



An initiative of



# Seeding Our Food Future Program Guide 2020



An initiative of Our Food Future and Circular Food Economy iHub

[innovationguelph.ca/seeding-our-food-future/](https://innovationguelph.ca/seeding-our-food-future/)

**Seeding Our Food Future** is a grant program offering seed funding, training and support for 40 new and existing Guelph-Wellington food system businesses, not-for-profits and social enterprises to support sustainable transition and recovery from current economic shocks.

An initiative of Our Food Future and Innovation Guelph's Circular Food Economy iHub.



# Introduction

In January 2020, Guelph–Wellington officially launched [Our Food Future](#), our community's ambitious initiative to create Canada's first circular food economy. Since that time, the COVID-19 pandemic has highlighted many of the challenges Our Food Future aims to resolve.

That's why we're taking direct steps to help local food system businesses emerge from the current crisis stronger and more sustainable. To provide immediate, direct support and ignite a shift to more resilient communities, Our Food Future and the Circular Food Economy (CFE) iHub is launching this seed funding program to help new and existing businesses overcome the impact of the current crisis by building capacity and resilience.

Seeding Our Food Future is an initiative of Grow Back Better, Our Food Future's 10-point recovery plan in response to COVID-19 and part of the [City of Guelph](#) and [Wellington County](#)'s overall economic and social recovery efforts. We are reprioritizing or restructuring existing elements of Our Food Future to provide immediate support to strengthen our local food economy, including through supporting new and existing food businesses. For more information about Grow Back Better, visit [foodfuture.ca/growbackbetter](http://foodfuture.ca/growbackbetter).

## Defining a Circular Food Economy

Inspired by the planet's natural cycles, a circular food economy reorganizes and regenerates the systems that feed us, eliminating waste, sharing economic prosperity, and nourishing our communities.

## What the program provides

To support the recovery, development and growth of local food system businesses, Seeding Our Food Future will offer 40 selected companies:

- a non-repayable seed funding grant of \$5,000;
- up to 30 hours of targeted support and expertise through [Innovation Guelph](#) (\$4,500 value);
- a guaranteed spot in R-Purpose MICRO, a 12-week educational program focused on building sustainable practices and business resilience, delivered by [Provision Coalition](#) (\$1,200 value); and
- the chance to apply for a supplementary interest free loan of up to \$10,000 through [Harve\\$t Impact](#) in collaboration with the Waterloo–Wellington and Saugeen Community Futures offices.

Additional rounds/application calls may occur as funds become available. Please [check the website](#) to stay abreast of program updates.

# Who it's for - Eligibility criteria

All applicants must be a business, not-for-profit or social enterprise located in Guelph and/or Wellington County (see map below) and meet **one or more** of the following eligibility criteria:

- Starting a new business (including not-for-profit or social enterprise) that contributes to the circular food economy.
- Pivoting to a more circular/sustainable business model.
- Implementing circular practices, systems or processes in an existing business, not-for-profit or social enterprise that is part of the food system.
- Creating or pivoting an existing business, not-for-profit or social enterprise to a business model that supports inclusive access to nutritious food, particularly during the immediate crisis.
- Enabling a food system business, not-for-profit or social enterprise to effectively use data & technology.
- Initiating a collaboration that contributes to a circular food economy.

If you or your organization has received funding from Our Food Future or any of its Implementation teams, for work related to Our Food Future, you are not eligible to apply.

## Program Dates

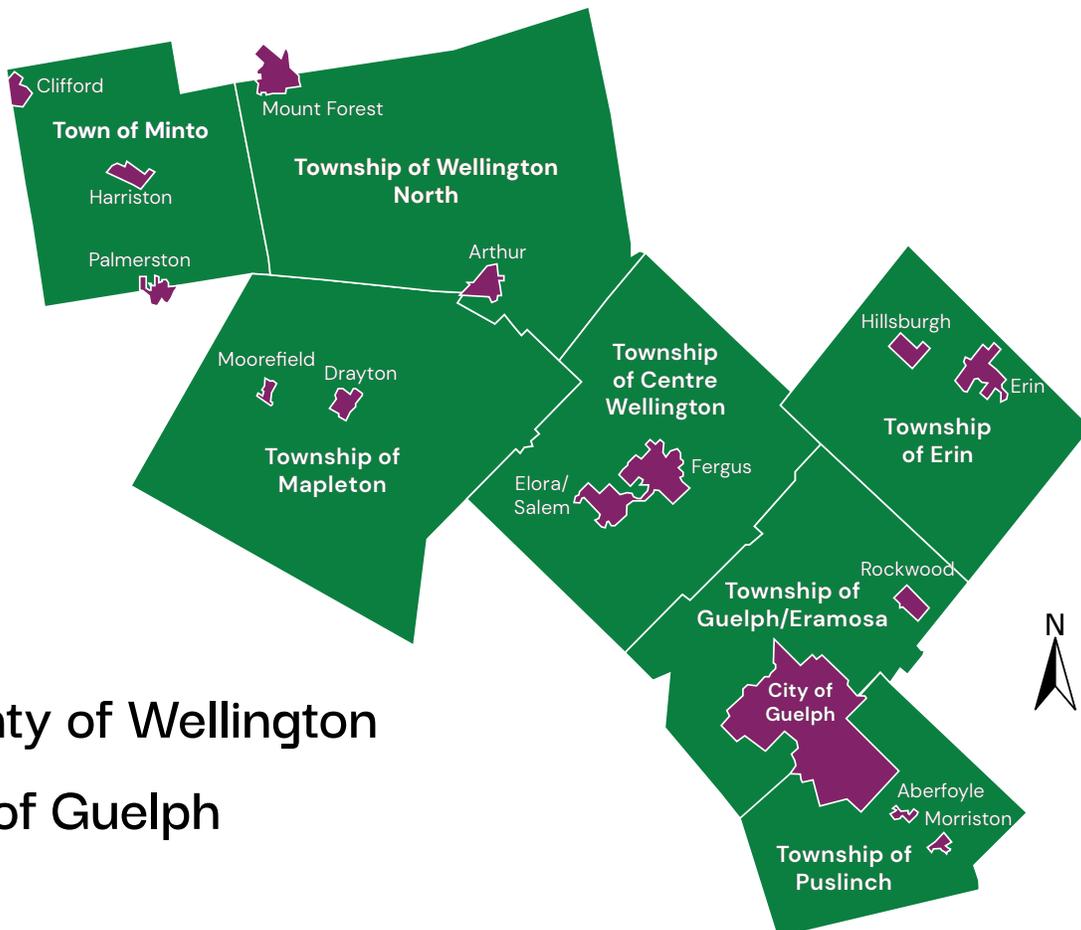
**Program Launch**  
May 27, 2020

**Applications Open**  
May 27, 2020

**Applications Close**  
June 30, 2020

**Successful Applicants Announced**  
July 15, 2020

**Supported Program Period**  
July 15, 2020 to  
March 31, 2021



County of Wellington

City of Guelph

# Application process

## Step 1: Call for applications

On May 27, 2020, an open call for applications will be posted on the websites of Our Food Future, Wellington County and program partners (below), who will also share on social media.

- [Innovation Guelph \(IG\)](#)
- [10C](#)
- [LaunchIt Minto](#)
- [Business Centre Guelph-Wellington \(BCGW\)](#)
- [John F. Wood Centre, University of Guelph \(Wood Centre\)](#)
- [Wellington-Waterloo Community Futures \(WWCF\)](#)
- [Provision Coalition](#)

## Step 2: Completing your application

As the applicant, you will be responsible for completing and submitting the online application form available on the partner websites. The application form will request information about:

- Your fit with the eligibility criteria;
- Your existing business or proposed business;
- Other business support programs you currently participate in;
- How COVID-19 has impacted your existing business (or how your proposed business will contribute to a more circular, sustainable food system);
- What you plan to do with the funds;
- Specific mentorship/expertise you would find most useful right now; and
- How the seed money and mentorship will help your business become more sustainable and/or overcome the economic impact of COVID-19.

If you have questions about the application, you can contact any one of the following program partners:

Innovation Guelph: [Christopher Coghlan](#) [Christopher.Coghlan@innovationguelph.ca](mailto:Christopher.Coghlan@innovationguelph.ca)

10C: [Helina Lam](#) [helina@10carden.ca](mailto:helina@10carden.ca)

LaunchIt Minto: [Somer Antonopoulos](#) [info@launchitminto.com](mailto:info@launchitminto.com)

BCGW: [Kristel Manes](#) [kristel@guelphbusiness.com](mailto:kristel@guelphbusiness.com)

Wood Centre: [Melanie Lang](#) [woodcentre@uoguelph.ca](mailto:woodcentre@uoguelph.ca)

WWCF: [Tanya Markvart](#) [tanya@wwcf.ca](mailto:tanya@wwcf.ca)



## Step 3: Evaluation by Selection Committee

Applications will be evaluated once the open call has closed. The Selection Committee will be comprised of:

- A representative from each iHub Main Door organization (IG, 10C, BCGW, LaunchIt Minto, John F. Wood Centre).
- The County and City Connectors<sup>1</sup>

The selection committee will evaluate all applications based on basic eligibility criteria and selection criteria. Selected applicants will then be informed of their award and will be onboarded into the program.

### Selection Criteria

- Applicant has completed the application requirements in full.
- Basic eligibility requirements (above) have been met
- The application provides enough information to address applicable evaluation criteria, including:
  - Intended use of funds is clear and consistent with the basic eligibility criteria and incorporates **at least one of** the following.
    - Sustainable/circular practices to be adopted are identified (e.g. food waste reduced or repurposed, water waste reduced, energy consumption reduced and/or switched to renewable energy sources).
    - The application identifies how the proposed new business model will be more sustainable and/or circular than the existing business model.
    - The application identifies how the proposed use of funds and mentoring support will increase access to affordable, nutritious food in the community.
    - The application demonstrates how the funds and mentoring will help overcome the impact of COVID-19.
    - The proposed use of new technology and/or data functions enabled by the program is clearly described.
    - The application demonstrates how the proposed collaboration will contribute to a circular food economy.
- **Applicant has acknowledged that funds will not be used for ineligible costs as identified below (and listed on the application form).**<sup>2</sup>
- **Applicant has acknowledged their agreement with all other terms and conditions of the program.**

<sup>1</sup> The Connectors are two individuals associated with the CFE iHub. They are dedicated to growing the network of connections ignited by Our Food Future. These Connectors foster the cross-pollination and collaboration needed to ignite food system innovation.

<sup>2</sup> Recipient's records may be subject to review and audit to confirm that funds have not been used for ineligible costs.



## Ineligible costs

- Costs of land, building or vehicle purchase
- Refinancing
- Losses of investments, bad debts and any other debts
- Fines or penalties
- Costs related to litigation
- Fees for administrators, including payments to any member or officer of the recipient's Board of Directors
- Food, accommodation and entertainment costs
- Costs of membership in a professional body
- Lobbyist fees
- Cost of conference or tradeshow admission if not exhibiting or presenting
- Costs associated with basic research and development activities
- Sales Tax/HST
- Costs of intangible assets such as goodwill, whether capitalized or expensed
- Depreciation or amortization expenses
- Opportunity costs

## Step 4: Award recipient agreement process

Applicants will be notified as funding decisions are reached. Successful applicants ("Recipients") must:

- Enter into a Contribution Agreement with Innovation Guelph governing the distribution of seed funds.
- Register as an Innovation Guelph CFE iHub client and Our Food Future participant.
- Engage with the CFE iHub team who will assign a lead mentor and industry specialists based on the Recipient's need for specific expertise. **Note: working with assigned mentors and industry specialists is a requirement of the program.**

The seed grant will be distributed as outlined below:

- 50 per cent (\$2,500) once necessary paperwork has been completed and a lead mentor assigned.
- 50 per cent (\$2,500) once planned activities are 50% complete as assessed by the lead mentor and approved by the iHub Program Manager.



## Additional Requirements

As a condition of receiving seed funds and support, recipients agree to:

- Complete a survey at the end of the program period to report on the impact of the funds and support received through the program.
- Allow the use of their name, photograph, and video content (as applicable) in program related communications
- Accept the Our Food Future privacy policy
- Acknowledge Our Food Future and other relevant funders/contributors in any public announcements or other communications about the award and the program.



## Stay connected!

### Innovation Guelph

[innovationguelph.ca](http://innovationguelph.ca)



@InnovateGuelph



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### Our Food Future

[foodfuture.ca](http://foodfuture.ca)



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**#OurFoodFuture #SmartCitiesCanada**



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