

INDUSTRIAL TRANSFORMATION CHALLENGE 2025

Up to **\$65 million** to increase
the global competitiveness
of Alberta's industries

Online Submission:

ERAlberta.ca

Deadline:

Thursday, June 12, 5 p.m. MDT (UTC-6h)

**CALL FOR EXPRESSION OF INTEREST
GUIDELINES**



Table of Contents

1	Introduction	5
1.1	ERA.....	5
1.2	Document Scope.....	5
2	Call for Proposals Scope.....	5
2.1	Background and Context	5
2.2	Call Focus and Technology Areas.....	6
2.3	Project Structure.....	9
2.4	Stage of Development and Novelty.....	10
2.5	Project Location	11
2.6	Eligible Applicants.....	11
2.7	Project Initiation and Term.....	12
3	Terms of Funding	12
3.1	Total Funds Available.....	12
3.2	Funding Per Project	12
3.3	Fund Matching.....	13
3.4	Contribution Agreement.....	14
3.5	Fund Disbursement.....	14
3.6	Eligible Expenses.....	14
3.7	Outcomes Reporting and Knowledge Sharing.....	15
3.8	Funding Leverage.....	15
4	Submission Details	16
4.1	Submission Deadline.....	16
4.2	Funding Process Timelines.....	16
4.3	Submission Content.....	16
4.4	Submission Standards.....	17
4.5	Applicant Support and Contact Information	17
5	Evaluation	18
5.1	Methodology	18
5.2	Evaluation Criteria	19
5.3	Eligibility Screening Criteria	20
5.4	Next Steps.....	20
5.5	Note on Proposal Quality	21
6	People and Culture	21
7	Intellectual Property	21
8	Confidentiality.....	22

Legal Notice

Emissions Reduction Alberta is a registered tradename of the Climate Change and Emissions Management (CCEMC) Corporation and is referred to as ERA throughout this document. By submitting an Expression of Interest (“EOI”), you confirm that you have read, understand and accept the information contained in this Call for Expressions of Interest and, that each of you, the applicant (the “Proponent”), and any project partners agree as follows:

- a) ERA may at any time suspend, terminate, cancel, withdraw, amend or alter all or any portion of this request for proposals (“RFP”) EOI stage (“EOI Stage”), including but not limited to the EOI requirements, the EOI selection and review process and the EOI eligibility criteria.
- b) ERA reserves the unqualified right to accept or reject any or all EOIs for any reason. ERA is not required to accept the highest ranked EOI nor is it required to accept any EOI recommended for advancement to the full project proposal (“Full Project Proposal”) stage (“FPP Stage”) by the applicable ERA evaluators.
- c) EOIs that do not comply with the requirements described in this RFP may be rejected in whole or in part or not considered by ERA. ERA reserves the unqualified right to accept or reject a non-compliant EOI.
- d) This EOI Stage is an invitation for EOIs only. It is not an offer and the submission of an EOI does not create a contract or agreement of any kind between ERA and the Proponent.
- e) No conduct, act or omission of CCEMC, CCEMC operating as ERA, or its directors, officers, consultants, project advisors, agents, servants and their respective successors and assigns (collectively the “ERA Parties”), other than a written notice to the Proponent in writing signed by an authorized person for ERA, will constitute an acceptance of an EOI.
- f) Acceptance of an EOI does not create any binding contract between ERA and the Proponent. ERA shall not be obligated in any matter whatsoever to any Proponent until a written contribution agreement (“Contribution Agreement”) between CCEMC operating as ERA and the Proponent has been duly executed relating to an approved FPP.
- g) As between the parties, the EOI and all documents and materials you submit to ERA in connection with the EOI Stage and all intellectual property in and to the foregoing are the exclusive property of ERA immediately upon delivery to ERA. For clarity, this refers to the materials themselves, not to any technology or innovations disclosed or discussed in them. Intellectual property developed during the course of the project will be addressed through the Contribution Agreement and will normally be owned by the Proponent.
- h) You, the Proponent and any project partners will keep this EOI Stage confidential and will not use, reproduce or distribute it, any portion of it, or any data, information, drawings, or specifications included in or provided with it except as necessary to prepare an FPP as requested by ERA.

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- i) Neither ERA nor any of ERA Parties will have any liability whatsoever to you, the Proponent or any project partners, or any of them, in connection with this EOI Stage or any EOI prepared in response to it.
 - j) You, the Proponent and any project partners will not make a claim against CCEMC, CCEMC operating as ERA, or ERA Parties for any reason whatsoever or howsoever relating to this EOI Stage. You are undertaking the expenditures required to prepare and submit an EOI entirely at your own risk, and you waive any right and release ERA and ERA Parties from any demands, liability, claim or recovery for costs, expenses, or damages incurred whatsoever or howsoever arising out of or relating to this EOI Stage or any EOI prepared in response to it, whether such right or claim arises in contract, negligence or otherwise.
 - k) ERA takes no responsibility for the accuracy of the information supplied during this EOI Stage process by ERA or ERA Parties.

1 Introduction

1.1 ERA

Emissions Reduction Alberta (“ERA”) is a registered tradename of the Climate Change and Emissions Management (CCEMC) Corporation. For 15 years, ERA has responsibly invested revenues from Alberta’s Technology and Innovation for Emissions Reduction (TIER) fund – the carbon price paid by large industrial emitters in Alberta – to accelerate the development and adoption of innovative clean technology solutions. Since inception in 2009, ERA has committed \$969 million to 307 projects worth \$7.32 billion that are helping reduce greenhouse gas (GHG) emissions, create competitive industries, and lead to new business opportunities in Alberta. These projects are estimated to deliver cumulative GHG reductions of more than 35 million tonnes CO₂e by 2030 and nearly 95 million tonnes CO₂e by 2050.

1.2 Document Scope

This Call for Proposals (“Call”) is inviting project proposals to be considered for ERA funding in a competitive process. Proposals will be accepted and evaluated in two stages: the Expression of Interest (“EOI”) stage and the Full Project Proposal (“FPP”) stage. Applicants that are successful in both stages will proceed to Contribution Agreement development and project execution. These guidelines provide information about the EOI stage only. Information specific to the FPP stage, including details regarding preparation and evaluation of FPPs, will be made available to shortlisted EOI applicants at the time of invitation to the FPP stage.

A description of ERA’s overall funding process can be found on the ERA website at <https://eralberta.ca/apply-for-funding/>.

Note: Applicants who have questions about the EOI process or who wish to discuss their potential submission with ERA are invited to email applications@eralberta.ca. Inquiries will be directed to appropriate personnel within ERA.

2 Call for Proposals Scope

2.1 Background and Context

Emissions from Alberta’s industrial, agricultural, and natural resource sectors account for approximately 2/3 of the province’s total GHG emissions. These sectors also have significant environmental footprints in areas like air, water, and land. There are significant commonalities in the challenges faced by these sectors, including the high energy- and emissions-intensity of established processes, significant existing asset bases of legacy capital investments, high exposure to global trade, commodity prices, and competitive pressures, and high risks (perceived and actual) associated with piloting new technologies. Sector specific challenges also exist: from waste

management and soil and groundwater remediation, to adoption of novel practices in the agriculture and forestry sectors, to the need to address inherent process emissions and extreme operating conditions in heavy industry. Increased scrutiny will continue to apply to sectors, operators, and individual facilities that do not have a clear path to reducing emissions and contributing to environmental outcomes.

Many of the high-potential opportunities for step-change improvement in sectoral environmental footprints are still in early stages of development and need significant investment, testing, and scaling to prove viability from the lab to the field. Because of the long timelines for commercialization and stock turnover inherent to these industries, it is imperative to invest today in the technology solutions that will be needed in 2030, 2050, and beyond. Novel industrial technologies can also provide access to other competitiveness benefits including productivity and performance gains, improved product quality, reduced waste, customer attraction, and diversification into higher-value products. In addition, global demand for lower-carbon products and more environmentally friendly solutions presents an opportunity for attraction and development of new industries in Alberta that complement our current strengths.

This Call for Proposals is dedicated to finding the most promising innovative technologies and solutions to support emissions reductions and other environmental outcomes in Alberta's natural resource and industrial sectors. This Call complements Alberta's 2023 Emissions Reduction and Energy Development Plan and is supported by the Government of Alberta's Technology Innovation and Emissions Reduction (TIER) Fund. It reinforces Alberta's leadership in advancing technologies and solutions for a competitive, strong economy.

2.2 Call Focus and Technology Areas

ERA's Industrial Transformation Challenge will invest in scale-up, pilot, demonstration, and first-of-kind projects that present transformative solutions for Alberta's **industrial, manufacturing, agricultural, forestry, and natural resource sectors**.

The Call aims to unlock critical solutions (which may be technologies, practices, or combinations thereof) to reduce emissions, mitigate air, water, land, and other environmental impacts, and ensure new and existing industries in Alberta remain competitive in a carbon-constrained future. This Call aligns with the "Industrial Decarbonization", "Emerging Energy", and "Improved Efficiency" focus areas outlined in ERA's [Technology Roadmap](#), (5th edition) but is not limited to any particular focus area.

Example Technology Areas

This Call is not prescriptive with regard to specific technologies. The following list provides a non-exhaustive set of example technology areas that ERA believes could represent strong alignment with this Call:

- Agricultural and Forestry Innovation
 - Improved nutrient and feed management
 - Novel fertilizers and improved distribution
 - Nitrous oxide reduction or mitigation
 - Biological methane emissions management
 - Novel tillage, seeding, cultivation, and harvesting techniques for crops
 - Advanced genetics and omics for crops and livestock
 - Novel alternative proteins
 - Land use management practices
 - Value-added products from forest residues and/or agricultural waste streams
- Energy systems solutions and grid innovation
 - Grid edge solutions (e.g., smart distribution and distributed intelligence platforms, predictive remote asset management, etc.)
 - Next-generation energy storage (e.g., solid state batteries, long-duration storage, etc.)
 - Novel approaches for grid services and reliability, including supercapacitors, flywheels, voltage management, and similar
 - Hydrogen-based grid technologies including gas turbine conversion, fuel cells, etc.
 - Transmission and distribution infrastructure enhancements, including dynamic line rating, reconductoring, and non-wires alternatives.
- Novel fuel production methods
 - Third- and fourth-generation biofuels, including bioenergy with carbon capture
 - Power-to-X
 - Low-carbon intensity biogenic/synthetic fuels, including sustainable aviation fuel, ammonia, methanol, etc.
- Fuel switching and low-carbon heat at industrial facilities
 - Electric boilers and industrial heat pumps
 - Onsite deployment of geothermal, solar thermal, clean hydrogen, nuclear, bioenergy, etc.
 - Onsite deployment of energy storage including thermal energy storage
 - Process electrification (e.g.: heating, separation/purification, etc.)
- Novel processes and products
 - New chemistries for cement (incl. novel clinker substitutes), fertilizer, plastics, etc.
 - Novel oil and gas processing and refining
 - Clean feedstocks (hydrogen, biogenic, etc.) for manufacturing
 - Novel refrigeration technologies and refrigerant substitutes
 - Novel bitumen extraction and processing technologies
 - Non-thermal processing

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- Reduction/elimination of methane emissions (fugitive, vented, diffuse, etc.)
 - Solutions for high global warming potential gasses including climate-friendly refrigerants and fluorinated-gas reduction/substitution
 - Environmental remediation and sustainability
 - Novel solutions for soil remediation and land reclamation
 - Novel solutions for water treatment and/or reduced water withdrawals
 - Novel solutions for mitigating or eliminating air pollutants (incl. NOx, SOx, Ozone, Volatile Organic Compounds, etc.)
 - Major industrial facility upgrades in support of emissions reductions

This Call is seeking transformative opportunities to materially increase Alberta’s environmental and economic competitiveness. All proposed solutions must be compatible with emissions reductions and/or environmental outcomes, and must demonstrate a clear line of sight towards realized benefits through the project.

Out-of-Scope Technologies and Projects

Examples of opportunities that are **out of scope** for this Call include:

- GHG detection, quantification, measurement and monitoring technologies in sectors other than agriculture, forestry, and natural land use.
- Standalone preconstruction work such as feasibility studies, FEED studies, emissions abatement strategies, market analysis, etc.
- Digital solutions for industrial efficiency without a direct line of sight to emissions reductions at a specific site and without an industrial partner (e.g. digital twins, energy/emissions estimation software, energy audits or conservation plans, etc.).
- Business-as-usual deployment of efficiency technologies such as engine performance upgrades or commercial/residential building efficiency improvements (these are covered under [ERA’s ESB, ETP, and SPEED programs](#)).
- Incremental industrial efficiency improvements (e.g., marginally reducing energy/emissions without a clear path to carbon neutrality).
- Development of GHG emissions offset protocols or crediting systems.

Alignment with other ERA Funding Opportunities

ERA will launch the Industrial Transformation Challenge every Spring. This Call is the third iteration of this competition. As reflected its annual [Business Plan](#), ERA intends to complement the broadly-focused Industrial Transformation Challenge with one or more targeted funding calls on an annual basis:

Program	Technology Focus	Timelines
Industrial Transformation Challenge (2024)	Solutions to reduce emissions and ensure existing and new industries in Alberta remain competitive.	2024 Intake Closed
Advanced Materials Challenge	Technologies and solutions related to the design, production, manufacturing, and lifecycle of new and existing materials and products.	Intake closed
Industrial Transformation Challenge 2025 (this call)	Technologies and solutions to reduce emissions and deliver broad environmental benefits for Alberta’s natural resource and industrial sectors.	Launch in Spring 2025
2025 Targeted Call	Focus area TBD	Launch in Late 2025 (Tentative)
Industrial Transformation Challenge 2026	Technologies and solutions to reduce emissions and deliver broad environmental benefits for Alberta’s natural resource and industrial sectors.	Launch in Spring 2026 (Tentative)

Given the broad nature of the Call, ERA encourages applicants to contact applications@eralberta.ca to discuss the alignment of their project with the specific aims of this program. Applicants who are not a fit for this Call are encouraged to consider other ERA funding streams. Applicants who are unable to submit to this Call by the deadline should be prepared for a similar program to launch in 2026. ERA reserves the right to alter the timing or focus of its current and future Calls and other programs at its sole discretion.

2.3 Project Structure

Funding made available through this Call is provided for completion of projects with well-defined objectives, milestones, deliverables, and timelines. Applicants must clearly delineate the scope of the project for which ERA funding is being requested and the benefits associated with that scope of work. Any related work completed concurrently or before the project term but outside the scope of the project may be discussed in the proposal but should be clearly indicated as such.

All projects must include field testing, piloting, demonstration, or first-of-kind implementation of novel technology (e.g., devices, equipment, systems, processes, or practices) and must incorporate sufficient operational time to generate performance data and lessons learned. Standalone pre-construction projects (e.g., feasibility/FEED study, detailed engineering, software development) are not eligible. Projects may include late-stage pre-construction work as the initial stage of a

technology demonstration/implementation, as long as the project is at an advanced state of readiness and can be completed within the project term described below.

Projects or portions thereof that have previously received ERA funding are not eligible to receive further ERA funding for the same development. However, applicants may request support for a new phase of development that builds on and sufficiently advances a previously funded project.

2.4 Stage of Development and Novelty

EOIs are invited for projects that will advance technology to the stages of field pilot, demonstration, or first-of-kind commercial implementation by project completion (e.g., TRL 7-9 **by project completion**), as described below:

- **Field Test/Pilot:** At this stage, the solution is ready to be field tested in an operational environment. Projects in this category include scale up of prototypes to representative pilot scale and subsequent in-field testing of pilot units.
- **Demonstration:** At this stage of development, the technology or innovation is approaching the final commercial product and representative systems have been built. Projects in this category include demonstration of near- or full-commercial-scale systems in an operational environment.
- **First-of-Kind Implementation:** At this stage, the technology is ready for first-of-kind commercial deployment. Projects in this category will involve design, construction, and operation of the technology in its final commercial form and at commercial scale, with the intent to operate the technology for its full commercial life.

For clarity, technologies may be at a TRL of less than 7 prior to the start of the proposed ERA-funded project. It is incumbent on all applicants to show how their project scope aligns with the above definitions and to justify the reasonableness of achieving the proposed project objectives based on the current TRL at the start of the project. Technologies or projects that fall below the TRL range for this Call may be eligible for other supports, however we encourage applicants to contact the Applications Team (applications@eralberta.ca) prior to submission to discuss this further.

This Call is only open to new developments that are additional to business-as-usual activities. For clarity, prior announcement or development of a project does not preclude it from receiving funding, but applicants must justify how ERA funding will lead to activities and developments that are additional to the business-as-usual case. Applicants must demonstrate how the proposed technology or application thereof is an innovative solution for emissions reduction in Alberta. This may include elements such as first-of-kind demonstration of novel technological solutions, innovative adaptation of solutions that have been implemented outside of Alberta or in a different industry, or novel configurations of leading commercial technology for a new operational environment.

In general, projects should include elements of technological advancement and de-risking rather than deployment of business-as-usual solutions. The presence of commercially available

components in a project does not disqualify it from funding as long as the primary focus of the ERA-funded scope of work is advancing novel technologies or processes.

Note: It is incumbent upon applicants to justify how their project qualifies as a novel opportunity.

In the context of this Call, novelty can be demonstrated through elements such as:

- a) the additionality of the potential project outcomes relative to a reasonable future baseline condition;
- b) the extent to which the technology has been previously implemented/tested in Alberta and in a given sector;
- c) the incremental strategic value of the project relative to current/past investments in [ERA's portfolio](#); and
- d) the degree of technology risk associated with the proposed project.

As such, ERA funding will not be provided to address only a financial barrier or for projects whose focus is the implementation of business-as-usual technology.

2.5 Project Location

All projects supported through this Call must demonstrate a clear and justified value proposition for reducing GHG emissions in Alberta. Technology solutions can originate from anywhere globally but must be demonstrated or implemented in Alberta during the project. Projects that involve demonstration or implementation of a technology at multiple Alberta sites are eligible for funding under this Call. On a case-by-case basis, ERA may consider supporting projects led by Alberta-based entities but where the pilot/demonstration site is outside of Alberta, provided they demonstrate a clear value proposition to the province.

2.6 Eligible Applicants

This Call is open to all categories of lead applicant, including innovators, technology developers, Indigenous communities, industrial facility owners/operators, industrial associations, small and medium-sized enterprises (SMEs), research and development (R&D) organizations, universities, municipalities, not-for-profit organizations, government research labs, and individuals. Applicants are not required to be located in Alberta, but all applicants must demonstrate a clear value proposition for the province.

Collaboration between multiple organizations is eligible and encouraged for this opportunity. Collaboration between partners can often represent a strong value proposition by demonstrating opportunities for technology validation, commercialization, and sharing of results.

Applicants are encouraged to partner with Alberta's post-secondary and research institutions, Indigenous communities, and municipalities where appropriate. These partnerships can offer significant benefits, including the attraction and training of highly skilled workers, increasing

Alberta's innovation capacity, engagement of local communities, and leveraging complementary resources.

Note: There are no restrictions on the number of EOIs that can be submitted by any applicant. However, applicants are encouraged to be selective, bringing forward only the most promising and highest quality applications. ERA reserves the right to limit funding to any individual organization to ensure diversity of funding recipients, and may ask applicants to identify the highest priority projects for their organization. In this Call, ERA is unlikely to fund more than one proposal from any given organization.

2.7 Project Initiation and Term

Successful applicants will be required to commence work on the proposed project (engineering design, equipment procurement, construction, etc.) **within 120 days** of ERA funding approval, currently planned for December 2025. Applicants must clearly demonstrate in their proposal that the project is sufficiently advanced to initiate work within 120 days of funding approval. However, successful applicants may request a delayed start date of up to twelve (12) months after funding approval to allow for alignment with facility operations, scheduled facility turnarounds, and/or regulatory processes. Such requests will be at ERA's sole discretion to accept or decline.

The maximum length for projects funded under this Call is **three (3) years** from initiation, plus **one (1) year** additional for operational time where applicable. For clarity, all construction and commissioning activities must be completed within a three-year period, but up to one year of post-commissioning operational time must be incorporated in the project term where applicable to generate performance data and learnings for inclusion in final reporting and knowledge-sharing activities.

3 Terms of Funding

3.1 Total Funds Available

The total funding available for projects supported through this Call is up to **\$65 million** Canadian Dollars (\$CAD), subject to the discretion of ERA and the availability of funds.

3.2 Funding Per Project

The maximum ERA contribution that may be requested for any one project is **\$10 million CAD**, or **up to \$15 million for exceptionally strong projects with high leverage and strong outcomes potential**. For clarity, there is no maximum total budget for projects in this Call.

Based on the scale of outcomes targeted and the amount of effort required to succeed in ERA's due diligence process, ERA anticipates that most projects funded in this Call will receive a minimum of

\$500,000 CAD in ERA funding. A limited number of projects where ERA’s contribution falls between \$250,00 and \$500,000 may be funded on a case-by-case basis; applicants whose need is in this range are encouraged to discuss this with ERA in advance of their submission. Applicants who require less than \$250,000 are advised to seek support from other sources.

Note: Applicants must justify the amount of funding requested. ERA may choose at its sole discretion to award project funding for less than the requested amount. For this call, ERA anticipates funding most projects at no more than \$10 million in order to optimize the total funding available. Projects will only be awarded the full \$15 million maximum funding amount in exceptional cases where strong justification and a compelling value proposition is provided.

3.3 Fund Matching

ERA requires its funding to be matched on a minimum 1:1 basis with funding from the applicant and/or project partners toward eligible expenses. In other words, for every dollar that ERA provides to a project, there must be at least one dollar from the applicant and/or partners. As such, the maximum ERA contribution to a single project will be no more than 50% of the project’s eligible expenses. Eligible private matching funds include:

- Unencumbered Cash
- Cash-equivalent, In-kind Contribution

Note: While in-kind contributions are included as eligible matching funds, applicants are strongly encouraged to review their project financing structure against the grant amount requested.

ERA will not match other federal, provincial, or international government funds provided directly for the proposed project. However, the inclusion of other government funds does not disqualify a project from eligibility. ERA does not have a formal “stacking” limit alongside other government funds as long as the requested ERA contribution is matched at least 1:1 by contributions from the lead applicant and private partners.

The following examples are provided for illustrative purposes:

- **Example 1** – A project has a total cost of \$8 million in eligible expenses. If the applicant and private partners contribute \$4 million, ERA could contribute up to \$4 million.
- **Example 2** – A project has a total cost of \$75 million in eligible expenses. If the applicant and private partners contribute \$60 million, ERA could contribute up to \$15 million.
- **Example 3** – A project has a total cost of \$1.75 million in eligible expenses. If the proponent and private partners contribute \$0.5 million and the Government of Canada contributes \$0.75 million, ERA could contribute up to \$0.5 million.

Please note that ERA will not match future revenue associated with the outcomes of the project, including for example: offset/performance credits associated with the project; tax incentives/credits associated with the project, such as Canadian SR&ED credits; and revenue from

sale of the project’s outputs or products. However, the presence of such revenue sources does not disqualify a project from eligibility and may be noted in the proposal to improve the risk profile of the proposed financing plan and technology commercialization strategy.

Note: Applicants **do not** need to have all funding secured at the time of EOI or FPP submission. While confirmation of secured funding will strengthen a proposal, it is **not a requirement for project adjudication**. ERA typically requires applicants to have funding secured at the time they execute their Contribution Agreement, which is due 60 days after successful funding notification.

3.4 Contribution Agreement

Successful applicants will be required to enter into a contribution agreement (“Contribution Agreement”) with ERA. The Contribution Agreement will address without limitation the terms of funding, maximum ERA funding for the project, project scope, work plan, milestones, deliverables, performance targets, payment schedule, and reporting requirements. ERA will provide a draft Contribution Agreement to shortlisted applicants during the FPP stage for review. ERA will only entertain minor changes to Contribution Agreement terms and will not negotiate Contribution Agreement terms prior to making a funding decision.

3.5 Fund Disbursement

ERA’s funding will be disbursed on a milestone completion basis after eligible expenses have been incurred toward specified tasks over the course of the project term. ERA’s contribution to each milestone will be at the same ratio of ERA’s funding toward the total project budget. For example, if ERA is contributing 25% of the total eligible project costs, ERA will pay 25% of the eligible expenses incurred at each milestone. The milestone completion and payment schedule will be outlined in the Contribution Agreement.

3.6 Eligible Expenses

ERA funds may only be used for eligible project expenses; thus, as discussed in Section 3.3, the total eligible expenses for the project impact the amount of ERA funding that may be requested. For information about eligible expenses and costs, please refer to the ERA *Eligible Expenses and Cost Instructions* document available at eralberta.ca/apply-for-funding. For clarity, the presence of ineligible expenses does not disqualify a project or limit its ability to recover costs for eligible expenses. All costs (eligible and ineligible) should be included in the proposal to accurately reflect the extent to which ERA’s contribution will be leveraged.

ERA will only contribute toward project costs incurred after the date of ERA’s FPP submission deadline (tentatively planned for mid-September 2025). The FPP submission deadline and cost eligibility date will be confirmed at the time of invitation to the FPP stage. Project-related costs incurred prior to ERA’s FPP submission deadline will be considered out of scope, will not be considered eligible project costs, and are not eligible for fund matching from ERA. Furthermore, no

disbursements will be made prior to execution of a contribution agreement with ERA, and any project costs incurred prior to execution of a contribution agreement will not be reimbursed by ERA in the event that an agreement is not executed.

3.7 Outcomes Reporting and Knowledge Sharing

Funding recipients will be required to report on project outcomes, achievements, and lessons learned, including, without limitation, GHG reductions (actual and projected), job creation, and other environmental, economic, and social benefits. Reporting requirements will include, without limitation, confidential sharing of data with ERA and preparation of public reports.

All ERA-funded projects with quantifiable GHG emissions benefits will be required to provide ERA with a GHG measurement, monitoring, and verification (MMV) plan for the duration of the project and may be required to provide third-party GHG quantification and reporting upon project completion.

ERA is committed to encouraging widespread knowledge dissemination from funded projects to maximize the benefit of our participation. In addition to written reports, ERA may require recipients to commit to specific activities such as hosting knowledge-sharing workshops, participating in ERA lessons-learned activities, or other knowledge-sharing initiatives, as determined by ERA on a case-by-case basis.

3.8 Funding Leverage

ERA is working in partnership with other funding organizations in Alberta and across Canada. In some cases, there may be an opportunity for ERA to share applicants' proposals with trusted partners and other funders in the system to explore possibilities to leverage funding available from these organizations. Potential funding programs and opportunities that may align with the Call or be of interest to applicants include:

- [Alberta Innovates](#)
- [Alberta Indigenous Opportunities Corporation](#)
- [Alberta Indian Investment Corporation](#)
- [ISED Strategic Innovation Fund](#)
- [Natural Resources Canada Programming](#)
- [Prairies Economic Development Canada](#)
- [Canadian Agri-food Automation and Intelligence Network](#)
- [Results-Driven Agriculture Research](#)

A complete list of trusted funding partners can be found [on ERA's website](#).

During the submission process, applicants will have the opportunity to give ERA permission to share their submissions with trusted funding partners of ERA, where applicable. Please note that ERA will only share applications for the purposes of exploring further funding and with partners where ERA

has a non-disclosure agreement in place. An applicant’s preference regarding whether to allow sharing of their application will not influence ERA’s assessment of their proposal.

4 Submission Details

4.1 Submission Deadline

The deadline for submission of EOIs in response to this Call is **June 12, 2025 at 5:00 p.m. Mountain Daylight Time (UTC-6h)**. Late submissions will **not** be accepted. Applicants are encouraged to complete their submissions well in advance of the deadline. ERA will not accept partial or incomplete submissions. All required content must be uploaded into ERA’s Emissions Reduction Information Management System (“Grant Manager”) at <https://grant-manager.com/erims> and the submission must be finalized by completing all necessary online steps in order for the EOI to be considered complete. Applicants will receive an automatically generated email confirming receipt of the proposal upon submission. If a confirmation email is not received, applicants should check their junk/spam folder and the Grant Manager to ensure the submission was complete. If the problem persists, applicants may contact IMS@erAlberta.ca for assistance.

4.2 Funding Process Timelines

The following timelines are anticipated for the full funding process. Note that ERA reserves the right to alter these timelines or cancel the Call.

Action	By Whom	Timing
EOI Submission Deadline	Applicants	June 12, 2025
EOI Shortlist Notification	ERA	Late July 2025
FPP Submission Deadline	Applicants	September 2025
FPP Oral Presentation	Applicants	Late October – Early November 2025
Funding Decision Notification	ERA	December 2025

4.3 Submission Content

EOIs must be submitted using Grant Manager at <https://grant-manager.com/erims>. Users must create an account and complete all mandatory forms to submit an application. Each submission must consist of the following:

- **Expression of Interest Document (Required):** This document will form the basis of ERA’s evaluation and must fully address each of the evaluation criteria.
- **Milestone Summary Table (Required):** This document complements the Implementation Plan section in the Expression of Interest document. It is currently found at the end of the Expression of Interest Template, and can be included in the same PDF file as the Expression of Interest, or as a separate attachment.

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- **Letters of Support (Optional):** Letters of support from partnering organizations, funding sources, site hosts, etc., may be uploaded as an appendix to the EOI document. Please combine all letters of support into a single PDF attachment.
 - **Online Information (Required):** In addition to the documents outlined above, applicants are also required to enter general information about the project into the Grant Manager online system.

Note: Only the required documents and information described above will be reviewed. Any additional attachments, materials or information appended to the required documents will not be considered during the evaluation.

4.4 Submission Standards

A response template will be provided on the Grant Manager for the EOI document during the application process. Applicants must use the response template to ensure that all necessary information is provided in a consistent and practical manner. Applications that fail to use the template may not be considered.

Note on required file naming convention: All documents uploaded to the Grant Manager will have the EOI number and applicant name automatically appended to the filename. Please do not include the EOI number or full corporate legal name in filenames. Applicants are encouraged to use short filenames (no more than 30 characters) with no special characters to ensure their files are processed correctly.

The final EOI document must be uploaded in PDF format and may be no more than ten (10) letter-sized (8.5" x 11") pages in length, including all text, graphics, and tables. **Any extra pages beyond the limit will be removed from the document and will not be considered by the evaluators.** The document must use Calibri (or Arial) 11-point font with a minimum of 1.0 line spacing. Margins must be no smaller than 2.54 cm (1"). Only one EOI document and one document with compiled letters of support may be uploaded per submission.

Note: The page limit does not include optional letters of support, or the milestone summary table.

4.5 Applicant Support and Contact Information

Applicants are welcome to contact ERA at any time throughout the process for support and guidance on completing their application. Before contacting ERA, applicants are encouraged to read the FAQ document available on the Call website and to carefully consult the guidelines and template. ERA provides all applicants with support from key points of contact to answer questions regarding the guidelines, template, Grant Manager, evaluation criteria/process, and

technology/project alignment with the Call. ERA will not provide pre-reviews or feedback on EOI proposal content.

The points of contact for this Call are as follows:

- Assistance with Call guidelines and template: applications@eralberta.ca
- Assistance with Grant Manager online application system and submission: IMS@eralberta.ca
- Other information and general inquiries: applications@eralberta.ca

Due to high anticipated volumes, please allow up to one week for responses to email inquiries. Using alternate email addresses, such as ERA's general information email or media contact email, may result in a delayed response to your request.

At the FPP stage, shortlisted applicants will be assigned a formal project advisor and will work with ERA's GHG team to provide additional assistance in developing their Full Project Proposal.

Note: Following submission of an application, applicants are only permitted to discuss their proposal with members of ERA's Applications team (points of contact listed above). To maintain the integrity and fairness of the process, and to ensure efficient communication, contact with other individuals affiliated with the process (including reviewers, ERA executives, ERA Board members, and Government of Alberta representatives) regarding any active ERA application is strictly prohibited. Inquiries submitted by applicants outside of appropriate channels will not be responded to, may be reported to the independent Fairness Monitor for the process, and could lead to disqualification of a proposal. For clarity, this restriction does not apply to official Call proceedings such as applicant presentation sessions.

Applicants are encouraged to reach out to the Applications team at applications@eralberta.ca at any time for assistance. The Applications team is happy to refer applicants to appropriate contacts. Similarly, applicants are encouraged to contact the Applications team directly and promptly with any fairness concerns that may arise at any point in the process.

5 Evaluation

5.1 Methodology

EOIs will be evaluated based on their potential to achieve the goals of ERA's mandate and this Call for Proposals. Each EOI will be assessed using the evaluation criteria below to determine how well the opportunity aligns with a set of overarching objectives. Each of these criteria contributes to the overall merit, outcomes potential, and risk level ascribed to each project. This is a competitive process, i.e., proposals are evaluated on their absolute merits as well as in comparison to the set of proposals received. Evaluations are conducted by a team of subject matter experts, overseen by an

independent fairness monitor and supported by ERA’s technical team and service providers. All final funding decisions will be made by ERA’s Board of Directors.

5.2 Evaluation Criteria

All proposals will be evaluated based on the following criteria. Each of the evaluation criteria below is assigned a relative weighting. Applicants are encouraged to consider these weightings when developing their proposals. The prompts and instructions found in the EOI template provide additional detail on the specific considerations within each criterion.

Criterion	Description	Weight
Technology Opportunity	Proposals will be evaluated on the strength of the proposed solution and alignment of the opportunity with the Call for proposals, including the novelty of the technology or practice, the competitive advantages relative to existing technologies and practices, the expected technology advancement over the course of the project, and the strategic alignment of the technology with relevant market trends.	15
Implementation Plan	Proposals will be evaluated on the quality and risk profile of the project implementation plan, including achievability of the work plan, the plan to obtain financing for the project, the capacity of the project team, and the strength of support from project partners, where applicable.	15
GHG Benefits	Proposals will be evaluated on their potential to achieve significant GHG reductions in Alberta and on the potential for the project and technology to enable the transition to a carbon-neutral economy. Evaluation of this criterion will consider near-term direct benefits from implementation of the project and from future commercial implementations (e.g., benefits arising from market rollout). For products without a current baseline market in Alberta, benefits will be assessed based on the potential to enable a lower-emissions future.	25
Economic and Environmental Benefits	Proposals will be evaluated on their potential to achieve socioeconomic, environmental, and other benefits. These include examples such as potential to create new economic activity, generate employment opportunities, attract investment, build innovation capacity, improve cost competitiveness and market access, reduce land, air, and water impacts, reduce waste, preserve or sustain biodiversity, improve system reliability, enhance resilience, etc.	25
Market and Value Proposition	Proposals will be evaluated on the opportunity for commercialization and widespread market adoption of the solution in Alberta and beyond, including the value proposition of the solution, alignment with market needs, adoption potential, the plan for knowledge transfer/sharing, and the quality of the proposed business plan and commercial pathway.	20

Note: ERA intends to fund a diverse portfolio representing a range of technology opportunities of various scales and commercial readiness levels. The size of opportunity and potential for widespread environmental and economic benefits will be taken into consideration during project selection. ERA reserves the right to consider optimal portfolio balance and strategic mandate alignment when selecting proposals for funding.

5.3 Eligibility Screening Criteria

In addition to the evaluation criteria described above, projects may be screened out based on one or more of the following factors:

- Insufficient alignment with the Call and/or ERA’s overall mandate:
 - Proposed project is inconsistent with the intent or scope of this Call.
 - Proposed development is assessed to be business as usual.
 - Risk of detrimental side effects (environmental, economic, social, etc.).
 - The project proposed is in the “Out of Scope” technologies categories, as outlined in Section 2.2.
- Insufficient Alberta content:
 - Insufficient relevance of the technology or approach to Alberta.
 - Insufficient benefit to Alberta.
- Insufficient potential for GHG or other environmental benefits.
- Failure to meet minimum submission standards:
 - Insufficient information provided.
 - EOI not written in English.
 - EOI not sufficiently readable or comprehensible.
 - EOI does not conform to the submission requirements outlined in the Call guidelines.

It is important to note that compliance with the eligibility criteria does not guarantee a project will be shortlisted or funded in this process.

5.4 Next Steps

Some applicants whose EOIs are best aligned with ERA’s mandate, the goals of the Call, and the evaluation criteria will be invited to submit a detailed Full Project Proposal (FPP). Further information regarding FPP submission will be made available when FPP invitations are made.

All applicants who submit an EOI in response to this Call will be notified of ERA’s decision via email when the EOI review process is complete. Applicants whose proposals are not accepted may arrange a short debrief phone call with ERA to receive feedback. Information about arranging a debrief phone call will be provided in the notification letter.

5.5 Note on Proposal Quality

This is a highly competitive process, and not all projects will be shortlisted. Success at the EOI stage depends on the quality of the EOI submitted. Only the highest-quality EOIs will be invited to submit FPPs. In this regard, “quality” means both the quality of the proposed project relative to the evaluation criteria and the quality of the written proposal (clarity, completeness, etc.).

6 People and Culture

ERA recognizes that it takes more than funding to achieve our mandate of emissions reduction in Alberta. In addition to creating, supporting, and implementing innovative technologies and solutions, people are critical in delivering our desired future. A diverse workforce will assist in reaching shared outcomes and promoting innovation. To inform our engagement efforts and ensure we are accessible for all representative groups, ERA is continuing to gain an understanding of audiences reached through its suite of communication tools. This includes a set of voluntary identity questions asked of applicants at the funding intake phase. These questions are located in the Grant Manager application portal and are optional to complete. ERA requests that the questions be completed by the individual who will lead the project on behalf of the Lead Applicant. Responses will be kept confidential and will not be considered in proposal evaluation or adjudication processes.

7 Intellectual Property

Intellectual property will be addressed through a Contribution Agreement between ERA and each successful applicant, and will be specific to the circumstances of each project. However, a few general principles apply:

- Background IP (patents, copyrights, software, etc.) and third-party technology remains with its original owner(s).
- ERA retains rights to project results, including without limitation the technical data, reports, analysis, and discussion.
- Project outcomes, results, and learnings will normally be made publicly available at the conclusion of the project.
- Project technology (based on patent disclosures) developed as a part of the co-funded activities will be owned by the successful applicant and its partners, in accordance with the IP arrangement between project partners. However, successful applicants will be expected to commercialize and/or make the technology available through reasonable commercial terms for the benefit of Alberta.

8 Confidentiality

ERA is subject to the *Freedom of Information and Protection of Privacy Act*, RSA 2000, c.F-25 in the course of performing duties and functions and exercising powers delegated to it. All data and records in the custody or under the control of ERA that are required in the performance of duties or functions or the exercise of powers delegated to ERA are subject to the *Records Management Regulation*, Alberta Regulation 244/2001.

Subject to the requirements described above, ERA is governed by a comprehensive Privacy, Data Security and Confidentiality Policy (the “Policy”). The Policy requires that any and all information concerning the business affairs of ERA and its directors, officers, employees and applicants is to be kept private, secure and confidential. Confidential information that is collected, used or disclosed by ERA will be handled in a manner that recognizes both the right of the individual to have his or her confidential information protected and the need of ERA to collect, use and disclose such information for purposes that are reasonable.

To read the entire Policy, visit <http://eralberta.ca/privacy>.