



# Application Guide

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## Background Information

### What is the UW-Madison Green Fund?

The UW–Madison Green Fund supports student-initiated projects that address the environmental footprint, social impact, and operating costs of campus facilities. All students are welcome to apply.

The power of the Green Fund lies in its cascading impacts. While these projects reduce greenhouse gas emissions and save operating cost, they simultaneously inspire learning, research, and career paths for students as well as new campus standards.

Students drive the project development process. They identify potential upgrades, meet with building managers and tradespeople to refine the project scope, run impact calculations, write funding proposals, and work with communicators to tell the story about the project outcomes.

Students gain invaluable experience navigating administrative processes, grounding their studies in practice, and sparking questions for future study. Meanwhile, Green Fund staff walk with students through the process, facilitating connections, offering feedback, and helping the students navigate university systems.

Students observe campus with different eyes than faculty and staff do. The campus community benefits from the perspectives of students when it can tap into and encourage this creativity.

### What types of project are eligible?

The Green Fund supports the purchase of equipment to reduce the environmental footprint and operating costs, and improve the social impact of campus facilities.

We strongly encourage proposals that are informed by research and proposals that test out technology or processes that, if proved to be effective, could be implemented across the UW campus. The Green Fund does not, however, cover the wages of researchers. Likewise, we encourage outreach and education related to a funded project but will not pay for the time to do so. Many classes and student organizations are natural partners for such efforts. Educational signage can be funded as part of a larger intervention.

Priority goes to auxiliary facilities, which include residence halls, dining halls, Eagle Heights housing, Memorial Union, Union South, Transportation Services facilities (parking garages, surface lots, offices), and the Wisconsin Institute for Discovery building. These facilities pay



their own utility bills and have the financial independence to be able to retain the operational cost savings from Green Fund projects.

Please see the projects page of our website to learn more about the types of projects that the Green Fund has supported in the past: <https://sustainability.wisc.edu/greenfund/green-fund-projects/>

## How does the process work?

Student applicant(s) will initiate the project and play the roles of advocate, visionary, and connector. Students must work in partnership with maintenance, construction, procurement, and/or administrative staff associated with the location of their proposed upgrade. Working relationships with staff should be established prior to submitting a Full Application.

Office of Sustainability staff can help problem-solve and facilitate connections with facility staff. Students are expected to work directly with facility partners to complete the project.

The Green Fund will disburse funds directly to the host facility. Once completed, any physical improvements will be owned and managed by the host facility. Purchasing of any needed materials or equipment will follow UW–Madison procurement policies and procedures.

## Who can apply?

Any student in good academic standing can apply to the Green Fund, including full- or part-time students and both undergraduate and graduate students. Consult your school or college for academic standing requirements. For undergraduates, typically this means not being on probation or in dropped status; for graduate students, the requirements are more complex.

## How much funding is available?

The Green Fund has \$50,000 to disburse during the 2021 – 2022 academic year. We anticipate funding four to six projects. Applicants may identify additional sources of support, such as in-kind contributions from the host facility (e.g., labor provided by the host facility to install materials purchased by the Green Fund) or external funding (e.g., a government rebate for energy efficiency). The budget section of the application form requests both the amount requested from the Green Fund and any amount(s) provided by other sources.



Please note: when an infrastructure project budget exceeds \$50,000, the state of Wisconsin requires additional project review. This review extends the timeline to two to three years depending on the complexity of the project. The Green Fund Review Committee will consider applications for larger projects, but applicants should be aware of the implications of proposing projects over this \$50,000 threshold.

## What is the timeline?

Please note: this timeline may shift slightly as the process unfolds. Our website: <http://sustainability.wisc.edu/greenfund> will always have the most up to date calendar.

**Pre-proposals can be submitted anytime.** Green Fund staff will then work with you to connect with facilities staff to develop your ideas ahead of the Full Application deadlines.

**Full Applications can be submitted and will be funded twice a year:** Wednesdays, November 10 or March 30 before 11pm.

September 8	First day of classes Fall 2021
September 17	Green Fund Fall Kickoff & Picnic
November 10 (11pm)	Full Application due
Nov 11 – Dec 3	Green Fund Review Committee evaluates applications
November 25 – 28	Thanksgiving recess
December 6 - 10	Green Fund staff communicate funding decision to applicants
December 15	Last day of classes Fall 2021
December 17 – 23	Exams
January 25	First day of classes Spring 2022
February 4	Green Fund Spring Kickoff & Bonfire
March 12 – 20	Spring break
March 30 (11pm)	Full Application due
March 31 – April 22	Green Fund Review Committee evaluates applications
April 25 – 29	Green Fund staff communicate funding decision to applicants
May 6	Last day of classes Spring 2022
May 8 – 13	Exams



## Who evaluates proposals?

The Green Fund Review Committee (GFRC) consists of nine people: two students, two faculty members, three facilities staff members, and two Office of Sustainability staff. GFRC members will first evaluate applications individually and then meet to decide which projects to fund. Office of Sustainability staff will communicate the outcomes to all according to the above timeline.

## How are proposals evaluated?

A successful application will both present a creative idea and demonstrate a clear path to implementation in partnership with a host facility. Projects must result in measurable impacts. The Green Fund application package includes a calculator to aid in the measurement process. Proposals will be evaluated based on the following criteria:

### 1. Implementation (40 points total)

Evaluated based on responses to the *Application Form*, *Support Letter*, and report from Green Fund staff on communications to date.

- a. Did the applicant demonstrate the ability to accomplish what they set out to do (15 points)?
  - i. Did the applicant build a working relationship with relevant staff at the host facility (maintenance, construction, administration, procurement)?
  - ii. Is the application understandable and complete?
  - iii. Did the applicant collaborate with Green Fund staff during the application development process?
- b. Does the host facility have the capacity and willingness to construct and maintain the proposed improvements (25 points)?

### 2. Impact (60 points total)

Evaluated based on responses to the *Budget and Impact Calculator*.

- a. Environmental – Would the project lead to measurable reductions in energy, water, and solid waste consumption and carbon emissions; reduced exposure to environmental contaminants/ improved air quality (20 points)?
- b. Economic – What is the Return on Investment (10 points)?  
Has the host made meaningful contributions to the project budget (10 points)?
- c. Social – Would the project contribute positively to workplace safety, social justice, or another metric of social impact (10 points)?
- d. Educational - To what extent would funding this project deepen the educational impact for the student team and other students and staff on campus? (10 points)



GFRC members classify proposals into one of the following categories:

**Ready for Funding** – The proposal fits the scope of the Green Fund. Minor details still need to be worked out, but the project team could implement the project if funded.

**Needs Work** - The proposal fits the scope of the Green Fund. Major details still need to be worked out. It may or may not be feasible to implement the proposal.

**Does not Fit the Scope of the Green Fund** – Regardless of the level of detail, the Green Fund is not the appropriate funding source for this proposal.

## How will students be supported in their work?

Office of Sustainability staff are available to support students during the brainstorming, development, application, and implementation phases of the project. We encourage students to attend Green Fund semester kickoff meetings, ask questions, and contact us if challenges arise at any time during the process. Applicants are also welcome to submit proposal drafts for feedback ahead of the deadline.

## How can you help us improve the Green Fund?

We welcome feedback to improve the Green Fund process for future years. Please feel free to email with any suggestions to Ian Aley, Green Fund Program Manager, UW-Madison Office of Sustainability, [iraley@wisc.edu](mailto:iraley@wisc.edu)

## Application Instructions

### What is included in the application package?

The application package includes the following materials:

1. Application Guide
2. Pre-Proposal
3. Application Form
4. Budget and Impact Calculator
5. Support Letter



## How and when do I submit application materials?

Application materials should be submitted by sending an email with attachments to Green Fund Program Manager, Ian Aley: [iraley@wisc.edu](mailto:iraley@wisc.edu) who will respond confirming that your application was received.

Please save all application materials so that file names include the document type (Pre-Proposal, Form, etc.) and your project title. For instance, "LightEfficientOgg\_Pre-Proposal.doc"

## Questions?

If you have questions or feedback about the Application Guide and other materials, or would like support as you write your pre-proposal or full proposal, please contact Ian Aley, Green Fund Program Manager with the UW-Madison Office of Sustainability: [iraley@wisc.edu](mailto:iraley@wisc.edu).

## Pre-Proposal

Pre-Proposals can be submitted to the Green Fund at any time. By submitting the Pre-Proposal, you indicate to the Green Fund that you are interested in applying. Green Fund staff will review your Pre-Proposal and offer feedback to help you refine your ideas before fleshing them out in the Application Form, Budget and Impact Calculator, and Support Letter.

Much of the work of the Green Fund is about building relationships with facilities staff, including maintenance, procurement, and management so that a project can be realized.

We understand that project details, student applicants, staff contacts, and other specifics may change between the Pre-Proposal and the Full Application. Please provide us with as much information as you have. This will help us give focused feedback to help you refine your ideas. Do not worry if you are still working out some of the details. This is a work in progress.

## Application Form

The Application Form provides the Green Fund Review Committee with a summary of your proposed project and information on your project team.

### *Host Facility*

Auxiliary facilities pay their utility bills directly, while the utility bills for other facilities get lumped together and paid for by the state. Auxiliary facilities have more fiscal autonomy and therefore a greater ability to track the cost savings of environmental interventions. The Green



Fund will prioritize on these facilities, but projects hosted in other campus spaces are also eligible for funding.

Green Fund projects must impact the resource consumption and carbon footprint of the UW-Madison campus. If a project is located on-campus it easily meets these criteria. If your project is located off-site but impacts campus facilities, please explain this connection.

### *Attachments*

It is up to the students to complete and upload the *Application Form* as well as the *Budget and Impact Calculator*. It is the responsibility of the Staff Contact to upload the *Letter of Support*.

## Budget and Impact Calculator

The *Budget and Impact Calculator* supports applicants in communicating the anticipated impacts and costs of the proposed project. Impact and budget calculations will be the result of research and conversation with your host facility staff. We expect you to show your work, cite your sources, and state your assumptions. If you require additional space or if you have supporting documentation, feel free to include an attachment.

We anticipate project proposals to be diverse in their scope and focus. If the *Budget and Impact Calculator* does not fully capture the impact of your proposed project, please contact Ian Aley ([iraley@wisc.edu](mailto:iraley@wisc.edu)). We would be happy to help you modify the calculator to better capture the details of your proposed project. You will notice that we have provided a general impact calculator, one geared to electricity production projects, and another to electricity conservation projects. If you are proposing a project in either of the latter two categories, please use the specific sheet in the workbook.

### *General Notes on This Workbook*

Applicants only need to fill out the Blue cells. Green and Grey cells auto-populate from information included in Blue cells. Yellow cells are headings.

### *Units*

The “Units” tab provides some general numbers on the pricing of utilities at UW-Madison and some notes on potential opportunities and challenges for projects in each of the resource areas (solid waste, water, energy). This tab also suggests some outside data sources.

### *Impact Calculator*





Work with facilities staff to estimate the line items in the worksheets. This process may require internet research, a phone call to suppliers, or investigating past utility bills. Please provide a thorough explanation of the sources of your data and how you calculated your estimate.

Please use the appropriate unit of measure based on the type of project you propose. Consult the “Units” tab for pricing and sources of information for carbon conversion multipliers.

Insert “N/A” for any cell in the “describe anticipated impacts” and “evidence” section that is not applicable to your project. Provide evidence as best you can for claims of anticipated impact: this could be an academic study or industry data. If you anticipate an impact other than the ones listed, feel free to add additional row(s).

### *Budget*

Itemize materials and labor required to implement your project proposal. Seek out cost quotes with the support of facilities staff.

A host facility may commit labor or materials to the implementation of the project or an applicant may receive an outside grant/ rebate. Please add values to the column corresponding to the type of contribution to the overall budget.

If your project has received other funding sources, be sure to check in with your other funders and project partners to be sure that participation in the Green Fund is allowable.

## Support Letter

The *Support Letter* conveys to the Green Fund Review Committee that the host facility for your proposed project is willing and able to implement your idea.

Please give your Staff Contact person the *Support Letter* form early enough to give them sufficient time to complete it. Requesting this Letter of Support should be the culmination of an ongoing conversation with maintenance, construction, procurement, and/or accounting facilities staff.