



Junxion helped the Vancouver Foundation share learning from a four year program of community engagement

Case Study: Vancouver Foundation

Junxion Strategy researched and wrote a case study report on the Greenest City Community Grants Program—a \$2M+ collaborative sustainability granting program by Vancouver Foundation and the City of Vancouver—that spells out the reasons why their collaboration was a success, and what others should take away from their shared experience.



A succinct and practical compilation of wisdom for future grant makers!

MARK GIFFORD

DIRECTOR, GRANTS & COMMUNITY INITIATIVES

vancouver
foundation

The Business Challenge

Thousands of citizens were directly engaged by projects funded through the Greenest City Community Grants program from 2014-2017, and the contribution of those projects to the achievement of sustainability and social goals and targets in Vancouver's Greenest City Action Plan are well documented¹. But what did the two major institutions that collaborated on the granting fund learn from the experience that would be transferable to future projects, or similar projects in other cities?

The City of Vancouver has set the ambitious goal to be the world's greenest city by 2020. Thousands of Vancouverites were directly engaged in projects funded by the Greenest City Community Grants, a program jointly managed by the City and the Vancouver Foundation.

How We Helped

We conducted over 20 interviews with a diverse array of stakeholders—grant recipients, members of the advisory board, staff at the Foundation and the City, and other local experts on sustainability and citizen engagement.



Implementation: soliciting applications and making grants

The grant application process

The experience of soliciting the Greenest City Community Grants over a three-year period clearly demonstrated the need for a significant upfront demand for such projects. With a little encouragement and leading, people provided genuine input and ideas.

The Advisory Committee independently reviewed and selected projects for funding. While City staff were not involved in the selection process, they were involved in the review process, ensuring that the “hand-off” approach was broadly positive, because receiving the decision-making from City staff enabled soliciting the grant approval process. Advisory Committee member participation in the review and selection process was a key to the success of the program.

Mixing “green” and social objectives

Vancouver Foundation’s Greenest City Action Plan was designed and implemented in a way that was both innovative and inclusive. The program was designed to be both “green” and “social” in nature, and to be both “green” and “social” in nature. The program was designed to be both “green” and “social” in nature, and to be both “green” and “social” in nature.

Applying the principle in practice was not easy, applicants were specifically asked to include innovation and social objectives in their applications. The program was designed to be both “green” and “social” in nature, and to be both “green” and “social” in nature.



Introduction: Framing the Ambition

Vancouver aims to be the greenest city in the world by 2020. Achieving this ambition will require the leadership and commitment of the entire community. The Greenest City Action Plan is a blueprint for the city's future, outlining the goals and targets that will guide the city's development over the next 20 years. A full description of the City of Vancouver's Greenest City Action Plan is available at <http://vancouver.ca/greenest-city-action-plan.aspx>.

To support this ambition, the City of Vancouver and Vancouver Foundation announced the Greenest City Community Grants. The program is designed to support projects that are both “green” and “social” in nature, and to be both “green” and “social” in nature.

Over four years, the advisory and executive program funded a wide range of projects and engaged over 10,000 people. Specifically, the program supported projects that were both “green” and “social” in nature, and to be both “green” and “social” in nature.

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Greenest City Fund in numbers

Year	Grants Made	Funds Granted
2015	15	\$484,520
2016	19	\$446,278
2017	12	\$279,943
2012	17	\$391,500

Number of Community Grants made: 63

Total Greenest City Community Grants: \$1,601,241

Total grant, including additional funding from the City of Vancouver: \$2,000,000

Total grant, including additional funding from the City of Vancouver: \$4,000,000

¹ <http://vancouver.ca/green-vancouver/greenest-city-action-plan.aspx>

² <https://www.vancouverfoundation.ca/about-us/publications/case-studies/getting-green-greenest-city-fund-report>

Are you ready to define your social purpose and embed it in your strategy? Reach out to Mike Rowlands in Vancouver, Shayla Meyer in Toronto, or Adam Garfunkel in the UK to start a conversation.