

eeBLUE RFP Open May 5 - June 18

Ocean Acidification Literacy Mini-grant

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Agenda

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What is ocean acidification (OA) and why is OA literacy important?

Ocean acidification is the change in chemistry that increases acidity in our ocean, impacting some marine life.

Coastal acidification and ***Great Lakes acidification*** include local processes from land that also affect water acidity.

Ocean acidification literacy is the understanding of OA, its causes, impacts on marine life and people, and solutions to prepare and adapt.

Primary objective



GOAL:

The Ocean Acidification Mini-grant program aims to significantly **advance national ocean and coastal acidification literacy** and outreach by integrating ocean and coastal acidification into CELC institutions' education and outreach efforts.

Program objectives

1. **Increase OA literacy**, including regional or local relevance to the general public or target audiences, and also **increase reach**;
2. **Draw from or incorporate NOAA data and best available information**, relevant NOAA and other resources aiding decision making, NAAEE assets, best practices for environmental education and communicating ocean acidification, and/or activities that CELC members are expert;
3. **Utilize OA communication best practices** for engaging with the public on the complex topic of OA that avoid misconceptions and provide information and/or tools for informed decision-making;
4. Create innovative and/or new approaches that **increase OA literacy through CELC programming**.



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Project options

Your institution can choose. Examples:

- Creating an (partial) exhibit or installation;
- Developing workshops or classes for visiting teachers or students;
- Producing or incorporating multimedia tools or digital content, games, infographics, apps or tools;
- Creating traveling exhibits or other activities;
- Creating a regional storymap;
- Creating innovative and interactive experiences.

Project options

OA Storymaps for aquariums and ELCs



Project outcomes

Audiences served will:

- **Improve their understanding** of ocean acidification, its impacts to marine life and people, and potential solutions;
- **Gain awareness** of the importance and impacts of OA in their region;
- **Understand that OA is one stressor** to marine life and ecosystems and its role in the broader context of our changing ocean;
- **Be more engaged** and enthusiastic about learning about ocean acidification and its community-level actions;
- **Get access to relevant NOAA resources** that support informed decision-making;
- **Gain the knowledge, skills, attitudes, and motivations** to participate in discussions about OA;
- **Connect** to their regional [coastal acidification networks](#); and
- **Feel confident in sharing** what they know about OA and potential solutions.

Project outcomes

Your institution will:

- Learn how to successfully **disseminate OA information** and build consistency in messaging related to ocean acidification;
- Learn more about the importance of **environmental education in advancing ocean acidification literacy**;
- **Contribute significantly to increasing reach** of OA content and understanding;
- **Increase confidence, competence, and capacity** in delivering OA information; and
- **Gain awareness of relevant NOAA resources** to enhance audience experiences and get information they need for decision-making.

Eligibility

- Open to Coastal Environmental Learning Centers only;
- CELC institutions must lead the project, but may include partners or collaborators (i.e., academic, nonprofit organizations, commercial organizations, state or local government agencies, or interstate agencies).
- CELC institutions may partner together or with other aquariums or learning centers.

Award information



Awards are \$10K - \$50K

Up to \$300K total; anticipate 6 - 8 awards as appropriations are available



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Projects executed for up to 24 months

Project evaluation

Projects must have an evaluation component

A systematic collection and documentation of information about the project's outcomes to improve its effectiveness, guide judgments about its impact, and/or inform future programming decisions.

Will also be a program evaluator.



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Important dates



May 5, 2026 - Request for proposals announced

June 18, 2026 - Request for proposals closes at 11:59 PM (Eastern)

June 22 to July 31, 2026 - Review and selection

August 15, 2026 - Funding decisions announced (anticipated and contingent upon funding availability)

October 1, 2026 - Projects funded

How to apply

Submit to eeBLUE@naaee.org by 11:59pm ET June 18, 2026

The proposal package must include:

1. Title page
2. Project Description (5 pages max): 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;
3. Project Timeline (2 pages max): A timeline and/or milestone chart of proposed project activities and deliverables;
4. Project Budget - A full budget table;
5. Project Bios (2 pages max per person): A list of project partners and a resume/CV of each PI and Co PI(s);
6. Letters of Commitment (1 page max per letter): Letters of commitment from all participating partners

Mini-grant for ocean acidification literacy



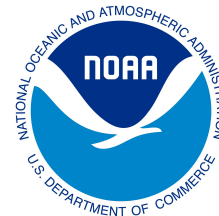
INTERNATIONAL ALLIANCE TO
COMBAT OCEAN ACIDIFICATION

Offered to provide technical support to applicants.



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Grantee responsibilities

- **Submit mid-cycle and final cycle progress reports.**
- **Submit financial reports.**
- **Engage with program evaluator via interviews and data sharing.**



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Evaluation criteria



- 1. Importance/Relevance and Applicability of Proposal to Program Goals (35%)**
- 2. Technical Merit (35%)**
- 3. Overall Qualification of Applicant(s) (10%)**
- 4. Project Costs (10%)**
- 5. Outreach and Sustainability (10 points)**

Evaluation criteria

1. Importance/relevance and applicability to the program goals (35%)

This criterion ascertains the value in the proposed work and relevance to NOAA OAP and OA literacy efforts. Specifically, this includes the degree to which the proposal addresses and supports ocean acidification literacy; the goals of the NOAA OA Education Implementation Plan and the goals listed in this RFP.

Evaluation criteria

2. Technical Merit (35%)

This criterion ascertains whether the approach is technically sound and/or innovative, if the methods and partnerships are appropriate, and if there are clear project goals, objectives, outcomes, and evaluation plans.



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Review criteria

3. Overall Qualifications of Applicants (10%)

This ascertains whether the applicant(s) possesses the necessary education, experience, training, facilities, and administrative resources to accomplish the project.



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Evaluation criteria



4. Project Costs (10%)

This criterion evaluates the budget to determine if it is realistic, reasonable, justified, and commensurate with the project needs and time frame.

Evaluation criteria

5. Outreach and Sustainability (10%)

This criterion evaluates how much the project activities are likely to create lasting opportunities to engage audiences in ocean acidification education and outreach. Along with the applicant's commitment and potential plan for collaborating with NAAEE and NOAA on content posted on NAAEE and NOAA communication platforms (e.g., web stories). It also evaluates whether the applicant demonstrates a plan for sharing materials, lessons learned, and best practices from the project, and how opportunities might continue past the project end date.

Project selection

Additional Selection Factors

NAAEE, in collaboration with NOAA, may select a proposal out of review rank order if justified based upon the following factors:

- A. Availability of funding
- B. Balance/distribution of funds
 - a. By geography
 - b. By project types
 - c. By audience types
 - d. By program priority and policy
 - e. Adequacy of information necessary for NOAA staff to make a National Environmental Policy Act (NEPA)
- C. Partnerships with/participation of targeted groups



Thank you!

Questions?

oceanacidification.noaa.gov

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