eeBLUE Aquaculture Literacy Mini -Grants Program

Informational Webinar
Wednesday, January 31, 2024 2 PM ET

T'Noya Thompson
Contact: eeBLUE@naaee.org

eeBLUE

The North American Association for Environmental Education (NAAEE) and the National Oceanic and Atmospheric Administration (NOAA) are embarking on another groundbreaking five-year eeBLUE partnership aimed at furthering environmental and science literacy to build more resilient communities nationwide.

- Founded in the U.S. in 1971.
- Now includes 30 countries with 56 affiliated organizations.
- NAAEE serves as the professional association, champion, and backbone organization for the field of environmental education.
- It is the organization that professionals look to for best practices in driving excellence, cultivating collective impact, and mobilizing support through education.

Agenda

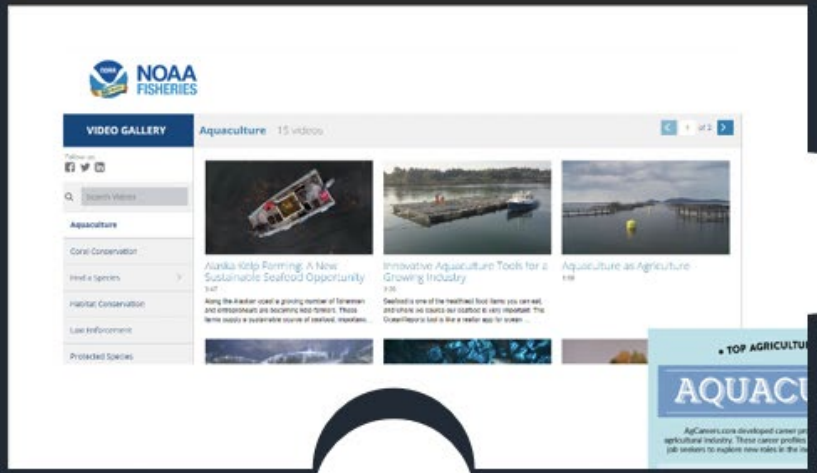
- Background of eeBLUE Aquaculture Initiative
- Program goals, partners, and eligibility
- Application materials
- More about partnerships and projects
- Q&A

General Details

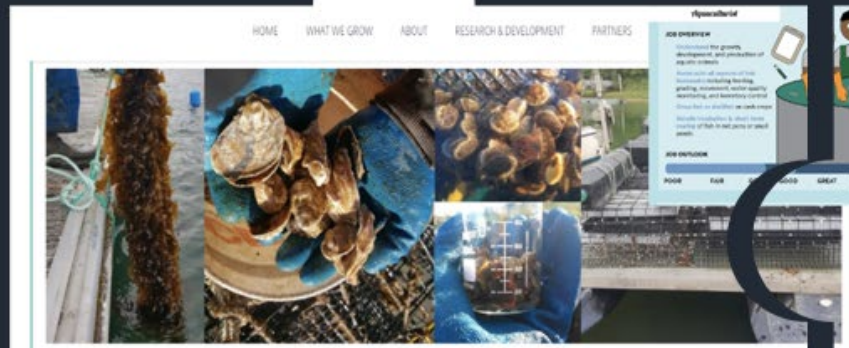
- **Goal**: Identify and support innovative ways to engage a target audience with discussions about aquaculture topics.
- Maximum **$20k per award** , for projects no longer than 12 months.
- Eligible projects will propose a partnership between an Informal Learning Institution, Aquaculture Industry, and NOAA.
- Project proposals should be submitted directly to eeBLUE@naaee.org by **11:59 PM (EST) on March 15th, 2024** .

What is Aquaculture Literacy?

Aquaculture literacy within a community is “a **baseline understanding** of aquaculture topics, potential careers, and related environmental aspects leads to community members capable of making **informed decisions** about aquaculture in their community.”


NOAA
FISHERIES
VIDEO GALLERY
Aquaculture 15 videos
Aquaculture
Coral Conservation
Habitat Conservation
Law Enforcement
Protected Species
Alaska Kelp Farming: A New Sustainable Seafood Opportunity
Innovative Aquaculture Tools for a Growing Industry
Aquaculture as Agriculture

Great Lakes Sea Grant Network Awarded $1 million for Aquaculture Collaborative


HOME
WHAT WE GROW
ABOUT
RESEARCH & DEVELOPMENT
PARTNERS
ABOUT WARD AQUAFARMS

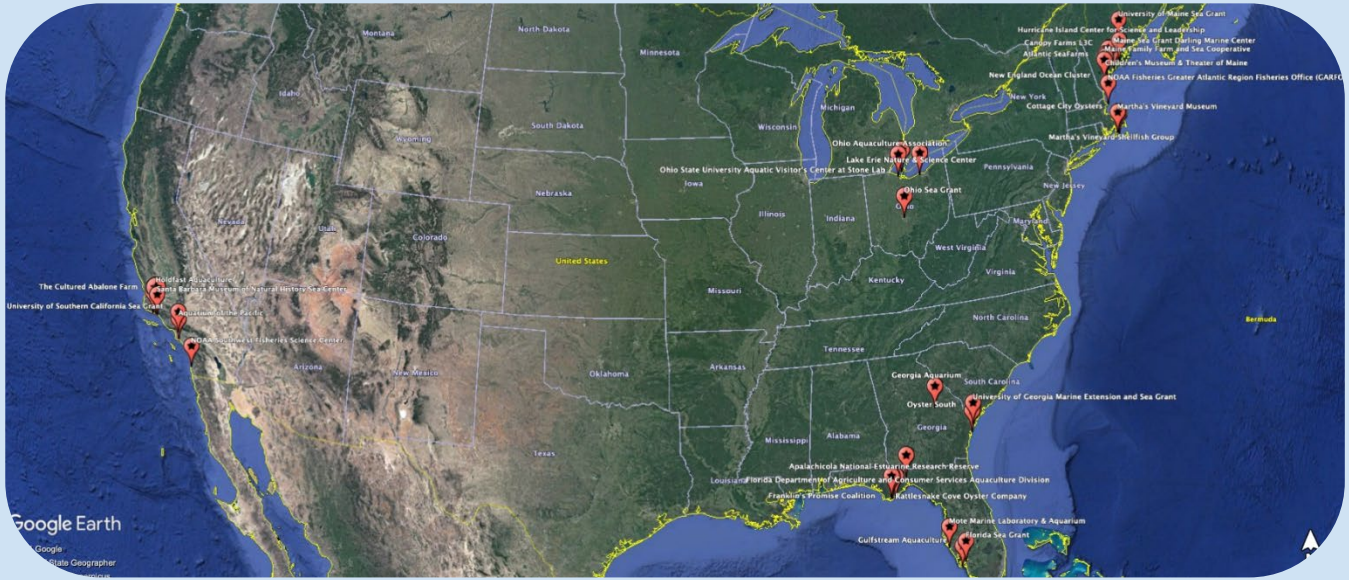
AQUARIUM OF THE PACIFIC
SEAFOOD FOR THE FUTURE

Round One Mini -Grant Institutions

$149k (NMFS, Sea Grant)

10 projects
6 states
4 regions

eeBLUE



What Grantees Did

Science cafes

Campus events

Hands -on learning

Visitor center displays

Tastings

Cooking classes

Aquaculture facility tours

Youth aquaculture experiences

Professional development symposiums

Aquarium exhibits

Aquaculture festivals

Site visits

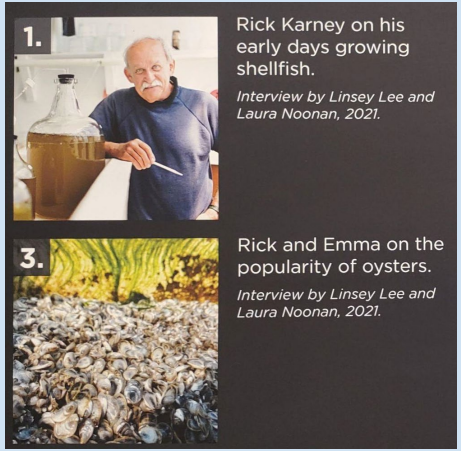


Photo courtesy of Emma Green-Beach, Martha's Vineyard Shellfish Group

Photo courtesy of Jaclyn Robidoux, Maine Sea Grant

Best Practices from Grantees

Value of **adaptive** programming

Meet our partners **where they are at**

Importance of being **flexible & responsive**

Patience in the face of delays

No connections wasted: **laying the groundwork** for future partnerships

Value of **interactive approaches** to engagement

Skills in community engagement & communication

See the full evaluation report by GeoLiteracy. https://naaee.org/sites/default/files/2023-08/eeBLUE-Evaluation-Report-FINAL.pdf

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- Application materials
- Examples of successful partnerships
- Q&A

Program Goals

This competitively -based funding opportunity aims to support partnerships between (1) informal learning institutions, (2) the aquaculture industry members, and (3) NOAA by funding the development of aquaculture education and outreach programs that are responsive to the following goals of the Community of Practice for Aquaculture Literacy (CoPAL):

- Bringing aquaculture education programming to institutions and/or target audiences currently lacking resources ;
- Building the capacity of environmental education providers to offer high quality programming in informal and formal settings by matching aquaculture communication needs with existing research ; and
- Developing creative approaches for public engagement that promote a culture that values innovation, exploration, and community-relevant learning as a context for improving public aquaculture literacy.

What counts as Aquaculture Education and Outreach	What doesn't count (for this effort)
Formal and Informal programming for K-12 and General Public audiences.	Research of gear technology (unless it is an assessment of public perception).
Consumer, Industry, and Network Outreach and outreach technology (phone apps, etc)	Lobbying or outreach to businesses to market products or for commercial campaigns.
Information that disseminates complex aquaculture topics in ways that are digestible to a broader audience.	Refining permitting guidelines.
Enhancing connectivity in existing workforce development efforts. This can include: Career awareness Career resources pipeline Scholarships and fellowships Higher education/Community College collaboration.	Creating a new degree program or workforce training certificate (it's just too large of an undertaking for mini-grants you'll learn about).

NOAA Partners*	Industry Partners	Informal Learning Institution Partners
Line Offices, Headquarters Offices	Shellfish, Seaweed, and Finfish Growers/Farmers	CELC Member Institutions
Regional Fisheries and Aquaculture Programs	Grower Associations	An informal learning institution that is engaging the public on coastal and marine issues.*
Sea Grant Programs	Hatcheries and Hatchery Staff (including state run)	*Including Tribal Organizations and Centers
National Estuarine Research Reserves	Aquaculture Organizations, such as Minorities in Aquaculture	
Regional Fisheries Science Centers	Tribal Associations and Organizations	
Scholars and Fellows	Chefs and sustainable seafood restaurateurs	
*Federal employees can not receive direc funding for these projects.		
**In addition to a letter of commitment, Sea Grant partners must submit a statement/indication of support from their Program Director.		

Eligibility

RFP pg. 10

Projects **must** propose to partner across an informal learning institution, aquaculture industry, and NOAA entity.

Eligible applicants are limited to institutions of higher education; K-12 public and independent schools and school systems, other nonprofits, including community-based organizations and informal education institutions such as museums, zoos, and aquariums; state and local government agencies; for-profit aquaculture organizations and operations; and Indian tribal governments in the United States. Federal agencies, foreign institutions, and individuals **are not** eligible to apply; however, federal agencies, foreign institutions, and individuals **may participate** with an eligible applicant as a project partner (see partnership table on pg. 19).

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- Application materials
- More about partnerships and projects
- Time for questions

Application Process

RFP page 13

The proposal package must include [link to checklist]:

- ✓ Title page [link to template];
- ✓ *A detailed project description that includes objectives and expected outcomes, a description of proposed activities, identification of target audience(s) and project partners, and a plan for dissemination (maximum five pages; for more details, please see the suggested Project Description Template here [link to template];
- ✓ A timeline and/or milestone chart of proposed project activities and deliverables (2 pages maximum);
- ✓ A full budget table [link to template];
- ✓ A list of project partners and a resume/CV (2 pages maximum) of each PI and Co-PI(s); and
- ✓ Letters of commitment from all participating partners (1 page maximum).

Packages must be sent to eeBLUE@naaee.org by **March 15, 2024 at 11:59 PM Eastern**

Application Package

https://naaee.org/programs/eeblue/aquaculture -initiative

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North American Association for Environmental Education

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eeBLUE Aquaculture Literacy Mini-Grants Program Information

Informational Webinar

Wednesday, January 31, 2024 2:00 PM Eastern Time

This informative webinar will provide details about the Aquaculture Literacy Mini-Grant request for proposals for the co-development of innovative educational experiences that explore aquaculture topics.

REGISTER TODAY

The North American Association for Environmental Education (NAAEE) is pleased to offer your organization the opportunity to apply for an Aquaculture Literacy Mini-Grant. Through this mini-grants program, NAAEE supports partnerships sharing the mutual aquaculture literacy goals of the National Oceanic and Atmospheric Administration's (NOAA) Office of Education, NOAA Fisheries, and the National Sea Grant Office. These mini-grants will provide informal learning institutions (e.g., aquariums), aquaculture industry (e.g., shellfish, finfish, and seaweed farmers), and NOAA partners with support for the co-development of innovative educational experiences that explore aquaculture topics. Successful proposals will use the unique education mission of the eeBLUE partnership—a collaboration between NAAEE and NOAA's Office of Education—as a context for engagement and advancement of public aquaculture literacy.

Aquaculture literacy within a community builds on and supports the collective goals of environmental literacy. *Environmental literacy* is "the possession of knowledge and understanding of a wide range of environmental concepts, problems, and issues; cognitive and affective dispositions toward the environment; cognitive skills and abilities; and appropriate behavioral strategies to make sound and effective environmental decisions. It includes informed decision

Important Dates

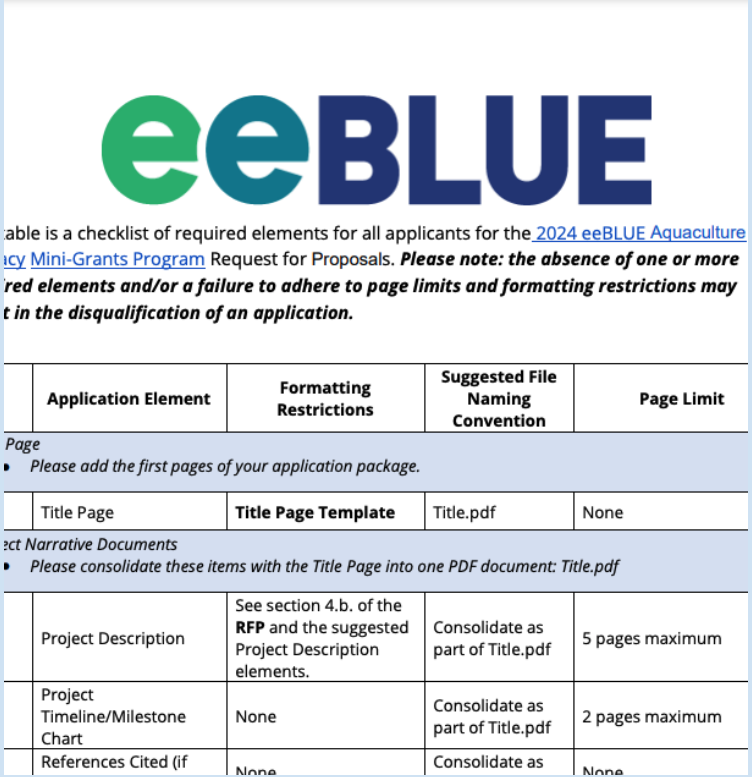
January 10, 2024: Request for proposals announced
January 31, 2024: Informational Webinar
March 15, 2024: Request for proposals closes at 11:59 PM (Eastern)
March 15 to May 1, 2024: Review and selection

Proposal Package

- Requests for Proposals
- Title Page Template
- Project Description Template
- Budget Template for

Application Checklist

https://naaee.org/programs/eeblue/aquaculture -initiative



eeBLUE

able is a checklist of required elements for all applicants for the 2024 eeBLUE Aquaculture cy Mini-Grants Program Request for Proposals. ***Please note: the absence of one or more red elements and/or a failure to adhere to page limits and formatting restrictions may t in the disqualification of an application.***

	Application Element	Formatting Restrictions	Suggested File Naming Convention	Page Limit
Page				
•	*Please add the first pages of your application package.*			
	Title Page	**Title Page Template**	Title.pdf	None
ct Narrative Documents				
•	*Please consolidate these items with the Title Page into one PDF document: Title.pdf*			
	Project Description	See section 4.b. of the **RFP** and the suggested Project Description elements.	Consolidate as part of Title.pdf	5 pages maximum
	Project Timeline/Milestone Chart	None	Consolidate as part of Title.pdf	2 pages maximum
	References Cited (if	None	Consolidate as	None

Aquaculture Literacy Mini-Grant Application Title Page

Project Title: _____

Anticipated Start Date and End Date: _____

Total Funding Amount Requested: _____

Informal Learning Institution Partner (name, institution): _____

Aquaculture Industry Partner (name, organization): _____

NOAA Partner (name, office, position): _____

Target Audience: _____

Principal Investigator (PI)

Prefix: _____ First: _____ Last: _____

Position: _____

Institution: _____

Mailing Address 1: _____

Mailing Address 2: _____

City: _____ State: _____ Postal Code: _____

Budget Description Template

	that's someone helping to plan an event or conduct a training. This does not include anyone contract to do work, including 21CCLC educators who are not part of your organization. If you employees are contracted and not salaried staff, please include them in the contract section.
Fringe	This is the rate of benefits for those individuals included in the salary calculation. Please write the percentage rate next to each person so we can ensure the amounts in subsequent columns are calculated correctly.
Travel	These are travel costs only for individuals on staff at the applicant's organization. Travel costs for other people to attend an event, such as field trip costs for students, should be included in the "Other" section. An in-depth explanation of allowable travel costs is included below.
Supplies	These are tangible items, valued at less than $5,000 per item, which you're using as part of your grant project. Any small printing jobs would be considered supplies. If you are printing something like a journal or other publication, that would likely have a contract associated with it, and would be charged to "Contracts". Any food items purchased through a catering company or restaurant, where a contract is in place, would go to "Contracts". Otherwise, food and drinks purchased at a grocery store or similar retailer would be a supply.
Equipment	These are tangible items, valued at more than $5,000 per item and have a useful life length of more than 3 years, which you're using as part of your project.
Contracts	This section is for any contracts you have with facilitators or other collaborators who are not considered part of your salary team, but are more than participants in your event or project. If you are renting a space to conduct a training or meeting, it would be considered a contract. If you are compensating 21CCLC educators, this would fall under contracts.
Other	"Other" costs would include travel for participants to conference and trainings. This likely won't apply to your project unless you are including professional development for educators in your budget. Additionally, grants to other organization would also fall under this category. However, NAAEE will not fund projects with pass-through funding to
Indirect	Subrecipients often have their own federally negotiated indirect rates. For subawards under $50,000 per year, NAAEE will only accept at 10% de minimus rate on total modified direct costs (TMDC) from subrecipients, to ensure enough funding goes to programmatic activities. TMDC should exclude any costs related to participant (student) travel.
Food at Events (Not associated with travel)	
Food	Written permission from NAAEE is required for any meals or light refreshments you wish to get reimbursed through this project. We reserve the right to not reimburse for any food or beverage costs that have not be approved prior to purchase.
Travel for Staff	
Mileage	Any miles driven on your own vehicle to or from the event can be reimbursed at $.655 per mile (2023 IRS rate). This rate may increase or decrease in 2024, depending on IRS data. To document this, please send a pdf-version of a map showing start and ending location, and distance traveled (i.e. Google map). Any tolls you paid getting to or from an event, an airport, or a carpool meeting place can be reimbursed.
Rental vehicles	Rental vehicles and gas are reimbursable, but you cannot additionally charge for mileage.
Ground Travel	Taxis, Lyft, Uber, other ride-sharing charges to and from an airport or carpool meeting place are allowed. Public transit

YEAR 1 BUDGET	
Name of	Natural Start Alliance
BUDGET CLASS	Description
SALARY	Project Director: 40 hours @ $35/ hr
	Lead Instructor: 200 hours @ $20/hr
	Salary Total
FRINGE	Project Director, 25% of salary
	Lead Instructor, 25%
	Fringe Total
TRAVEL	Staff planning meetings with 21CCLC site prior to project launch (2 pe
	Staff travel to local 21CCLC sites (2 people x 14 miles roundtrip @ $.65
	Staff travel offsite to coastal ecosystem for planning (50 miles roundt
	Subtotal Travel
EQUIPMENT	N/A
	Subtotal Equipment
SUPPLIES	Water monitoring kits
	Books on watersheds for mini summer library
	Notebooks for students
	Supplies to build model watersheds
	Subtotal Supplies
CONTRACTS	Coastal ecosystem off-site facility rental for 1 day
	Stipends for three 21CCLC educators to attend all-day offsite field trip
	Guest speaker for lesson on civic engagement (incl. travel)
	Subtotal Contracts
OTHER	Registration fee for professional devleopment webinar for two staff

Project Description Guidance

Note: This is an optional template to ensure you have provided the information requested in the Request for Proposals (RFP) found on the NAAEE website. However, you should also refer to the text in the RFP, particularly Section 2: About the Aquaculture Literacy Mini-Grant Program, to explain what is expected fully.

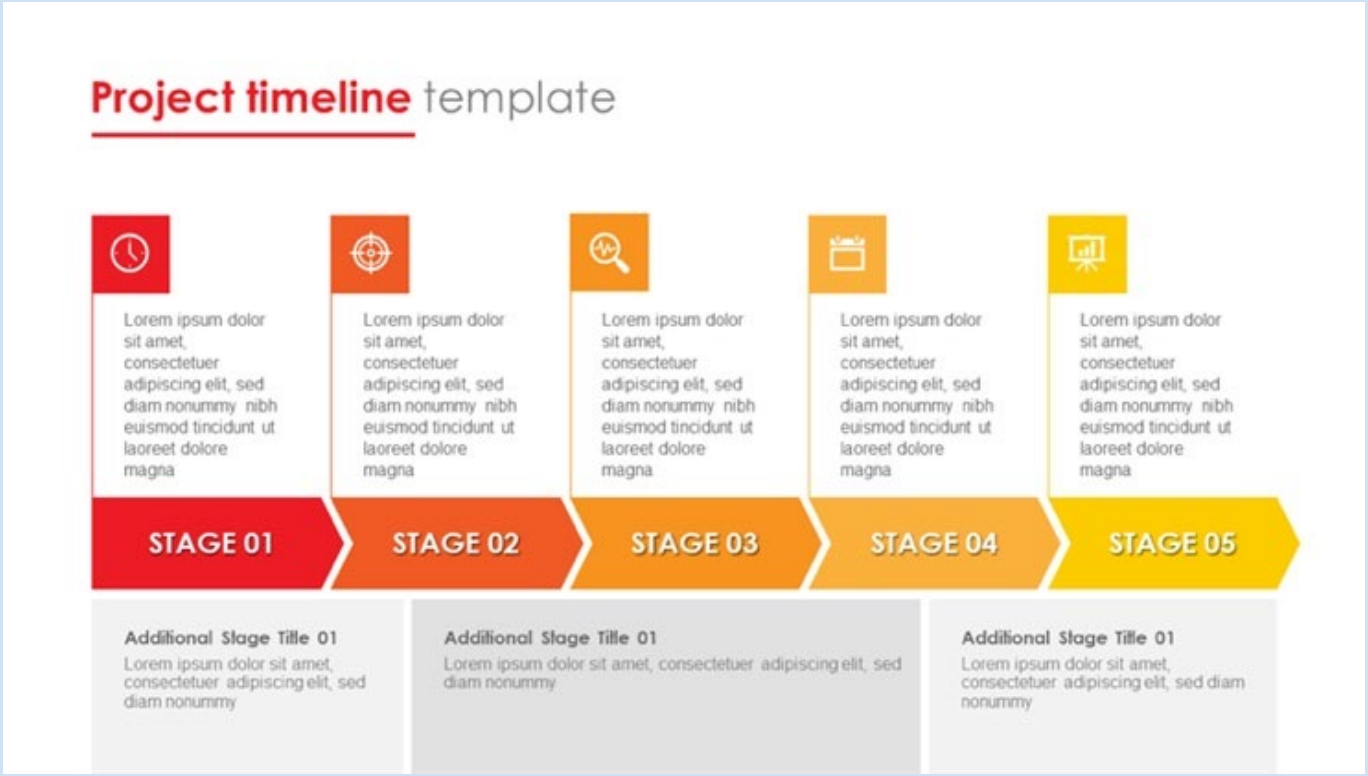
The Project Description must not exceed 5 standard letter-sized pages, should be in 11-point or larger font, and have margins of at least 1". Each page of the project description should be numbered. Page limits include figures and other visual materials but exclude title pages, references, budget information, resumes, work plan/milestone charts, and letters of commitment.

You should also carefully review the Review Criteria by which the reviewers will evaluate all applications (see Appendix 1 of the RFP).

1. Objective(s) and Expected Outcomes

- Describe the specific project objective(s) and expected outputs and outcomes of the proposed project.
- Explain how the activities, expected outputs, and outcomes support the goal of this

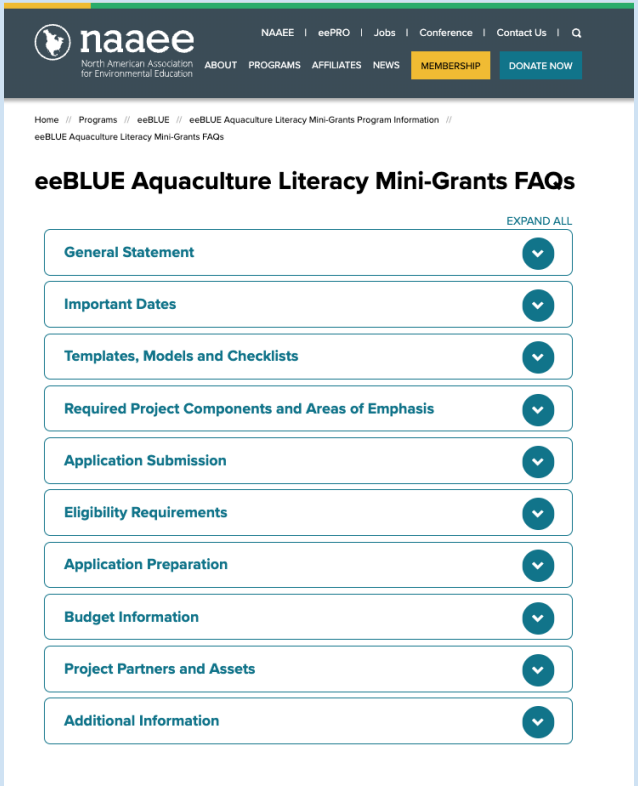
Timeline/Milestones Chart



FAQ Page

Will be regularly updated

https://naaee.org/programs/eeblue/aquaculture -initiative/faqs



Important Dates

January 9, 2024: Funding opportunity announced

January 31, 2024: Recorded informational webinar

*Recording posted to https://naaee.org/our -work/programs/eeblue/aquaculture -initiative

March 15, 2024: Application packages due 1 **1:59 PM (Eastern) to eeBLUE@naaee.org**

March - May 2024: Review Process

May 2024: Awards announced

June 2024: Earliest possible project start date

Agenda

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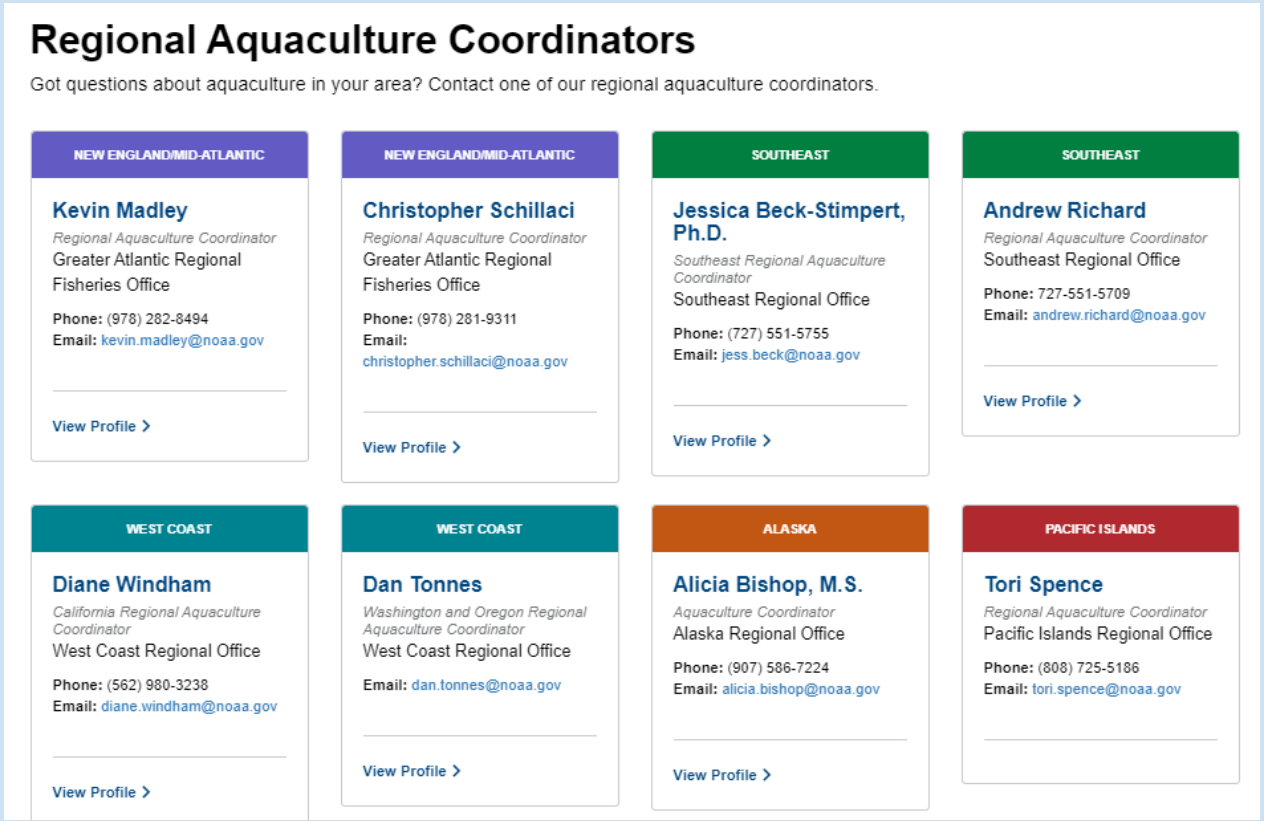
- More about partnerships and projects
- Q&A

The Coastal Ecosystem Learning Centers (CELC) Network

https://www.noaa.gov/office -education/celc/members

Learn more about past projects: https://naaee.org/programs/eeblue/past-initiatives

Where can I find NOAA Partners?



Regional Aquaculture Coordinators

Got questions about aquaculture in your area? Contact one of our regional aquaculture coordinators.

NEW ENGLAND/MID-ATLANTIC

Kevin Madley
Regional Aquaculture Coordinator
Greater Atlantic Regional Fisheries Office
Phone: (978) 282-8494
Email: kevin.madley@noaa.gov
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NEW ENGLAND/MID-ATLANTIC

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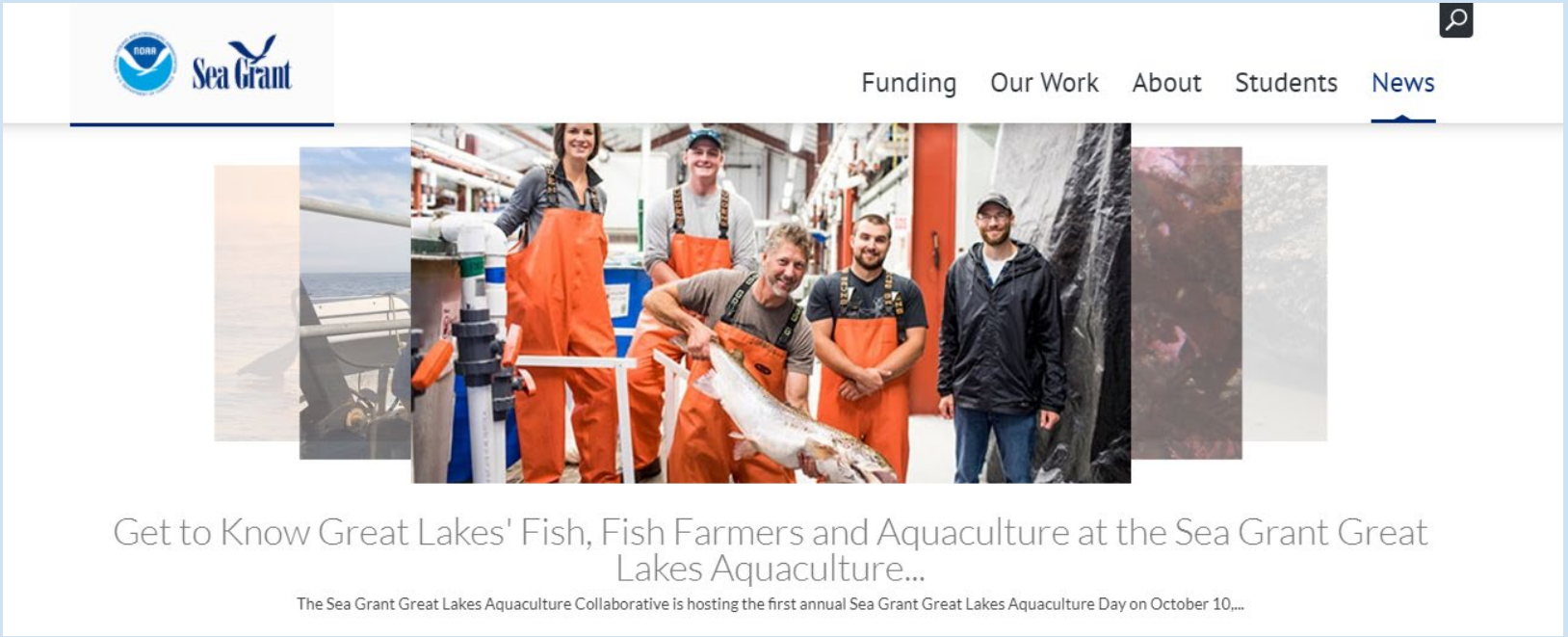
PACIFIC ISLANDS

Tori Spence
Regional Aquaculture Coordinator
Pacific Islands Regional Office
Phone: (808) 725-5186
Email: tori.spence@noaa.gov

fisheries.noaa.gov/contact-directory/regional-aquaculture-coordinators

Where can I find other NOAA Partners?

To get in touch with Sea Grant contacts working on aquaculture in your area:
Reach out to oar.hq.sg.aquaculture@noaa.gov and cc mark.a.rath@noaa.gov and charles.weirich@noaa.gov with the subject line "eeBLUE Aquaculture Literacy".



Where can I find NAAEE and NOAA assets?

- Applicants can find assets on the eeBLUE Aquaculture Literacy Past Initiative page.
- A list of NOAA assets can be found on our NOAA Assets for Education Grants page.
- We also encourage applicants to review the NOAA Fisheries Office of Aquaculture's Outreach and Educational Materials page for aquaculture education-related assets and contacts.

Who may serve as PI or a Co -PI?

- Principal Investigators (PIs or Project Directors) are required to be **employees of the organization submitting an application** .
- Because consultants or contractors of an organization do not typically have this level of authority, they cannot serve as PIs.
- PIs should check with the sponsored projects office or equivalent to **inquire about possible restrictions** .
- **Federal employees may not serve as PIs or co -PIs on any application** ; however, they may be included as key personnel or project partners.
    - NERRs and Sea Grant Programs are eligible applicants (PI or co-PI), and/or can also serve as a NOAA partner.
    - Sea Grant applicants must include a statement/indication of support from their Program Director. Contractors must also include a signed statement of support from their direct supervisors.

NOTE: Each PI, co-PI, and/or project partner must submit a letter of commitment.

How many applications can an investigator or institution submit to this funding opportunity?

- It is strongly encouraged that an **individual** serve as a lead PI on only one application submitted to this funding opportunity.
- **Institutions may submit more than one application** and individuals may serve as co-PIs or key personnel on more than one application.
- **A given project idea may only be submitted once**. In the event a project is submitted multiple times, the eeBLUE Team will contact the applying institution(s) to ask them which application should be withdrawn.

Examples of successful partnerships

Example 1:

Shellfish Industry Partner

Informal Learning Institution Partner

Regional Aquaculture Coordinator Partner (unpaid)

Example 2:

Informal Learning Institution Partner

NOAA Partner

Shellfish Industry Partner

Who can be PI and Co-PI?

Example 1:

Industry Partner

Informal Learning Institution Partner

NOAA Fisheries Partner (unpaid)

Example 2:

Informal Learning Institution Partner

NOAA Partner

Industry Partner

Why Aquariums?

NOAA's Office of Education coordinates the partnership, bringing NOAA science, guidance, and resources to CELC member institutions.

CELC member institutions then share this information with the 20 million people they reach every year across North America.

What is the total amount of funding I can apply for?

- The total amount requested for each project must be **no more than $20,000** for the duration of the project, including direct and indirect costs.

- Match or cost-sharing is **not required** for this project, and will not be taken into consideration as part of the review.

- **Funding requested should be appropriate for the number of sites and/or audiences to be served** with the proposed program model, and applicants should provide a justification for the scale of program implementation in their proposals.

If my project is chosen, how will funds be distributed?

- NAAEE will provide awardees with a template and instructions for grantee invoicing*.

- Grantees will submit invoices for reimbursement on at least a quarterly basis, with the option of submitting monthly.

  **Consider what partner is best suited to facilitate this process when choosing a lead PI.*

Grantee Responsibilities

RFP page 12

- Final awardees are required to submit interim reports, a final performance report, and financial reports to NAAEE. Suggested templates for performance and financial reports will be provided to grant recipients.
- The final project report will be due upon project completion, no later **30 days** following the award end date. Interim reports and the final performance report must include photos and/or videos of project activities, as well as products and other resources for inclusion in an online learning resources portal hosted by NAAEE.
- Additional guidance on reporting products and resources for submission will be provided
- Final awardees will also be expected to share project outcomes in an end-of-grants symposium.

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- Time for questions!

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Thank you and we look forward to receiving your proposal!

T'Noya Thompson
Contact: eeBLUE@naaee.org