



CALL FOR PROJECTS 2025 PURE OCEAN CHALLENGES

Who are we?

Pure Ocean is an endowment fund based in Marseille, France. Its main mission is to **mobilize businesses and civil society to support innovative applied research projects around the world**, contributing to the **protection of fragile marine ecosystems and biodiversity**. Following 5 call for projects, **28 international research teams** have received financial and media support from Pure Ocean, for an **average duration of 2 years**.

Beyond the funding of research projects, Pure Ocean organizes conferences and promotes sports challenges to raise awareness of the critical situation of the Ocean.

[▶ More about Pure Ocean](#)

Our 4 priority themes: the "Pure Ocean Challenges »

(inspired by the [United Nations 10 Ocean Decade Challenges](#))

- **Understanding marine pollutions** and combating its origins
- **Protecting biodiversity** and **restoring** degraded marine ecosystems
- **Strengthening the climate resilience** of marine ecosystems and the people who depend on them
- Improving our **knowledge of the ocean-system**

[▶ More about our projects and last year's grantees](#)

Special features of the 2025 Call for Projects

This year, special attention will be given to projects:

- 🍷 Developing marine conservation initiatives managed by **local communities and indigenous peoples**
- 🌱 Exploring **nature-based solutions** for the preservation of **blue carbon** ecosystems
- 🌍 Operating in **key oceanic areas**: the French littoral, Middle East/Asia and Africa coasts

Projects that do not match these descriptions but meet the eligibility criteria will of course be accepted.

Amount granted

Selected projects will receive up to **€40,000/year** (average €25,000/year), for a duration of **one to two years**, at the discretion of our [Scientific Committee](#). A two-year project can therefore receive a maximum of €80,000 and support for certain projects can be renewed.

How to apply ?

The **application form** is available online: wiin.io/pure-ocean-call-for-projects-2025

Please fill in the form in **English only** ; incomplete applications will be disqualified.

For any question, contact our scientific coordinator Charlie at science@pure-ocean.org.

Eligibility

- The project must address one (or more) **Pure Ocean Challenges**
- We seek out and support projects in **all regions of the world**.
- There is **no age limit**, but candidates in the **early stages of their career** are particularly encouraged to apply.
- **Only non-profit organizations** (universities, research institutes and NGOs) can apply and receive funding. The project can however include a **collaboration** with organizations from the private sector (companies, startups, etc.).
- Applicants must clearly outline their **co-financing opportunities** in their budget, as well as a minimum operating budget in the event that Pure Ocean is unable to grant the full amount requested.
- **Exclusion conditions** :
 - The funding may not be used exclusively to awareness-raising, clean-up initiatives, events, art, advocacy or training projects.
 - For-profit (such as startups), promotional, or advertising projects are outside the scope of this Call.

Evaluation criteria

Applications will be evaluated according to one main criterion: **impact**, i.e. the tangible and lasting benefit provided by the project's implementation, in the context of one or more of the Pure Ocean Challenges.

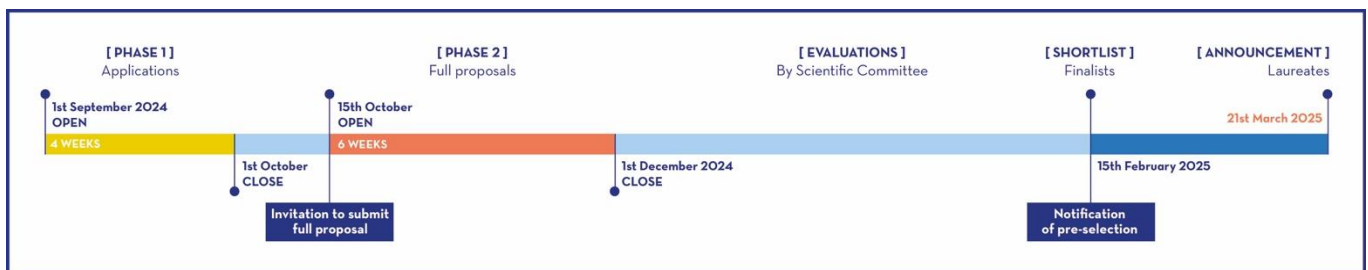
The Scientific Committee will grade and rank the proposals based on 5 equally-weighted criteria:

- 💡 **Innovation** - The project proposes an **innovative** approach. We typically distinguish four types of innovation : technological, social, nature-based/biomimetic or exploratory innovation.
- 🎯 **Relevance** - The project specifically **targets** one or more Pure Ocean Challenges
- 📄 **Consistency** -The **specific objectives** of the project and the **means** to achieve them are clearly defined and achievable within the agreed timeframe.
- 🤝 **Collaboration** - The project involves the active participation and collaboration of **several players**, and encourages **inter/transdisciplinarity**.
- 📢 **Multiplication** - The project includes a **plan for disseminating** the results, adapted to the various target audiences, as well as the actions required to **engage** them.

Agenda of the 2025 Call

This year, Pure Ocean's Call for Projects is organized in 2 selection phases:

- ☐ **Phase 1** is open to all applications meeting the eligibility requirements. It involves completing a short online form describing the general outline of the project, presentation of the leader and organisation, a graphical abstract and keywords
- ☐ **Phase 2** applicants will advance to **Phase 2** and be invited to submit their full proposal. The completion of the full online form will allow for an in-depth evaluation of the project's context, objectives, methods, expected impacts and outreach.



- The Call opens on **September 1st, 2024**.
- **Phase 1** closes on **October 1st, 23:59 CET**.
- **Phase 2** opens on **October 16th, 2024**. Qualified applicants will be notified at the latest on October 15th, 2024
- The Call closes on **December 1st, 23:59 CET**.
- 10 finalists will be contacted by mid-February, 2025, and grantees will be announced on **March 21st, 2025**.