



CALL FOR PROPOSALS

Knowledge Mobilization Fund

AUGUST 2025

A. Program Overview

[MEOPAR \(Marine Environmental Observation, Prediction and Response Network\)](#) is a Canadian not-for-profit organization that supports research, training, and communication related to the ocean through funding programs. MEOPAR's Knowledge Mobilization (KM) Fund supports efforts to increase the uptake of research in society through unconventional and effective communication of today's ocean science. In our information saturated world, innovative techniques are necessary to spread the word about scientific understanding and combat misinformation and disinformation that spreads so readily. Through the active promotion of new observations, scientific predictions, and communication of different ways of knowing, impacted audiences will be empowered to respond accordingly when the need arises.

Funded projects may deliver specialized websites or social media campaigns, graphic visualizations, public materials, commercialization and incubator activities, policy summaries, and other innovative approaches for sharing scientific results and improving their significance for society. Preference will be given to ideas that spark the imagination, reaching intended audiences in creative and purposeful ways, including use of the arts to raise awareness about ocean science and climate change challenges. The KM Fund is intended to support activities such as workshops, networking, and collaborative opportunities that foster community engagement and knowledge mobilization. It is not intended to fund activities that are exclusively academic in nature, such as workshops, networking, or training for researchers only. It is also not intended to fund recurring annual events that would proceed without MEOPAR's support. Visit [this link](#) for examples of MEOPAR-funded KM projects.

MEOPAR is committed to actively moving forward on the path of Truth and Reconciliation and advancing Equity, Diversity, Inclusion, and Accessibility (EDIA) initiatives in all its activities. Thus, MEOPAR requires that the KM projects it supports engage with academic audiences and beyond, including Indigenous communities, ocean-impacted communities, industry, not-for-profits, policymakers, and equity-deserving groups (e.g., members of the 2SLGBTQIA+ communities, persons with a disability, racialized individuals, and women) in the ocean sector, to foster inclusive participation and amplify diverse voices in ocean science and knowledge mobilization. Priority in awarding funding will be given to successful applications from diverse applicants and to projects that effectively demonstrate a commitment to EDIA and Truth and Reconciliation principles.

B. Alignment with MEOPAR's Science Strategy

Refer to [MEOPAR's Science Strategy 2025–2030](#) to ensure alignment of your KM project with MEOPAR's long-term vision and core priorities.

C. Structure of the Call

New for this call: applicants are required to secure [matching funds \(cash or in-kind\) from non-federal government sources](#) that equal or exceed the amount requested from MEOPAR. Project award values are **up to \$50,000**. The timeline for the projects is one year (1 April 2026 to 31 March 2027); however, some projects could potentially start as soon as February 2026. **Applications are due by 5 October 2025 11:59PM ET.**

D. Funding Eligibility

Eligible recipients of MEOPAR funds include post-secondary institutions, not-for-profit organizations, Indigenous organizations and governments, municipalities, research networks, public engagement networks, organizations and companies that deliver public engagement activities, or start-up companies (including

those housed in Canadian post-secondary-linked incubators). Eligible recipients do not include federal departments, agencies, or crown corporations of the Government of Canada.

E. Requirements of Funding

Each Principal Investigator (PI) receiving MEOPAR funding will enter into an agreement with MEOPAR (called an Ultimate Recipient Agreement [URA], in which the PI is the Ultimate Recipient). The URA identifies the funding schedule, reporting timeline, project milestones, and Key Performance Indicators (KPIs).

F. Budget

Detailed budgets, with accompanying justifications, are required. This includes a Project Budget (Appendix B) and a Partner Contribution Budget (Appendix C). Your budgets must be submitted using the provided templates.

MEOPAR can provide support for overhead (indirect costs) at a rate appropriate for the context of the project, up to a maximum of 15%. The rate must be established considering the scale of the project (i.e., not simply using a general flat-rate percentage charge [such as 15%] that does not consider project context). Justification is required for use of this category in the form of a narrative description that explains how the funds will be used under this category, how each expense is calculated, and why it is required. If you require administrative support but do not charge it to the project, it may also be described as an in-kind contribution to assist with the matched funding requirement.

For non-MEOPAR contributions indicate whether partner contributions are cash or in-kind and if the contribution is expected or secured. A minimum 1:1 match from non-federal sources is required for every dollar of MEOPAR funding requested.

G. Submission Procedure

Submit your proposal via our online portal: <https://meopar.smapply.io/>. Keep submission sections to the word limits indicated. Reviewers will not receive or review information after the noted limit.

H. Inquiries

MEOPAR is hosting an online information session about the KM Fund on **11 September 2025 at 10am PT / 1pm ET** and prospective applicants are encouraged to attend (or watch the recording) to help with proposal development. [To register click here.](#)

For questions regarding this Call for Proposals contact kristi.carter@meopar.ca.

I. Proposal Evaluation

To review the evaluation rubric for this call, refer to the KM Fund Application Guide and/or KM Fund Proposal Form Worksheet (both [found here](#)).