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? |