



International Coastal Cleanup Small Grants Initiative
Trash Free Seas® Program
Application for Funding

Thank you for your interest in funding from Ocean Conservancy. In order for your application to be considered for funding in the Spring 2020 cycle, all portions of your application must be complete and submitted to the proposals inbox <ICCPoposals@oceanconservancy.org> no later than Friday, 1 May, 2020 at 17:00 US Eastern Daylight Time (UTC -4).

Part One: Application Form – Organization Details

Full Name of Organization: Enter the legal name of the organization.

Intercultural Center for the Study of Deserts and Oceans

Organization Acronym: How do refer to this organization in shorthand?

CEDO

Country: In what country or countries does this organization primarily work?

Mexico

Contact Person(s): Enter the name(s) of the person(s) primarily responsible for contact with Ocean Conservancy.

Example:

Salutation	Last Name	First Name	Position
Ms.	Johnson	Mary	Environmental Educator
Doctor <input type="checkbox"/>	Barajas-Acosta	Nélida	Executive Director
Ms. <input type="checkbox"/>	Valdivia-Jiménez	Paloma	Education and Outreach Manager

Mailing Address: Enter the best address where we can send any relevant mail or packages.

Address Line 1: Edificio Agustín Cortés

Address Line 2: Camino a Las Conchas s/n, Fracc. Las Conchas

City: Puerto Peñasco

State / Providence / Region: Sonora

Postal Code: 83550

Country: Mexico



**International Coastal Cleanup Small Grants Initiative
Trash Free Seas® Program
Application for Funding**

Office Phone: Please don't forget to include the country code.

Mexico (52) 638-382-0113

United States (1) 520-320-5473

Mobile Phone: Please don't forget to include the country code.

Mexico (52) 553-225-8728

Mexico (52) 638-113-0237

Email Address(es):

nelida@cedo.org
paloma@cedo.org

Website:

www.cedo.org

Year Organization was Founded:

1987

Number of Years Coordinating International Coastal Cleanup Events:

Nineteen

Annual Operating Budget of Organization (in US Dollars):

\$43,348.83 usd

Have you applied for funding from Ocean Conservancy's Small Grants program in the past?

Yes

No



International Coastal Cleanup Small Grants Initiative
Trash Free Seas® Program
Application for Funding

Organization Mission: Please do not exceed 500 characters.

CEDO fosters vibrant communities and resilient ecosystems in the northern Gulf of California and other ecoregions by bringing together people, knowledge and solutions.

Organizational Achievements: Please do not exceed 500 characters.

CEDO has won awards in most of our program areas, including Mexico's National Award for Environmental Education in 2009. Through our participation in the OC's International Coastal Clean-Up, CEDO has been fostering collective action to tackle challenge of coastal and marine, non-point-source pollution for 19 years. As integral members of Puerto Peñasco, Sonora's Committee for Clean Beaches, CEDO has helped Sandy Beach achieve a Mexico's National Clean Beach Certification since 2017.

Operating Structure: Please tell us a bit about the operating structure of your organization. Is there a board of directors? How are strategic decisions made? How many employees do you have and what are their roles? Etc. Please do not exceed 700 characters.

CEDO is comprised of nonprofit entities in both the U.S. and Mexico. Our Boards of Directors, operate through a United Executive Committee with a shared vision, mission and program strategies. Operative decisions are overseen by the Executive Director, who is accountable for all technical activities, organizational representation, and the consolidation of funding opportunities. CEDO's current team, comprised of 17 employees, operates six key programs: 1) Biodiversity Conservation and Citizen Science, 2) Sustainable Fisheries, 3) Education, Capacity Building and Outreach, 4) Good Living and Community Development, 5) Research and Climate Change, and 6) Ecotourism and Educational Services.



**International Coastal Cleanup Small Grants Initiative
Trash Free Seas® Program
Application for Funding**

Part Two: Application Form – Project Details

Project Title:

Youth for a Clean Ocean: A Community Waste Management Laboratory

Project Summary: Please do not exceed 500 characters.

This project seeks to build capacity of high school students to participate in a comprehensive diagnosis of the pollutants affecting local ecosystems, through the establishment of a “Community Waste Management Laboratory.” The students will become stewards of the Gulf of California and advocates for the changes in behaviors, attitudes and systems needed to ensure long term sustainability. The feasibility of establishing a local enterprise based on recycling waste products will be explored.

Project Type: Select how the funding you are applying for will be primarily used.

Education



Project Duration: Select one option.

1 Year

2 Years

Amount Requested from Ocean Conservancy (should not exceed \$10,000 USD):

10,000.00 usd

Total Project Budget (in US Dollars): Include if the total project budget exceeds the amount of funding from Ocean Conservancy and if you have already secured additional funding.


\$27, 710.00 usd

Part Three: Narrative

Please use this opportunity to share details of your proposed project. Your answers to the following items should not exceed 2 pages single-spaced in 12-point font. Complete the narrative in a separate document.

Project

Consider the following questions:

1. What activity are you proposing?
 2. What are the goals of that activity?
 3. What is the procedure for carrying out this activity?
 4. What are the specific outcomes you desire when the activity is completed?
 5. How much money are you applying for and how will this be spent?
 6. How do you plan to evaluate whether you achieved your goals?
 7. What makes your project innovative or feasible?
 8. Discuss potential challenges to the project and how your organization will address those.
 9. Are there any other partners involved in this project? Have they contributed to funding?
 10. How will your efforts continue after funding from Ocean Conservancy ends?
- 

"Youth for a Clean Ocean: A Community Waste Management Laboratory"

Narrative

The global problem of waste generation and management, seems to be insurmountable. Puerto Peñasco, Sonora, Mexico, alone produces 89 tons of garbage per day, 0.5 kg *per capita* more than the national average. A lack of education around this topic, combined with an ineffective waste management system, contribute to an untenable amount of debris in both urban and natural areas. For nearly two decades (19 years), CEDO has participated with the International Coastal Cleanup working with Peñasco's citizens, authorities, and direct stakeholders, such as fishermen and tourism service providers, in the health of our ecosystems, but deeper actions are needed to mitigate pollution at its source. This process necessarily begins with community engagement, and CEDO aims to engage high school students and teachers from our local CETMAR #14 school in helping us diagnose the extent of coastal and marine pollution in the northern Gulf, identify the primary sources of the debris, and analyze the environmental, social and economic implications of this problem. The ultimate aim is for participating students to become ambassadors of the issue who are willing and able to communicate at large the results of their research and initiate action projects that address coastal and marine pollution at the local level. The secondary aim of this program is to demonstrate the economic potential of re-using waste products via a "Community Waste Management Laboratory," acting as an on-campus research and recycling center at the CETMAR high school.

Students, teachers, parents, volunteers and advisors working within the framework of this laboratory will be able to: i) Conduct a comprehensive diagnosis of solid, coastal-marine pollution in and around Puerto Peñasco, including intensive classification of debris, tracing its sources, and examining the environmental, social and economic effects incurred by this problem; ii) Integrate guidelines, solutions and a participatory framework for tackling the problems of coastal-marine pollution and ineffective waste management in the municipality of Puerto Peñasco; iii) Develop outreach materials and advocacy campaigns for a more "circular economy" with measurable socio-economic results iv) Carry out an educational campaign, including training workshops for teachers and students, the granting of a "Tide Turners Badge," and the integration of CEDO's other environmental education curricula; v) Enhance the Waste Management Laboratory with an in-house recycling center and scale our results.

All activities for this project are based on tried and tested research methodologies, including methods for incorporating local knowledge, encouraging public participation, spurring collective conservation actions, managing common pool resources and buffering rural development. Institutional arrangements between CEDO and CETMAR #14 will consolidate the laboratory, and together we will seek motivated youth leaders who are willing and able to drive this project. Youth and teachers will be trained and certified in particular areas of coastal-marine pollution and related environmental education strategies. Education activities will be based on CEDO's curricula, and the Tide Turners resources (<https://tide-turners.org>) developed by the UN Environment Program in 2019 and the App Clean Swell developed by The Ocean Conservancy. CEDO's close ties with local municipal and academic authorities will be integral in scaling the impact of this project, and in increasing engagement and participation throughout the community.

Specific outcomes for this project are i) Signed collaboration agreements designed to promote and sustain the project; ii) Holding 5 training workshops with high school students in social research techniques, Clean Swell App use, waste management, and developing a circular economy; iii) One large scale, capital campaign targeted at local youth encouraging them to become Tide Turners and participate in at least 2 local coastal clean ups, including The International Coastal Clean Up in the fall of 2020; iv) Conducting 5 hands-on presentations-activities at other schools in surrounding coastal communities about the project ; v) Establishing the Waste Management Laboratory; vi) Developing a range of effective printed and digital outreach materials; and vii) Holding a school contest surrounding the potential commercialization of re-purposed waste.

Indicators of impact and performance will be evaluated and include: i) The number of youths participating in all activities. ii) Entry and exit surveys for evaluating learning and behavioral changes among participants and the community at large; iv) The identification of 3 re-purposed products with commercial potential to be developed in the Waste Management Laboratory, v) An estimate of the amount of trash collected through the school's recycling center and sold or donated to a recycling company, and vi) An estimate of the amount of trash collected via community clean ups initiated under this project.

The total projected budget is \$27,710.00 from which CEDO kindly request to ICC \$10,000 usd to cover travel and meetings (\$1,000), contractual services (\$1,000), supplies (\$3,000), printing and other office costs \$3,000, and indirects (20%, \$2,000). CEDO is allocating \$17,710 as matching funds, to cover \$13,635 in salaries (15 staff, part time), \$1,000 for travel and meetings, \$1,575 for further contractual services for educational activities and communications, as well as an additional \$1,500 for needed supplies. CEDO's partners in this initiative are the H. Ayuntamiento de Puerto Peñasco and CETMAR#14, both providing in-kind contributions, and the Marlsla Foundation, which is providing financial support for the project under a 2020 grant that includes the reduction of waste as a primary component.

CEDO is a grassroots organization with deep roots in the community, and has established formal commitments with local and regional authorities that are a demonstration of our long-term commitment to the people and ecosystems of Sonora, Arizona and beyond. The opportunity for CEDO to have an even greater impact on our region's youth, empowering them to become agents of change for the present and the future of our oceans, is undeniable, but we need financial resources to get the ball rolling. Furthermore, we are confident that having a hands-on Waste Management Laboratory at our local, technological high-school will catalyze a wide range of actions, including the creation of entrepreneurial businesses managed by students and their families.

Many expectations about what comes next after a beach clean-up will be fulfilled with this project. By encouraging hands-on participation, the use of public spaces for research and recycling, and the development of a circular economy, we hope to have a lasting impact on local and regional waste-management practices. Lessons learned from this experience can and will be scaled across the northern Gulf of California. The teamwork exemplified by this community-wide program sets a crucial example for how to overcome our world's biggest challenges via collective action and resolve. We thank you for considering funding this project and are available to answer any questions the OC team might have.



International Coastal Cleanup Small Grants Initiative
Trash Free Seas® Program
Application for Funding

Part Four: Budget

Organization:		
Project Title:		
Budget Categories	Total Ocean Conservancy Grant Request	Total Project Budget (if it exceeds Ocean Conservancy funds)
All fund requests should be submitted in US Dollars		
Project Personnel (Salaries/Benefits)		\$13,635.00
Travel & Meetings	\$1,000.00	\$1,000.00
Contractual Services	\$1000.00	\$1,575.00
Supplies	\$3,000.00	\$1,500.00
Other (Printing and Office Costs)	\$3,000.00	
TOTAL ABOVE LINES		
Indirects @ 20% (Multiply Above Total by 0.2)	\$2,000.00	
PROJECT TOTAL	\$10,000.00	\$17,710.00
Notes: <ul style="list-style-type: none">• No grant funds may be used for lobbying-related activities.• Indicate Key Staff:• Travel and Meetings Includes:		



International Coastal Cleanup Small Grants Initiative Trash Free Seas® Program Application for Funding

Part Five: Required Financial Documents

In order for your application to be considered for funding, you *must* submit one of the following documents with your application.

Applicants based in the United States

- Download and complete form W-9
 - W-9 Form: <https://www.irs.gov/pub/irs-pdf/fw9.pdf>

Applicants based outside of the United States

- If you are an *individual* applying for funding, download and complete form W-8BEN.
 - Download W-8BEN Form: <https://www.irs.gov/pub/irs-pdf/fw8ben.pdf>
 - W-8BEN Form Instructions: <https://www.dropbox.com/sh/zshixtmt9qfs5vi/AADJtFNVyFxf0Z162roMU9UNa?dl=0>
- If you are a recognized organization applying for funding, complete form W-8BEN-E.
 - Download W-8BEN-E Form: <https://www.irs.gov/pub/irs-pdf/fw8bene.pdf>
 - W-8BEN-E Form Instructions: https://www.dropbox.com/sh/4navfjhg6vn1w1/AADok2u-wxV_tXGenWEBE0dRa?dl=0

* Please note, instructional videos for the W-8BEN and W-8BEN-E forms give a basic overview of those required documents. Should you have any questions about how to complete the W-8BEN or W-8BEN-E forms that are not answered in the instructional videos, Ocean Conservancy highly recommends that you seek the advice of an accountant or tax professional.



**International Coastal Cleanup Small Grants Initiative
Trash Free Seas® Program
Application for Funding**

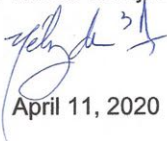
Part Six: Acknowledgement of Submitted Materials

Your application for funding will not be considered until all portions of the application are submitted. Please indicated that you have completed each part, sign, and submit to the proposals inbox <ICCProposals@oceanconservancy.org> no later than Friday, 3 April, 2020 at 17:00 US Eastern Daylight Time (UTC -4).

- Part One: Application Form – Organizational Details
- Part Two: Application Form – Project Details
- Part Three: Narrative
- Part Four: Budget
- Part Five: Required Financial Document
- Part Six: Acknowledgment of Submitted Materials

Printed Name: Nélida Barajas Acosta

Signature:



Date:

April 11, 2020

Title:

CEDO's Executive Director