

MACC Hub funding call guidance for applicants

Call for proposals to advance transformational adaptation solutions

This Maximising UK Adaptation to Climate Change (MACC) Hub funding call supports place-based, transformational climate adaptation projects across the UK. This guide outlines the application process, eligibility, and evaluation criteria, integrating best practice from other UK Research and Innovation (UKRI) flexible funding calls.

Please read these guidelines carefully before preparing your application.

Submission Deadline: 5:00 PM BST, Tuesday, 30 September 2025

Click [here](#) to access the submission form.

A downloadable version of the application questions is available for your reference, click on the word icon below.



Full application
questions

Please note: Only applications submitted through the online Microsoft Form will be accepted.

If you have any queries, email us at MACCFlexiblefund@kcl.ac.uk.

1 Introduction

1.1 Purpose of this guidance document

This guidance document is intended to support applicants to the MACC funding call by:

- providing detailed instructions for completing both the mandatory expression of intent to submit (EOI) and the full application form
- offering practical information on post-award expectations.

It complements the call text that outlines the purpose of the fund, eligibility, key criteria and timelines. Access the call text on our website.

1.2 Representation and equity, diversity and inclusion

Equity is central to the funding call. It encourages applications led by early career researchers and those that support access for underrepresented groups in the climate change adaptation field. Addressing equity issues is a key criteria for assessment, both within the team (e.g. by advancing the careers of those facing challenges related to social mobility, lived experience, caring responsibilities or intersecting identities), and within the collaboration and the nature of the work (e.g. by meaningfully engaging with the issues that generate vulnerability, and the people and places most exposed to climate change risks).

1.3 Summary of application process

The application process involves two main stages:

- [Expression of intent to submit \(EOI\):](#)
 - A mandatory EOI form must be submitted by 5:00pm BST on 8 August 2025. Applications submitted without having first submitted an EOI will be rejected. Either the UKRI-funding eligible lead partner or co-lead can submit the EOI.
 - If the funding eligible partner has not been finalised – you may indicate name of the potential partner at this stage.
 - The EOI helps to gauge the level of interest in the call and supports the formation of a diverse review panel. While mandatory, the EOI content is not final, and changes to the project topic and team can be made in the full application
- Full application:
 - The full application must be submitted by 5:00pm BST on 30 September 2025
 - All applications must be submitted by a lead partner eligible for research funding.
 - Co-leads are crucial partners and are expected to make a significant and equitable contribution to the proposal's development and project delivery

Refer to the table below for the application process timeline and key dates:

Action	Details	Date
Call launch	Launch of the call for mandatory EOI	June 2025
Virtual sandpit sessions	Online FAQ and 'matchmaking' sessions	18 June and 8 July 2025
Mandatory expression of Interest	To gauge the level of interest in the call and to support the establishment of the reviewer panel	5:00pm BST, 8 August 2025
Review panel selection	The panel for reviewing the submitted proposals will be established during summer 2025	All reviewers will be contacted by end of August

Action	Details	Date
Application submission deadline	Final submissions for MACC funding call	5:00pm BST, 30 September 2025
Awards announcement	Notifying the selected projects	November 2025

For any questions, refer to the FAQs (to be uploaded soon) or email MACCFlexiblefund@kcl.ac.uk

2 Guidance on completing the application

2.1 Expression of intent (EOI)

A mandatory [Expression of intent to submit \(EOI\) form](#) should be submitted by 5:00pm BST on 8 August 2025.

Full applications must be submitted by 5:00pm on 30 September 2025.

Interested applicants must complete and submit a mandatory EOI.

The EOI will help to gauge the level of interest in the call, to see the number of applications from across the UK and diverse sectors, and to support the formation of a diverse review panel.

Applications submitted without an EOI having first been submitted will be rejected. However, nothing provided as part of the EOI step is considered final. Therefore, additional partners may be added at a later stage, and the application may change significantly before final submission.

Click [here](#) for a PDF of the EOI questions and [here](#) for the EOI form.

2.2 Application form

Applicants should complete the MACC funding call application form provided via the Hub's website.

Application materials and guidance have been designed to be as accessible as possible, using clear, jargon-free language and offering flexible submission formats, including written, video and audio formats. Applicants choosing to submit audio or video files should follow these guidelines:

- Length: Submissions for each section should not exceed 3 minutes (equivalent to a 300-word answer) or 5 minutes (equivalent to a 500-word answer), depending on the requirements for that section.

Aim to be concise and focused on addressing the question or section clearly

- Format: Please use commonly supported file formats such as:
 - video: MP4, MOV
 - audio: MP3, WAV
- Clarity: Ensure that the recording is of good quality, is spoken clearly, and there is no significant background noise or distortion

Please read the following guidance carefully before completing your application.

Applicant(s) details

The project lead must be at a UK institution which is [eligible to receive UKRI funding](#) (higher education providers, research institutes, NHS bodies, public sector research establishments, please refer the link above).

Each project is led by a research funding eligible organisation, in collaboration with one or more co leads: non-HEI organisations/further HEIs if desired.

Project leads

The project lead will be responsible for the day-to-day management of the project if it is funded, ensuring appropriate use of funds, project delivery and that reporting obligations are fulfilled.

- They must be based at an institution eligible to receive UKRI funding, including HEIs and public research establishments, and must have an employment contract extending at least to the end of the proposed project.
- The institution where the project lead is based must have the necessary infrastructure and organisational support to manage and deliver the project.

- Where relevant, the lead must confirm that all individuals named in the proposal (e.g., co-leads) have given permission for the sharing of their personal information with the MACC funding call team for application, review and monitoring purposes.

Information required: Title, full name, job title, name of organisation, registered address, contact details of academic project lead

Project co-leads

List the other project team members. These are people who will have a significant role in producing the key project deliverables/milestones and/or ensuring the ability of the project to meet its stated objectives.

The project lead should ensure that the co-leads, particularly those from non-academic institutions, are able to make a significant and equitable contribution to the development of the proposal and be actively involved in delivering the project.

They may be from a community group, third-sector organisation, government or public body, local authority or business.

For non-HEI partners, if individual team members have not yet been identified, please provide the name of the organisation or group expected to contribute. It is not necessary to list all the team members; however, please include those who are expected to play a significant role in the successful delivery of the project.

Project title

Project titles should be concise, descriptive and no longer than 10 words. The title should clearly reflect the focus or intended impact of the proposed project.

Project summary

A 150-word/1.5-minute audio/video description of your proposal, in language accessible to non-experts.

Clearly describe your proposed work in terms of the key criteria in the call text, (refer to “5) *What are we looking for? Advancing adaptation action*’, c) *Key criteria*”). The summary may be made publicly available on external-facing websites, so it should be suitable for non-expert audiences.

Project objectives

List up to five key objectives of the project (maximum 150 words/1.5 minutes audio/video).

Project dates

Applicants must specify:

- Proposed start date: No later than 31 January 2026
- Proposed end date: Projects must be completed within 12 months of the start date. Shorter projects are welcome and encouraged.

To which sectors do your project most closely align?

Please select one or more sectors that best align with your project from the options given.

Where is your project based?

Choose from England, Scotland, Northern Ireland, Ireland or Wales. Tick all that apply.

Where is your organisation based?

Select an option if it is different from the project location. Projects can span the island of Ireland.

Project description and rationale

Describe your proposed project and how it responds to the call priorities (maximum 500 words/3 minutes audio/video).

Please refer to the project criteria in the call text ("*5) What are we looking for? Advancing adaptation action, c) Key criteria*").

Methods and approach

In no more than 300 words/1.5 minutes audio/video, provide a description of the approach, tools, and frameworks to be used. Include a justification of why the approach is appropriate for the aims and the intended audience.

Outcomes and impact

Describe the intended project impact in no more than 300 words/1.5 minutes audio/video, describing the project outcomes, how they advance transformational adaptation (addressing issues of equity and justice), and

how they will support others in doing the same by producing scalable or replicable results.

Project management

Please develop a short project plan with a timeline showing major tasks, milestones and deliverables. Include a description of how you will manage the project and mitigate potential risks (maximum 500 words/1.5 minutes audio/video).

Equity, diversity and inclusion

Describe how your project actively embeds and addresses equity, diversity and inclusion (EDI) principles in its design and delivery, addressing both the project team and the people and places that are the focus of the project and that are most exposed to climate change risks.

Please include specific actions and provide examples or evidence where relevant (maximum 300 words/3 minutes audio). This can include both actions that have already been taken and those planned as part of your project. Examples might include co-design activities, community partnerships, inclusive team structures or adapting methods to suit underrepresented groups. Evidence can be qualitative (e.g. feedback from participants) or based on your project design (e.g. governance structures, accessibility plans, etc.)

Ethical considerations

Identify any ethical risks and considerations relating to the proposed project, and how these will be managed. Demonstrate that you have identified and evaluated:

- the relevant ethical or responsible research/ innovation considerations
- how you will manage these considerations
- environmental considerations

If you are collecting or using data, identify:

- any legal and ethical considerations for collecting, releasing or storing the data, including consent, confidentiality, anonymisation, security and other ethical considerations, and strategies to not preclude further reuse of data

Team experience

Please provide a narrative resume evidencing the ability and potential of the team (the lead and all co-leads) to successfully implement the project (up to 300 words/1.5 minutes audio/video). The [UKRI Résumé for Research and Innovation \(R4RI\)](#) website provides useful guidance. This narrative should cover the entire project team – we are not expecting individual CVs from each team member.

Please provide evidence of how you and your team have:

- the relevant experience (appropriate to their career stage) to deliver the proposed work
- the right balance of skills and expertise to cover the proposed work
- the appropriate leadership and management skills to deliver the work and the proposed approach to develop others
- a good understanding of local issues, politics, social groups and the priorities of local communities
- contributed to developing a positive environment and wider community

Allocation of funding

Applicants must complete the financial tables included in the application form, clearly outlining:

- total budget requested (in GBP), split into eligible categories (see below)
- costs at 100% full economic cost (FEC)¹ (for non-HEIs) and costs at 80% FEC (for HEIs and those eligible to receive UKRI funding).

¹ In the context of [UKRI](#) funding, full economic costing (FEC) refers to the total cost of undertaking a research project, including both direct and indirect expenses. This encompasses all costs associated with the project, such as staff salaries, equipment, consumables and infrastructure.

- The =lead's organisation will be funded at 80% FEC, following UKRI guidelines
- Equipment costs as standalone items (e.g. large capital purchases) will not be funded

Definitions of funding headings

To assist applicants in categorising costs correctly, the following definitions apply:

Heading	Definition
Directlyincurred staff	Staff employed specifically for the project (e.g. project officers, short-term researchers).
Directlyincurred travel and subsistence	Travel and accommodation costs for project staff and partners, as necessary for project delivery.
Directlyincurred other costs	Costs such as workshop expenses, consumables, participant incentives and expenses, and small materials directly related to project activities.
Directly allocated investigators	The proportion of time that permanent academic staff will contribute to the project (calculated according to FEC rules of 80% funded costs for HEIs and those eligible to receive UKRI funding).
Directly allocated estates	Overhead costs relating to space and facilities used during the project (HEI and UKRI funding eligible organisations applicants only, as part of FEC).
FTE	Full-time equivalent.
Indirect costs	Overheads covering the support services of the organisation (e.g. HR, IT services), as part of the FEC for HEIs and UKRI funding eligible organisations.
Non-HEIpartner costs	Salaries, travel, subsistence and other direct costs for third-sector organisations, community organisations, local authorities, government bodies or SMEs VAT must be included, if applicable. Only third-sector organisations are eligible to receive overheads. Overheads will be paid at a rate of 20% of direct staff costs; businesses and government bodies are not eligible for this.

Eligible costs

Applicants may request funding for:

- directly incurred staff costs
- travel and subsistence
- other directly incurred costs related to project delivery
- indirect and estate costs (for academic partners only; third- sector organisations may be able to apply for overhead costs capped at 20% of their direct staff costs)

How VAT will be managed

For costs submitted by non-HEI organisations, it is the responsibility of those non-HEI organisations to determine whether they need to charge VAT (output VAT) on their contributions to the project. However, any VAT charged must be covered within the total budget limit. VAT should be included in the costings where applicable

- HEIs will manage the grant funds, ensuring that VAT is handled according to standard UKRI guidelines
- Non-HEI organisations must account for VAT, if applicable, on eligible items under their specific allowable cost categories (e.g. salary, travel, subsistence)

Justification of resources

Please provide a concise description and justification of the proposed budget (maximum 450 words /3 minutes audio).

While a detailed, line-by-line breakdown is not required, explain the rationale behind the key expenditures. Applicants must demonstrate a clear, justifiable use of funds, supporting value-for-money principles. (This is not a list of eligible expenditure claims. For detailed information on what you can claim, please refer to “Allocation of funding”, above)

Justify the following where applicable:

- Project staff, including hours/days/FTE spent on the project, and their hourly rate or salary
- Significant travel for fieldwork or collaboration. Do not feel you have to justify regular travel between collaborating organisations
- Contributions to project participants (other than project co-leads) to enable them to attend project activities, workshops etc – for example, payments or vouchers to community members to attend events, reimbursement of travel costs, provision of childcare, etc
- Any consumables beyond typical requirements, or that are required in exceptional quantities
- Any costs related to the use of facilities, equipment or infrastructure that are not covered by standard institutional support
- All resources that have been costed as “Exceptions” within the budget

Reviewers will be looking for assurance that:

- all requested resources are clearly justified, appropriate to the project’s scope and comprehensive in supporting delivery
- the project demonstrates efficient and effective use of resources to achieve its stated objectives
- the proposed use of the budget is designed to maximise the potential outcomes and broader impacts of the work

Conflict of interest

Applicants must declare any known conflicts of interest that may arise during the project, including potential conflicts involving project partners or lead organisations.

A conflict of interest may exist if:

- an applicant, partner or reviewer has a financial or personal interest in the outcome of the funding decision

- collaborators have close working or personal relationships with any member of the MACC funding call working group or review panel

Applicants must provide a short statement disclosing any known conflicts and how they propose to manage them. Failure to disclose relevant conflicts may result in the withdrawal of an offer of funding.

Applicant's copyright and intellectual property

Applicants will retain copyright and intellectual property rights over the material submitted in their applications and any outputs from the funded projects.

However:

- applicants must agree to share learning, data and outcomes openly with the MACC Hub to contribute to shared knowledge and programme-wide evaluation
- awardees must allow the MACC Hub and funders to use summaries of project outputs and findings for dissemination, impact reporting and knowledge-exchange activities

All dissemination should acknowledge support from the MACC Hub, UKRI and Defra.

How did you learn about this call?

Applicants are asked to indicate how they heard about the MACC funding call. This information will help the MACC Hub team understand the reach and accessibility of the call.

3 How will applications be administered?

3.1 Late applications

Applications must be submitted by the stated deadline (5:00pm on 30 September 2025). Late applications will not be accepted. Applicants are advised to submit well in advance of the deadline to avoid any last-minute issues. Applications submitted without an EOI having been submitted will not be considered.

3.2 Review panel

An independent review panel will be appointed to evaluate applications. Panel members will be drawn from the MACC Programme and the UK adaptation research and practitioner community. Each application will be reviewed by three panel members and assessed against the criteria outlined in the call description.

Applicants will be notified of the outcome by email.

3.3 Decisions and awards

After the closing date, the MACC Hub will record all applications and conduct eligibility checks to ensure compliance with the call criteria and rules. Applicants will receive an email confirming receipt of their proposal. If minor issues are identified, such as missing fields, applicants will be contacted and given two working days to resolve them. If the issues cannot be remedied within this period, the application will be rejected.

3.4 Notification process

Successful applicants will be notified in writing by the Hub secretariat at King's College London via email within 6–8 weeks of the review panel's decision. Once all award contracts are finalised, the outcomes will be publicly announced on the MACC Hub website and promoted via social media channels.

Feedback (TBD)

3.5 Working with the MACC Hub post-award

Successful applicants will be required to contribute to the monitoring and evaluation processes of the MACC Hub through short update reports, which will feed into UKRI reporting frameworks.

In addition, successful applicants will be expected to work with MACC Hub researchers to capture shared learning across the MACC programme on effective pathways to transformational adaptation. The MACC Hub will provide a one-hour online briefing on ways to get involved, as well as ongoing guidance and support to help capture, synthesise and share learning about how the projects are involving communities in transformational change.

3.6 Synthesising lessons learned from the MACC Flexible Fund call projects All projects funded through this call will be required to take part in a parallel research study, led by Kings College London, which aims to capture effective pathways to transformational adaptation. The research will provide synthesis and tangible case studies from across the MACC programme of what transformational climate adaptation can look like in practice.

All the project teams will be expected to take part in the following activities

- Participating in reflective interviews with project leads at the end of the project, to reflect on what has worked well for transformational adaptation and how to get on that pathway, as well as barriers and constraints encountered
- Completing online diaries during implementation via Indeemo, to capture key moments. This might include uploading photos, videos or text documenting key milestones, moments of pride, issues that have been challenging or causes for celebration
- Participating in an in-person, artist-led debrief workshop. Guided by the MACC Hub team, project teams will work together to reflect on, curate and interpret the material collected via Indeemo, producing a short publication on the project and how it involved people in transformational change

All projects will receive an online briefing to build familiarity with the aims of the study and to introduce the Indeemo tool. Project leads will also be required to produce light-touch process reports (maximum twice a year) to monitor progress on project delivery and spend.

Further, successful projects will be invited to share progress and initial findings in MACC Hub internal meetings, in external webinar series and at the national annual conference. There will also be opportunities to report progress to the MACC Programme Advisory Group.

3) Enquiries

4.1 Pre-application support

For any queries related to the MACC funding call, please email MACCFlexiblefund@kcl.ac.uk

Key contact: Zubair Ahmed, Senior Research Operations Officer

Virtual sandpit Q&A sessions: Two virtual sandpits will be held following the launch of the call, on 18 June and 8 July. These sessions will provide an opportunity to clarify questions around eligibility, project themes and budgeting.

4.2 Post-award support

Successful applicants will receive ongoing support from King's College London to ensure smooth project delivery. This will include dedicated assistance with contracting, fund disbursement and reporting requirements.

4.3 MACC funding call frequently asked questions (FAQs)

To be uploaded soon.

For more information on eligibility, criteria and timelines, refer to call information on our website.