



**Blue Partnership  
Action Fund**  
蓝色伙伴行动

# **Blue Partnership Action Fund Application Guidance**

**(Version 3.1)**

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**SEE基金会**  
SOCIETY OF ENTREPRENEURS & ECOLOGY FOUNDATION



汇丰公益基金会  
**HSBC** Philanthropy Foundation



**PAN PACIFIC  
CONSERVATION  
FOUNDATION**

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# 1 About Blue Partnership Action Fund (BPAF)

## 1.1 Background

The blue ocean, covering 71% of the earth's surface area, is the largest ecosystem on this planet and provides a variety of ecosystem services to human beings, including food supply, livelihood and employment, natural resources, tourism and recreation, biodiversity, clean water, carbon sink and climate change resilience. The coastal habitats particularly, can provide the surrounding local communities with ecological safety barrier functions such as climate disaster prevention and mitigation. According to the Nobel Prize winning economist Dr. Elinor Ostrom and her research team, the ecosystem services provide by the Earth's nature worth a total of \$33 trillion USD, of which the oceans provide more than \$23 trillion in value. However, nowadays with the rapid socio-economic development, the oceans are facing an unprecedented crisis under the combined pressure of the impacts of human activities and the climate change effects.

The sustainable development and prosperity of mankind cannot be realized without a healthy ocean. In 2015, the United Nations Sustainable Development Summit approved the Sustainable Development Goals (SDG) 2030 Agenda, in which Goal 14, "Life Below Water", explicitly addresses the protection and sustainable use of oceans and marine resources for sustainable development. President Xi of PRC has suggested that "We need to care for the ocean as we treasure our lives." The Ministry of Natural Resources of PRC has proposed **16 Principles for Blue Partnership** in 2020 (Conserve the Marine Ecosystems, Tackle Climate Change, Reduce Marine Pollution, Sustainable Use of Marine Resources, Thrive Blue Economy, Strengthen Guidance of Technological Innovation, Implement Integrated Management, Contribute Solutions, Reinforce Capacity Building, Adhere to Openness and Inclusiveness, Welcome Multi-party Participation, Encourage Voluntary Commitments, Take Collective Actions, Promote Legislative Governance, Share Development Outcomes, and Safeguard Intergenerational Equity) to promote the harmonious development of people and the sea and advance the construction of ecological civilization.

## 1.2 Context

In order to promote Blue Partnership Principles as well as responding to these Principles from the perspective of civil participation, SEE Foundation<sup>1</sup>, together with other social welfare forces, launched the Blue Partnership Action Fund (BPAF) to support and encourage more social forces to engage in marine conservation actions since 2022. The BPAF has supported 12 projects around Southeast Asia in the last few years.

In 2025, the Pan Pacific Conservation Foundation (PPCF)<sup>2</sup> and HSBC Philanthropy Foundation<sup>3</sup> joined as key partners to support and manage the projects in the third phase of

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<sup>1</sup> <http://foundation.en.see.org.cn/about/foundation/>

<sup>2</sup> <https://www.ppcf.org.sg/>

<sup>3</sup> <https://www.about.hsbc.com.cn/community>

BPAF. By enhancing the cooperation among stakeholders, including governments, private enterprises, research institutes, civil society organizations, and non-government organizations, the BPAF aims to achieve the implementation and promotion of Nature-based Solutions (NbS), promote the sustainable use and protection of marine ecosystems, and contribute to the achievement of Goal 14 of the United Nations 2030 Agenda for Sustainable Development.

**SEE Foundation** was established by the Society of Entrepreneurs and Ecology (SEE) Conservation, which is dedicated to funding and supporting the growth of private environmental public welfare organizations in China, creating a socialized conservation platform for entrepreneurs, environmental public welfare organizations and the public to jointly promote ecological conservation and sustainable development. By 2020, SEE Foundation has directly or indirectly supported the work of over 1000 Chinese private environmental charity organizations or individuals, with public welfare spending of over 1.1 billion yuan, and has influenced and motivated 800 million people to become supporters and participants of environmental protection.

**Pan Pacific Conservation Foundation (PPCF)**, founded by a group of entrepreneurs, conservationists, and scientists, is a Singapore-based non-profit organization dedicated to nature conservation. PPCF combines the resources of the private sector with scientific expertise to drive impactful efforts addressing biodiversity loss and the challenges of climate change in Southeast Asia. Through fostering research and sustainable practices, PPCF seeks to protect the nature while promoting sustainable livelihoods and business practices, ensuring that both people and nature can thrive together.

**HSBC Philanthropy Foundation Beijing** was registered and established in October 2023, initiated by HSBC Bank (China) Company Limited. The foundation continues HSBC's 35-year legacy of philanthropic efforts in mainland China, with a mission to "build resilient communities." It constantly explores innovative solutions to enhance the social and economic resilience of vulnerable groups, as well as the environmental resilience of communities. The foundation focuses on three key groups: children, vulnerable elders, and low-income individuals, addressing their needs in growth, care, and development to strengthen community resilience. At the same time, it emphasizes the improvement of urban and rural environments, fostering the harmonious coexistence of nature and human culture.

## 2 Application Requirements

### 2.1 Project Topics

The proposed projects should directly contribute to the following topics that are consistent with the 16 Blue Partnership Principles:

- a) Mangrove conservation that aligns with development of eco-friendly livelihoods;
- b) Protection and restoration of other coastal ecosystems (seagrass, coral reefs, etc.);
- c) Marine biodiversity conservation and monitoring;
- d) Public outreach, citizen science or environmental education activities that related to the above topics.

## **2.2 Project Areas**

The project areas must locate within the ASEAN countries listed below: Indonesia, Malaysia, Philippines, Thailand, Singapore, Brunei, Vietnam, Laos, Myanmar, Cambodia, and Timor-Leste.

## **2.3 Applicant Eligibility**

Project applicants must be legally registered organizations committed to marine conservation. Eligible entities include:

- Civil Society Organizations (including NGOs, volunteer groups, etc.);
- Universities, research institutes, think tanks and other research institutions;
- Non-profit social enterprises.

Applicants should have appropriate experience with independent project management, technical report and financial report writing. All the documents including proposals, reports, and any other related materials need to be submitted in English.

Emerging environmental protection forces are encouraged to cooperate with relevant mature conservation organizations or scientific research institutions to apply jointly.

Project applicants can also apply to join the Sustainable Blue Partnership Collaboration Network.

## **2.4 Project Application Circle and Fund Availability**

The maximum duration of a single project is 24 months, The BPAF 3<sup>rd</sup> term project cycle estimated from 2026.6.1 – (no later than 2028.6.30).

BPAF grants range in size. The maximum amount for a single project proposal would not exceed 50,000 USD (6% VAT tax included) . Under the same circumstances, applications with matching funds would be given priority.

## **2.5 Fund Management**

The grantee shall manage and use the project funds in accordance with the granter's management requirements.

For applicants under topic a), please refer to Financial Management Requirements of SEE Foundation in Annex 2 for more details.

For applicants under topic b), c) and d), please refer to PPCF Standard Provisions of Grant Agreement in Annex 3 for more details.

Previous BPAF funded organizations or organizations which are currently implementing BPAF projects may submit new BPAF proposal.

## 3 Application Method

### 3.1 Download Application Package

Please download the “Blue Partnership Action Fund Application Guidance Phase III” and related application materials from the official BPAF website : : <http://foundation.en.see.org.cn/BPAF/>.

Carefully read the project application requirements in the “Blue Partnership Action Fund Application Guidance Version 3.0” and financial management requirements in Annex 3 to confirm that your organization is eligible to apply for this funding.

### 3.2 Project Design and Proposal Submission

Finish the project design, fill out **Annex 1 Project Application Proposal and Budget** with appropriate supporting documents prepared.

Please send all application materials to: [bpaf@see.org.cn](mailto:bpaf@see.org.cn) by 23:59 Beijing Time (GMT+8) on March 15<sup>th</sup>, 2026. An automatic response from this email address can be taken as proof of a successful submission of application.

**\*We encourage applicants to submit their proposals ahead of the deadline for better reviewing from time perspective.**

**Email Subject:** project name + applicant organization;

**Attachments must include:**

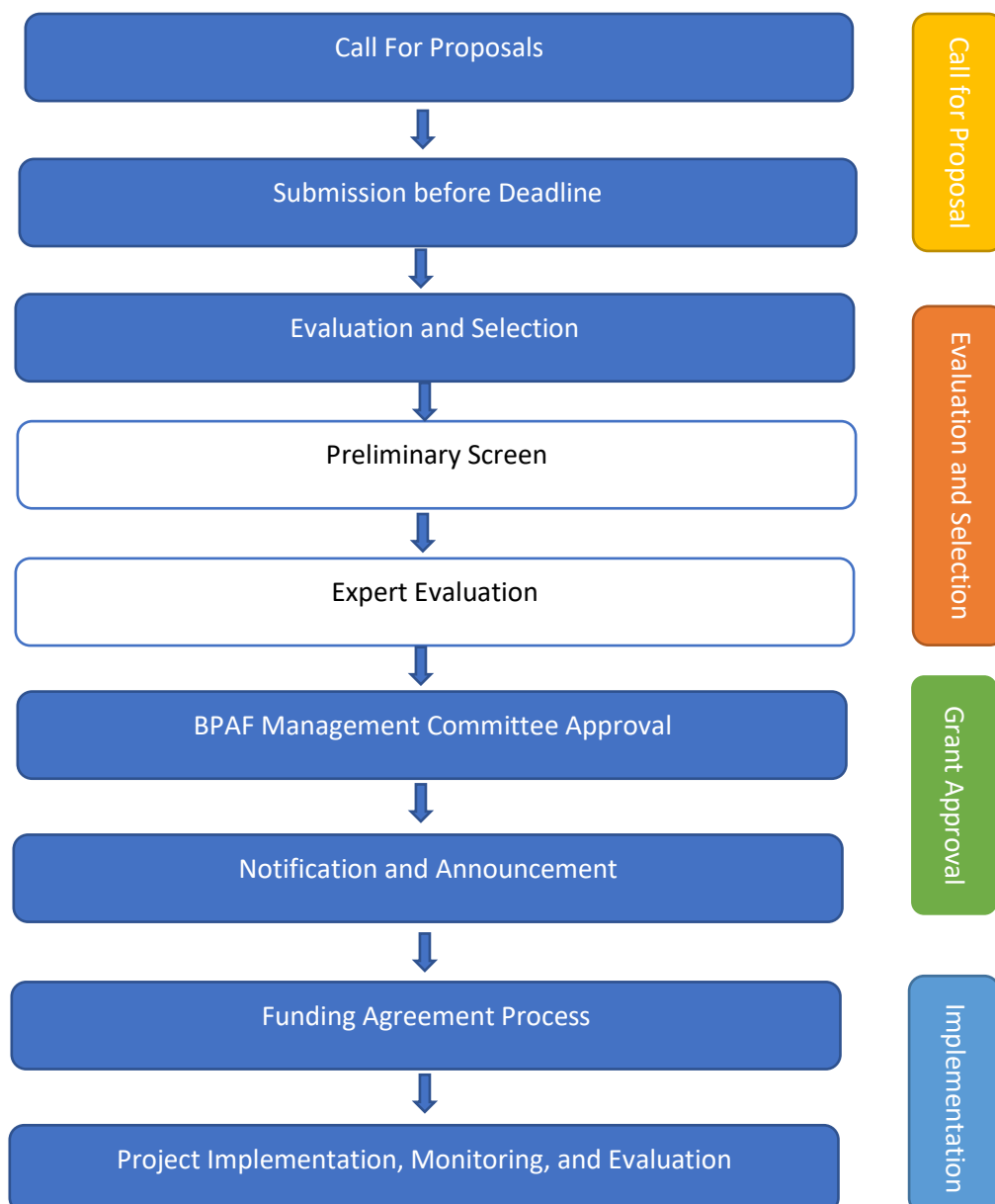
- Project Proposal and Budget;
- Registration proof of the organization in the country where it is located;
- Annual auditing report of the organization with translation in English (PDF scanned version). For small organizations without an audited report, submit official financial statements for the past two years instead;
- Relevant introduction of the applicant organization and proof of having the appropriate funding and experience for the project content to be implemented (including but not limited to: annual report, team introduction, project introduction, relevant news, etc.).

**\*All application materials need to be submitted in English. Applications failed to include all application materials listed above would not enter the evaluation phase.**

## 4 Project Selection and Evaluation Criteria

### 4.1 Project Application and Evaluating Procedures

- Call for proposals 2025.11.6 – 2026.3.15
- Project Evaluation 2026.3.15 – 2026.4.30
- Project Approval 2026.4.30 – 2026.5.30;
- Project Implementation 2026.6.1 – (no later than 2028.6.30);



## 4.2 Project Selection Criteria and Procedures

Applications received will go through preliminary screening, background investigation and expert evaluation. The project list will be announced to the public after being finally approved by the BPAF Management Committee.

Categories 类别	Criteria 标准	Detail Description 详细描述
Project Design 项目内容	Significance 项目意义	The necessity and urgency of carrying out conservation or research projects 开展保护或研究项目的必要性、迫切性
	Innovation 创新性	The innovation of the project idea, either is at the frontier of international marine conservation, or offers new solutions to marine conservation issues; 项目理念的创新, 无论是处于国际海洋保护前沿, 还是为海洋保护问题提供新的解决方案;
	Science and Feasibility 科学性与可行性	The project is scientific reasonable and feasible to implement 项目科学合理, 实施可行
	Project Rational 项目逻辑	Project objectives, outputs, and activities are clear and related to BPAF goals 项目目标、产出、活动明确, 具有关联性, 并符合BPAF目标
	Budget Rational 预算合理性	Project budget clear and reasonable 项目预算清晰、合理
Applicant Capacity 申请机构能力	Institutional background and development potential 机构背景及发展潜力	The mission of the applicant organization is related to the application project, and has relevant project background and long-term planning 申请机构使命与申请项目相关联、且有相关项目背景和长期规划
	Match Fund 资金配套	Potential matching funds and sources 配套来源及可能性
	Executive Qualifications 执行人资历	The project executor has extensive experience or has development potential 项目执行人具有丰富的经验或具有发展潜力
Project Influence 项目影响力	Coastal Community/Public Outreach 滨海社区/公众参与	Including project-related communities, public participation, and resolving issues between community development and marine ecological protection 包括项目相关社区、公众参与, 解决社区发展和海洋生态保护的之间的问题
	Potential social influence 潜在社会影响力	Whether it solves major social problems, or has public influence, or can be replicated, promoted and demonstrated in the future. 是否解决社会重大问题, 或具有公众影响力, 或后期可以复制推广、示范。

(BPAF Overall Selecting Criteria and Categories)

## 4.3 Preliminary Screen Criteria

- Complete application materials are submitted before deadlines;
- Projects aligns with the requirements outlined in this guideline;
- Applicant organization passes the due diligence review.

Projects that pass the preliminary screening will be submitted for expert review. The Management Committee is responsible for organizing the evaluation panel to conduct independent evaluation.

## 4.4 Expert Evaluation Criteria

- Significance of the project objectives, i.e., whether they are consistent with the focusing areas of BPAF;



- Scientific nature of the project, i.e., whether it meets the relevant scientific requirements for marine ecological conservation;
- Significance and necessity of the project demonstration;
- Availability of matching funds for the project and the ratio of invested funds to the ecological, scientific, and social benefits generated;
- Capability of the project execution team or organization.

After passing the preliminary screening and expert evaluation, the final list of projects to be funded will be discussed and determined by the BPAF Management Committee.

Applicants may be required to provide additional information or revise their proposals based on feedback from the expert evaluation and the BPAF Management Committee.

After approval, the successful project list will be publicly announced for a 2-week period. After the public announcement, the project would enter the granting stage, followed by the corresponding project implementation, monitoring and evaluation.

## **5 Questions during Application Process**

Any questions regarding Blue Partnership Action Fund, please visit the official BPAF website: <http://foundation.en.see.org.cn/BPAF/>, or contact us at: [bpaf@see.org.cn](mailto:bpaf@see.org.cn).

## **6 Annex**

### **6.1 Annex 1. Blue Partnership Action Fund Project Proposal and Budget Template**

### **6.2 Annex 2. Financial Management Requirements for Funded Projects of SEE Foundation**

### **6.3 Annex 3. PPCF Standard Provisions of Grant Agreement**