Champion shade – a campaign scoping paper

**Instructions: How to use this template** [remove instructions in this shaded box once the template is completed]

Use this template to develop your campaign for shade. The template includes sections and questions to help you.

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| **Proposal Name** |  |
| **Proposal Author(s)** |  |
| **Proposal Date** |  |
| **Description of request for shade** | |
| **Location:** Where is the area located?  **Type:** If known, type of shade being proposed. | |
| **Issue** | |
| What is the problem? Why is more shade needed in this place / location?  Include evidence (e.g. consider using stats and data from the Shade Advocacy Toolkit). | |
| **Root cause** | |
| What is the source of the problem? (e.g. UV, time of day that the area is used). Use information provided in the Shade Advocacy Toolkit | |
| **Impact** | |
| Which groups are affected? (e.g. who uses the area?)  How are they impacted? To what extent?  How will they benefit from the shade? | |
| **Target – decision makers and influencers** | |
| Who can make the decision that will fix the problem? (e.g. Principal? Teachers? Local Government?) | |
| **Partnerships and support** | |
| Does this issue have, or could it achieve, broad community support?  Who else might need to support it? (e.g. students, P&C, teachers, Department of Education/other approvals)  Which groups might be interested in working with us? (e.g. P&C, local businesses?) | |
| **Action** | |
| What action is required to implement shade in the area? (e.g. approvals)  How will advocacy support this action to take place? | |
| **Risks** | |
| What are the risks of the shade project? How could these be managed? | |
| **Prospects** | |
| Can we make a significant impact? What is the likelihood of achieving the desired outcome? | |
| **Recommendation** | |
| What are the next steps? | |