

Submission Deadline: November 30, 2021

Funds Available

OCS has budgeted a total of \$90,000 to fund research and marketing partnership initiatives.

Potential grant recipient organizations are required to incorporate cash and/or in-kind contributions to demonstrate their commitment to the proposed initiative. In-kind contributions and/or cash contributions should be proportionate with the amount of funds requested.

Examples of in-kind contributions include: volunteer services, equipment (telephone services, computers and office equipment), and the use of office space or facilities, tools, books and publications. Program-related events, objects or services are also considered in-kind contributions.

Who Can Apply?

Applications must be jointly submitted by a **labour-management partnership** that is affiliated with Ontario's unionized Industrial, Commercial, Institutional (ICI) construction industry. Eligible applicants include:

- Employee Bargaining Agencies and Employer Bargaining Agencies
- Ontario Provincial and/or Local Area Building and Construction Trades Councils
- Union Signatory Contractors or Union Construction Associations
- Local Area Unions
- Union/Employer Training Centres

Priority Focus Areas

The Research and Marketing Partnership Grant is available to assist labour and management stakeholders **with innovative research and/or promotional activities to enhance the unionized Industrial, Commercial, Institutional (ICI) construction sector.** Priority focus areas include:

Workforce Development Initiatives

- Creation of a workforce development strategy to address labour market challenges
- Development and dissemination of information related to career opportunities in the unionized construction industry
- Career awareness activities aimed at enhancing the diversity of the unionized construction industry workforce
- Marketing/promotion campaign to attract new recruits to union apprenticeship programs

Market Share Enhancement / Competitiveness

- Marketing and promotion activities that stimulate new opportunities for unionized contractors and their labour partners
- Market research and business development strategies to explore emerging market segments and/or new market opportunities for union signatory contractors

Innovation / New Technologies in Construction

- Pilot project to test the implementation and training requirements for adopting new innovations or technologies

Non-Eligible Activities

OCS reserves the right to refuse any applications that in its opinion does not meet the objective of the Partnership Grant. Examples of non-eligible activities include but are not limited to:

- Creation of a new organization or branches of an organization, business set-up, operating costs or capital acquisition
- Core business operations or activities of an organization
- Capital funding for buildings, renovations and/or equipment
- Development of training capacity and infrastructure (e.g. facilities, equipment, staff)
- Confidential projects

Project Grant Requirements

1. Proposed projects must involve a partnership of labour-management stakeholders in Ontario's unionized ICI construction industry.
2. Proposed projects must focus on an identified need within the unionized Industrial, Commercial, Institutional construction sector.
3. Proposal projects must be project-based and not dependent on future funding. Projects must have defined start and finish dates and not be part of day-to-day operations.
4. Proposed projects must be completed within the calendar year in which they are awarded.
5. Applicants must have a vested stake in the project through a cash or in-kind contribution.

Successful applicants will sign a project funding agreement with OCS and provide:

- A final report detailing key deliverables, results, observations and lessons learned
- Any research reports, promotional materials and/or links to online media
- Acknowledgement of OCS funding
- OCS reserves the right to use and/or share research findings and/or promotional materials and activities with the OCS Board of Directors and our labour/management partners

Application Considerations

Applicants should consider the following when completing their application for funding:

Project Vision & Impact

We want to understand your vision and the intended impact of the initiative you are requesting funds for. How will the unionized ICI construction industry benefit from your initiative? What is the change you are trying to create?

Comprehensive Plan

Applicants must have a clear and logical plan for the proposed project. The plan should demonstrate the resources required, the activities involved, the intended outputs, and the resulting outcomes for the unionized ICI construction sector.

Measurement of Results

How will you know if your project is successful? What are the short-term and long-term changes you expect to achieve as a result of the proposed initiative?