff;
13. product development or improvement not associated with the product being acquired under the project;
14. donations;
15. dues and other membership fees other than those for regular trade and professional associations;
16. trademark expenses;
17. land and buildings; and
18. fees or salaries of lobbyists.

APPENDIX 5 — CONTRIBUTION OF PARTNERS AND VARIOUS LEVELS OF GOVERNMENT — TOTAL PROPOSED BUDGET

Component A supports local or regional projects, and provides funding to cover **50 percent of total eligible costs**, up to a maximum of **\$75,000**. Projects must be completed within a 9 month period.

Component B supports national projects and provides funding to cover **50 percent of total eligible costs**, up to a maximum of **\$250,000**. Projects must be completed within a 14 month period.

Indicate the name of each partner and levels of government making cash or in-kind financial contributions to the project. The amount recorded below must be confirmed by the partner in question.

Names of all project partners	Cash contribution from the partner (in dollars)	In-kind contribution from the partner (value in dollars)	Total
Partners			
1.			
2.			
3.			
...			
Levels of government (federal, provincial and municipal)			
1.			
2.			
3.			
...			
Total			

Summary of total budget for proposed project	Total
A — Total contribution by the organization	
B — Total contribution by partners	
C — Total contribution from government sources (federal, provincial and municipal)	
D — Total amount requested from <i>Francommunautés virtuelles</i>	
(A+B+C+D) Total value of contributions for proposed project	\$

APPENDIX 6 — DETAILED PROPOSED BUDGET

Indicate the total cost of the project (cash and in-kind). Consult Appendix 4 for costing information. This table must include the financial contributions provided by the organization, the partners and the *Francommunautés virtuelles* program.

Planned expenditures	Cash (organization and partners)	In-kind (organization and partners)	Amount requested from Industry Canada	Total cost of proposed project
COMPUTER EQUIPMENT				
Hardware (purchase or rental)				
Software (purchase or rental)				
Operation and maintenance				
Network operation (server hosting)				
User fees				
Other (specify)				
Subtotal				
SALARIES AND BENEFITS *Actual benefits are not eligible. However, up to 20 percent of direct labour costs may be claimed.				
Project manager				
Technical and professional assistance				
Administration				
Other (specify)				
Subtotal				
FACILITIES				
Premises (purchase or rental)				
Operation and maintenance				
Other (specify)				
Subtotal				
OFFICE SUPPLIES				
Office equipment and photocopies				
Other (specify)				
Subtotal				

Planned expenditures	Cash (organization and partners)	In-kind (organization and partners)	Amount requested from Industry Canada	Total cost of proposed project
PROJECT EVALUATION				
Development of evaluation plan				
Implementation of evaluation plan				
Subtotal				
COMMUNICATIONS				
Project promotion				
Project publications				
Project launch				
Other (specify)				
Subtotal				
TRAVEL WITHIN CANADA				
Travel within Canada				
Subtotal				
TRAINING (FOR THE PROJECT)				
Training charges				
Rental of space				
Other (specify)				
Subtotal				
OTHER EXPENSES (SPECIFY)				
Other				
Subtotal				
TOTAL				

APPENDIX 7 — M-30 CERTIFICATION FOR RESIDENTS OF QUEBEC

Quebec residents are required to include this appendix in their project proposals.

For the purposes of applying for funding under the *Francommunautés virtuelles* program of Industry Canada's Information Highway Applications Branch, the undersigned, by its duly authorized representative, certifies that it is not subject to sections 3.11 or 3.12 of the *Act respecting the Ministère du conseil exécutif*, R.S.Q. c. M-30, and more particularly, certifies that it is not:

1. a school board, municipality or urban community;
2. a corporation or agency to which a school board, municipality or urban community appoints the majority of members or contributes more than 50 percent of the funding;
3. a member of a group of entities listed in either paragraphs 1 or 2 above;
4. a "public agency," meaning a corporation or agency:
 - to which the Government of Quebec or a minister appoints the majority of members;
 - to which the officers or employees are appointed or remunerated in accordance with the Public Service Act (Quebec); or
 - which receives more than 50 percent of its resources from the consolidated revenue fund (Quebec);
5. a corporation or agency to which a "public agency" (as defined in paragraph 4 above) appoints the majority of members or contributes more than 50 percent of the funding; or
6. a member of a group formed of public agencies, corporations, or agencies as described in paragraphs 4 and 5 above.

Signed, this _____ day of _____ (year) _____

[Insert the legal name of the applicant] _____

by _____

(Name of signatory in block letters) _____

(Title of signatory in block letters) _____

APPENDIX 8 — INDUSTRY CANADA'S MANDATE

Industry Canada's mandate is to help make Canadians more productive and competitive in the knowledge-based economy, thus improving the standard of living and quality of life in Canada. The Department's policies, programs and services help grow a dynamic and innovative economy that:

- provides more and better-paying jobs for Canadians;
- supports stronger business growth through continued improvements in productivity and innovation performance;
- gives consumers, businesses and investors confidence that the marketplace is fair, efficient and competitive; and
- ensures a more sustainable economic, environmental and social future for Canadians.

Through its three strategic objectives (a fair, efficient and competitive marketplace; an innovative economy; and competitive industry and sustainable communities), Industry Canada aims to help Canadians contribute to the knowledge economy and improve productivity and innovation performance.

In order to foster growth and create high-quality, well-paying jobs, the Government of Canada has set as one of its core priorities the building of a 21st-century economy. Industry Canada will continue to work in support of this priority through its strategic outcomes. For example, sound marketplace frameworks help establish a business environment that supports innovation, investment and entrepreneurial activity.

Fostering innovation in science and technology helps ensure that discoveries and breakthroughs happen here in Canada, and that the social and economic benefits of these innovations contribute to Canadians' standard of living and quality of life.

Promoting economic development in communities encourages an innovative, knowledge-based economy by supporting the development of skills, ideas and opportunities across the country. Taken together, the Department's strategic outcomes support growth in employment, income, productivity and sustainable development in Canada.