

D5.3 WIN-BIG PDEC Review



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Executive Summary

This deliverable provides an overview of the WIN-BIG consortium's dissemination, communication, and exploitation (DEC) activities in the first 18 months of the project. The “WP5—Sharing & Nurturing” work package incorporates these activities, which GEO continuously monitors.

This Review of the Plan includes a revision of the Plan for Dissemination and Exploitation Including Communication (PDEC), developed in M3 of the WIN-BIG project in July 2023. This review outlines the objectives of the communication activities, channels, actions scheduled, and Key Performance Indicators (KPIs) for assessing success while maintaining a consistent visual identity throughout.

The review document sets out the impact assessment of:

- Communication activities/channels including the [project website](#), social media channels, newsletters, communication through the European Commission and other channels;
- Dissemination materials;
- External peer-to-peer exchanges;
- Key Performance Indicators related to communication and dissemination activities.

Communication and dissemination activities emphasised reaching the identified target groups (described in D5.1), creating meaningful engagement. In the period M1-18, COMDISS activities focused on raising general awareness regarding the project objectives and building a community where foreseen project results could reach target audiences, as was set out in the PDEC (D5.1).

Similarly, Communication and dissemination activities are carefully planned, continuously implemented and regularly monitored throughout the project. All project partners are involved in dissemination and exploitation to foster awareness and transfer results for impact, especially in their own countries and also across the European Union.

The PDEC is a living document that will be regularly updated (in M24 and M36) throughout the project's lifetime, to actively address the needs of the project based on its interim results.

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Abbreviations and Acronyms

WIN-BIG	Women in Blue Economy Intelligence Gathering and Capacity Boosting
PDEC	Plan for Dissemination and Exploitation and Communication
BuE	Blue Economy
WP	Work Package
M	Month
CINEA	European Climate, Infrastructure and Environment Executive Agency
GDPR	General Data Protection Regulation
DG MARE	Directorate-General for Maritime Affairs and Fisheries
DG RTD	Directorate-General for Research and Innovation
EC	European Commission
CD	Communication and Dissemination
CDE	Communication, Dissemination and Exploitation
COMM	Communication
DISS	Dissemination
MEPs	Members of the European Parliament
IPR	Intellectual Property Rights
CA	Consortium Agreement
KPI	Key Performance Indicator
GIF	Graphics Interchange Format
WINBLUE	Empowering Women and Mainstreaming Gender Equality in the Blue Economy
SP	Sustainability Plan
PO	Project Officer
MOOCs	Massive Open Online Courses
ENMC	European Network of Maritime Clusters

1. Objectives

As stated in deliverable D5.1, introducing the project's plan for dissemination and exploitation of its results, including communication activities (PDEC), WIN-BIG's overall communication approach is to adopt a comprehensive and inclusive strategy that maximizes the reach and impact of the project's objectives. This approach involves a multifaceted approach, including targeted communication activities, dissemination of project outputs, engagement with stakeholders, and fostering collaboration. WIN-BIG utilises various channels such as social media, a website, events, and traditional media to raise awareness, share knowledge, inspire action, and showcase success stories. The Key messages identified in D5.1 are still relevant.

- **Gender Equality in the Blue Economy:** WIN-BIG aims to promote gender equality and inclusivity in the Blue Economy by addressing the gender gap and empowering women in blue careers.
- **Accurate Gender Data and Insights:** WIN-BIG provides accurate and widespread data on the gender status and women's role in Blue Economy sectors across all 6 EU sea basins, offering valuable insights into the challenges and opportunities for women in these fields.
- **Skills Gap Identification:** The project focuses on identifying the skills gaps that prevent women from entering or progressing in blue careers, paving the way for targeted capacity-building and skill development initiatives.
- **Emerging Sectors Focus:** WIN-BIG concentrates on three emerging sectors within the Blue Economy: blue bioeconomy, blue sports & sustainable tourism, and marine renewable energies & robotics, offering tailored support and opportunities for women in these areas.
- **Best Practices and Policy Recommendations:** The project aims to develop a Roadmap for Capacity Building for Women in the EU Blue Economy, which will provide actionable steps, best practices, and policy recommendations that can be implemented across countries and regions to foster gender equality and inclusivity.
- **Dissemination of Success Stories:** WIN-BIG highlights success stories and female role models in the Blue Economy, inspiring and empowering others through state-of-the-art media outlets and innovative communication channels.
- **Collaboration and Networking:** The project fosters collaboration, knowledge sharing, and networking among stakeholders, creating a sense of community and collective action to drive positive change in the Blue Economy.

Through attractive visuals, interactive content, and strategic use of social media platforms, WIN-BIG aims to create a vibrant online presence that informs, inspires, and mobilises stakeholders towards a more inclusive and equitable blue economy.

To enhance project visibility and engagement, WIN-BIG utilises various social media channels, including [X \(former Twitter\)](#), [LinkedIn](#), [Instagram](#) and [YouTube](#). GEO manages regular postings, with partners contributing to content creation as well as executing various social media campaigns to promote one of the more relevant results of WIN-BIG so far which is the [Women in the Blue Economy](#)

Survey. Such campaigns aligned with major events help increase the visibility of the project and engage audiences more easily.

2. Impact assessment of communication activities

Measuring the effectiveness of communication within a project requires consistent and systematic monitoring of various key elements. This involves not only keeping a close watch on the activities of the project partners but also evaluating the quality, clarity, and timeliness of the information being exchanged among the stakeholders. Assessing how well information flows between these groups helps in identifying potential gaps or challenges in communication that could affect overall project success.

Furthermore, it's important to consider how effectively the project's core messages are disseminated to its target audience, as this plays a critical role in ensuring that key objectives are met and that the desired outcomes are achieved. Regular feedback from all participants, as well as external stakeholders, can provide valuable insights into areas for improvement, making communication a vital component in the project's overall performance and impact. Ultimately, effective communication ensures not only that all parties are aligned with the project's goals but also that the project has the greatest possible reach and influence.

2.1 Communication and Dissemination Channels

At the outset of the project, a comprehensive set of specialized communication and dissemination channels was carefully established, grounded in a set of key principles. These principles are designed to enhance the effectiveness and reach of project-related communications, ensuring that all relevant audiences are engaged meaningfully and impactfully. The principles include the following:

Adaptability: This principle ensures that the communication strategy remains closely aligned with the project's evolving research themes and the diverse stakeholder communities' needs. By being adaptable, the project can stay relevant and responsive, addressing the various target groups' changing priorities, interests, and concerns over time. Adaptability also encourages innovation in communication approaches, ensuring that messages continue to resonate effectively across different sectors.

Flexibility: A flexible communication framework is critical to managing the dynamic nature of project activities. This allows the project team to respond promptly to emerging challenges, opportunities, and changes in the project's scope or focus. Flexibility ensures that communication strategies can be adjusted as new insights are gained, and as external factors such as market conditions or stakeholder expectations evolve.

Tailored Messages in Appropriate Language: This principle emphasises the importance of crafting messages that are relevant to specific audiences and delivered in language that is accessible, clear, and engaging for those audiences. Whether addressing technical experts, policymakers, or the general public, the communication strategy ensures that messages' tone, complexity, and style are carefully calibrated to maximise comprehension and engagement.

Exploitation of Synergies: One of the communication strategy's core strengths is the deliberate focus on exploiting synergies between this project and existing communication and dissemination initiatives. This cross-fertilisation helps to amplify the impact of the project's messages and the efforts of partner organisations or related projects. By building on shared resources, networks, and activities, the project can enhance its reach while avoiding duplication of effort.

Adhering to these core principles ensures that the project can fully capitalize on its strengths and opportunities. This also allows the project team to proactively manage potential weaknesses or threats. Through a well-considered and adaptable communication approach, the project is better positioned to build awareness, foster engagement, and promote understanding among its key stakeholders, thereby maximizing the potential for long-term success and sustainability.

2.1.1 Project website

The [project website](#) is utilised to disseminate the outcomes of the project. It serves as a central hub for information and resources related to WIN-BIG (as shown in figure 1), providing a user-friendly platform for visitors to access project updates, research findings, events, and relevant publications. The website aims to engage and inform stakeholders, promote collaboration, and raise awareness about the project's objectives and achievements. Additionally, it will host the Living Gender database and make the Women in BuE book (explained further ahead) available for download. Moreover, it will include direct links for visitors to access the MOOCs and the Women in BuE LinkedIn forum.

The website has a dedicated section for Events, News and Blogs. All partners are responsible for sharing with GEO relevant content and timely updates. **As of October 2024, 34 items have been published on the page, with an average of 1.5 items per month.** The "Resources" page collects all downloadable communication materials, as well as public deliverables. This page will host future scientific publications produced within WIN-BIG. Moreover, **the "Survey" landing page was launched in March 2024 to promote the WIN-BIG survey**, and a banner has been added on the homepage with a clear call to action and a direct link to the page. Finally, **the "Women in Blue Forum" button was added to the homepage hero to link directly to the Women in Blue Forum** hosted on the Blue Bio Match platform.

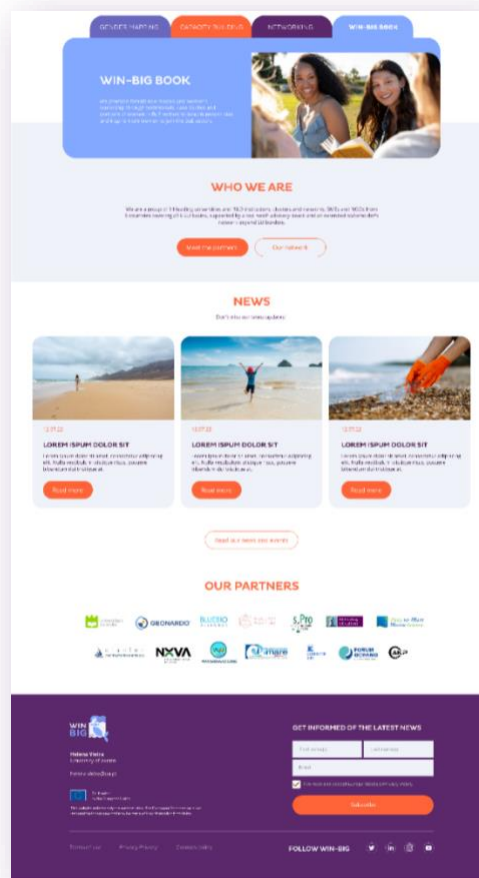
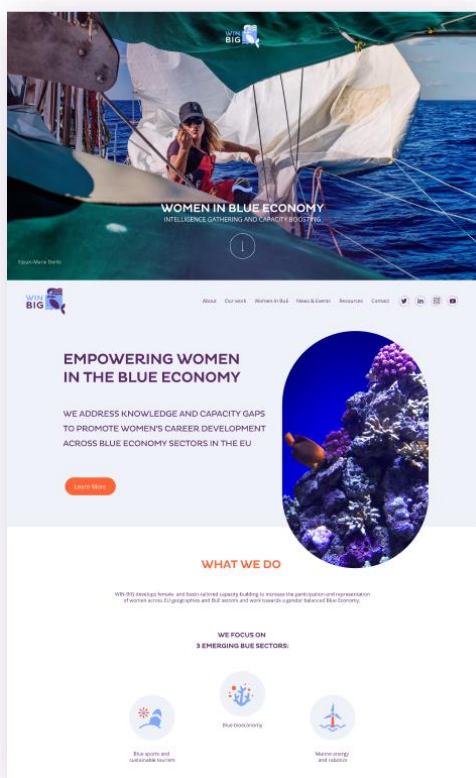


Figure 1. WIN-BIG Home Webpage

As of 10 October 2024, the WIN-BIG website counts 5262 unique users, 14031 page views and 43117 event counts. The most visited pages are the Homepage (4724 views), the Survey page (2868 views – 20,4% of total views), News & events (895 views, as shown in figure 2). The page views distribution shows how the targeted communications and call to actions promoting the survey is being successful in directed our target audience to the relevant webpage. The graph below shows the website traffic in the past 18 months. Spikes in traffic correspond to specific communication campaigns, such as the launch of the WIN-BIG survey on March 8th, 2024. **The geographical reach is also widespread, touching 117 countries.** Most visitors connect from Portugal (454 unique users), Norway (437 unique users), Spain (422 unique users), Ireland (396 unique users) and The Netherlands (285 unique users). Italy, Germany, France and Finland complete the top 10 reached

countries, once again proving the right targeting of the project's communication and outreach activities and all partners in key priority countries.

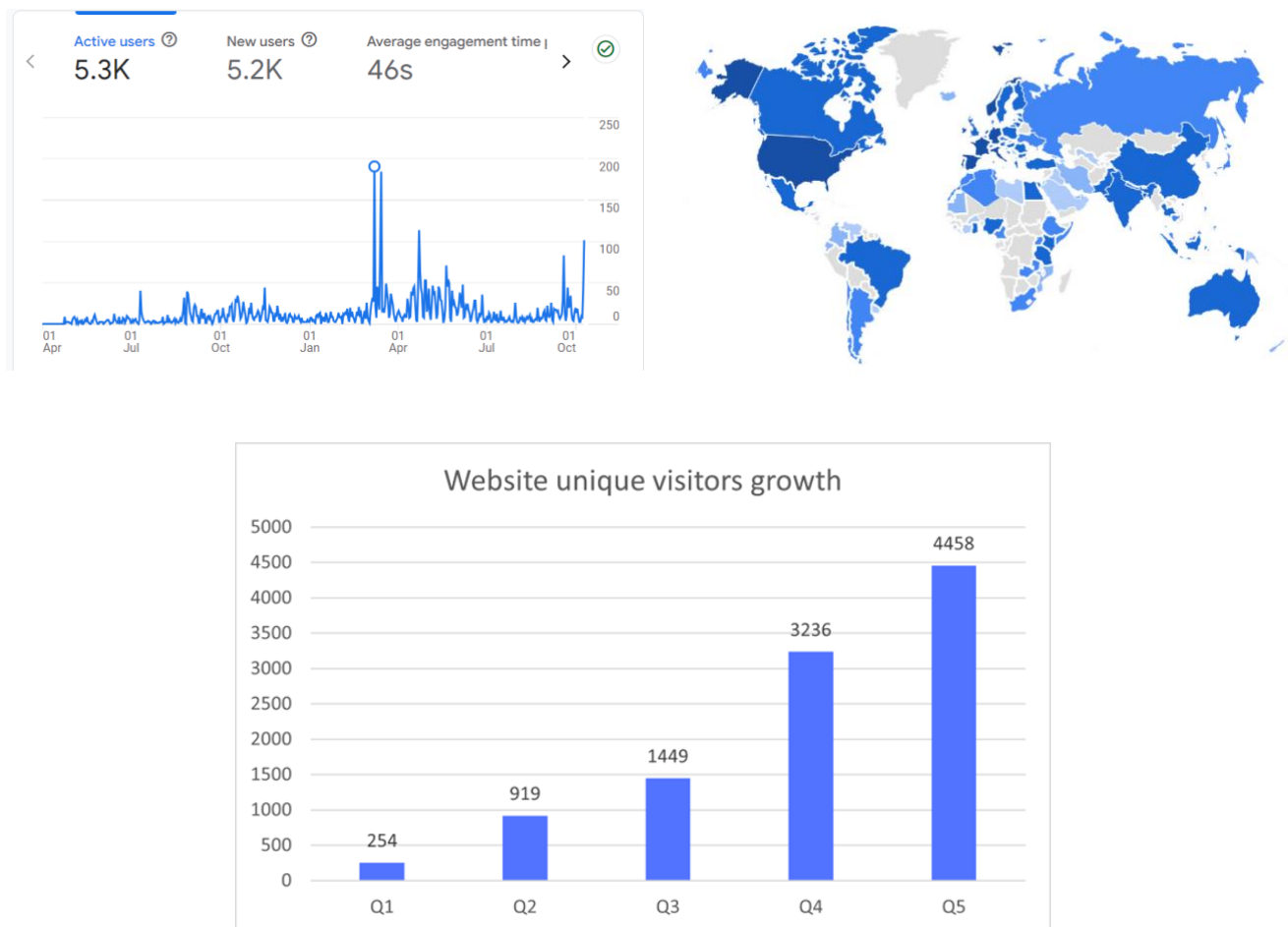


Figure 2. Website statistics

2.1.2 Social Media channels

Through attractive visuals, interactive content, and strategic use of social media platforms, WIN-BIG aims to create a vibrant online presence that informs, inspires, and mobilises stakeholders towards a more inclusive and equitable blue economy.

To enhance project visibility and engagement, **WIN-BIG utilises various social media channels, including X (former Twitter), LinkedIn, Instagram and YouTube.** GEO manages regular postings, with partners contributing to content creation and executing various social media campaigns. Such campaigns aligned with major events help increase the visibility of the project and engage audiences more efficiently. All partners are tagged in the posts and encouraged to like, reshare, and comment to increase the outreach of organic posts.

Throughout its social media campaigns, WIN-BIG always strive to find an angle that relates to WIN-BIG project focus, i.e. gender empowerment. Nevertheless, ensuring a balanced integration of the gender perspective in our project's communication is crucial. Therefore, WIN-BIG also aim to engage a broader audience by executing various social media campaigns that are not solely focused on gender but are known to engage a wide range of target groups, such as World Ocean Day, International Coastal Clean-up Day, Plastic Free July, etc. Although these initiatives may not be directly related to gender, they are interconnected with WIN-BIG's goals. They will help recruit and engage audiences, who, subsequently, can be informed about the project's activities and results. The growth of social media followers for the WIN-BIG channels is shown in Figure 3. By strategically timing our gender-focused posts and integrating them into broader campaign narratives, we will raise awareness about the gender gap while addressing pressing environmental issues that directly impact the sustainability of the Blue Economy.

The social media strategy has been developed to:

- Identify and engage with initiatives, organizations, women, and other stakeholders involved in blue economy, and gender studies to foster collaboration, share relevant content, and connect with key stakeholders in these areas of interest;
- Set up collaborations with our sister project, WINBLUE or other relevant projects and initiatives;
- Generate content relevant to project activities to engage social media followers, with specific focus on news/content about the project: achievements, activities, news, events, results, etc.;
- Keep the social media platforms up to date to maximize the impact and inform the relevant audiences;
- Design and execute targeted social media campaigns focusing on a very specific message to spread – outside regular social media postings;
- Actively support/promote the project's training, pop-up exhibitions, or other events where the partners present WIN-BIG;
- Share success stories.

When posting about WIN-BIG, partners and relevant stakeholders are encouraged to use the following **hashtags**: #winbig #womeninblue #genderequality #genderbalance #genderinclusion #capacitybuilding #blueeconomy #EMFAF #UnionofEquality

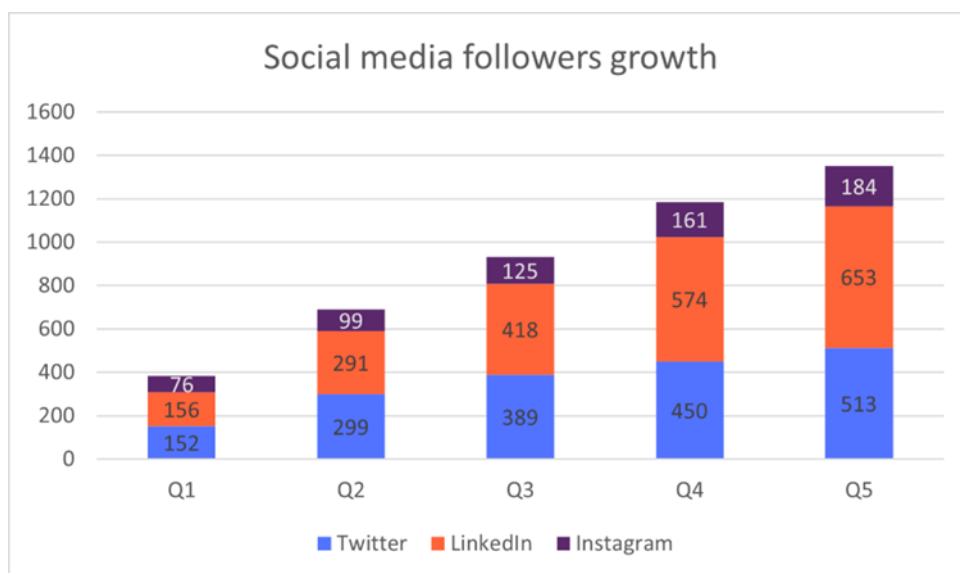


Figure 3. Social media growth (followers)

X



The link for WIN-BIG's X account is x.com/WINBIG_EU.

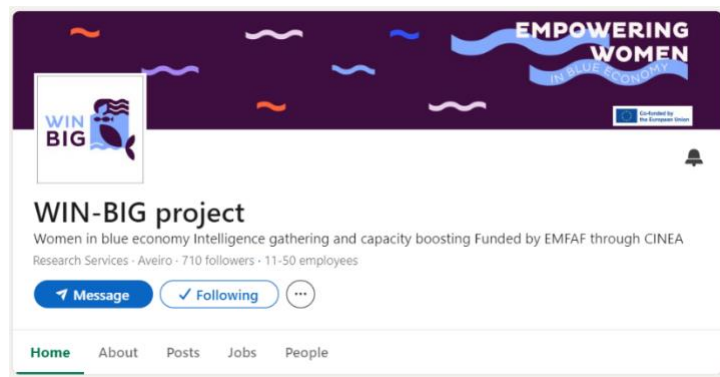
X serves as a central platform for engaging with European and international stakeholders in the WIN-BIG project. It enables interaction with European institutions, organizations, and national/regional authorities. With character limitations (280 characters) and a short lifespan for posts, timely sharing is crucial. Effective use of hashtags and mentions enhances discoverability and notification to relevant accounts. Partners are encouraged to regularly follow the project's X account, share relevant posts, and tag the account when they attend an

event. GEO provides communication kits and notify partners for larger campaigns and project result promotions.

The Twitter account of the project was **launched in April 2023** right before the official project kick-off at the EMD2023. **As of 10 October 2024, it counts 570 followers and 154 original posts.**

In order to enhance further visibility, @cinea_eu and @EU_MARE, as well as sister projects and related initiatives, are tagged in relevant posts to ensure broader reach and engagement with stakeholders across the EU.

LinkedIn



The link for the project's LinkedIn account is linkedin.com/company/winbigeu.

LinkedIn serves as a professional networking platform for professionals looking to connect with like-minded individuals. The target audience is primarily business and research oriented.

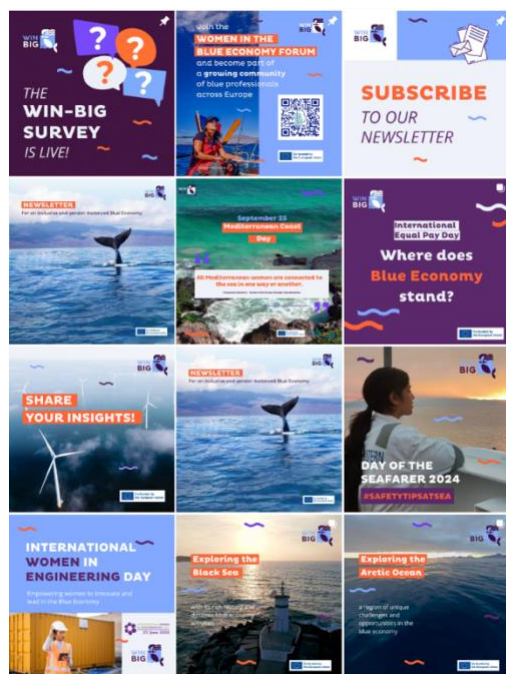
In WIN-BIG, the LinkedIn account is set up as a company, allowing for the sharing of

content, links, and images to attract followers and participate in discussions. Posting frequency on LinkedIn is also regular, typically twice a week, and as there are no word limitations, it allows longer posts. **As of 10 October, the page has 710 followers and 148 original posts.**

Instagram

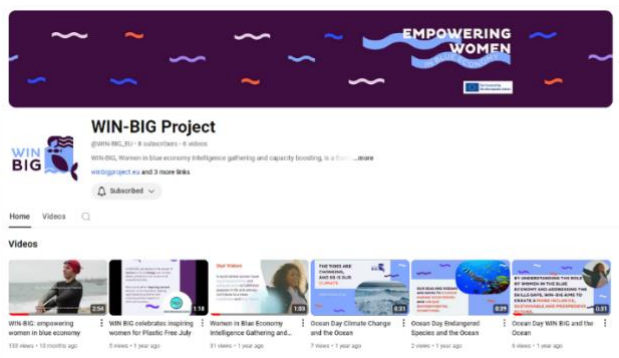
The link for the project's Instagram account is www.instagram.com/winbig_eu

Instagram is a highly visual platform, prioritising media content (pictures, videos) over text. Posts on Instagram are visually appealing to attract likes and followers and they are accompanied by engaging messages.



On its Instagram page, WIN-BIG feature visuals, videos and photos that reflect the visual identity of the project to accompany the news, resource, or event that are being promoted. Short videos (called reels) are one of the preferred visual types shared on the page, as they often perform better than static images and allow to share more complex information in a clear and direct format. **The project Instagram page currently counts 200 followers and 78 original posts.** Posts are also reshared in the stories to increase visibility and engagement, in particular leveraging the option to include direct links (which is not possible on regular posts). Moreover, partners are tagging WIN-BIG in their stories when they attend events or share important news, allowing us to reshare those stories on our profile as well.

YouTube



The link for the project's YouTube channel is www.youtube.com/@WIN-BIG_EU

The channel currently hosts 6 videos, for a total of 187 views.

Main social media campaigns

WIN-BIG is leveraging European and international days related to ocean, blue economy and gender equality topics to launch dedicated campaigns and link the observance' main themes with the project's current activities and long-terms goals. A list of such relevant days was completed at the launch of the project and is continuously updated with inputs from partners and stakeholders.

In particular, the following campaigns were carried out by M18:

- **World Environment Day (5 June 2023) and World Ocean Day (8 June 2023):** to mark the launch of the project, a series of short videos were shared on social media to highlight critical topics such as marine pollution, climate change and biodiversity protection.
- **Plastic Free July 2023:** this month-long campaign was twofold. On the one hand, we launched a social media challenge to encourage followers to share with us their actions to end plastic pollution; on the other hand, throughout the month we shared inspiring stories of women in the blue economy sectors who are at the forefront of the fight against climate change.
- **International Day to End Violence Against Women (25 November 2023):** a blog post and social media carousel were shared to raise awareness on the persistence of GBV in the maritime industry and celebrate the resilience of women in the sector.
- **International Day of Women and Girls in Science (11 February 2024):** a blog post showcasing trailblazer women scientists and explorers to inspire more girls to pursue their dream careers in STEM-related fields.
- **International Women's Day (8 March 2024):** on this day, we officially launched the WIN-BIG survey with a campaign across social media, website and direct emailing.
- **#10yearsEMFaF (15 May 2024):** WIN-BIG joined the social media campaign to celebrate the first 10 years of the EMFAF programme.
- **World Ocean Day (8 June 2024):** we created 6 short videos for social media to discover the six European Sea Basins and the most developed blue sectors.
- **Day of the Seafarer (25 June 2024):** we published a blog post on the website and joined IMO's #SafetyTipsAtSea campaign on social media.

- **International Equal Pay Day (18 September 2024):** we collected and analysed preliminary results from the WIN-BIG survey, in particular on questions related to the (perceived) gender pay gap and shared them in a blog post and carousel on social media.

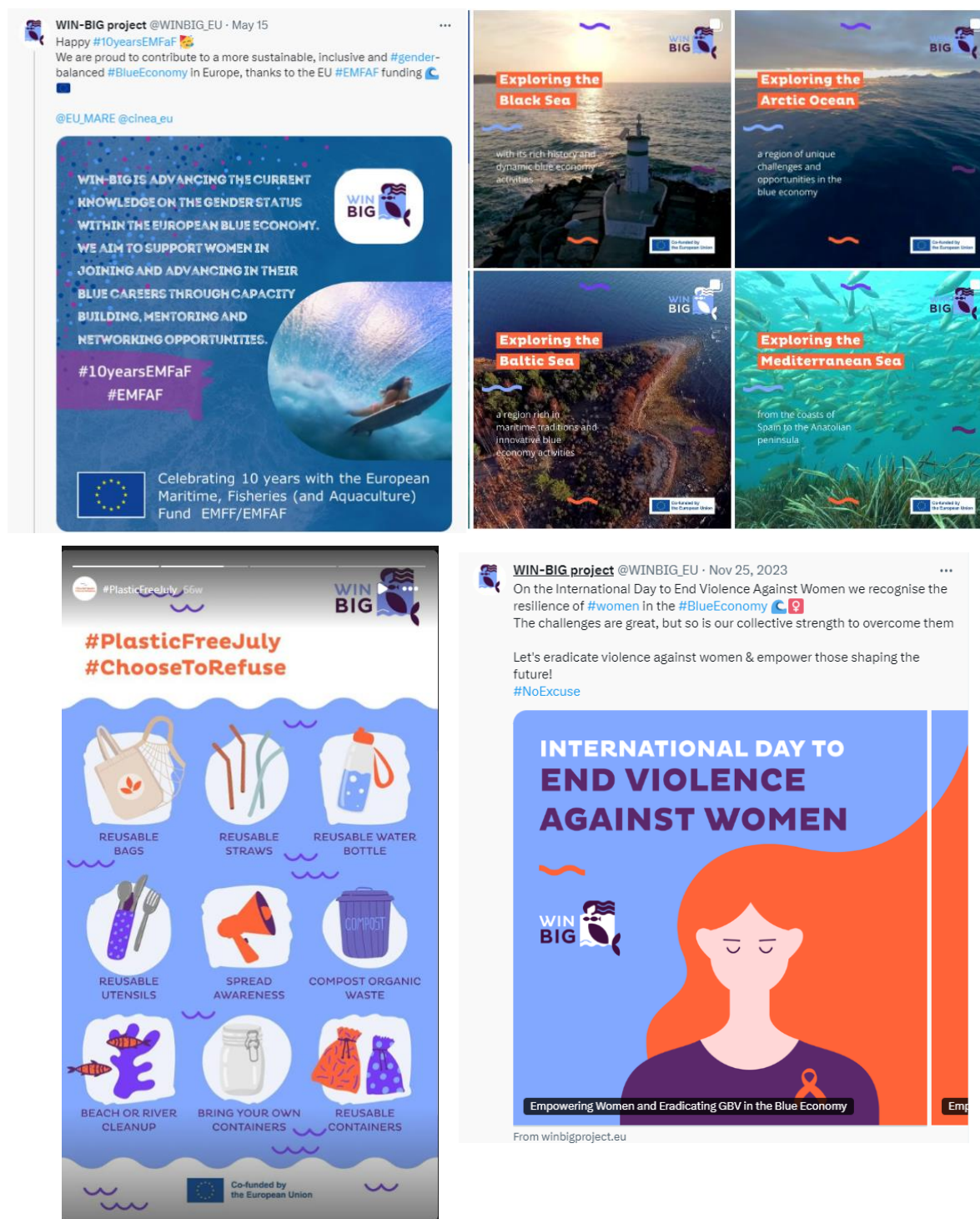
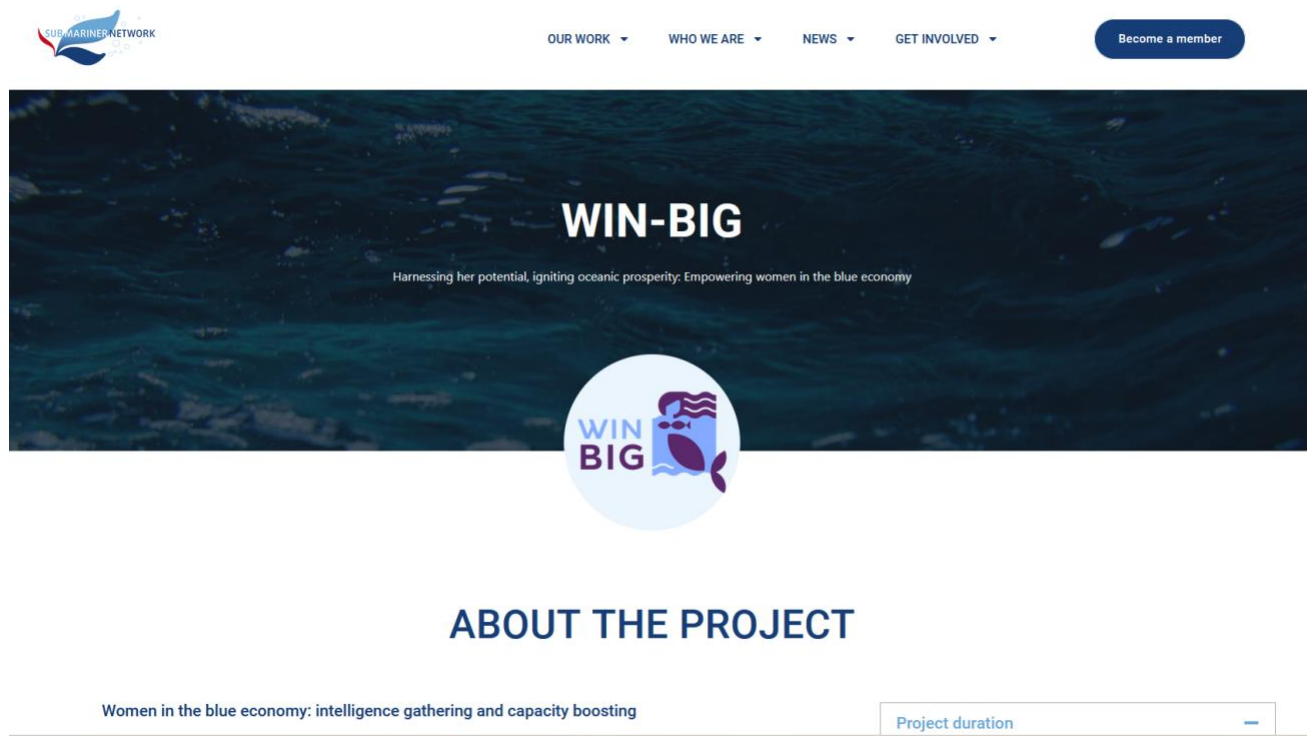


Figure 4. Examples of social media campaigns

2.1.3 Communication on partners' social media channels

Project partners use their own organisations' social media channels (Facebook, X, LinkedIn and Instagram) to reshare news from WIN-BIG and share updates about their activities related to the project, e.g. participation in events and workshops where WIN-BIG is promoted, meetings with sister projects and other activities that can help extend the outreach and strengthen the dissemination of the project's results and impact. Below, a few examples of how project partners are promoting WIN-BIG in their websites.



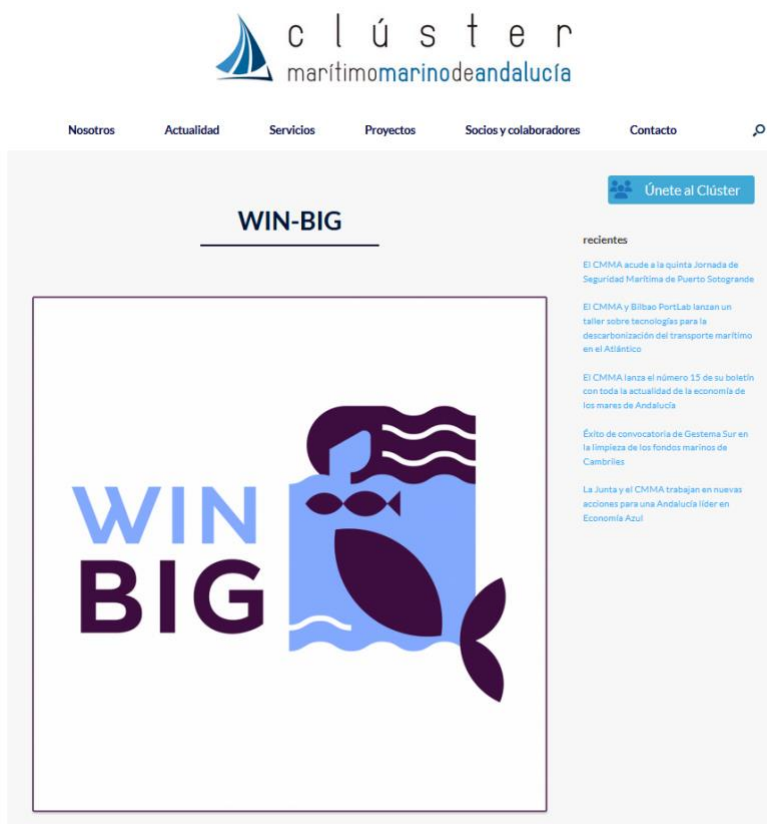


Figure 4. Examples of partners' websites featuring WIN-BIG

2.1.4 Newsletters

A newsletter is an important tool for effective communication and dissemination. It provides a platform to share updates, highlight achievements, and engage with the target audience.

The WIN-BIG newsletter is shared every three months on LinkedIn. The choice to utilise LinkedIn instead of the traditional e-mail newsletter format was taken to increase engagement and outreach. In fact, all the LinkedIn page followers have the option to subscribe to the newsletter by simply clicking on a button and receive a notification when a new edition is out. Moreover, all issues are always available on the page and easy to find for users via the page menu. Analytics collected so far show how this strategy is being successful.

As of 10 October 2024, the newsletter has 429 subscribers (60,5% of total page followers) and has been published five times – October 2023, December 2023, March 2024, July 2024, and September 2024 – for a **total of over 1000 article views and 4800 impressions** (figure 5 shows the latest newsletter).

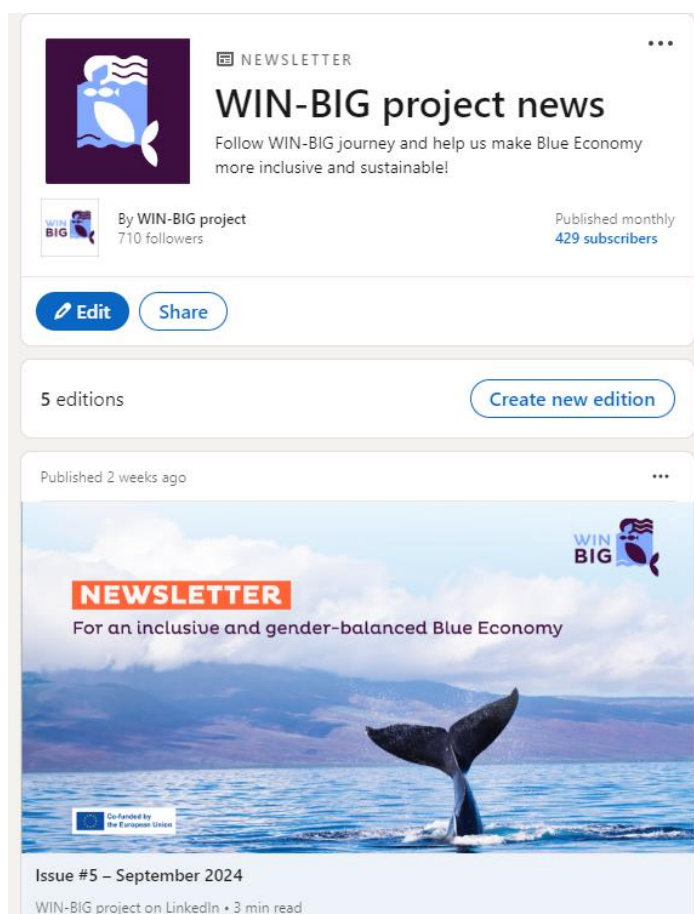


Figure 5. 5th WIN-BIG newsletter.

2.1.5 Dissemination materials

As part of the WIN-BIG 's Communication Pack, a set of dissemination material was created to give an overview of the project's activities and objectives and spread general knowledge on our activities and goals. The materials were designed and produced with the active contribution of all partners based on needs and requests. All materials are produced in English. Translations in other languages are done on a need basis with the support of local partners to facilitate communication with local stakeholders and target groups. The materials are used and distributed during public events, conferences and workshops.

During the first reporting period, the following materials have been created:

- A [digital flyer](#) produced for the European Maritime Day 2023 (social media post)
- A [brochure](#) (digital and printed), providing an overview of the project - its vision, mission and main activities – and the partnership –consortium members, advisory board, supporting network and targeted sea basins.
- A [rollup](#) that partners can print and use at events
- An [A1 molino promoting the WIN-BIG survey](#) created for the workshop organised during the Mission Banos Arena in November 2023
- A [flag](#)
- [Bookmarks](#) – in English and Spanish – with a QR code leading to the WIN-BIG survey to be distributed by partners during events
- A [Project overview](#) (PowerPoint presentation)

Moreover, T-shirts are currently under production (estimated delivery time by early November 2024) and will be used by the partners during the women's retreats and sea basin events. They will also be distributed to some of the participants as promotional merchandise.

Finally, a set of templates, including PowerPoint (PPT) presentations designed for both internal and external use and Word templates specifically created for deliverables, reports, minutes, agendas, etc., were distributed to the consortium at the project's launch and are made available on the project's SharePoint channels.

WIN-BIG places great emphasis on sustainability and efficient resource utilisation. We actively encourage using digital formats to disseminate materials whenever possible, minimising the need for excessive printing. Through our website, partners and stakeholders will have convenient access to download these materials, reducing paper waste and promoting easy accessibility. The digital versions of the WIN-BIG communication materials can be downloaded at winbigproject.eu/resources/media-kit.

Videos

A project introductory video was produced for the project's kick-off at EMD2023 and displayed on screen at the EU stand during our project's designated time slot.

In M6, a more comprehensive video detailing WIN-BIG's mission and rationale and introducing the key planned activities and expected results on our YouTube and social media channels was created.

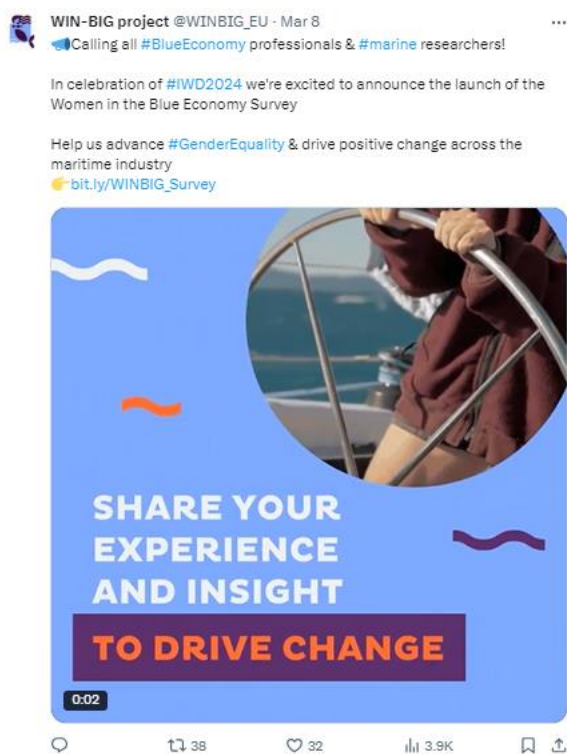
WIN-BIG Factsheet link can be found [here](#). The six videos created can be accessed in the [WIN-BIG Project YouTube Library](#). As of October 2024, the video had reached over 1,000 impressions across all channels.

2.1.6 Survey dissemination

The **WIN-BIG Survey was launched on 8 March 2024** to mark International Women's Day. This was a strategic choice to leverage such an important international day and build on the buzz and attention from important stakeholders.

In preparation for the launch, a new webpage was designed and developed (winbigproject.eu/survey) as the main information point and central repository of all the questionnaire links in different languages. In parallel, GEO developed a media kit to be shared with partners, sister projects and stakeholders to support the promotion. The kit includes a series of ready-to-post social media messages, a set of visuals (static and animated), a press release template and an email template. Stakeholders and target groups were identified both at the European and national levels and dissemination activities run in parallel at both levels.

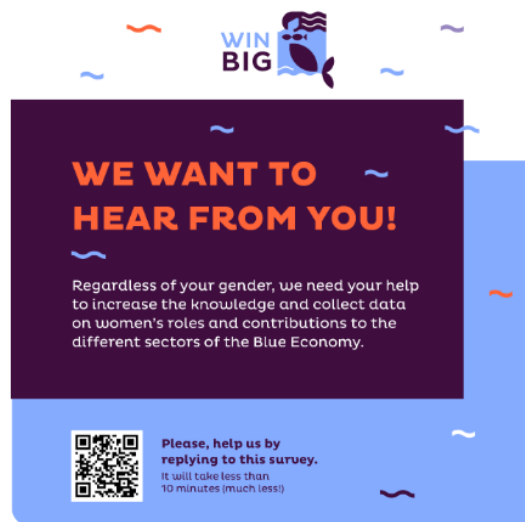
On 8 March 2024, the survey page was made public on the website and announced with a blog post and social media posts across the WIN-BIG channels (shown in figure 6). **The first post has over 6,000 impressions on all channels and has been reshared over 50 times by consortium partners**, other EU-funded projects and initiatives (e.g., WestMed Blue Economy initiative, Sustainable Blue Economy Partnership, BLUE4ALL project, MSP4BIO project, etc.), and active blue professionals and researchers.



Join Us in Shaping the Future: Participate in the Women in Blue Economy Survey!

Today we celebrate International Women's Day, and it feels like there'd be no better time to announce that we are launching the Women in the Blue Economy Survey!

Now we need your help to make it a success.




The WIN-BIG project is dedicated to driving positive change in the EU blue economy by addressing gender issues and empowering women across various sectors. With a focus on emerging and highly technological areas, we are committed to supporting women in advancing their blue careers through tailored training, capacity building, and networking opportunities.

Figure 6. Social media and blog posts about the survey

All WIN-BIG partners have been very active in disseminating the survey within their networks in English and in their local languages, via targeted emails and social media posts, as well as presentations during events and distribution of promotional materials.





Clúster Marítimo Marino de Andalucía - CMMA

🌟 Favoritos · 1 h · 📄

👉 ¡Llamamiento a todos los profesionales de la Economía Azul e investigadores marinos!

Para celebrar el Día Internacional de la Mujer, nos complace anunciar que WIN-BIG project acaba de lanzar la Encuesta sobre las mujeres en la Economía Azul.

🌊 ¿Quieres unirse a nosotros para dar forma al futuro de la economía azul de la UE?

Comparte tus ideas y experiencias y ayúdanos a promover la igualdad de género e impulsar un cambio positivo en toda la industria marítima.

En este Día de la Mujer -y todos los días- trabajemos juntos para crear una Economía Azul más inclusiva, diversa y sostenible.

Haz oír tu voz 👉 <https://winbigproject.eu/survey>

👉 Calling all blue economy professionals and marine researchers!

In celebration of International Women's Day, we are excited to announce that the WIN-BIG project just launched the Women in the Blue Economy Survey.

🌊 Do you want to join us in shaping the future of the EU blue economy?


Share your insights and experiences and help us advance gender equality and drive positive change across the maritime industry.

On this Women's Day - and every day - let's work together to create a more inclusive, diverse and sustainable blue economy.


Make your voice be heard 👉 <https://winbigproject.eu/survey>


#winbig #womeninblue #blueeconomy #genderbalance #genderinclusion #genderequality #capacitybuilding #unionofequality #EMFAF #IWD2024 #surveying

Consejería de Sostenibilidad, Medio Ambiente y Economía Azul CEBI-MAR Confederación de Empresarios de Málaga - CEM Organismo Público Puertos del Estado Red CCF Marinas de Andalucía Marinas de España Marinas del Mediterráneo D-Marin Instituto Español de Oceanografía - IEO Instituto de Investigaciones Marítimas - CSIC AGAN - Asociación Galega de Actividades Náuticas




**SHARE YOUR
EXPERIENCE
AND INSIGHT
TO DRIVE CHANGE**




Irish Maritime Development Office • 3rd+
Development Office as part of the Marine Institute
2w • 

The EU funded **WIN-BIG project** have launched the Women in the Blue Economy Survey. Your voice matters, regardless of your gender. It only takes a few minutes to complete & your contribution will have a lasting impact. Click here to take part

 <https://bit.ly/3xlA19M>

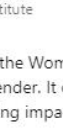
#WomenInMarine #BlueEconomy #GenderBalance



**WIN
BIG**

**WE WANT TO
HEAR FROM YOU!**

Regardless of your gender, we need your help to increase the knowledge and collect data on women's roles and contributions to the different sectors of the Blue Economy.



**Please, help us by
replying to this survey.**

It will take less than
10 minutes (much less!)



 **Geonardo Environmental Technologies**
831 followers
7mo ·

Our project WIN-BIG just launched a survey to collect data on the [#gender](#) status in the European [#blueeconomy](#)

No matter your gender or role in the marine sectors, this is your chance to share your valuable insights and make a difference!
Let's address [#genderequality](#) gaps to make blue economy more inclusive and sustainable



 winbiqproject.eu/survey


#IWD2024 #winblue #survey


 **WIN-BIG project**
710 followers
7mo • 

👉 Calling all [#blueeconomy](#) professionals and [#marine](#) researchers!

In celebration of [#InternationalWomenDay](#), we are excited to announce ...more





WIN BIG

We want to hear from you

explorewomen.org | Follow

explorewomen.org • Help boost gender equality in the U.S. by answering...

Our new smart, interactive, in-person survey is seeking to expand knowledge on gender issues in the workplace and foster new ideas and solutions that empower women's skills and professional careers.

By completing their survey, you will be supporting the EWP's efforts to advance gender equality in our economy, workplaces and the activities, services and practices that are the foundation in the coming years.

Regardless of your gender, your participation is essential to increase knowledge and understanding on the roles and vital actions of women in the different sectors of the U.S. Economy.

#https://explorewomen.org/

#explorewomen.org #advancingwomen #culture #equality #family #gender #innovation #women #work

#equality #innovation #women #work #gender #equality #family #gender #innovation #women #work


11

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1 hour from now

1 hour ago

Like Comment Retweet



European Commission

Energy, Climate change, Environment

EU Blue Economy Observatory

WIN-BIG project survey

NEWS ANNOUNCEMENT | 6 September 2024 | 1 min read

WIN-BIG project survey

The WIN-BIG project aims to advance knowledge on gender issues across the European Union's (EU's) ocean (blue) economy and propose new ideas and solutions that build on women's current professional skills and potential.

By filling out the survey, you will help progress gender equality in ocean (blue) economy industries and the actions, policies, and practices that will be implemented over the next years. Regardless of your gender, we need your help to increase the knowledge and collect data on women's roles and contributions to the different sectors of the Blue Economy.

The survey is available in seven languages including English, French, Spanish and German.

[For more information](#)

Details

Publication date 6 September 2024



Centre for Blue Governance
@blue_centre

Help the EU's ongoing efforts to progress [#genderequality](#) in ocean (blue) economy industries by filling out the The WIN-BIG project survey!


[#blueeconomy](#) [#inclusivity](#) [#diversity](#)

WIN-BIG project @WINBIG_EU · 23h

The WIN-BIG survey is not just about data collection – it is about sparking meaningful conversations & driving real [#change](#)

Help us shape the future of [#GenderEquality](#) in the [#BlueEconomy](#) and promote [#inclusivity](#) & [#diversity](#) in this vital sector!...

[Show more](#)
[Show this thread](#)



Co-funded by the European Union

Desafío Mujer Rural
@dmujerrural

@WINBIG_EU lanza una encuesta sobre la situación de las mujeres en la economía azul. Si trabajas en el sector puedes participar aquí [👉](#)

[#DesafioMujerRural](#) [#RuralFemenino](#)

[Translate post](#)



El Proyecto europeo Win-Big abre una encuesta para recopilar opiniones sobre los roles...

From [desafiomujerrural.es](#)

9:01 AM · May 24, 2024 · 29 Views

Figure 7. Examples of partners, European Commission and allies sharing the survey

2.1.7 Update on scientific publications

All partners will collaborate on writing at least one peer-reviewed article to be published in a relevant journal, such as Marine Policy, Environmental International, or Social Sciences and Humanities Open. The journals mentioned in D5.1 are still relevant to potential WIN-BIG scientific publications.

Currently, partners at UAveiro, NUIG and MI are preparing a review article for a peer-reviewed journal publication by the end of 2024/early 2025. The tentative title of the publication is *“Gender Equality Status in European Blue Economy—Gaps and Hints for a More Inclusive and Fairer Sector.”* This scientific publication will set the baseline for the current gender status data and knowledge in EU regarding Blue Economy. Additionally, the project team is developing a Policy Brief, which will be finished by November 2024 and shortly after finalisation will be publicly available.

2.1.8 Communication plan, monitoring & listed activities

The aim of the Communication and Dissemination action plan (table 1, list of C&D actions for WIN-BIG) is to report on the planned communication and dissemination and exploitation strategy with a focus on the communication and dissemination activities. This plan is shared with the consortium and provides a guideline and list of actions that are aimed at raising awareness of the project results. The draft plan for the communication and dissemination plan was proposed in the Grant Agreement (GA) and lays the basis for this detailed, hands-on document.

It is a “living” document, which will be updated during the project’s implementation to actively address the project’s needs based on its interim results in months 18, 24, and 36.

The table below shows the communication and dissemination actions planned for the first 18 months of the project. All partners will be actively engaged in communicating the project messages and results.

List of C&D actions for WIN-BIG	
Actions	Progress
Create a project logo and visual identity	Done
Launch social media channels	Done
Development of a CD Plan (First version)	Done
Develop multimedia content	Continuous
Participation in relevant events	Continuous

E-mail lists & update	Continuous
Coordination of social media campaigns	Continuous
Sharing project updates, news, and engaging content	Continuous
Start the communication with WINBLUE	Continuous
Coordinate joint campaigns with WINBLUE	Continuous
Establishing a Content calendar for the blogs	In progress
Website Development	Done
Website launch	Done
Prepare an official Project Factsheet	Done
Publish a project flyer	Done
Collaborate with other related projects and initiatives	Continuous
Monitor and analyse communication efforts	Continuous
Organization of regular C&D meetings	Continuous
Development of the newsletter	Continuous

Table 1. List of C&D actions for WIN-BIG

3. External peer-to-peer exchange

The WIN-BIG consortium is reinforced by an additional non-formal support layer built upon the two advisory structures of the Advisory Board Steering Committee and the Extended Stakeholders Support Network.

The [Advisory Board Steering Committee](#) is formed by seven high-profile and experienced individuals representing different regions and large stakeholder groups that have experience in either gender or blue skills-related areas or are representatives of specific sectors of interest within the blue economy. This body is helping steer the project and ensure relevance of project outcomes, acting as an external advisory board and linking WIN-BIG to other relevant initiatives. Relevant duties of the Advisory Board Steering Committee are to provide 'non-executive' and external guidance; act as a sounding board for ideas; help feed broader perspectives (i.e., external); support engagement to stakeholders and networks and linking WIN-BIG to ongoing projects they are engaged in and support communication and mentoring. The first meeting occurred in January 2024 and all members participated and engaged actively with the consortium. Their support is crucial for extended reach out and specific expertise.

The [Extended Stakeholders Support Network](#) is a dynamic and expanding support system for WIN-BIG, comprising prominent institutions, organizations, clusters, and business representatives from each EU sea basin and beyond. This network plays a vital role in promoting the project's impact

through a multi-geographic and multi-actor approach. Additionally, it facilitates the inclusion of more women who can benefit from and contribute to the outputs and legacy of WIN-BIG. The committee's objective is to ensure that WIN-BIG remains relevant in promoting the WIN-BIG ecosystem to a wider audience, encouraging greater female participation, as well as engaging other decision-makers. Equally important, it serves as an alliance of male stewards, working towards increasing the presence and significance of women across blue economy sectors and geographies. This continuously growing group will be crucial for the final stages of the project, where outbound dissemination and impact is sought after.

3.1.1 Participation at events

A variety of activities have been and will be planned and implemented to guarantee that all WIN-BIG project outcomes are effectively disseminated to a broad audience. Some of these activities will be centrally coordinated, ensuring the involvement of all partners in a collaborative effort. These centrally organised initiatives may include workshops, webinars, public presentations, and joint outreach events, all designed to maximise visibility and engagement with the target stakeholders.

In addition to these collective efforts, individual partners within the WIN-BIG consortium will take the lead on other dissemination activities, such as the publication of scientific papers in high-impact journals. These peer-reviewed articles will help establish the credibility of the project's findings within the academic and scientific communities.

Moreover, attendance at events hosted by external organisations, such as international trade fairs, industry-specific expos, and prestigious global conferences, will play a pivotal role in the dissemination strategy. These platforms will provide opportunities to present the project's results to a wider audience and foster networking and potential collaborations with key players in the field. Through this multifaceted approach, WIN-BIG will ensure that its outcomes reach the right audiences in a timely and impactful manner. **Annex 1** shows the list of events in which WIN-BIG partners have participated.

3.1.2 Collaboration with sister projects

Cooperation with related initiatives is a crucial step for better communication of the project activities and outcomes. WIN-BIG is creating synergies and collaborating with related EU-funded projects and initiatives to maximise the project's visibility, uptake of results and dissemination efforts.

WINBLUE



WIN-BIG has initiated collaboration with its sister project, WINBLUE, which also received funding under the same call, from the official kick-off of both projects at the European Maritime Day (EMD) 2023.

The projects' communication teams have established an effective and fruitful collaboration with the aim to strengthen each other's efforts in promoting gender equality and sustainability in the Blue Economy. A series of meetings have been conducted to

discuss joint initiatives and align activities. WINBLUE's logo and description are prominently displayed on the WIN-BIG website and updates from the project are shared on the WIN-BIG LinkedIn newsletter and social media channels. Moreover, WIN-BIG and WINBLUE have partnered up for the following events:

- Workshop on the Blue Economy and Gender Equality, 22 November 2023, Rome (Italy). The aim of the workshop was to build a co-ordination process between the two projects and triggering collaborations with other International, European, national, and regional initiatives.
- Workshop "Planning and Implementing Equality in Blue Economy", EMD 2024, Svendborg, (Denmark). The workshop aimed to engage different stakeholders and projects related to the Blue Economy to exchange knowledge and identify actions enabling women's empowerment and mainstreaming equality in the Blue Economy.
- Moreover, team members of the two respective projects participate in internal meetings to further the scientific collaboration and exchange of information

Sisters in the Arctic Blue (SAB)

Sisters in the Arctic Blue
@SAB_NetwK

This week we participated in the workshop 'How to close the gender-gap in the blue economy' hosted by @WINBIG_EU at the #MissionArenaBANOST!

The session included discussions of careers within the #blueeconomy and collection of crucial data.



4:48 PM · Nov 17, 2023 · 86 Views

In October 2023 we kicked off a collaboration with [SAB](#), a network of researchers interested in the gender dimension of Blue Economies and Blue Sectors in Nordic and Arctic regions. The SAB network's main objective is to initiate, facilitate and expand a platform for marine and coastal social science researchers interested in emphasizing and reinforcing a gender perspective into their work. WIN-BIG was introduced during the webinar "How to support increasing (e.g. maritime) and decreasing (e.g. fisheries) research on gender in marine/blue sectors" on 11 October 2023 to an audience of researchers from institutes and universities from 10 countries (Canada, Denmark, Finland, Hungary, Indonesia, Malawi, Norway, Portugal, Sweden, Tanzania).

Representatives from the SAB network attended the workshop "How to close the gender-gap in the blue economy" hosted by WIN-BIG at the 1st Mission Arena on 16 November 2023 in Gothenburg, Sweden.

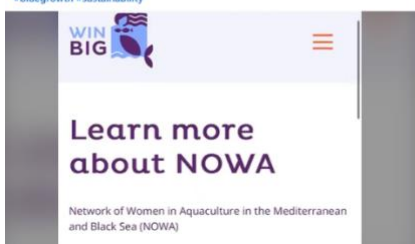
NOWA - Network Of Women in Aquaculture

NOWA - Network of Women in Aquaculture
994 followers
Timo ·

New Collaboration!!!

Thank you WIN-BIG project for sharing this article!

#collaboration #womeninstem #nowa #womeninaquaculture #womeninmarinesciences #equality #empowerment #blueeconomy #aquaculture #bluegrowth #sustainability



In September 2024, WIN-BIG got in contact with [NOVA](#), a network of women aiming at creating a supportive network for inclusive and sustainable aquaculture and ocean preservation, focusing on advocacy, awareness, and skills development. In the coming months, we will plan joint communication activities to amplify each other efforts and outreach potential, with particular focus on the promotion of the WIN-BIG survey and upcoming events.

Other projects and initiatives

The WIN-BIG project team has mapped other EU-funded projects related to the blue economy, ocean, and gender equality and is constantly trying to engage with them and explore collaboration opportunities for social media campaigns, joint events and cross-dissemination of results. The project [Blue Connect](#) started in October 2024, coordinated by Submariner (Germany) and 23 more partners, Blue Connect will last for four years. We foresee synergies as they aim at empowering communities, safeguarding Seas leading marine conversation into the Future. A comprehensive list of projects can be found in Annex 2.

3.1.3 Liaison with the European Commission

WIN-BIG leverages the support of the project officer and utilizes the European Commission's available channels to disseminate project news, key results, and achievements effectively. Additionally, WIN-BIG is actively engaging with various online platforms for efficient communication and dissemination. Notably, there are specific European Commission social media accounts that can assist in spreading the news about WIN-BIG, e.g. CINEA, DG MARE, Mission Ocean, EIGE, WestMed Blue Economy initiative, EU Atlantic Strategy. The WIN-BIG Project Officer has also helped disseminate the survey among her network, the email sent on 10 October 2024, was shared with 1500 individuals.

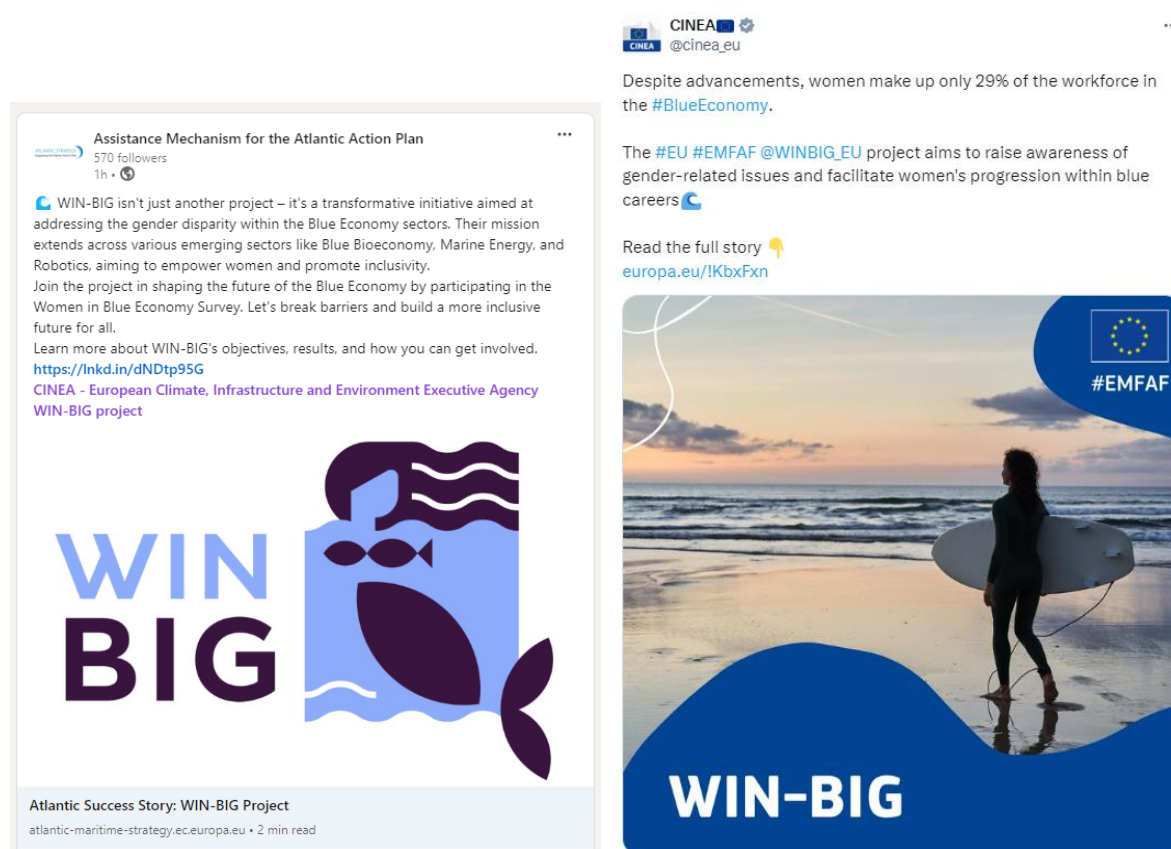


Figure 8. Examples of communication from the European Commission and the AMAAP to disseminate the survey

4. Key Performance indicators related to Communication and dissemination

Key Performance Indicators (KPIs) serve as valuable metrics for evaluating the success and effectiveness of communication and dissemination activities. These indicators provide measurable

scales that help assess the reach, engagement, and impact of various communication strategies used by WIN-BIG. By defining clear and specific KPIs, the project can monitor its progress, identify areas for improvement, and make data-driven decisions to enhance its communication and dissemination efforts.

The following key KPIs (Table 2), as established in the Grant Agreement, will be utilized to evaluate the performance of WIN-BIG's communication and dissemination activities, ensuring transparency and accountability in achieving the project's goals. Consortium's progress towards these KPIs will be monitored via the regular internal reports described below. This will then be reported to the EU within the periodic technical reports at the end of each period.

Metric	Target	Current status
Project website	10,000 unique visitors from 10 countries	5,054 unique visitors from 117 countries
Multimedia materials (digital flyers, project factsheet, infographic, visuals, etc.)	2,000 views	592
Newsletter	At least 4 per year	5 issues
Social media campaigns / announcements on partner's websites	300 posts 2000 followers	380 posts 1469 followers
Participation in relevant events	At least five events attended	2 events - Joint workshop in Rome in November 2023 - Joint workshop EMD 2024 (listed in annex 1)
Joint event with sister project	At least one	2
Women in Blue Economy book	Distributed to at least 500 relevant people	Not applicable yet
Pop-up exhibitions	At least one exhibition per sea basin	Not applicable yet
Women in BuE retreat	At least one per sea basin	Not applicable yet
Scientific publication	One publication submitted to a peer-reviewed journal	One paper by the end of 2024

Table 2. Key performance indicators related to C&D

WIN-BIG will employ various tools to effectively monitor stakeholder engagement, enabling the project to refine communication strategies, identify areas for improvement, and foster stronger stakeholder relationships throughout its duration.

The following methods will be utilized:

Website and social media analytics: Tracking website traffic, page views, and engagement metrics on social media platforms will provide insights into the level of interest and interaction from stakeholders. Analyzing metrics such as unique visitors, time spent on the website, and social media likes, shares, and comments will help assess stakeholder engagement.

Event participation and feedback: Evaluating the number of stakeholders attending project events, training sessions, and viewing MOOCs will indicate their level of involvement. Collecting feedback through post-event surveys or evaluations will enable the measurement of stakeholder satisfaction, knowledge acquired, and their intent to further engage with the project.

Media coverage and mentions: Monitoring media coverage, including online articles, press releases, and mentions in newspapers or magazines, will provide insights into the project's visibility and stakeholder perception.

Collaboration and partnerships: Keeping track of the number and quality of collaborations and partnerships established with relevant organizations, initiatives, or projects will indicate stakeholder engagement. Partners are required to report on their CD activities regularly by filling out the CD Excel form on SharePoint.

Continuous Improvement and Adaptation The PDEC is a living document that will be regularly updated (next updates in M24 and M36) throughout the project's lifetime, to actively address the needs of the project based on its interim results.

To track progress towards the contractual KPIs mentioned above, as well as to ensure that no D&C activity is forgotten, an Excel table mirroring the official EU reporting requirements has been created to allow partners to regularly report internally their D&C activities (Figure 9). All partners shall fill in this table right after an activity or every 3 months at the latest. The joint Excel table is uploaded to the SharePoint.

Partner organisation (PLEASE SELECT your org from the list)	Anyone else?	Website Link	Author / Presenter	Dissemination activity name	WHAT? (Dropdown menu)	WHO? Target audience reached (dropdown menu)	WHY? Description of the objective(s) with reference to a specific project output (max 200 characters) (in the case of EVENTS pls add: Audience size, date DD/MM/YY, venue and location)	Status (PLEASE SELECT - EC list!)		
Partner organisation (PLEASE SELECT your org from the list)	Name of the presenter	Type	Area	Location	Duration (Days)	Male attendees	Female attendees	Non-binary Attendees	Total Attendees	Actions

Figure 9. Template developed for partners to report on D&C activities

Partners will keep track of all their dissemination and communication activities, all of which should be reported by each partner at EC reporting stages. Partners are required to report (ongoing) any publication and dissemination activities on the template provided by GEO.

Reporting to the European Commission

The subsequent details are necessary for all communication and distribution endeavours and are essential components of the compulsory reporting by the European Commission (EC):

Type of Activity (specify number of activities per type): organisation of a conference or workshop, press release, popularised publication, exhibition, flyer, training, social media, website, communication campaign, participation in a conference, workshop or other event, video/film, brokerage event, pitch event, trade fair, participation in activities organised jointly with other EU-funded projects, other.

Type of Audience reached (specify the number of persons per type): scientific community, industry, civil society, general public, policymakers, media, investors, customers, other.

Trainings and Events attended or held. The following details will have to be reported: Participant name, name of the event, description, type, area, location, duration, the number of female, male and non-binary attendees.

Based on the partners' C&D reports, GEO will make regular updates on the **Funding and Tenders Portal**.

Dissemination Activities

☐ There is no dissemination activity for this project yet

List the dissemination activities carried out in the context of the project. Include dissemination activities mentioned in the proposal and new ones.

Dissemination Activity Name	What? Type of dissemination activity	Who? Target audience Reached	Why? Description of the objective(s) with reference to a specific project output (max 200 characters)	Status of the dissemination activity	Actions
<div> Add Dissemination Activity </div>					

Events and Trainings

☐ There is no event and training for this project yet

Participant name	Description Name	Description Type	Description Area	Description Location	Description Duration (days)	Male Attendees	Female Attendees	Non-binary Attendees	Total Attendees	Actions
<div> Add Event or Training </div>										

Regular Communication and dissemination meetings

One representative from each consortium partner team was appointed to the role of Communication-Dissemination-Exploitation Officer (COMDISS Officer). These officers were tasked with ensuring that all aspects related to communication, dissemination, and exploitation were systematically managed and aligned with the overall objectives of the project. Their appointment during the first year began a coordinated approach to sharing results, knowledge, and best practices across all partners.

The responsibilities of the COMDISS Officers are extensive. They play a central role in maintaining a record of their respective partner's communication and dissemination activities, ensuring that each task and outreach effort is accurately documented with the guidance of GEO. To facilitate this, a standardized template was developed and integrated into an online, common database. This digital repository allows all partners to contribute, access, and track dissemination activities in real-time. The archived data, managed by the designated partner, serves as both a historical record and a tool for evaluating the progress of outreach efforts.

In addition to their record-keeping duties, the COMDISS Officers engage in regular collaborative efforts to enhance the impact of their communication strategies. GEO, organizes quarterly online meetings to bring all COMDISS Officers together. These meetings are essential for the ongoing planning, supervision, and refinement of the communication and dissemination plans. During these sessions, project partners share insights, discuss challenges, and brainstorm new approaches to ensure that the project's outcomes are widely visible and effectively communicated to the target audiences. This collaborative process enables the project to continuously improve its outreach and exploitation activities, ultimately amplifying its impact on both a regional and global scale.

By fostering such close coordination between the consortium partners, the WIN-BIG project ensures that the dissemination of its findings and innovations is both efficient and far-reaching, laying a strong foundation for the exploitation of results in future phases. The 5th regular meeting on 11 September 2024, was a very successful one, with about 17 attendees (shown in Figure 12).






name	Date modified	type	size
 1st_Comms Meeting- Sep	4/4/2024 12:48 PM	File folder	
 2nd_Comms Meeting- Jan	4/4/2024 12:48 PM	File folder	
 3rd_Comms Meeting- March	5/8/2024 7:13 PM	File folder	
 4th_Comms Meeting- June	9/12/2024 9:29 AM	File folder	
 5th_COMms Meeting- September	9/12/2024 9:34 AM	File folder	

Figure 10. List of COM&DISS meetings

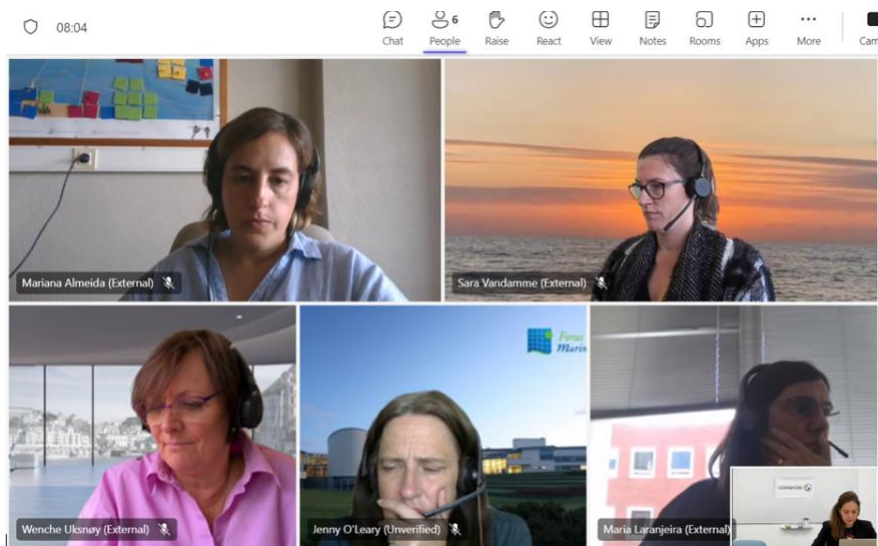


Figure 11. 4th COM&DISS meeting

17 Attended	9:59 AM - 11:05 AM Start and end time	1h 6m 47s Meeting duration	52m 30s Average attendance time
----------------	--	-------------------------------	------------------------------------

Participants
















Name	First join	Last leave	In-meeting duration	Role
 Maria Beatriz Rosell maria.beatriz.rosell@emg.group	9:59 AM	11:05 AM	1h 6m 1s	Organizer
 ML Mariana Mata Lara (External) mml@sustainable-projects.eu	10:00 AM	10:30 AM	30m 29s	Presenter
 EC Elizabeth Chapman (External) clustermaritim@ClusterMaritimoMar...	10:00 AM	11:05 AM	1h 5m 45s	Presenter
 JS José Antonio Sau-C... (Unverified)	10:00 AM	10:03 AM	3m 37s	Presenter
 Gloria Bevilacqua gloria.bevilacqua@emg.group	10:00 AM	11:05 AM	1h 5m 38s	Presenter
 HG Hasmik Grigoryan (Unverified)	10:00 AM	11:05 AM	1h 5m 36s	Presenter
 DA Diana Almeida (External) project.support@bluebioalliance.pt	10:01 AM	11:05 AM	1h 4m 37s	Presenter
 HV Helena Vieira (External) helena.vieira@ua.pt	10:01 AM	11:05 AM	1h 4m 15s	Presenter
 WU Wenche Uksnøy (External) wenche.uksnoy@legasea.no	10:01 AM	11:05 AM	1h 4m 16s	Presenter
 ML Maria Laranjeira (External) dionisia.mendonca@ua.pt	10:02 AM	11:05 AM	1h 3m 3s	Presenter
 FO Farah Obaidullah (Unverified)	10:03 AM	11:05 AM	1h 2m 28s	Presenter
 JS José Antonio Sau-C... (Unverified)	10:04 AM	11:05 AM	1h 1m 35s	Presenter
 LR Lidia Rossi (Unverified)	10:04 AM	11:05 AM	1h 1m 29s	Presenter
 JO Jenny O'Leary Jenny.O'Leary@Marine.ie	10:05 AM	11:01 AM	56m 32s	Presenter
 MA Mariana Almeida (External)	10:05 AM	11:05 AM	1h 2m	Presenter

Figure 12. List of attendance of the last regular COM&DISS meeting (11 September 2024)

5. Exploitation

The preparation for exploitation activities is an iterative process that comes to the fore when project results are emerging. Exploitation is an essential step to help maximise the expected impacts of Horizon Europe projects. It concerns the use of the project results by the relevant end-users and target groups. To this end, communication and dissemination actions directly support the exploitation goals.

The beneficiaries must be proactive and take specific measures to ensure that their results are used (to the extent possible and justified). However, exploitation does not necessarily need to be done directly by the beneficiaries themselves. They can also promote the exploitation of project results by third parties, for example, by policymakers for evidence-based policymaking, by other researchers for the advancement of knowledge, etc., in accordance with the requirements established in the Grant Agreement and the Consortium Agreement.

Accordingly, the Sustainability Plan will be presented in M33 of WIN-BIG as the project completes its final stages to ensure the dynamic and successful exploitation of project results, avoid infringement of Intellectual Property Rights, and mitigate risks that could endanger the exploitation of results.

To this end, UA will plan to secure the involvement of all beneficiaries in exploitation activities, guide them through the process and encourage them to contribute to the project sustainability.

6. Conclusion

The communication and dissemination activities within the WIN-BIG project have been meticulously planned, as detailed in the D5.1 report presented last year. Project partner GEO is actively overseeing the execution and monitoring of these efforts. In the initial 18 months, significant milestones have been achieved, as outlined in this report. These accomplishments include substantial outreach and robust engagement with the project's key target groups. This is evident through the numerous events that partners have either participated in or organized, successfully reaching members of the scientific, business, and policy-making communities.

The project is progressing well towards meeting its key performance indicators (KPIs) in both scientific dissemination and public outreach. As the project transitions into a more intensive phase of results delivery, we anticipate a corresponding increase in engagement and outreach activities. This will enable us to more effectively reach and influence our target audiences. Continuous monitoring and evaluation will remain a priority, facilitated by ongoing internal reporting and assessment throughout the forthcoming stages of the project.

7. Appendices

Annex 1: Attended events

Preliminary list of events				
Event	Local/EU/Global	Date	Location	Information
SeaFuture	EU	8 June 2023	La Spezia, Italy	Link
MTS Women Leadership in Marine Technology and Science Lunch and panel: Women and the Ocean Decade	Local	8 June 2023	Limerick, Ireland	Link
Encontro Ciência 2023	Local	5 July 2023	Aveiro, Portugal	Link
European Researchers' Night	Local	29-30 September 2023	Torreira, Portugal	Link
Empowering Women in the Blue Economy Intelligence Gathering and Capacity Boosting	Local	23 October 2023	Online/ Rome	Link
1st Mission Arena	EU	14-16 November 2023	Gothenburg, Sweden	Link
Workshop: how to close the gender-gap in the blue economy (joint event with sister project)	EU	16 November	Gothenburg Sweden	Link
WINBLUE and WIN-BIG: Workshop on the Blue Economy and Gender Equality	EU	22 November 2023	Rome, Italy	Link
Meeting of the Marine Institute Equality, Diversity and Inclusion Group	Local	28 February 2024	Galway, Ireland	Link
European Ocean Days	EU	6 March 2024	Brussels, Belgium	Link
11th annual World Ocean Summit	Global	11-13 March 2024	Lisbon, Portugal	Link
Marine Ireland Industry Network Virtual Event: Skilling Up - Meeting the Needs of the Future Marine Industry	Local	28 March 2024	Online	Link
UN Ocean Decade Week	Global	8-12 April 2024	Barcelona, Spain	Link

UN Ocean Decade Conference Satellite Event	Global	9 April 2024	Barcelona, Spain	Link
Ireland-Finland Maritime Spatial Planning Knowledge Exchange	Local	24 April 2024	Online	Link
European Maritime Day (joint event with sister project)	EU	31 May 2024	Svendborg, Denmark	Link
Business Conference "Damene Først"	Local	20 June 2024	Ålesund, Norway	Link
Annual meeting for the North Sea Commission (Smart Regions (SRG) and Marine Resources (MRG) Working Groups	Local	27 June 2024	Bergen, Norway	Link
WestMED Hackaton	Local	3 October 2024	Algarve, Portugal	Link

Annex 2: Related projects and initiatives

Blue economy and ocean-related projects and initiatives

Name	About
A-AAgora	This project supports the ambitious targets set in the European Commission Mission on "restore our ocean and waters by 2030" through the reduction of pressures in coastal areas to boost resilience to climate change and mitigate its impacts.
ASTRAL	ASTRAL's aims include defining, supporting, and promoting integrated multi-trophic aquaculture (IMTA) farming across the Atlantic area.
BLUE4ALL	BLUE4ALL will develop science-based tools for achieving Marine Protected Areas that meet conservation and restoration objectives, while addressing the needs and concerns of all stakeholders.
BlueMissionBANOS	BlueMissionBANOS lighthouse inspires, engages, and supports stakeholders across the Baltic and North Sea to reach a carbon-neutral & circular blue economy
CrossGov	CrossGov aims to enhance knowledge on how coherence and cross-compliance of marine related policies and legislation affect realizing the Green Deal goals for biodiversity protection, zero pollution and climate change adaptation and mitigation.
DANUBE4all	DANUBE4all aims to restore freshwater ecosystems in the Danube River Basin through the development of a comprehensive, scientifically based and practically orientated Restoration Action Plan.
EU-SCORES	EU-SCORES will demonstrate the combination of offshore wind with wave- and offshore solar PV energy, paving the way for bankable multi-source offshore parks across Europe by 2025.

<u>EU4OCEAN</u>	The European Ocean Coalition (EU4Ocean) initiative of the European Union links a variety of organizations, projects, and individuals who are contribute to ocean literacy and its sustainable management. With the support of the European Commission, this inclusive movement strives to consolidate the views of Europeans, emphasizing that the ocean is everyone's concern.
<u>Flores</u>	FLORES is a Large-Scale Partnership to foster offshore renewable energies within the Pact for Skills promoted by the European Union.
<u>INTEMARES</u>	The LIFE IP INTEMARES project aims to achieve a network of efficiently managed marine Natura 2000 areas, with the active participation of the sectors involved and research as the basic tools for decision-making.
<u>MAELSTROM</u>	MAELSTROM designs, manufactures and integrates scalable, replicable and automated technologies co-powered with renewable energy and second-generation fuel, to identify, remove, sort and transform all types of collected marine litter into valuable raw materials.
<u>Marine SABRES</u>	Marine SABRES aims to restore marine biodiversity and support a sustainable blue economy by increasing the uptake of ecosystem-based management in Europe.
<u>MISSION ATLANTICS</u>	MISSION ATLANTIC will map and assess the present and future status of Atlantic marine ecosystems under the influence of climate change and exploitation.
<u>MSP4BIO</u>	MSP4BIO develops and demonstrates the ways in which knowledge-based Marine Spatial Planning becomes a vehicle and a tool for the protection and recovery of marine ecosystems.
<u>MSP-GREEN</u>	MSP-GREEN contributes to align maritime spatial plans to the ambition of the EGD by creating a framework for plans as marine enablers of the EGD.
<u>NOWA</u>	NOWA's mission is to create a supportive network for inclusive and sustainable aquaculture and ocean preservation, focusing on advocacy, awareness, and skills development.
<u>OTTERS</u>	The OTTERS Project aims to promote societal transformation for marine and freshwater stewardship through scaling up citizen science.
<u>PREP4BLUE</u>	PREP4BLUE facilitates a successful first phase of the Mission Oceans, by developing the co-creation and co-implementation R&I modalities required to achieve the Mission objectives and preparing the ground for inspiring and engaging citizens and stakeholders.
<u>Sisters in Arctic Blue</u>	SAB aims to establish and expand collaboration among early career and senior social science researchers from academic institutions in the Nordic countries interested in promoting gender research within marine and coastal sectors.
<u>ULTFARMS</u>	ULTFARMS is a pioneering project that aims to enhance Europe's capacity for low-trophic aquaculture by promoting the sharing of marine space in multi-use settings.
<u>WNBLUE</u>	WINBLUE intends to accelerate the empowerment of women in the blue economy, facilitating their participation in five sectors focused on the conservation and sustainable use of aquatic resources.

Gender equality-related projects and initiatives

Name	About
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<u>ACT</u>	The ACT project promotes Communities of Practice to advance knowledge, collaborative learning and institutional change on gender equality in the European Research Area
<u>ATHENA</u>	The ATHENA project is committed to strive towards gender equality, mitigating barriers to the recruitment, retention, and career progression of female researchers, and addressing gender imbalances in decision-making processes.
<u>Baltic Gender</u>	The Baltic Consortium aims to promote Gender Equality in Marine Research Organisations.
<u>Brussels Binders</u>	The Brussels Binder is an initiative aimed at improving gender diversity in European policy debates. Essentially, it's a database of female experts in a variety of fields, seeking to tackle the underrepresentation of women in panels, conferences, and policy discussions in Europe, especially in Brussels which is the hub of European policy-making.
<u>CALIPER</u>	CALIPER designs and implements Gender Equality Plans (GEPs) for the RPOs/RFOs to boost female researchers' role in STEM field.
<u>EFFORTI</u>	EFFORTI seeks to analyse and model the influence of measures to promote gender equality on research and innovation outputs and on establishing more responsible and responsive RTDI (research, technology, development, innovation) systems.
<u>Equal4Europe</u>	EQUAL4EUROPE focuses on creating Gender Equality Plans in the fields of Art, Humanities, Medicine, Social Sciences, Business & management and Law
<u>GE Academy</u>	GE Academy develops and implements a high-quality capacity-building programme on gender equality in research, innovation, and higher education.
<u>Gearing Roles</u>	GEARING-Roles will design, implement, and evaluate GEPs with the firm objective of challenging and transforming gender roles and identities linked to professional careers, and work towards real institutional change.
<u>GenderAction Plus</u>	GenderAction Plus is working on developing ERA communities to coordinate inclusive and sustainable policy implementation.
<u>GenPORT</u>	GenPORT is a FP7 project that built and community working on gender and science.
<u>GILL</u>	GILL addresses gender and diversity blindness in the Living Lab discourse and practices for enabling organisational and cultural changes, enhancing professional development, and increasing the integration of gender and diversity into product design, technologies, and innovation.
<u>INSPIRE</u>	INSPIRE develops innovative tools and knowledge to address intersecting inequalities across the public and private sectors and geographical regions in Europe.
<u>RESET</u>	RESET envisions a human-centric, inclusive and diversity respectful approach for an intersectional approach to gender equality.
<u>Supporter</u>	SUPPORTER aims to support sports higher education institutions from Central and Eastern Europe in developing their own intersectional, innovative, inclusive and impactful Gender Equality Plans which explicitly address gender-based violence and sexual harassment.