



Marine Institute
Foras na Mara

Marine Research Programme

Ocean Awareness Grants (for marine media productions)

Guidelines for Applicants

Support for the Ocean Awareness Initiative is provided by the Marine Institute under the Marine Research Programme, which is funded by the Irish Government.

Introduction

Harnessing Our Ocean Wealth – An Integrated Marine Plan for Ireland (July 2012) sets out a roadmap to enable Ireland's marine potential to be realised through a co-ordinated system of Government policy and programme planning.

Vision and Goals

“Our ocean wealth will be a key element of our economic recovery and sustainable growth, generating benefits for all our citizens, supported by coherent policy, planning and regulation and managed in an integrated manner.”

Harnessing Our Ocean Wealth has three high-level goals, of equal importance, based on the concept of sustainable development:

- **Goal 1** focuses on a **thriving maritime economy**, whereby Ireland harnesses the market opportunities to achieve economic recovery and socially inclusive, sustainable growth.
- **Goal 2** sets out to achieve **healthy ecosystems** that provide monetary and non-monetary goods and services (e.g. food, climate, health and well-being).
- **Goal 3** aims to increase our **engagement with the sea**. Building on our rich maritime heritage, our goal is to strengthen our maritime identity and increase our awareness of the value (market and non-market), opportunities and social benefits of engaging with the sea.

The Marine Institute's **Ocean Awareness Grants** are being made available to provide a modest assistance for appropriate media productions (documentaries, films and videos) that supports goal three of *Harnessing Our Ocean Wealth*, and also the objectives of the EU Blue Growth Strategy and EU Strategy for the Atlantic focusing on ocean literacy.

Specifically funding will be awarded for:

Tier 1

- Media productions where it can be shown that the project is already well funded and has a high likelihood of being completed.
- Productions that will be shown on national/international television networks, or broadcast via other national/international platforms e.g. cinema.
- Productions which are educational and targeted to increase the awareness of the general public on maritime activities.¹

Tier 2

- Media student small scale productions.
- Short productions for online social-media (e.g. Facebook, Twitter, Vimeo, YouTube).
- Productions which are educational and targeted to increase the awareness of the general public on maritime activities.

¹ In this context we mean an educational message, where the production conveys information on complex scientific issues (e.g. climate change, marine pollution) in a manner that engages the public and that they can relate to in their everyday life. The aim of ocean literacy is to change behaviour through education, with individuals taking responsibility for their actions and the resultant effects on the marine environment.

What Type/Level of Support is Provided and Who Can Apply?

The awards are to provide a contribution towards the cost of media productions that will educate and increase awareness of the public of the value of Ireland’s ocean resources, and engage people with our maritime asset.

Applications will be accepted in two categories, as follows:

A. Media Productions (Tier 1)	
Description	<p>This award provides a modest contribution to the costs of media productions with a strong potential to engage the public in awareness of the value of Ireland’s marine resource.</p> <p>Productions should be suitable for broadcast on national television networks, and relate to the marine environment.</p> <p>The planned media production must be already well financed, with the majority of required funding secured at the time of application.</p> <p>Productions should be educational, have a core marine theme and have the ability to engage the interest of the public in maritime activities.</p> <p>Applicants should detail the expected impacts of the production.</p>
Eligibility	<p>This award is open to all legal entities on the island of Ireland, for example:</p> <ul style="list-style-type: none"> • Film Production Companies • Small & Medium Enterprises (SMEs) • Higher Education Institutes (HEIs) • Research Institutes • Other Representative Organisations <p>Note: The recipient Organisation must be based on the island of Ireland.</p>
Maximum Grant-Aid	€10,000 or 10% of Production Costs (whichever is the lesser)
Type of Costs Covered	<p>The following is an example of the typical costs covered under this Award:</p> <ul style="list-style-type: none"> • Hire of Audio-Visual & Other Equipment • Venue Hire (for film shoot) • Hire of Props • Vessel Charter/Boat Hire • Travel & Accommodation <p>N.B. There is no retrospective funding; only costs incurred after the award is granted can be funded.</p>
Note: Media Production Grants are payable to Organisations only.	

B. Media Productions (Tier 2)

Description	<p>This award provides a modest contribution to the costs of small scale media productions with the potential to engage the public in awareness of the value of Ireland's marine resource.</p> <p>Productions should be suitable for broadcast on social media (e.g. Facebook, Twitter, Vimeo, YouTube), and relate to the marine environment.</p> <p>Productions should be educational, and have the ability to engage the interest of the public in maritime activities.</p>
Eligibility	<p>This Award is open to:</p> <ul style="list-style-type: none"> • Students (undergraduate/postgraduate) currently registered at an academic institution on the island of Ireland. Proof of support by the Academic Supervisor is required. • Higher Education Institutes (HEIs).
Grant-Aid	Maximum €1,000
Type of Costs Covered	<p>The following is an example of the typical costs covered under this Award:</p> <ul style="list-style-type: none"> • Access to Editing Suite • Hire of Audio-Visual & Other Equipment • Hire of Props • Travel & Accommodation (Ireland/Northern Ireland only) <p>N.B. There is no retrospective funding, only costs incurred after the award is granted can be funded.</p>
Note: Grants are payable to the student or their host institute, whoever incurs the costs.	

The applicant will provide the Marine Institute with a copy of the completed media production, and grants the Marine Institute a royalty free licence in perpetuity to use this copy on the Marine Institute's website, on social media channels, and during the annual SeaFest event. In exceptional cases where a full copy cannot be supplied, then the applicant shall provide a promotion clip of the full production for use by the Marine Institute, under the same terms.

Funding provided by the Marine Institute must be acknowledged in the production credits.

Applicants cannot receive more than one award in any calendar year.

How is your Application Assessed?

Applications will be externally assessed on the basis of impact, value for money and necessity for this support. Applications will be expected to make a convincing argument for the contribution to raising public awareness in the value of Ireland's marine resource. The Marine Institute may offer support at a lower rate than requested. Applicants will receive notification of the outcome within one month of the closing date.

What Costs can be Claimed?

- Eligible costs include those non-pay costs necessary to support the proposed activity; e.g. equipment/venue/prop hire costs, boat hire, travel & accommodation (economy rates), etc.
- Grant support must not represent budget substitution or profit.

How to Claim Grant-aid

Payments are on a reimbursement basis and will be conditional on:

- (a) the successful completion of the media production, including submission of a short report detailing the outcome/benefits.
- (b) the submission and acceptance of **all relevant receipts**. For example:
 - i) Equipment/Venue/Prop Hire - copy invoice/receipt.
 - ii) Boat Hire – copy invoice/receipt.
 - iii) Travel and Accommodation – copy receipts (for train, bus, hotel). Mileage will be reimbursed at the current rate of 35 cent per kilometre, which may be subject to change.
- (c) the claim being submitted to the Marine Institute Research Office within one month of completion of the media production for which support has been provided, this is expected to be no later than 30th November 2016.

Application Procedure & Closing Date

Applications should be made via the Marine Institute's online **R**esearch **I**nformation **M**anagement **S**ystem (RIMS).

- If you are already registered on RIMS please visit <http://marine.smartsimple.ie>.
- To register as a new user please email rims.support@marine.ie with a password request.

For assistance with registration on the Marine Institute Research Information System (RIMS) and the application process please email rims.support@marine.ie.

Closing Date: Thursday, 23rd June 2016 (16:00)

Grant-aid is subject to available funding, which is allocated on an annual basis. Future calls under this initiative will be posted on the Marine Institute website funding pages <http://www.marine.ie/Home/site-area/research-funding/research-funding/>.