



# EcoLeader Project Certification Application

EcoLeader Project Certification is the first step in your project-based leadership journey and is available to both individuals and teams leading projects together. Use the [downloadable Project Planning Template](#) as a resource for planning and implementing your project and once you're ready to report on your project's impacts, fill out the application form, below, to earn Project Certification.

The application is divided into two sections. In **section one (Project Details and Summary)**, you will provide your project details and summary, and in **section two (Project Phase Categories)**, you will detail the actions you took in each phase of your project.

## Project Name

### EcoLeader Project URL

*All projects must be hosted in the EcoLeaders community to be eligible for certification. To find your project URL, navigate from the main navigation menu:*

*Projects > My Current and Archived Projects > Open your relevant project  
then copy the URL, which should resemble: <https://www.nwfecoleaders.org/projects/home/###>*

**Please list other project-related websites**

## Section 1: Project Details and Summary

**All questions in this section are required.** This section gathers essential information about your project, including its purpose, goals, scope, and key stakeholders. Please complete every question thoroughly to ensure we have a clear understanding of your project from the start.

### Where is your project's biggest impact?

- Campus
- Community
- State
- National
- International
- Other

**If other, please describe:**

**What was your goal (or goals) for your project?**

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**What resources did you utilize to educate yourself and your team about your project's focus area?**

*For example: research native plants in your region before planning and planting a habitat garden.*

**What is your project category?**

- Buildings
- Campus/Community Policy
- Community and Environmental Justice
- Consumption and Waste
- Education and Awareness
- Energy
- Food
- Habitat and Wildlife
- Outdoor Recreation and Leadership
- Purchasing
- Transportation
- Water
- Other

**If other, please describe:**

**Did you accomplish the goals you set for this project? Please explain.**

**Select your impact measurement from the drop-down menu and provide details in the box provided below (such as specific numbers or results).**

- Acres protected
- Carbon emissions reduced
- Fuel efficiency increased
- Gallons of water reduced
- Kilowatt hours reduced
- Mileage reduced
- Miles biked
- Plants planted
- Policies implemented
- Percentage of food sourced locally
- Percentage of food organically produced
- Pounds of food composted
- Pounds of trash reduced

- Pounds of recycling increased
- Other

**If other, please describe:**

**What were the measurable outcomes of your project?**

Share information (such as specific numbers or results from your impact measure type) about your successes, challenges, timelines, and more.

**When did you begin your project?**

**What was challenging about your project and how did you respond?**

**Which groups were involved in this project? Students, faculty, staff, or community groups?**

**Was your project funded? If so, how?**

**How did you communicate about this project and educate the broader campus and/or community?**

## Section 2: Project Phases

*You will now report on the actions you took throughout the phases of your project, as outlined below. These phases follow the [EcoLeader Project Planning Template](#). There is not a specific requirement for number of actions per category but typically, projects will have several actions in each of the project phases.*

### **Project Phase Categories and Sub-Categories Overview**

- PLAN
  - Visioning, Planning or Research
  - Team Building
  - Budgeting and Fundraising
- ACT
  - Project Management and Logistics
  - Education, Training or other Support
  - Project Advocacy and Networking
- COMMUNICATE
  - Marketing, Communications, and Telling the Story
  - Evaluation and Reporting

- ENERGIZE
    - Celebrating and Recognizing
    - Cultivating Energy and Renewal
  - REFLECT
    - Fostering Reflection and Continuous Improvement
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## Phase I: PLAN

You've identified what you're passionate about and declared your EcoMission, and you're ready to take action to bring about positive change on your campus or in your community, good for you! Now it's time to map out a plan that will help you stay on track and be prepared to succeed. Taking the time to create a well-thought-out plan will help your project run smoothly.

### **Subcategory: Visioning, Planning, or Research**

*One of the most important things to do before jumping into a project is to be sure you are adequately educated on the issue -- read up on the topic, research similar projects, and talk to folks who have done relevant work. Now is also the time to set short-term and long-term goals for what you would like to achieve through your efforts and think about what the indicators of success will be and what milestones will get you to your end goal.*

- Identified a need and invented a project to address it
- Clarified project outcomes and measures of success
- Designed or tested strategies and tactics (including various technologies, vendors, or costs)
- Developed short-term and long-term goals and specific activities to achieve them
- Investigated similar projects
- Coordinated a "request for proposal" (RFP) or similar process
- Facilitated a team of people to define a vision for the project (or coordinated a planning charrette)
- Surveyed people to help define project vision, needs, priorities, and/or strategies
- Utilized official planning document (such as campus strategic plan, community action plan, or state wildlife action plan) to inform project plan
- Identified potential risks and strategies to address them

### **Subcategory: Team Building**

*Remember, many hands make light work. It's important to be able to solicit help when needed and draw on the varying strengths of your community. Consider what type of people power you may need -- volunteers, co-leaders, folks to help you plan, implement, etc. and create plans for recruiting those people to your team.*

- Recruited one or more other individuals for the core project team
- Recruited volunteers to help with the project (beyond the core project team)

- Presented to leaders (campus administration, organizational management, community leaders, elected officials) within your organization and/or community to receive support for the project
- Organized or facilitated one or more project committees or served as liaison for multiple committees
- Recruited representatives from one or more external organizations as advisors, board members, or in other leadership capacities
- Helped arrange for student class time, employee release time or related incentives to allow professional development or other work to advance the project.
- Subcategory: Budgeting and Fundraising
- *There are many ways to find funding for your project. It's important to research the options available and set realistic goals and plans for raising the funds needed to achieve your desired outcomes and sustain your effort.*
- Developed a budget for the project (expenses regarding materials, promotions, etc.)
- Collected and reviewed costs from various sources to inform budget
- Met with alumni or other prospective donors to discuss the project and fundraising needs
- Initiated or secured funding through your school or organization (student government, organization matching funds, etc.)
- Initiated or secured funding through external funding source such as applying for a grant
- Organized a fundraising campaign such as online crowdsourcing
- Secured in-kind or monetary donations from businesses
- Managed donations that came in for the project
- Other

**If other, please describe:**

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## Phase II: ACT

*Now that you've got a solid plan in place, have recruited a team of folks to help, and have figured out the financials, it's time to start taking action! As you move into the "action" phase of your project, it will be important to continue to manage project logistics, to provide education and training for volunteers, and to advocate and promote your efforts.*

### **Subcategory: Project Management and Logistics**

*Because projects bring together many different people to achieve a common goal, the successful management of the project and the project team is essential. Delegating tasks, coordinating with team members on logistics, and maintaining a shared calendar all help manage a project and keep it running smoothly.*

- Developed a project management plan with timeline and assigned tasks to team members
- Created a back-up plan in case the project faced challenges
- Developed an app or software to help manage and implement the project
- Worked with the team to prioritize actions for the project

- Identify and delegate roles and responsibilities
- Secured use of or procured building space, land, goods or services
- Organized materials, goods or services needed for volunteer service
- Kept a team up-to-date regularly over the course of the project
- Documented and maintained a calendar for the project or managed scheduling for key meetings
- Lead effective meetings with a pre-stated agenda and notes after
- Monitor and evaluate project performance
- Set up or maintained technology or software such as a network, web cam or real-time monitoring of energy or water use for the project
- Gathered scientific data on a regular basis for the project

### **Subcategory: Education, Training, or other Support**

*It is important to make sure you and the project participants are properly educated and trained to succeed in the project. Education, training, and support can take many forms depending on the project -- from a community education session on the project topic to conflict management training for team members.*

- Educated myself through reading, participating in leadership or skills training and/or earned a related credential
- Coordinated leadership or skills training for team members and/or project participants
- Incorporated educational information into orientation materials (new student orientation, new employee onboarding, etc.)
- Facilitated a situation that required conflict management skills
- Offered or attended a diversity training or spoke up to encourage a diversity of views and perspectives
- Integrated questions about participation and support of the project in relevant performance review questionnaires

### **Subcategory: Project Advocacy and Networking**

*For an effort to be successful, you need to strategically advocate for it and share your passion with others to gain support from key players. It will be essential to brainstorm the methods that you believe will be most effective in securing the support you need -- perhaps this involves organizing a rally, writing a letter to an elected official, or attending an event where you can meet with key advocates for your project.*

- Developed an advocacy campaign in support of the project (email blasts, postering, educational gatherings, etc.)
- Organized or attended a rally to support the project
- Wrote or advocated for a policy (campus, organization, community, local government) in support of the project
- Prepared an online action alert for others related to the project
- Hosted in-person gatherings in support of the project to foster relationships among project participants and other interested individuals

- Attended events to meet new people who could help with the project or to build reciprocal support around similar aims or researched events for our team to attend to advance the project
- Prepared promotional print or web materials
- Organized a table about the project at an event
- Helped organize or set up a networking event

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## Phase III: COMMUNICATE

*Doesn't the saying go: communication is key? As you plan your project and begin implementation, it's essential to incorporate a communication strategy into your project timeline. Communication helps keep people informed of your project activities and impact and can also help gain support for your project from administration or community groups. Communication is also crucial for keeping your team informed about progress and next steps.*

### **Subcategory: Marketing, Communications, and Telling the Story**

*Marketing your project can help you gain support through volunteers, financial resources, donations, and more. And the more people know about your project, the more they will care and want to get involved. Telling the story of your project, its goals, and its impacts helps people understand why your project is essential and why it needs support.*

- Developed a marketing/communications campaign for the project (including social media, email, postering, coffee breaks, etc.)
- Created strategies to engage with diverse groups in the community
- Contributed to one or more EcoLeader forums to share lessons learned
- Started and maintained a website for the project
- Started and maintained a social media account or blog for the project
- Prepared a document (e.g. press release, flyer, etc.) that explained the project vision and accomplishments
- Hosted an in-person gathering to share the project with others
- Created posters, banners, illustrations or other visuals for the project
- Secured an interview with news agency or radio station about the project
- Wrote and placed an article on the project in an online or print publication
- Lined up influential people to speak about the project (i.e., community leaders, celebrities, or other influentials)
- Provided media training to project members

### **Subcategory: Evaluation and Reporting**

*Why set goals if you aren't going to track progress and evaluate your results? Tracking your goals and measuring your impact will help you determine if you did what you set out to do. And if your results aren't what you expected, you can evaluate your goals, results, and implementation strategies to*

*develop a plan for moving forward. Reporting helps you document your project activities and keep your project team and interested parties updated.*

- Designed or conducted a formative and/or summative evaluation of the project
  - Coordinated with media to support wider distribution of the project's impacts
  - Created periodic updates on goals, findings or impacts
  - Documented project through photography, videography or writing articles about the project's impacts, securing any necessary releases for use
  - Interviewed community members, participants or others
  - Worked with external evaluator to impartially evaluate the project
  - Developed a final project report including goals, progress, challenges, lessons learned or next steps
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## Phase IV: ENERGIZE

*You have launched a successful project, now what do you do? Take the time to celebrate your successes and recognize the people who helped you along the way. Reflect on the lessons you learned and how you might improve moving forward. Develop a plan for the future that incorporates strategies to ensure its sustainability and includes the necessary resources and support to keep it active. Your project may have been a one-time action or event, but could it be more? Meet with your project team and any relevant individuals or groups interested in exploring options to maintain the project.*

### **Subcategory: Celebrating and Recognizing**

*After all the hard work of planning and implementing, it's now time to celebrate your success and recognize your project team and the positive impacts you've made. Celebrating and recognizing not only forces you to stop and really think about what you have accomplished but it's also a way to share your accomplishments with the broader community and gain support as the project moves forward.*

*Also, it's important to celebrate and recognize your team and other supporters -- your project would not have been successful without them.*

- Hosted a celebratory event with the project team to acknowledge and appreciate effort, success and/or lessons learned
- Awarded certificates, trophies, or other form of recognition to individuals or partner groups
- Helped integrate new elements into performance goal setting or review processes with students, staff or others that are tied to raises or promotions
- Applied for an award or other recognition for the project awarded by a third-party

### **Subcategory: Cultivating Energy and Renewal**

*Cultivating energy for your project team is essential. Your team members are likely participating in your project avocce and beyond their other job or school duties so it's very important to keep them*



*energized and reassert why they are so important to the team and the success of the project.*

*It's also important to ensure that your project meetings and activities have continuous energy. Change up the meeting location. If one strategy doesn't work, try another. Reach out and recruit new team members to add a different voice.*

- Cultivated a mentor or sought advice from others to help manage my personal and professional growth
  - Participated in a professional association or other support group of individuals who have similar goals, opportunities and challenges
  - Arranged for team support, wellness, and renewal, such as coaching, relaxation sessions, outdoor time
  - Secured professional support for meeting design and facilitation
  - Engaged the support of external professionals with team building, leadership, communications or structure
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Part of being an EcoLeader is learning how to design, implement, and evaluate projects. **Use this space to tell us how you evaluated your project and what your plans are for energizing your project moving forward.**

**How have you evaluated your project?**

Select one or more options.

- Group reflection
- Individual reflection
- User survey
- Scientific assessment
- Statistical analysis and review
- Other

**If other, please describe:**

**After your evaluation, how have you energized your project for sustained impact and improvement?**

Select one or more options.

- Revised goals
- Communicated your project results through a blog or other media
- Presented your project results at a conference or meeting
- Added new team members with different expertise
- Applied for funding
- Applied for awards
- Celebrated
- Determined the project was successful and doesn't need to continue

- Other

**If other, please describe:**

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## Phase V: REFLECT

*As your project comes to a close and you develop future plans, it's important to reflect on what worked well as well as identify the challenges you faced. Develop a lessons-learned document to share with the project team, discussing what could have been done differently and how. Use this document as a reference to ensure continuous improvement as you move forward.*

### **Subcategory: Fostering Reflection and Continuous Improvement**

- Facilitated reflection on lessons learned with one or more teams
- Reviewed and revised plans, goals, or policies
- Helped develop a plan to broaden and sustain engagement
- Integrated language or goals related to EcoLeadership into a mission statement, master or strategic plan, or formal policies
- Secured placement of the project within the campus or community strategic or master planning documents or processes