



BLUEACTIONAA

EMPOWERING  
COMMUNITY-LED  
ACTION IN THE  
**ATLANTIC & ARCTIC**

Preparing Strong  
Proposals:  
Community-Led Actions  
(BAAC-01) and Transition  
Agenda (BAAT-01)  
Planning

07th, May, 2026



This project has received funding from the European Union's Horizon Europe Research and Innovation programme under Grant Agreement number 101215504

## Webinar organised by:



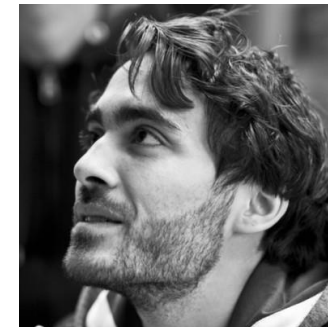
Niamh Flavin, MI



H el ene Schaffner, ESF



Patr icia Cuan, AIR Centre



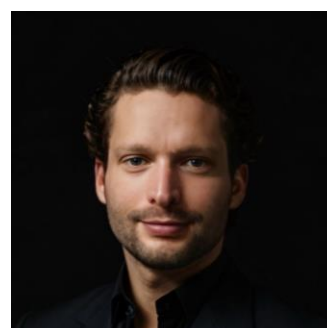
Alessandro Colombo, AIR Centre



Tania Montoto, PLOCAN



Dion isia Laranjeiro, UA



Sebastian Kopf, NIVA



Marta Pujol Martin, SINTEF Ocean



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# AGENDA

- Introduction to BlueActionAA within the Mission Ocean;
- Application guidelines
  - Key Performance Indicators;
  - Budget;
  - Impact;
  - Letter of Support;
  - Communications;
  - Technical Support;
- Q&A;
- Wrap up.



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Introduction  
to BlueActionAA within  
the Mission Ocean

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# EU MISSIONS

**RESTORE OUR OCEAN & WATERS**



**ATLANTIC - ARCTIC**



**BALTIC & NORTH SEA**



**DANUBE-BLACK SEA**



**MEDITERRANEAN**

## MISSION LIGHTHOUSES

Mission lighthouses are sites to test, demonstrate, and deploy the Mission activities across EU seas and river basins.

They try out new ideas and involve local businesses and people in the process.



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BAAA puts local communities at the heart of restoring our ocean and waters. Across the **Atlantic and Arctic regions**, we support people and communities to take ambitious action to protect and revive marine and freshwater ecosystems.

We aim to:



Provide demonstrable, measurable progress towards the **Mission's** objectives through well-managed, community-led actions



**Support** for EU member states and stakeholders in implementing marine and freshwater ecosystem related legislation



**Reach** increased engagement and resource mobilization from communities to restore oceans, seas, and waters.



Enhance readiness at the local level to deploy innovative restoration **solutions**.

## BlueActionAA - Two open calls

### Community-Led Pilot Actions

€ 7,000,000 total budget, maximum €2,000,000 per project  
Projects of 6-24 months (Information Webinars Jan-April)

### Transition Agenda 1

€ 1,000,000 total budget, maximum € 100,000 per project  
Projects of 6-18 months (Information Webinars 10 & 24 March)

### Deadline (both current calls)

29 May 2026, 14:00 CET

**Learn more, submit and EoI and apply for funding via the BlueActionAA Website**



<https://blueactionaa.eu>



### Helpdesk

- [technical.support@blueactionaa.eu](mailto:technical.support@blueactionaa.eu) for technical questions concerning the submission platform /or the cascade call grant process
- [info@blueactionaa.eu](mailto:info@blueactionaa.eu) for any questions you might have related to topic specific questions



## Eligible Applicants



- **Entities legally established in :**
  - The Member States of the EU, including their outermost regions
  - Overseas Countries and Territories
  - Horizon Europe associated countries in September 2025
- **Be part of the Target Groups (TGs):**
  - Regional and local public authorities.
  - NGOs, foundations (public and private), professional associations, civil society and citizen associations, engaged in local development and nature conservation activities.
  - SMEs and Large Enterprises.
  - Cultural and Educational organisations.
  - Relevant EU Research Infrastructures, research organisations and academia.



## Consortium Composition BAAC-01

### Consortium Composition

- Minimum 2 entities: it is not possible to apply as a single entity
- Maximum 12 entities
- At least 2 partners from different TGs
- Established link with the **local and regional communities** that the project is associated with

## Consortium Composition BAAT-01

### Consortium Composition

- Applications from individual entities (single applicant submission) are eligible.
- Maximum 6 entities per consortia
- Established link with the **local and regional communities** that the project is associated with



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# Key Performance Indicators

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## Key Performance Indicators (KPIs)

**Application template text:** *"Explain how you plan to maximise the achievement of your objectives. Define measurable, realistic KPIs aligned with the project's goals, and show how impact will be monitored and evaluated".*

- KPIs are linked to the objectives: They describe the goal of each project objective and the way to measure the success of said goal
- S.M.A.R.T. applies to KPIs too: Specific, Measurable, Achievable, Relevant and Time-Bound.
- Your KPIs are used to convince the evaluators that what you promise to do, can be verified and that the team has thought carefully of **what impact** your project has

## Example of a KPI structure

***By [Month X], the [Indicator] will change from [Baseline] to [Target] as verified by [Evidence]***

- Baseline represents the current state
- Indicators can be whatever is relevant to your projects objective
- Evidence is how you will prove that you reached the target

## Simple KPIs examples

Indicator	Baseline	Target	Evidence
CO2 emission reduction at site	100 tons/year	80 tons per year (-20%)	Laboratory results/6 months monitoring reports
Citizen engagement in co-design	0	> 500 participants	1) Attendance, 2) at least 10 recommendations based on citizen input
Additional investment leveraged	0	100K euros	Signed MoUs with funders



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## Common mistakes to avoid

- **Activity as KPI:** "3 workshops" is the activity, not a KPI. The KPI should be something like "100 participants, with >80% satisfaction rating in post-workshop survey"
- **Over-promise:** "world peace" is not going to be achieved by a single project. Over promise reduces confidence in the proposal.
- **Lack of baseline:** Proposing changes without an indication of the baseline doesn't allow for measurement/verification
- **Too many KPIs:** Sometimes less is more, 5 – 10 KPIs might be better than 50.
- **Forget them after the proposal:** KPIs need to be monitored during the project (and checked during reviews)



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# Budget

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## Budget

**Application template text:** "Provide a **short** budget breakdown [per partner in case of consortia, and per budget category (staff costs, other costs)] to show how the financing will match your schedule and objectives".

### Good budgets make for happy consortia!

- The budget is for YOU, so you know how much each partner needs to receive and for what
- The budget is for the evaluators, to verify whether what you propose to do is realistically costed and will be "good value for money"
- The budget is for us (BlueActionAA) to see whether the budget rules are followed (i.e. subcontracting)
- The budget is for your financial departments to keep stock of the project and plan accordingly.



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## Example of EC proposal tables

### Budget

Participant	Country	A: Personnel	B: Subcontracting	C: Purchase costs (travel and substinence)	D: Purchase costs (equipment)	E: Purchase costs - Other goods, works and services	Indirect cost (i.e 25%)	Request Grant
P1								
P2								
P3								
<b>Total</b>		<b>0.00 €</b>	<b>0.00 €</b>	<b>0.00 €</b>	<b>0.00 €</b>	<b>0.00 €</b>	<b>0.00 €</b>	<b>0.00 €</b>

### Person months

Participant	WP1	WP2	WP3	WP4	WP5	Total Person months
P1						0
P2						0
P3						0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

## A. Personnel costs

Several ways to approach this but generally stick to your normal practices

### **CAUTION**

In the given example, the staff costs go together with the WP person months table

“What is the effort required and at what cost”?

### **How to calculate effort?**

Standard EC way -> Person Months (2 PMs at 6000 euros/month = 12,000 euros cost)

Daily rates -> 30 days of work at 200 euros per day = 6000 euros

Hourly rates -> 8h per day for x days .....

**However you  
calculate your costs,  
make sure the  
evaluators can  
understand the  
calculations**

## B. Subcontracting

The subcontractor works independently and the beneficiary just receives the output.

### **Subcontracting is allowed.**

However, core tasks should not be delegated to external entities

### Examples

- **NO:** Project Management, full work packages or essential tasks the produce core deliverables to the project etc.
- **YES:** specialist technical services, translations, external facilitation, etc.

### **How much?**

- Not defined per se but more than 15-20% will raise questions.

## E. Purchase costs: Other goods, works, services

The service, work, goods are needed by the beneficiary to do the work themselves (i.e. access to infrastructure, catering to workshops, specialized lab testing etc).

- The cost must be real, incurred during the project duration, and strictly necessary for the project's implementation.
- **Capital costs** (costs related to the acquisition, construction, or major improvement of fixed assets needed for the project. These include expenses on investment in tangible assets such as buildings, machinery, equipment, and infrastructure required for the implementation of the project). If capital costs **exceed 30% of the total grant request**, clear explanations must be provided within the proposal as to the reason why this needs to be so.



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## Mandatory budget categories

Projects are requested to reserve budget for the following

- Communications (engaging with BlueActionAA) ~ 5 days
- Site visits (BlueActionAA to you, your staff time) ~ 1-2 days
- KPIs and impact co-development ~ 10 days
- Networking: Mission Ocean days/European Ocean days etc.: 1 meeting per 6 months [at least 1 in-person meeting/year]





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## Overheads

- Overheads (indirect costs) are allowed up to 25% of direct costs.



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Impact

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## What is impact?

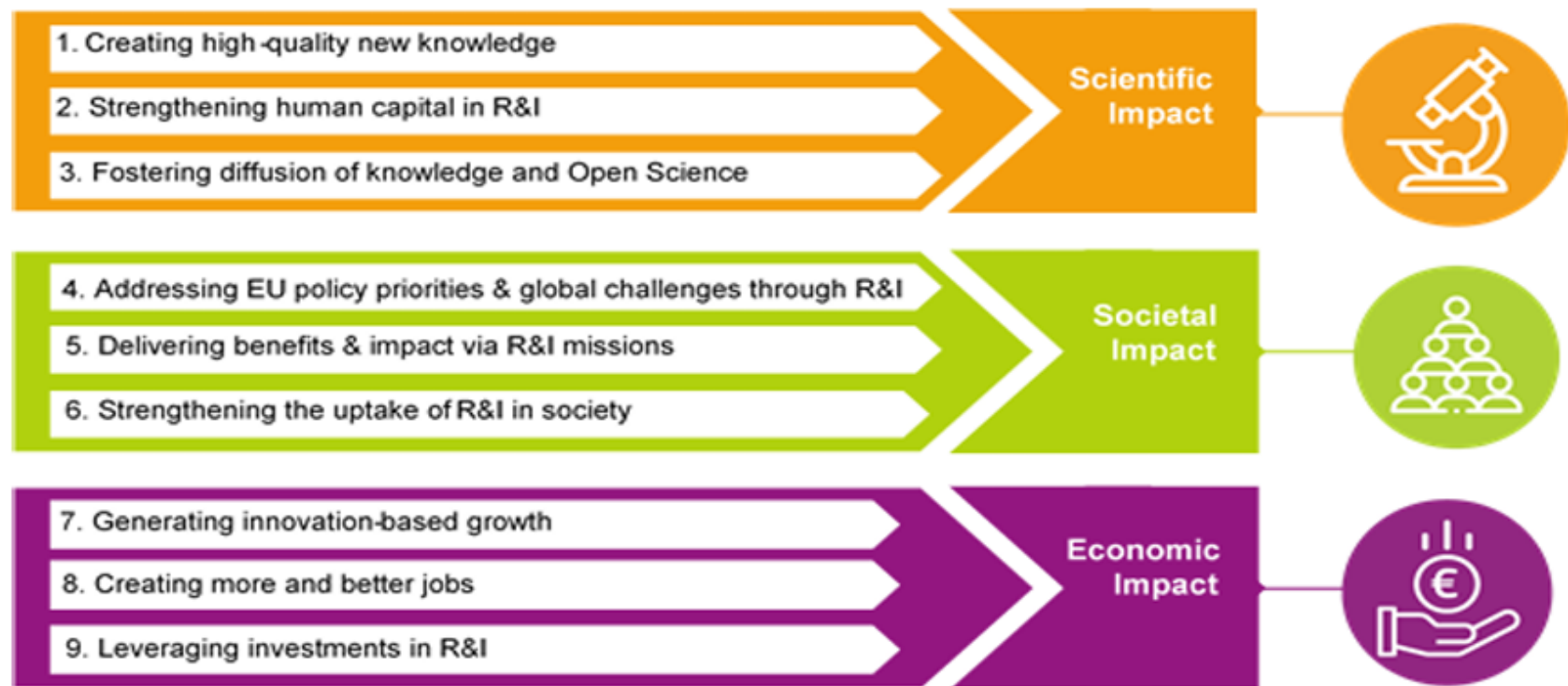
- Impact is defined as longer-term effects on society (including environment), the economy and science enabled by the outcomes of the project.
- In CLA, impacts must be related/contributing to the Mission Ocean and Waters' objectives.



# Impact categories

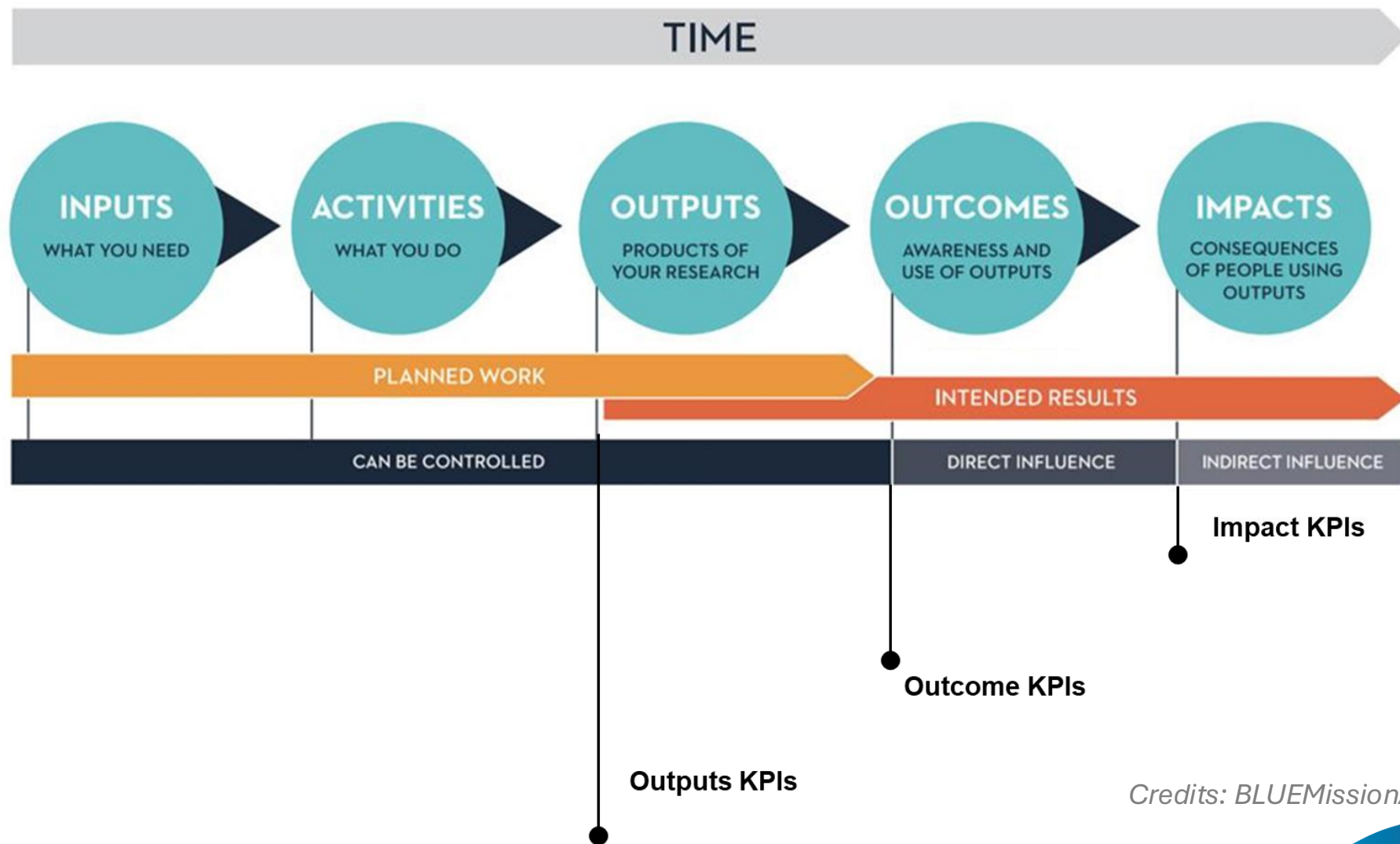
The EC defined an impact monitoring framework called *Key Impact Pathways* for Horizon Europe

3 Impact categories



Credits: Evidence Framework on monitoring and evaluation of Horizon Europe

# Theory of change as backbone



Credits: BLUEmissionAA



## Monitoring structure

- Mission-wide impact indicators assessed by the EEA
- Sea Basin integration
- Projects funded under the same call form a cluster
- Activities and outputs are defined in the Grant Agreement

**This ensures traceability from activity  
to systemic assessment**

Credits: BLUEACTIONBANOS

project



# Examples

	Output KPI	Outcome KPI	Impact KPI
<b>Definition</b>	Measure if activities are delivered	Measure if behaviours or conditions are changing	Measure long-term changes
<b>Timescale</b>	Short-term	Medium-term	Long-term
<b>Objective 1: Protect and restore</b>	Area of habitat restored	Species population counts	Biodiversity index, water quality index
<b>Objective 2: Prevent and eliminate</b>	Number of pollution reduction measures implemented	Nutrient or chemical concentrations	Compliance with standards, zero pollution
<b>Objective 3: Carbon-neutral and circular</b>	Number of low-carbon practices adopted	CO <sub>2</sub> reduction (tCO <sub>2</sub> /year)	Net-zero carbon achieved

## Recommendations

- Consider the **scientific, societal, and economic impact** of your project (additionally the contribution to Mission Objectives)
- Consider **hybrid indicators** (qualitative + quantitative) to capture both performance in the short-term and longer-term impact
- Align to the **multi-level aggregation** logic (Local → National → Regional → EU wide)
- Describe the **expected benefits for the community**
- Provide **strong examples** (citizen science, local stakeholder workshops, co-creation approach)
- Describe **long-term sustainability** (e.g. long-term use of results, policy uptake, integration into local systems, follow-on funding).

## Coordination & next steps

BLUEActionAA & other sea basins' projects

Co-develop a shared glossary  
Agree on a minimum common indicator set  
Common understanding of multi-level aggregation logic  
Harmonized framework with funded CLAs

CLA projects (applicants)

Suggest indicators to monitor the performance and impact

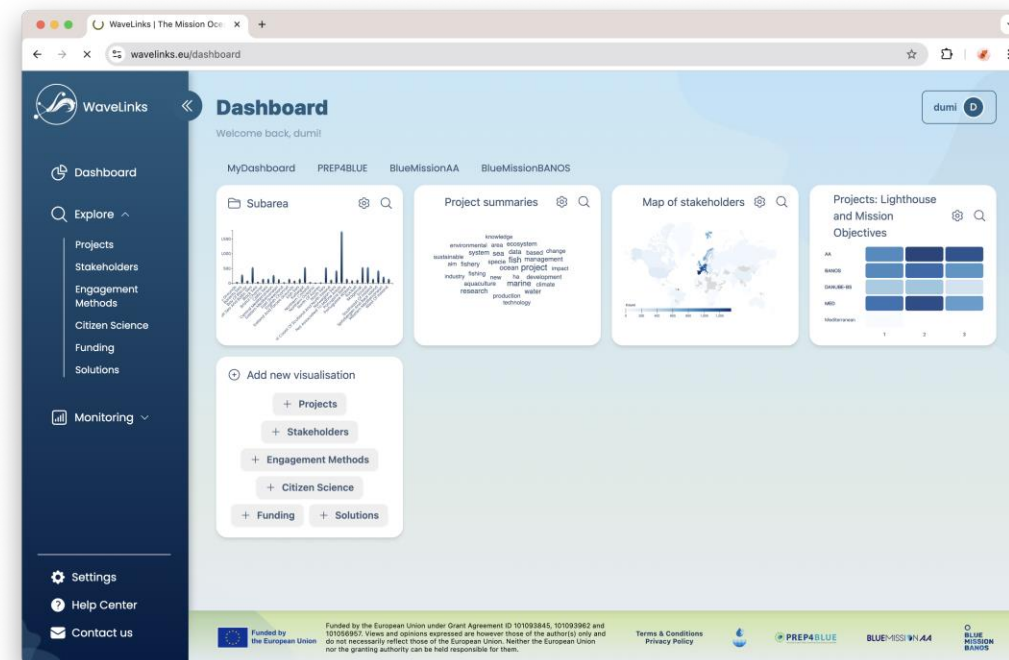
Funded CLA & BLUEActionAA

Approve refine the suggested indicators and monitoring plan at the inception meeting



## Resources: WaveLinks

- Mission Ocean platform for sharing solutions, projects, engagement methods, funding, etc.
- Project inspiration and collaborator contacts
- Crowdsourced information
- Examples of KPIs and their visualisations
- You can directly share your own project



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# Letter of Support

[info@blueactionaa.eu](mailto:info@blueactionaa.eu)



# Letter of Support

## Strong letters of support:

- Strengthen credibility, feasibility, and community engagement
- Avoid generic or template letters
- Demonstrate genuine stakeholder commitment

## It includes:

- Who the organisation is and why they support the project
- Their specific role, contribution, or expected benefit
- Clear commitments (e.g., participation, data sharing, facilities)



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# Letter of Support

## **Prioritise:**

- Local authorities; NGOs; Community groups
- Keep letters specific and signed

## **Common mistakes:**

- Generic or vague endorsements
- No clearly defined role in the project
- Too many weak letters instead of a few strong ones



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# Letter of Support

## How to submit:

- There is no field to upload a letter of support
- Compile the project document and letters of support in one PDF
- Submit the complete document



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# Communication

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## **Mandatory requirement for BAAC-01 and BAAT-01 grantees (once selected):**

Grantees will be responsible for the deployment of communication, dissemination and exploitation activities, in liaison with BlueActionAA's consortium partners.

## **Mandatory outputs grantees will be requested to deliver (once selected):**

- Communication and dissemination plan and updates (M6; M12; M18; M24);
- Factsheets with infographics;
- Promotional Videos (1 per BAAC-01 funded project; BAAT-01 projects will be clustered to produced thematically focussed videos);
- Enduring Impact Reports (Key Exploitable Results/exploitation pathways) related to e.g. toolkits, data platforms;
- Attend webinars/in-person events organized by BlueActionAA's consortium partners;



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C&D&E step-by-step guidelines and supporting materials (e.g. C&D plan ToC) will be provided to grantees by the BlueActionAA's consortium.

### **Key elements for effective C&D&E activities:**

- Define clear target audiences (e.g. local communities, policy makers, scientific community, industry stakeholders) and KPIs;
- Define/develop tailored channels and tools (e.g. social media, workshops, events, policy briefs);
- Link to impact KPIs;





## Common mistakes (C&D plan):

- "we will use social media" (too vague)
- No link to impact or community

## Hints & Tips:

- Focus on engagement, not just dissemination;
- Include measurable, realistic and achievable C&D KPIs. Examples of indicators: number of visitors/followers (social media); number of downloads (factsheets, infographics, videos); number of attendees/events (workshops)
- Include C&D activities in your proposal (workplan) with associated milestones (proposal's stage).



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# Technical Support

[info@blueactionaa.eu](mailto:info@blueactionaa.eu)





## TECHNICAL ASSISTANCE I

1. Targeted support for funded projects
2. Tailored to **your** needs
3. Focus: Guidance, advice and connections. The goal is to help you deliver your project objectives in line with BlueActionAA goals.

## TECHNICAL ASSISTANCE II

- Three ways to address gaps
  1. Work with external experts,
  2. Request limited, targeted assistance,
  3. Join the Mentoring Programme
- Mentoring

Connects projects with experienced experts to strengthen both technical skills and collaboration capacity.
- Agreed upon *before* grant signature

Final technical assistance plans are confirmed before the grant agreement is signed and depend on the project scope and complexity.



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## TECHNICAL ASSISTANCE III

### Example 1:

#### Business Plan development



### Example 2:

#### Monitoring, evaluation and impact assessment



**Bottom Line:** Technical Assistance is for *support only, not for doing the work for you.*



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Q&A



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