



equinor

Offshore Wind Ecosystem Fund: Unlocking NYC's Offshore Wind Workforce Potential

Presentation to Sunset Park Task Force



NYC / EDC

SUNSET PARK
TASK FORCE





What is the Offshore Wind Ecosystem Fund?

Equinor and the New York City Economic Development Corporation (NYCEDC) have established the Equinor Offshore Wind Ecosystem Fund, a \$5 million clean energy community fund to support sustainable growth, empowerment of underserved areas, and climate justice in the offshore wind ecosystem in New York City.

A plan for fund awards and distribution

- Equinor, NYCEDC and the Sunset Park Task Force collaborated on an RFP structure and process to support an inclusive effort.
- Smaller organizations will be encouraged to partner with larger ones to increase capabilities and capacity
- Awards will range from \$100,000 to \$900,000 over a three-year period
- Applicants will complete an online application
- Finalists will be invited to meet with a Selection Committee to discuss their proposals prior to awards

RFP Evaluation Criteria

- Evaluation criteria were designed to support the goals of the fund. They include:
- (A) Project Benefits and Value - Alignment with one or more the Fund Priorities: 35%
- (B) Project Plan, Scope, Risks and Challenges, Measurable Outcomes: 30%
- (C) Environmental Justice Areas Plan: 20%
- (D) Applicant Experience and Capabilities: 15%

An expedited timeline



Encouraging partnering; supporting small, disadvantaged businesses

- The Fund will support successful grant applicants in proposals in workforce development, and those supporting minority-/women-owned, service-disabled veteran-owned and disadvantaged small businesses in New York
- A significant portion of the fund will be allocated to frontline and environmental justice areas
- Collaborations among larger and smaller organizations will be encouraged to maximize the range of applicants' capabilities

A plan for marketing & promotion

- Print/online advertising
 - Brooklyn Daily Eagle
 - Brooklyn Reader
 - News 12 Brooklyn
 - Queens Daily Eagle
 - Queens Gazette
- Fact Sheet
- Press Release
- Website Posts
- Social Media/Eblast Announcements
- Promotional Toolkit for Selection Committee members
- Eventbrite
 - 50-70 attendees for Launch Event
 - 100+ attendees for Matchmaking / Info Session
- Outreach to CB7 and other stakeholder organizations



Save the Date!

Launch Event: November 17

A Press Conference and Community Networking Event Announcing the \$5M Fund and Opening the RFP Opportunity

DETAILS TO COME

Planned for Equinor's Offices at Industry City with special guests including elected officials, local organizations and the Sunset Park Task Force, NYCEDC and Equinor