

### Objectives of the Program

Saskatchewan Trade & Export Partnership’s Sustainability Promotion Program is a temporary program designed to promote the innovative products, technologies and services Saskatchewan exporters in domestic and international markets. The funding will provide travel assistance to lower the costs and risks of attendance and promotion at sustainability focused trade shows.

### Who Qualifies?

Applicants must:

- Be a Saskatchewan exporter that produces an exportable product or service to markets outside of Saskatchewan, with at least 50% Saskatchewan content and a sustainability strategy
  - The last substantial transformation of the goods occurred in Saskatchewan, and at least 50% of the total direct cost of producing or manufacturing the goods is sourced within Saskatchewan (labour and materials).
  - If applicant is not headquartered in Saskatchewan, then 30% or more of total revenues need to be generated from Saskatchewan facilities to be eligible.
- Be in full compliance with all government laws and regulations;
- Be currently an incorporated business, partnership or proprietorship based in Saskatchewan and must be a registered company (federally or provincially) for a minimum of two years. Applicants may be asked to produce a copy of certificate of incorporation or other supporting documentation;
- Be able to potentially provide a written trade strategy or export marketing plan for their company;
- Be exhibiting in a trade show, or trade event outside of Saskatchewan and/or; participating and/or exhibiting in a STEP led trade activity to a sustainability focused trade show or event (For those applicants who are participating in a STEP led trade mission with a trade show component, but are not exhibiting in the trade show, maximum reimbursement will be 30%).
- Activities or events must have a clearly stated focus or requirement for sustainability as part of the program and a commercial program.

### PLEASE NOTE:

- Saskatchewan based industry associations and educational institutions may be eligible for funding.
- **This program is temporary and ends on March 31, 2024. A program extension may be considered based on program outcomes and available funding.**

Applications must be received no later than **45 days prior** to the proposed visit to trade show, trade event or trade mission.

*\*Meeting eligibility criteria does not imply automatic access to program assistance.*

### Ineligible Candidates:

- Any applicant’s agents/distributors located outside the Province of Saskatchewan.

### Funding limits:

- a) One approved application per fiscal year (April 1, 2023 – March 31, 2024)
- b) The non-repayable contribution from Sustainability funding will not exceed 50% for the approved activity or 30% for participating but not exhibiting in a STEP led mission with a trade show component; of approved eligible costs
- c) The maximum contribution to any applicant in each fiscal year is \$6000 CAD
  - i) Any funding applications must have an overall minimum cost of \$1000 CAD.

### Eligible Costs:

The following are eligible costs for up to 50% reimbursement for a sustainability focus event or trade show reimbursement; or 30% for participating but not exhibiting in a STEP led mission with a trade show component:

<b>Travel Costs</b>	Return economy airfare or mileage (for up to two applicant employees). Flights paid with points will not be accepted. Online vacation/group packages will not be recognized unless flights and accommodation are clearly separated in detail on the receipt/invoice. Online bookings should be provided with proof of payment along with the booking confirmation. <b>Return airfare for flights that originate in destinations other than Saskatchewan will not be reimbursed.</b>
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	Mileage will be based on the current provincial mileage rate for a return trip from Saskatchewan to destination as determined by Google Maps ( <a href="https://www.google.com/maps">https://www.google.com/maps</a> ).  Applicants engaging in additional travel following the trade mission or trade event as provided on the form, are responsible for providing a return airfare quote from Saskatchewan to destination only (for reimbursement calculations)
<b>Accommodations</b>	For up to two applicant representatives**. Does not include incidentals. Time Shares will not be accepted. Hotels paid with points will not be accepted.
<b>On Ground Transportation</b>	Ground transportation within the market of activity. May include taxi, trains and car rental. Will not cover expenses related to a company or personal vehicle.
<b>Trade Show Costs</b>	Physical and virtual trade show booth space, trade show booth furnishings (carpet, electrical, power, wifi, display case and table and chairs only) and trade show registration fee if applicable. <b>The program does not cover membership fees associated with tradeshow.</b>
<b>Shipping Costs</b>	Shipping of trade show booth. Does not include shipment of product.
<b>Translation Costs</b>	Translation of the company's marketing materials such as brochures and product listings for the specific trade event described in the application. Does not include printing of marketing materials. <b>Language must be indicated.</b>
<b>Interpretation Costs</b>	Cost of hiring an accredited interpreter for a target market. <b>Language must be indicated.</b> Eligible costs do not include travel and per diem expenses that an interpreter does not include within their overall fee. The interpreter cannot be an employee of the company.

\*Applicants are responsible for 100% of all other costs.

\*\*Representatives must be full time employees of the company.

**Reimbursement Procedure: All disbursements under the program are made on a reimbursement basis for direct costs incurred. Funding advances are not provided.**

- a) Prior to reimbursement, the applicant must provide a detailed invoice/ receipt along with clear proof of payment for the following expenses:
  - travel costs (e-tickets / airline tickets & receipts or mileage amount as determined by Google Maps)
  - accommodations
  - costs of on ground transportation
  - trade show exhibition and/or registration costs
  - shipping costs for trade show booth
  - cost to translate marketing materials or for interpretation costs specific to that trade event
  - an itinerary of their business program while abroad
  - completed Program Evaluation form outlining the actual business generated by the visit (available from the Program Administrator)
- b) The applicant will have 21 days from the return to Canada in which to submit the requested documentation
- c) Upon receipt of all required documentation, reimbursement will be issued by EFT within four weeks in Canadian dollars
- d) The EFT will be sent to the company/legal entity, not the individual
- e) If the applicant is unable to meet the conditions and timelines noted above, then they will be considered in default of the program, his/her eligibility will be rescinded, and they will not receive reimbursement

**In order to be eligible for funding, any other Canadian financial resources from government sources (federal, provincial and municipal) CANNOT be used to cover the same travel, accommodation, on ground travel, trade show, shipping, translation or interpretation costs.**

Applicants may be contacted by STEP six months following their return from market to report on the final results of the trade activity.