

DPLR4\1009

The Ripple Effect: A Youth-led Environmental Action Campaign

"The Ripple Effect," is a pioneering environmental campaign focusing on empowering youth and gathering critical data on community engagement in sustainability. Through initial and ongoing surveys among students and parents, this initiative promises to track shifts in environmental awareness, providing insights into the effectiveness of youth-led conservation efforts and educational programs. This strategic approach underscores the campaign's dual focus on fostering environmental stewardship and creating lasting connections within the community towards marine ecosystem conservation.

DPLR4\1009

The Ripple Effect: A Youth-led Environmental Action Campaign

Section 1 - Project Title & Contact Details

Q1. Project Title

The Ripple Effect: A Youth-led Environmental Action Campaign

Q2. Please select whether you are applying as an organisation or as an individual (Guidance section 3 and Guidance Glossary)

Organisation

CONTACT DETAILS

Title	Mrs
Name	Karla
Surname	Lacey
Tel (Work)	+ [REDACTED]
Tel (Mobile)	[REDACTED]
Email (Work)	[REDACTED]
Address	[REDACTED] [REDACTED] [REDACTED] [REDACTED]

CONTACT DETAILS

Title	Ms
Name	Traci
Surname	Burgess
Organisation	[REDACTED]
Website (Work)	[REDACTED]
Tel (Work)	[REDACTED]
Email	[REDACTED]
Address	[REDACTED] [REDACTED] [REDACTED]

CONTACT DETAILS

Title Ms
Name Simieon
Surname Massey-Outerbridge
Organisation [REDACTED]
[REDACTED]
Website (Work) [REDACTED]
Tel (Work) [REDACTED]
Email (Work) [REDACTED]
Address [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

GMS ORGANISATION

Type	Organisation
Name	Bermuda Underwater Exploration Institute (BUEI)
Phone (Work)	[REDACTED]
Email (Work)	[REDACTED]
Website (Work)	[REDACTED]
Address	[REDACTED] [REDACTED] [REDACTED]

Section 2 - Overseas Territory(ies)

Q3. Please state whether the same (or similar) project proposal has previously been submitted to the UK Government for funding, including through Darwin Plus Local, Defra's other Darwin Plus grant schemes or other UK Government funding mechanisms. Failure to do so may result in the application being ineligible.

No

Q4. Overseas Territory (Guidance section 1.3):

Which UK Overseas Territory(ies) will your project be working in? Please note that in case of a non-permanent resident population you need to demonstrate a clear, meaningful, long-term link to the territory.

Bermuda

*** if you have indicated a territory group with an asterisk, please give detail on which territories you are working on here:**

No Response

In addition to the UKOT(s) you have indicated, will your project directly benefit any other UK OT(s) or country(ies)?

No

Section 3 - Project Partners

Q5. Project partners (Guidance section 3.2)

In this section, please give details of all the partners involved (including the Lead Organisation) and provide a summary of their roles.

Project Leader name (Guidance section 3.1):	Mrs. Karla Lacey
Lead Organisation name (if applying as an organisation; Guidance section 3.1):	Bermuda Underwater Exploration Institute (BUEI)
Lead Organisation Website (if applicable):	https://buei.bm/
Is the Lead Organisation based in a UKOT where the project is working (Guidance section 3.1)?	<input checked="" type="radio"/> Yes
List other partners involved and where are they based:	<ul style="list-style-type: none">- The Ministry of Education, Nekesha Holdipp, Acting Education Officer, Curriculum and Assessment Humanities and Social Sciences (incl. Business Studies)- The Ministry of Home Affairs, Shawn Lightbourne, Senior Manager - Infrastructure, Department of Information and Digital Technologies, PBL & Instructional Integration Coordinator- The Ministry of the Cabinet Office, Jannell Ford, CITV General Manager
Summary of roles and responsibilities of each partner in the project:	<ul style="list-style-type: none">- Nekesha Holdipp: will assist with public school educator engagement and survey distribution- Shawn Lightbourne: will provide and promote environmental action opportunities through Government platform- Jannell Ford: will manage video broadcast production team for public service station CITV
I confirm that all listed partners are aware of this application and have indicated support:	Checked

Attach a Cover Letter for your application (Guidance section 4.2).

📎 [Cover letter.FINAL](#)

📅 06/06/2024

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📄 pdf 193.47 KB

Section 4 - Project Summary & Description

Q6. Project Summary (Guidance section 3.8)

Please provide a brief summary of your project. This may be used in communication activities and/or published online, if your application is successful.

"The Ripple Effect," is a pioneering environmental campaign focusing on empowering youth and gathering critical data on community engagement in sustainability. Through initial and ongoing surveys among students and parents, this initiative promises to track shifts in environmental awareness, providing insights into the effectiveness of youth-led conservation efforts and educational programs. This strategic approach underscores the campaign's dual focus on fostering environmental stewardship and creating lasting connections within the community towards marine ecosystem conservation.

Q7a. Description (Guidance section 2.1 and 6)

Please provide a description of your project, including:

- the overall objective
- the current situation and the problem the project is trying to address
- what success will look like and how you will measure it.

Please be as specific as possible when describing the project, using quantified data and evidence where available. You may wish to consider: what are the specific threats to the environment that the project will attempt to address, and what should we know about these threats? What does your successful project look like? And how will you demonstrate whether and how your project has been successful?

"The Ripple Effect" stands as a testament to our commitment to environmental conservation and education within the Bermuda community. This initiative is conceived as a strategic response to the pressing need for enhanced community engagement and education in the realm of environmental stewardship, particularly concerning the conservation of Bermuda's unique marine ecosystems.

Overall Objective

The overarching aim of the "The Ripple Effect" is to transform the landscape of environmental awareness and active conservation in Bermuda. By centralising our diverse educational and outreach programmes — including Eco-Schools, Educator Training, and School STEM lessons — under one cohesive framework, we seek to create a more streamlined, effective approach to environmental education. This initiative is designed not only to inform but also to inspire action among Bermuda's residents, encouraging a collective movement towards sustainable living and conservation of our precious marine biodiversity.

Current Situation and Problem

Bermuda's marine ecosystems face grave threats from climate change, habitat destruction, and pollution, pivotal to the island's well-being yet overshadowed by a lack of community engagement and awareness. This disconnect highlights the urgent need for an educational crusade that not only enlightens residents about their environmental impact but also empowers the youth as key agents of change. By involving young individuals and leveraging their influence within families, the initiative aims to foster a culture of conservation and decision-

making that prioritizes the health of marine biodiversity.

Project Description

"The Ripple Effect" aims to leverage BUEI's unique position and resources to address these challenges head-on. Through the development of targeted educational programs and outreach activities, we intend to engage students, their families, and the wider community in a meaningful dialogue about the importance of marine conservation. By providing peer-led learning opportunities and fostering a connection to the natural world, the initiative will empower participants to become advocates for the environment, equipped with the knowledge and motivation to effect change.

Measuring Success

Success for the "The Ripple Effect" will be multifaceted, measured through both qualitative and quantitative metrics. Key indicators will include:

- Engagement Levels: The number of individuals and groups participating in the initiative's programs, aiming for broad representation across Bermuda's diverse student populations.
- Awareness and Attitude Shifts: Pre- and post-program surveys designed to assess changes in participants' understanding of, and attitudes towards, environmental issues and conservation efforts. A significant shift towards more positive attitudes and increased awareness will indicate success.
- Behavioral Change: Observation and feedback on tangible changes in participants' behaviors and actions in favor of environmental conservation, including participation in conservation projects and sustainable practices.
- Community Impact: In summary, "The Ripple Effect" represents a bold step forward in the fight to preserve Bermuda's marine biodiversity. By engaging the community through education and outreach, we aim to foster a culture of conservation that will ripple outwards, affecting positive change across the island and beyond. The initiative's success will be measured not only by the increase in awareness and shifts in attitudes but, more importantly, by the real, tangible actions taken by the community to protect and preserve our marine environment for future generations.

Q7b. Long-term sustainability (Guidance section 2.1 and 6)

Please describe the long-term benefits of the project and the change it will bring about. How will the outcomes of the project be sustained after the funding is finished?


"The Ripple Effect" project by BUEI cultivates long-term benefits by instilling a deep-rooted environmental consciousness among Bermuda's youth, transforming them into lifelong advocates for marine conservation. This initiative aims to embed sustainable environmental practices and advocacy within the community, ensuring that the younger generation carries forward the principles of environmental stewardship.


The project's sustainability post-funding is ensured through strategic integration into school curriculums and ongoing community activities, which will keep the message and practices of marine conservation alive in everyday learning and living. By involving educational institutions and leveraging media partnerships, The Ripple Effect maintains visibility and influence, continually engaging new generations. Additionally, the use of data from ongoing surveys allows BUEI to adapt and refine educational programs to meet evolving needs and behaviors, ensuring the project remains relevant and impactful.


This approach not only perpetuates the project's outcomes but also establishes a culture of environmental responsibility that influences family and community decision-making, thereby ingraining sustainable practices as societal norms.

(Optional) Please upload any additional and supporting materials or files (such as maps of project sites, etc) below. Maximum of 5 sides of A4, and is combined as a single PDF:

 [The Ripple Effect.Campaign.FINAL](#)

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 pdf 556.28 KB

Section 5 - Project Outcome(s)

Q8. Project Outcome(s) (Guidance section 1.2)

Successful Darwin Plus Local projects must demonstrate measurable outcomes in at least one of the themes of Darwin Plus with a clear focus on biodiversity and the natural environment, either by the end of the project or soon after through a credible plan.

Please note: Any proposals including research or monitoring are required to demonstrate a clear link to tangible outcomes for conservation of biodiversity and the natural environment. Please explain how any new research will be applied to drive environmental outcomes on the ground.

Please confirm that your project has a clear focus on biodiversity and the natural environment.

Checked **Biodiversity: improving and conserving biodiversity, and slowing or reversing biodiversity loss and degradation;**

Please tick which additional theme(s) of Darwin Plus your project contributes to (if relevant):

Unchecked **Climate change: responding to, mitigating and adapting to climate change and its effects on the natural environment and local communities;**

Unchecked **Environmental quality: improving the condition and protection of the natural environment**

Checked **Capability and capacity building: enhancing the capacity within OTs, including through community engagement and awareness, to support the environment in the short- and long-term.**

Please justify your selection. Please use quantitative information where possible here.

"The Ripple Effect" directly aligns with the Darwin Plus grant's goals by enhancing the Bermuda community's capability and capacity for environmental stewardship, thus actively contributing to biodiversity improvement. Through comprehensive education and outreach, it equips individuals with the knowledge and skills necessary to protect and enhance marine ecosystems. This strategic approach fosters a culture of conservation and sustainable practices, ensuring the long-term preservation of Bermuda's unique biodiversity. By empowering the community to take meaningful action, "The Ripple Effect" lays the foundation for ongoing environmental resilience and biodiversity conservation.





Section 6 - Workplan

Q9. Workplan (Guidance section 2.2)

Please provide anticipated dates for the start and end of your planned project here. Please use the Darwin Plus Local Project Workplan (available at: <https://darwinplus.org.uk/apply/local-applications/>) to provide a list of the individual activities you have planned for this project, a brief description of what each activity entails, and the months in which the activities will be carried out. If the project involves only one activity (e.g. a purchase), please still provide project start and end dates (noting estimated times for procurement). Please note that your project must start after 1 October 2024 and be completed by 31 March 2025.

Start date:	End date:	Duration (e.g. 3 months):
02 October 2024	31 March 2025	6 months

Please upload the completed Darwin Plus Local Project Workplan with your proposed project activities here

-  [Darwin Plus Local Project Workplan FINAL](#)
-  06/06/2024
-  17:00:18
-  pdf 153.24 KB

Section 7 - Costs

Q10. Costs (Guidance section 2.2 and please read the Finance Guidance)


Please provide a breakdown of costs to be funded through Darwin Plus Local (in GBP).

Are you seeking any matched funding for this project?

Yes

How much matched funding are you seeking and where from?

We have received matched funding for the amount of GBP £18,720 (\$24,000) from The Centennial Foundation Bermuda to support impact research and data collection.

Budget line	Explanation	Cost in GBP
Staff costs:	The Project utilises staff in the main roles: 1. Project coordination. 2. Media production & technical support. 3. Development of materials, workshops and curriculum support. Supporting staff roles cover: database reporting, grant and financial reporting.	£ 

Consultancy costs:	Project includes an: 1. Lead coordinator on the Impact of the media campaign and assessing the three survey results. 2. Videographer 3. Marketing Survey consultant to perform the three surveys.	£ [REDACTED]
Overhead costs:	Based on [REDACTED] of direct staff costs. This is our standard formulae for grant applications.	£ [REDACTED]
Travel & subsistence costs:	Includes £ [REDACTED] per month provision for expected T&S expenses.	£ [REDACTED]
Operating costs:	Includes: 1. Radio, television and social media placements. 2. Materials for workshops and curriculum development. 3. Radio and social media boosts.	£ [REDACTED]
Capital equipment:	N/A	£0.00
Other Costs	N/A	£0.00
Total:		68,685.00

This section provides more information on the budget to help evaluators understand how you will use the funds you are requesting. You do not need to list all costs, but please list and detail costs of more than £1,000 per item below, under the appropriate budget line.

Details of staff costs over £1,000 (if relevant)

'Project' includes the media campaign and measuring the campaign impact. All hours stated are for the four-month timeframe of the Project, unless otherwise noted.

1. Traci Burgess – Lead Programme coordinator. 170 hours.
2. Jessica Bowers – Assistant Programme Coordinator & Technical Support. 125 hours.
3. Hannah Horsfield – Development of materials and workshops for the media campaign part of the project only. 80 hours.
4. Simieon Massey – Database and grant reporting support. 20 hours.
5. Karla Lacey – Lead on grant reporting. 18 hours.
6. Hilary Sharman – Financial reporting. 17 hours.

Details of overhead costs over £1,000 (if relevant):

[REDACTED] of direct staff costs above. This is our standard formulae for grant applications.

Details of travel and subsistence costs over £1,000 (if relevant):

Based travel and subsistence costs for staff and workshop attendees to perform tasks over a four-month period.

Details of operating costs over £1,000 (if relevant):

Media Campaign Includes:

1. Radio media placements over local radio stations: BBC (3 stations), Vibe 101 (1 station), HOTT (2 stations).
2. 30 min radio show on HOTT radio.
3. Television media placements on BBC TV.
4. Social media paid posts.
5. Materials prepared by Hannah Horsfield who will be running workshops and preparing curriculum content.

Impact of Media Campaign marketing includes:

1. 2 radio ads
 2. 2 newspaper ads
 3. Social media paid blasts
-

Details of capital equipment costs over £1,000 (if relevant):

No Response

Details of consultancy costs over £1,000 (if relevant):

1. Videographer – production of videos for social media posts for the Project.
2. Ela Gokcigdem - Lead coordinator for the impact of the media Campaign part of the project reporting on the three surveys results. 70 hours.

This cost is covered by the matching funding and is not included in the budget presented.

3. Omni Market Research Company – undertaking three telephone surveys to the community at before, during and at end of media campaign. This cost is covered by the matching funding and is not included in the budget presented.
-


Details of other costs over £1,000 (if relevant)

No Response

If your project budget was prepared in another currency and converted to GBP, please provide the exchange rate, its source, and the date it was accessed:

Other currency:	Exchange rate:	Source of this exchange rate:	Date exchange rate accessed:
US dollars	.78	Bloomberg	27 May 2024

Darwin Plus Local has been created to build capacity and contribute to local economies in-territory.

What % of the total will be spent in the OTs? 

If less than 80% of the total project spend is to be spent within the OT(s), please explain why.

No Response

Section 8 - Local and National Priorities

Q11. Local and national priorities

Please explain how this project aligns with local and national priorities? You may wish to consider the project in the context of national environmental laws, objectives, strategies, territory specific agreements, action plans or policies.

"The Ripple Effect" aligns seamlessly with Bermuda's national priorities, particularly those outlined in the Bermuda Biodiversity Strategy and Action Plan (BSAP). The BSAP emphasizes the importance of protecting marine biodiversity, combating invasive species, and promoting sustainable use of natural resources — core principles that the Ripple Initiative embodies through its education and outreach programs. By fostering a well-informed community that values and actively participates in conservation efforts, the initiative supports Bermuda's commitment to the Convention on Biological Diversity. Additionally, it complements local environmental laws and policies aimed at reducing pollution, protecting endangered species, and mitigating climate change impacts. By enhancing public understanding and engagement in environmental conservation, the Ripple Initiative contributes to achieving Bermuda's strategic goals for sustainable development and environmental protection, ensuring that national efforts are bolstered by community action and support.

Will the project take place on Government owned land or water or involve biocontrol, invasive alien species control or eradication?

No

Section 9 - Project Risks

Q12. Project Risks

Please demonstrate your consideration of any risks involved in this project and how you intend to manage them. Please note the importance of health and safety and environmental risk assessment in the design of your project. If there is any possibility that your project may have negative impacts on the environment or human health, it is important that you provide a comprehensive analysis of potential environmental and human health risks, and the prevention measures you will take to ensure the work does not cause harm.

Depending on your project, you may wish to consider:

- Biosecurity risks – particularly for projects involving external equipment.
- Safeguarding risks – particularly for projects involving vulnerable groups such as children, older people or people with disabilities.

Risk	Mitigation
The primary risk to BUEI entails the unauthorised identification of minor children, a concern amplified when working with vulnerable groups.	To mitigate this, BUEI has implemented stringent protocols requiring parental releases for any public depiction of minors. These releases serve as legal safeguards, ensuring that no child is showcased without explicit parental consent. This approach not only protects the privacy and safety of the children involved but also upholds ethical standards and legal regulations regarding the involvement of minors in public initiatives, thereby mitigating any potential risks associated with their participation.
<i>No Response</i>	<i>No Response</i>

No Response

No Response

Do you require more fields?

No

Section 10 - Terms & Conditions

Q12. Terms and conditions (Guidance section 3.10)

By applying for Darwin Plus Local you are adhering in full to the grant Terms and Conditions in full (available at: [Darwin Plus website](#) and as referenced in the Guidance at section 3.10). For information, the Terms and Conditions include requirements for all applicants to (amongst other requirements as per the full Terms and Conditions):

- Uphold a zero tolerance for inaction approach to tackling sexual exploitation, abuse, and harassment.
- Where appropriate, make all reasonable and adequate efforts to address gender inequality and other power imbalances.
- Notify all cases of fraud and theft (whether proven or suspected) relating to the project to the Grant Administrator as soon as they identified.

Please indicate you have read, and understood, and will adhere to the Terms and Conditions.

Checked

Supporting documents list (please have these ready to attach with application)

- Cover Letter of no more than two A4 pages. (Guidance section: 4.2 has information on what this cover letter should include).
- If the project takes place on public land or water or is addressing invasive alien species, a Letter of support from OT Government.
- Project Workplan in the template provided for Darwin Plus Local (available at: <https://darwinplus.org.uk/apply/local-applications/>).
- Map and additional information (optional) maximum five additional pages.

If your application is successful

If your project application is successful, the Fund Administrator (NIRAS) will ask you to provide some financial evidence for due diligence checks before you receive your project grant. (Please see section 3.3 of the Darwin Plus Local Finance Guidance). Please be ready to provide this evidence promptly.

- **Financial evidence for organisations:** Year-end financial statements, the latest management accounts or audited accounts (if you have these).
- **Financial evidence for individuals:** Proof of identity such as a passport, ID card or driving licence and solvency (such as bank statements) and a police check.

Section 11 - Certification

Certification

I certify that, to the best of my knowledge and belief, the statements made in this application are true and the information provided is correct.

Checked

I have the authority to submit an application on behalf of my organisation.

Checked

Name: Karla J Lacey

**Position in the organisation:
(if applicable)** CEO

Signature (please upload e-signature)  [KLSignature](#)
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Date: 10 June 2024

Section 12 - Submission Checklist

Checklist for submission

	Check
I have read the Guidance documents, including the “Darwin Plus Local Guidance” and the “Darwin Plus Local Finance Guidance”.	Checked
If my proposed project takes place on public lands or water or is addressing alien invasive species, I have uploaded a Letter of Support from Government.	Unchecked
I have uploaded a cover letter that details the information requested in the guidance (Guidance section 4.2 has information on what this cover letter should include).	Checked
I have read, and can meet, the current Terms and Conditions for this fund (found at: https://darwinplus.org.uk/apply/local-applications/) for this fund.	Checked
I have provided actual start and end dates for my project that fit this Round.	Checked
I have provided my summary budget based on UK government financial years i.e. 1 April – 31 March and in GBP in the application form.	Checked
I have uploaded my project workplan using the specific template provided (available at: https://darwinplus.org.uk/apply/local-applications/).	Checked
I have uploaded all supplementary documents if I have any.	Checked
(If copying and pasting into Flexi-Grant) I have checked that all my responses have been successfully copied into the online application form.	Checked
The application has been signed by a suitably authorised individual (clear electronic or scanned signatures are acceptable).	Checked

I have checked the Darwin Plus website immediately prior to submission to ensure there are no late updates. Checked

I have read and understood the Privacy Notice on the Darwin Plus website. Checked

We would like to keep in touch!

Please check this box if you would be happy for the lead applicant (Flexi-Grant Account Holder) and project leader (if different) to be added to our mailing list. Through our mailing list we share updates on upcoming and current application rounds under Darwin Plus. We also provide occasional updates on other UK Government activities related to biodiversity conservation and share project news. You are free to unsubscribe at any time.

Checked

Data protection and use of personal data

Information supplied in the application form, including personal data, will be used by Defra as set out in the **Privacy Notice**, available from the [Forms and Guidance Portal](#).

This **Privacy Notice must be provided to all individuals** whose personal data is supplied in the application form. Some information may be used when publicising Darwin Plus including project details (usually title, lead partner, project leader, location, and total grant value).

Project Title: The Ripple Effect: A Youth-led Environmental Action Campaign

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Darwin Plus Local

Provide a **Project Implementation Timetable** that shows the key milestones in project activities. Complete the following table as appropriate to describe the intended workplan for your project. Round 4 is for a **maximum of 6 months** with activities starting from 1 October 2024. All activities must be completed by 31 March 2025.

Please add/remove columns to reflect the length of your project. For each activity (add/remove rows as appropriate) indicate the number of months it will last, and shade only the months in which an activity will be carried out. The workplan can span multiple pages if necessary.

Activity #	Description (max 25 words)	No. of months	UK Financial Year 2024/25					
			Calendar Year 2024			Calendar Year 2025		
			Oct	Nov	Dec	Jan	Feb	Mar
1	Confirm survey groups with the Ministry of Education Department (MOED)	1						
2	Finalize and validate survey (MOED)	1						
3	Phase 1 Quantitative Baseline Survey deployed to MOED	1						
4	Bermuda omnibus survey deployed to general public	3						
5	Produce Ripple Effect Campaign (radio, TV, CITV)	1						
6	Finalize and distribute curriculum support material (MOED and Ministry of Home Affairs (MOHA))	1						
7	Facilitate educator workshops/curriculum alignment (MOED/MOHA)	1						
8	Analyse Phase 1 survey responses	1						
9	Initiate multi-media campaign- November-February	4						

Project Title: The Ripple Effect: A Youth-led Environmental Action Campaign

Activity #	Description (max 25 words)	No. of months	UK Financial Year 2024/25					
			Calendar Year 2024			Calendar Year 2025		
			Oct	Nov	Dec	Jan	Feb	Mar
10	Each month for the campaign: 1. Weekly 30-second broadcast media spots	4						
11	2. Monthly youth-hosted radio programme and television roundtable discussion	4						
12	3. Monthly radio interviews	4						
13	4. Social media promotion	4						
14	Initiate monthly educator material review sessions							
15	Phase 2 Quantitative Campaign Impact Assessment	4						
16	Phase 3 Qualitative interviews commence	1						
17	Analysis of all survey responses	1						