



## REQUEST FOR PROPOSALS RIO NEGRO AQUARIUM FISHERY THEMED EXHIBITS

### **ABOUT THE RIO NEGRO AQUARIUM FISHERY IN BRAZIL AND PROJECT PIABA'S WORK WITH THE FISHERY**

For decades, the global trade in freshwater fishes for home aquariums has provided livelihoods for rural people, often serving as the economic base in regions of critical biological importance. These fisheries generally consist of low biological off-take, especially when considering the revenue generated for fishing communities and others. In addition, there is evidence that these fisheries drive environmental protectionism and therefore help maintain more vital ecosystem services. However, the social and environmental benefits from these fisheries are threatened by many external factors. For example, animal rights organizations and other NGOs are actively encouraging ex-situ captive breeding. The IUCN's Freshwater Fish Specialist Group recently established a sub-group with the objective to better identify and catalogue case studies of fisheries which result in socioeconomic and environmental benefits.

Public aquariums and zoos have an opportunity to educate and foster environmental outcomes by showcasing such fisheries. Adding to pioneering exhibits that highlight home aquarium fisheries case studies and the impacts to inspire visitors, particularly young people is one of our focus areas. There are opportunities for future exhibits, honing messaging and deepening educational programming and engaging young people with the goal of inspiring passion for science and conservation.

To qualify, completed applications must meet the following criteria:

- Inspiring Exhibit Proposal
- Exhibit to include a small home aquarium (off the shelf)
- Strongest possible message
- Inspirational for conservation minded fish hobbyists
- Collaborate on messaging research
- Submission from AZA certified institutions

Special consideration will be given to submissions which include:

- Creative ways that you plan to engage young people with technology through this exhibit
- Exhibit plans which include Educator programming tied to the Exhibit

Questions regarding the application can be mailed to [RFPExhibit@ProjectPiaba.org](mailto:RFPExhibit@ProjectPiaba.org).

**Please submit your application by returning your responses to the following questions, including supporting materials, to [RFPExhibit@ProjectPiaba.Org](mailto:RFPExhibit@ProjectPiaba.Org).**

*(See application questions on following page)*

## **APPLICATION QUESTIONNAIRE**

1. Provide an example of the strongest wording your institution would approve for the exhibit your institution plans to build (three examples are: "Buy a Fish, Save a Tree", "Tiny Fish, Big Impact", "From Rivers to Retail").
2. Send a rough drawing including the wording proposed and layout which your institution will support.
3. What is the proposed opening date of the exhibit?
4. How long is it expected that the exhibit will be in place?
5. How big is the space you have planned for the exhibit?
6. Please include a "before" photo of this space and attach it to your submission.
7. If your institution plans to engage young people through technology with this exhibit, what would the plans include? (you can also submit drawings or pictures to support your reply)
8. If your institution plans to include an educator program tied to the exhibit, what would those entail?
9. Does your institution plan to include information about the exhibit on your website? If yes, how?
10. Would the Project Piaba website be included as a reference at your exhibit?
11. If your institution has a retail fish store nearby, please mention it in your application.
12. If your institution hosts a fish club, please mention it here.
13. Name of person submitting, contact phone number and email, institution name, physical address, and website address.

## **NOTES AND REQUIREMENTS ON FUNDS USE**

These funds must be used for a Rio Negro Aquarium Fishery Exhibit build at selected institutions. The funds can be used for materials purchased to support the exhibit such as sign printing, photo finishing, building materials. Funds can be used for physical materials educators used to support the exhibit such as tablets and TV monitors. Funds cannot be used for travel costs, staff time costs or overhead.