



The challenge of the year of the EU4Ocean coalition

A challenge of the year, what for?

The Eu4Ocean coalition selects each year a Challenge of the Year to steer collective action for Ocean Literacy within the European Union.

The challenge of the year is translated into a specific “call for collective action” – with financial support by the EU4Ocean coalition to the best collective proposals submitted and duly selected on the basis of a set of key principles and criteria. Selected ocean literacy projects will: demonstrate scientific qualities; be innovative; have a clear leverage effect; promote collaboration with partners within and outside the Coalition; and, target disadvantaged populations.

What is the “challenge of the year”?

This year’s challenge is part of the EU Year of Skills and will be dedicated to strengthening skills in ocean literacy. A wide ocean literacy content has already been developed what does not mean it is fitted to counter skills shortage about the ocean.

Delivering ocean literacy for all requires capacity to deliver sound, high-quality and inspiring ocean literacy in terms of content, process, ambitions. It consists in taking into consideration four interconnected elements: who is delivering the content, what and how it is delivered and to whom. A clever literacy content must be on the edge between being generalist and suitable for every public and being fit-for-purposed while excluding most of the public.

Strengthening Skills in Ocean Literacy

How to foster the skills in delivering ocean literacy to reach the appropriate audience and have a ground impact

The Challenge of the Year "strengthening skills in ocean literacy: how to foster the skills in delivering ocean literacy to reach the appropriate audience and have a ground impact " must lead a reflexion on how to link innovative skills development and clever ocean literacy delivering.

Projects can approach teaching methods very different focus such as targeting a specific group (workers with strictly no link with the ocean, journalists, youth etc.), an innovative tool to delivery skills in ocean literacy (digital, toolkit etc.), an attractive topic that has not been yet approached.



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The ‘Call for Collective Action’ on The Challenge of the Year

The **call for collective action** aims at selecting and supporting a (limited) number of projects that contribute to the strengthening of ocean literacy in Europe following a series of key principles that are central to the coalition’s philosophy and process. Unlike the EU4Ocean Awards, which recognize ambitious projects for ocean literacy in Europe, the Challenge of the Year provides selected projects with expertise and financial support from the coalition.

Eligibility

The Call for Collective Actions is accessible to all members (individuals and organizations) of the different EU4Ocean communities (the EU4Ocean platform, the Youth4Ocean Forum and the EU network of Blue Schools). Individuals and organizations that wish to join the coalition can participate as partners of proposals.

- The proposal must **focus on the challenge of the Year** and have a **measurable impact on the ground**.
- The project must be implemented within a 12-month period maximum (between the announcement in **October Year 1 to the end of September Year 2 maximum** – implementation periods can be shorter with a (final or progress) report due by the end of April.
- The application/proposal must be written **in English**.
- The application must be complete (both technical and financial proposal)). The form is available on the EU4Ocean coalition web page.

Selection criteria

The proposal is evaluated in light of the 6 key principles:

- Social learning and the development of critical thinking as central objective – contributing to changes in knowledge, perception, attitude and ultimately practice/behaviour delivering more sustainable management of marine ecosystems;
- High sustainability and replication potential, so as to reach larger stakeholder groups and regions of Europe as compared to the ones mobilised and targeted in the initiative;
- An EU focus with clear societal and policy relevance – addressing key EU marine challenges and contributing to the achievements of the European Green Deal objectives and Sustainable Development Goals (SDGs);
- A strong collective dimension and a catalytic role – associating organisations and individuals with complementary roles and expertise for increasing impact. Initiatives mobilising organisations and members of the three communities (the EU4Ocean Platform, the Youth4Ocean Forum and the Network of European Blue Schools), as well as organisations from different sectors (e.g. research, marine sector, media, art, education...), countries and regions (including non-EU sharing sea-basins with EU countries) will be specifically valued. A high degree of inclusiveness and co-building will be appreciated;
- An innovative character – in terms of the vehicle or tool developed to enhance ocean literacy, the process established to develop it, the target audience or the capacity to assess impacts and benefits once put in place;
- A Scientific quality and coherence supporting mutual learning – building in particular on interactions and exchanges among professionals, scientists, youth, schools...



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Beyond these 6 key principles, the operational feasibility of each proposal will be assessed (adequacy between proposed activities and requested financial resources, reliability of proposed co-financing, coherence between activities-results-expected outcomes, planning of activities/timeline, partnership and expertise mobilised, communication and contribution to high visibility events...).

EU4Ocean financial support

The requested financial support by the EU4Ocean coalition is 40 000 € maximum. Overall, it is expected that 3 projects are funded every year.

Secured co-financing will be required for ambitious proposals.

Eligible costs are those related to the implementation of the project and its actions (e.g. staff costs, travel and accommodation, research implementation, printing, social medias, venues for expositions, etc.).

Submission

A complete application must present the following documents (available on the EMD website):

- The application **form**,
- Including: the **excel of projected expenditure** and a **four pages pdf document** of the project presentation with the approach to the subject, how it is innovative, the collective dimension and catalytical impact, the ground impacts and how it can be replicated.

Projects submission must be sent by email to the following email: eu4ocean@acteon-environment.eu

The deadline for submitting the proposal will be on **21 July 2023, 18.00 (CET)**.

Selection process

The selection process will be carried out by an expert group of the EU4Ocean coalition to promote projects that meet the values of the EU4Ocean community.

1. First, **all proposals will be screened to** check eligibility and feasibility. Proposals that are not eligible nor feasible will not be further considered in the selection process, the coordinator who submitted the proposal being informed of the reasons explaining reasons why the proposal is not considered for evaluation.
2. Eligible/feasible proposals will then be **evaluated individually** according to the 6 criteria, evaluation scores and results being summarised in a pre-established evaluation grid.
3. The **final selection** will be published in September.
4. All coordinators of proposals will be contacted by emails to inform them of the results of the selection process. The results will be announced via the EU4Ocean website and Social Media.



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Implementation

An agreement will be signed between the project coordinator and ACTeon, on behalf of the consortium managing the EU4Ocean coalition. The funding schedule will be as follows: payment of 30% of total (eligible) EU4Ocean financial support after the signature of the agreement at the start of the project's implementation; payment of an additional 40% of the financial support upon reception of a project mid-term report presenting progress and first results; the remaining 30% upon reception and approval by ACTeon of the final report.

The project coordinator will produce a one page for the presentation of the project on the web site (format provided by the EU4ocean coalition).

Implementation will include regular information exchanges with ACTeon and relevant EU4Ocean secretariat members, assessing progress, identifying bottlenecks and proposing solutions for addressing these. It is proposed to organise three meetings between ACTeon and the project coordinator and partners during the project implementation phase: a kick-off meeting at the start of the project after signature of the agreement; a (mid-term) progress meeting; and, a final meeting for presenting final results.

Once implemented, the project coordinator will submit a report presenting activities carried out, challenges faced, key results, and a summary of financial resource uses. A one-pager presenting key findings and impact on the ground (format provided by the EU4ocean coalition) will also be produced and shared on the EU4Ocean coalition web site.

Planning

Call for collective action	Implementation of the winning projects	Date
Publication of the Call		22 May 2023, 18.00 CET
EMD (possible meetings to exchange about the project)		24 – 25 May 2023
Opened candidature		May - July 2023
Submission deadline		21 July 2023, 18.00 (CET)
Evaluation meeting		15 September 2023
Results notification		22 September 2023
	Beginning of the Project	1 October 2023
	Mid-term report	30 April 2024
	End of the project	31 August 2024
	Final report	15 September 2024



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