

D3.1 Template Model Events for Women in Blue economy



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Executive Summary

This document contains a comprehensive template for WIN-BIG EU Sea Basin Specific Networking Events, specifically tailored to women in the Blue Economy (BuE).

These events will serve as foundational frameworks for three significant WIN-BIG gatherings, in 3 pilot sea basins: Mediterranean, Baltic and Atlantic outlining the format, program structure, and content themes, as well as defining the target audience and key objectives to achieve.

This document represents a transferable template model that can be applicable to other sea basins, with adequate adaptations to local regional specificities, and has been designed to apply firstly to the selected 3 Sea Basin pilots. It represents a significant Toolkit for similar event's organization at the regional level.

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1. Background and Concept

Despite current efforts in the EU to promote gender balance, the Blue Economy (BuE) sector remains a male-dominated field, with women often relegated to low-paying and precarious positions. The WIN-BIG project was designed to fill knowledge gaps and build capacity for women in specific BuE sectors, namely Blue Bioeconomy, Sustainable Tourism, and Marine Renewable Energies and Robotics, to capacitate and attract more women into these fields, but also to create the conditions for women to climb the ladder into managerial roles.

The main objective of WIN-BIG is to expand existing knowledge data sets on gender in the EU BuE across all 6 EU sea basins and foster a more gender-balanced and gender-adapted sector using a bottom-up approach; while promoting evidence on capacity gaps and needs persisting that are impeding women to enter or progress up the blue career ladder.

The specific objectives set to achieve this goal aim to: provide an accurate and comprehensive dataset on gender status and women's role in BuE across all **6 EU sea basins** (Atlantic, Mediterranean, Baltic, North, Arctic and Black Sea); foster women's advancement to the leadership ladder in the emerging BuE sectors; map and engage women's leadership and entrepreneurship mentors in the Blue Economy to help women in the emerging sectors; develop a roadmap for leadership empowerment for women; promote fitted and personalized training and entrepreneurship skills development for women to help them advancing in her career, and to men to act as allies; promote women dedicated and tailored networking and sharing experiences, in real context; promote cross-opportunities and best practices exchange to foster emergent BuE sectors data and intelligence gathering; develop a book of WIN-BIG Women Leaders with portraits, case studies and testimonials of all women engaged in the project and their successful stories; develop a European Women in BuE official forum, using existing social networks to share capacities and opportunities of female blue economy; promote gender equality in ocean related activities and promote women excellence in Blue amongst younger generations and civil society; and create a moving and pop-up exhibition to promote women roles and empower them across other EU countries.

Our consortium is a dynamic synergy of **14 partners from 9 countries** covering all 6 European Sea Basins. Each team member contributes unique expertise that spans the entire blue economy spectrum, creating a harmonious blend of blue and gender-related skills, knowledge, and experience.

In this frame, under the project actions that will promote these objectives, there is the need to strengthen links and synergies between women operating in the blue economy sector,

delivering strategic action and networking plans through the design of specific sea basin templates/model events, targeted at enhancing women's role and career path (WP3). This deliverable is developed as part of WP3 - Linking and Networking to assist in organizing networking events specifically designed for women in the BuE. The goal is to create a Model for the three WIN-BIG events to be tailored to **each of the selected pilot sea basin's (Atlantic, Mediterranean, and Baltic)**, with the inclusion of three major components: a conference for regional and cross-basin networking and job fair opportunities (WP3), specific training sessions in the format of 3 Learning Labs and a tailored component dedicated to women specific retreat sessions (WP4).

The rationale behind the organization and scope of these events are linked to the goals of WP3.

WP3 aims at strengthening connections between women across different basins and BuE industries; promoting collaboration between local and regional blue economy initiatives; sharing experiences and opportunities to inspire women and boost their confidence; increasing visibility of women's roles in the blue economy; and attracting more young women to blue careers and supporting women entrepreneurship through investments and collaboration.

Therefore, WP3 is expected to achieve the following results:

- Develop Template **Model Events** for Women in Blue Economy including format, program type of content, and target audience definition.
- Deliver a **Europe Women in BuE online Forum** using a [BlueBioMatch platform](#) page named *EU Women in BuE Forum* to foster dissemination and dynamic growth of jobs and opportunities targeted at women in BuE posting, CVs sharing, and general content of interest.
- Develop an **Events folder** (in English and electronic format) to report each event with detailed information on participants, activities, photos, and videos, press media kit, and feedback surveys.
- Collect a **set of recommendations & best practices** for women's empowerment gained from the networking activities.

1.1 Objective of the WIN-BIG events

Through collaborative efforts, we aim to create new formats for sharing, networking and discussing opportunities for women in the Blue economy (BuE) such as women-focused retreats, pitch stages for inspiring women champions, and tailored networking opportunities. These initiatives seek to address the unique challenges and opportunities faced by women in BuE, promoting inclusivity, diversity, and sustainable growth. By leveraging these networking events, we aim to catalyse meaningful connections, foster innovation, and advance the collective progress toward a more equitable and thriving blue economy.

The WIN-BIG Sea Basin Events will be developed to boost the female ecosystem in the field of blue economy. The 3 Sea basin events will take into account the particular needs and specificities of the area and will be targeted according to regional needs, with the following general objectives expected:

- To obtain a better knowledge of the main barriers and difficulties faced by women in the participation and access to the different industries of the blue economy, identifying solutions to minimize them as well as peculiarities in each of the operational sectors.
- To support and promote the new generation of women in the blue economy, fostering communication and knowledge transfer.
- To promote career opportunities and create innovative formats for women searching to enter or climb the EU BuE career ladder.
- To create new channels for engaging with media and policymakers on the relevant topic of BuE gender biases.
- To create an exhibition space to foster and promote women's role in BuE and to attract citizens, students, future leaders, and professionals or attract women who are currently unemployed to the topic.
- To develop new learning labs dedicated to filling in the women in BuE capacity gaps identified.
- To design for an inclusive meeting format where men feel welcomed and are willing to contribute with their viewpoints and suggestions.

2. Methodology

2.1 KPIs and Evidence

A. Collection of Surveys, Agendas, and Reports

- Measure: Percentage of surveys collected from specific events attended.
- Target: 100% collection rate for all relevant documentation.
- Importance: Ensures comprehensive data gathering for analysis and improvement.
 - ❖ Number of attendees
 - ❖ Number of male attendees
 - ❖ Number of women attendees
 - ❖ Political engagement (n° of sessions dedicated to policy interventions)
 - ❖ Industry engagement (n° of industry/SMEs attending)
 - ❖ Civil society engagement (n° of youngsters and citizens attending)

B. Incorporation of Best Practices and Experiences

- Measure the number of best practices and experiences incorporated into networking templates.
- Target: Incorporate at least 80% of identified best practices and experiences.
- Importance: Enhances the quality and effectiveness of networking events.

C. Women's Feedback Integration

- Measure the percentage of women's feedback incorporated into future event planning.
- Target: Integrate feedback from at least 80% of relevant feedback previously received.
- Importance: Ensures inclusivity and relevance of future events for women in the Blue Economy.

D. Evidence

Events will be live-streamed. A media press kit containing each event agenda and goals, a 1-page press release, the survey QR Codes and all relevant materials and links

to relevant organizations will be realized. After the event another Press Release with the main conclusions and outputs and news/interviews will be launched.

2.2 Target Group

Target Group					
Women	Men	Clusters & Associations	BuE Sectors	Stakeholders & Investors	Citizens
Women professionals, entrepreneurs, and female leads of start-ups and SMEs	Men professionals, entrepreneurs, and male leads of start-ups and SMEs	Maritime and marine clusters and associations.	All existing and emerging sectors and subsectors of the BuE.	Relevant players to projects with impact promoted by women in the subsector of the blue economy.	Students
Young girls, academic students, and researchers (PhDs and Masters).	Young men, academic students, and researchers (PhDs and Masters).			CEOs and decision managers of relevant sea basin companies	Young Generation

Table 1: Target Group

2.3 Expected participation (online/physical) in Win-Big events.

Expected participation in Win-Big Events		
Retreat	Conference Day	Learning Lab
Engage a maximum of 20 women/retreats.	Engage around 150 participants physically in each country. Engage around 1500 participants online (total of all 3 events)	Engage around nearly 50 local women (total of all 3 events) Disseminate to over 500 participants online (total of all 3 events)

Table 2: Expected participation (online/physical) in Win-Big events

2.4 WIN-BIG events: Location, Dates, Budget

A. General description:

In the WIN-BIG project, the 3 Sea Basin WIN-BIG events will be structured in 3 components: Retreat Day, Conference Day, and Learning Labs.

The 1st day will consist of a **Woman Retreat** with at maximum of 20 attendees. During this retreat day a set of predefined activities will take place in order to break the ice and develop confidence and communication skills as well as mutual benefit's relations and capacities for the women participants. The evening will end with a local dinner to consolidate established bonds

The 2nd day will be a full day of **Conferences sessions** to promote the local and regional ecosystem and to engage with multiple sea basin stakeholders. The Format is designed to expect different high-level speakers for different subjects to create opportunities for debate, exchange of best practices, and knowledge transfer within and across the respective sea basin. The scope of this full conference day will be to focus on specific thematic and engage experts of the sectors, local authorities, industry, and EU and National authorities to create networking opportunities at the regional level. Each Sea Basin event will be *tailormade* to regional specificities and needs and the Conference Day will consider specific targeted audiences, scope, and regional needs. The day will end with a local tradition and/or social moment, creating the opportunity to have informal exchanges and consolidate bonds between women and other attendees and the regional key actors of the sector.

The 3rd day will be a full day dedicated to the organization of **Learning Labs/practical activities**. In particular, the Format proposed for this component consists of 3 Learning lab training sessions applied to 3 emergent BuE sectors as pillars:

- **Blue Bioeconomy** including biotechnology and ecosystem restoration as a powerful blue carbon asset tool.
- **Sustainable tourism** development (surf, sailing, diving....) as a relevant women empowerment tool
- **Marine Renewable Energy and Robotics** as new fields involving STEM for women in BuE.

Each Learning Lab will invite local actors that are good examples of these BuE sectors as facilitators and keynote speakers to showcase the work they have done and inspire the audience. Furthermore, the mentors relevant to the specific sea basin and topics to be discussed will be invited to take part of the Conference Day and Learning Lab and mentor/mentee relations fostered.

A detailed description of the Model Agenda is illustrated within the heading 3. Schedule: Retreat day, Conference Day & Learning Lab.

2.4.1 Location

The three WIN-BIG Sea Basin events will take place respectively in Venice (Mediterranean Sea Basin), Berlin (Baltic Sea), and Málaga (Atlantic), representing each of the chosen 3 case study sea basins, with specific networking/training activities, connecting with clusters and women associations to promote opportunities, exchange experiences, and contacts. Local best practices in respective relevant BuE areas will also be shared. The 3 Sea Basin events will, eventually and whenever possible, be linked with a regional/national event to obtain a wider audience. For, the Mediterranean event in Venice for example, FdM, the local organizer, will be linking the WIN-BIG sea basin event with the national and high level festivities around the arrival of the Vespucci Ship to Venice around the same dates. For the Baltic Sea Basin event for example, S. Pro, the local organizer, will be linking the WIN-BIG event in Berlin with the [5th Mission Arena](#).

Region/Country	Location	Organiser	Budget	Date
EVENT 1 MED – Italy	Venice	FdM	13.800 €	M22 - February 2025. Postponed at M23 (26,27,28 March 2025)
EVENT 2 BALTIC - Germany	Berlin	s. Pro	13.300 €	M28 - September 2025 to be postponed to M29
EVENT 3 ATLANTIC - SPAIN	Málaga	CMMA	15.000 €	M34 - February 2026 to be postponed to M35

Table 3: WIN-BIG events: Location, Dates and total available Budgets

2.4.2 Budget distribution for event organization

The following table illustrates a template budget distribution model, including the relevant items to be considered for organizing an event with this model at sea basin level. This model includes logistics, technical equipment, food and beverage and all financial aspects to be taken into account and intends to support others to organize their own similar actions.

Retreat Day (1st Day)

A. Budget Details

Rental Space/Venue

Technical Equipment

Facilitators' costs (travel and accommodation)

Participants welcome pack per Pax.

Photography, video recording, streaming, etc.

Congress Staff services

Coffee Break per Pax

Catering per Pax.

Other Cost

Extra activities

Table 4: Budget items to be considered for a women focused sea basin event organization _ A. Retreat Day

Conference day (2nd Day)

B. Budget Details

Rental Conference Room

Technical Equipment

Speakers' costs (travel and accommodation)

Participants welcome pack per Pax.

Keynote

Depending on the Keynote selected, there is also an additional cost for the event.

Printing (program, lanyards,

photocall, e.g)

Technical production (image, videos, technical staff)

Simultaneous interpretation service

(Translators, technical means, and cabin if necessary)

It is possible to use Microsoft's on-screen simultaneous translation service, in which case this cost can be reduced.

Photography, video recording, streaming, etc.

Congress Staff services

Coffee Break per Pax

Cocktail per Pax.

Other Cost

Extra activities

Table 5: Budget items to be considered for a women focused sea basin _ B. Conference Day

C. Learning Lab

C. Budget Details

Rental Room for 25 people

Technical Equipment

Facilitator's costs (travel and accommodation)

Participants pack per Pax.

Printing (program, lanyards, photocall, e.g)

Technical production (professional recording of Learning Labs)

Photography for the event and taking women's portraits*

**This is only for WIN-BIG as we will develop a book. No*

need to replicate this if applying this model elsewhere

Congress Staff services
Coffee Break per Pax
Catering per Pax.
Other Cost
Extra activities

Table 6: Budget items to be considered for a women focused sea basin _C. Learning Labs

2.5 Win-Big Events: logistical, material, and human resources

The next tables present the logistics, materials and human resources needed to organize the different components of these events.

A. Retreat Day

Description	
Technical Equipment	<ul style="list-style-type: none"> - Projection Equipment: 1 screen, 1 projector - Photography - Laptop
Human Resources	<ul style="list-style-type: none"> - Facilitators - Staff
Others	<ul style="list-style-type: none"> - Printing services - Catering services - Welcome Pack
Venue	<ul style="list-style-type: none"> - Space rented

Table 7: Win-Big Events: logistical, material, and human resources. A. Retreat Day

B. Conference Day

Description	
Technical Equipment	<ul style="list-style-type: none"> - Projection Equipment: 1 screen, 1 projector - Sound Equipment: 2- 3 speakers, 2-3 microphones, 15 Translation Equipment - Photography - Video recording

	<ul style="list-style-type: none"> - Streaming - Laptops
Human Resources	<ul style="list-style-type: none"> - Moderators - Staff - Translators (at least 1)
Others	<ul style="list-style-type: none"> - Printing services - Lectern - Catering services - Welcome Pack
Venue	To be defined

Table 8: Win-Big Events: logistical, material, and human resources. B. Conference Day

C. Learning Labs

Description	
Technical Equipment	<ul style="list-style-type: none"> - Projection Equipment: 1 screen, 1 projector - Sound Equipment: 2- 3 speakers, 2-3 microphones - Photography - Video recording equipment (including microphones for the MOOCs) - Laptop
Human Resources	<ul style="list-style-type: none"> - Facilitators - Staff
Others	<ul style="list-style-type: none"> - Printing services - Catering services - Welcome Pack
Venue	<ul style="list-style-type: none"> - Space rented

Table 9: Win-Big Events: logistical, material, and human resources. C. Learning Labs

2.6 Awareness and Matchmaking WIN-BIG event.

A. Communication: Action Plan

The WIN-BIG workshops aim to achieve several ambitious objectives, and their communication strategy must be planned and adapted to ensure maximum impact and effectiveness. While the general recommendation in the communication field is to promote an event at least 21 days in advance, these events require a more extensive timeline.

Promotions should start ideally three months in advance given their importance within the project.

During the "Save the Date" launch phase, the organizing teams will simultaneously work on finalizing the program. As the program is being developed, support will be sought from maritime organizations across Europe to help broaden the event's reach. Internal communication within each organization is also crucial, as members can play a key role in promoting the events

To tailor our messaging effectively and ensure engagement, we will segment our key audience and create a contact database for invitations, focusing on:

- **Primary Audiences:** While women in maritime and marine sectors are the main focus—especially those in leadership, as well as students, researchers, and professionals in the blue economy—the events will target all professionals within this sector, regardless of gender or sub-sector.
- **Secondary Audiences:** This includes the general public, women leaders in other industries, women's associations, business organizations, and public institutions.
- **Internal Audiences:** Members of the project's partner organizations.

The communication strategy will follow a phased timeline: pre-event, event, and post-event communication.

A. Pre-Event (3+ Months in Advance)

Phase 1: 3 Months Out

- **Action:** Launch "Save the Date" and key event details (name, date, location).
- **Channel:** Social media, website, and newsletters across all project partners' platforms.
- **Goal:** Create early awareness and encourage the target audience to mark their calendars.

Phase 2: 2-3 Months Out

- **Action:**
 - Develop a targeted email marketing campaign with a focus on building interest.
 - Create supporting content (blog posts, videos, interviews) to engage audiences and build anticipation.
 - Begin outreach to key partners, especially maritime organizations, for content collaborations and joint promotion campaigns.
 - Share the QR to register to the event in the different platforms.

- **Channel:** Email, social media, blogs, videos.
- **Goal:** Drive awareness and start generating registrations.

Phase 3: 1-2 Months Out

- **Action:**
 - Finalize and announce the event program, including speakers, sessions and registration form.
 - Implement a detailed social media plan to boost visibility.
 - Launch teaser campaigns and engage influencers or key personalities to promote early registration.
 - Share updates on the event website and across partner platforms.
- **Channel:** Social media, website, email campaigns.
- **Goal:** Build excitement, increase registrations, and drive broader awareness.

B. Event

Daily Communication

- **Action:**
 - Issue daily press releases highlighting major sessions, speakers, and key moments.
 - Provide live event coverage on social media, primarily on X (formerly Twitter), supported by other platforms like LinkedIn, Instagram, and Facebook.
 - Leverage photos and videos to share real-time updates and behind-the-scenes content with the public.
- **Channels:** X (Twitter), Instagram, LinkedIn, Facebook, press releases.
- **Goal:** Maintain high engagement, showcase event impact, and broaden reach through visual content.

Media Engagement

- **Action:**
 - Host a press conference or issue a comprehensive press release at the start of the event.
 - Offer exclusive interviews, key statements from project leaders, and insider insights to journalists.

- Ensure media representatives are invited and well-briefed for optimal coverage.
- **Goal:** Maximize media exposure, generate press coverage, and reinforce the event's significance.

C. *Post-Event*

Follow-Up Communication

- **Action:**
 - Send a post-event report to all attendees and stakeholders.
 - Include key highlights, speaker insights, and links to recorded sessions.
 - Use content recaps (written summaries, video snippets) to keep the audience engaged and promote future events.
- **Channels:** Email, social media, newsletters.
- **Goal:** Maintain momentum, reinforce key messages, and nurture ongoing engagement.

Feedback and Insights

- **Action:**
 - Distribute feedback surveys to assess attendee satisfaction, gather insights, and identify areas for improvement.
 - Analyze data to evaluate the event's impact on target audiences and measure the success of the communication strategy.
- **Goal:** Gather actionable insights to enhance future events and communication efforts.

This timeline breaks down the tasks, ensuring clear deadlines and a structured approach to maximize visibility, engagement, and impact before, during, and after the WIN-BIG events. To do this, it is essential to develop a specific image for each event while always respecting WIN-BIG's communication guidelines. Additionally, the possibility of including advertising in media targeting the audiences we want to reach should be considered.

Our colleagues from WP5 will provide the templates for the WIN-BIG event's image, including templates for social media, registration forms, PowerPoint presentations, and specific promotional materials (e.g., flyers). They could also provide other necessary templates, such as the GDPR consent form, registration form, and feedback form. Some of these templates are already provided in [section 2.7. Mock-up](#) for inspiration to other events.

Event image development: Creating a unique visual identity for each event is crucial for capturing the attention of different target audiences. However, this visual identity must maintain consistency with WIN-BIG's general communication guidelines, ensuring a professional and recognizable presentation across all events.

Promotional and support materials:

- **Social media templates:** WP5 will design visual templates for social media posts to be used in all phases of the event. This includes images for announcements, "Save the Date" notices, reminders, and visual content featuring participants.
- **Registration forms and materials:** Registration form templates will be ready from the pre-event phase (three months prior), allowing attendees to easily sign up. It's crucial to integrate GDPR in all forms to ensure data protection.
- **Presentations and flyers:** The WP5 team will also provide PowerPoint presentation templates, adapted to the event topics, and informative flyers that include key program points, objectives, and participants.

Media plan and advertising:

- **Media Advertising:** In addition to internal and digital channels, the use of targeted media advertising should be considered, especially those that reach our main audience in the blue economy and related sectors. This investment in advertising will help extend the event's reach and attract key participants.
- **Visual support:** During the event, images and videos will play a crucial role in promotion. The WP5 team must prepare visual templates to highlight the event's key activities in real time, ensuring a consistent visual narrative across all media.

Feedback forms: After the event, standardized templates will be necessary to collect feedback from participants, which will allow for the assessment of the event's success and improvements for future editions.

This structured approach will ensure that all visual and communication elements of the event follow a consistent and effective line, maximizing the event's impact and facilitating the participation of all target audiences.

2.7 Mock-up

WP5 leaders have provided to design "*Save the Date*", "*Agenda*", and "*Signature Sheet*" Model Template that will be adapted and targeted according to the local sea basin event needs. Below, are some samples of the graphics and layout designed for the event:

1.1.1.1. Win-Big Sea Basin “Banner Event Mock-up”



Figure 1: Win-Big Sea Basin “Banner Event Mock-up”

1.1.1.2. Win-Big Sea Basin “Instagram Post Event Mock-up”

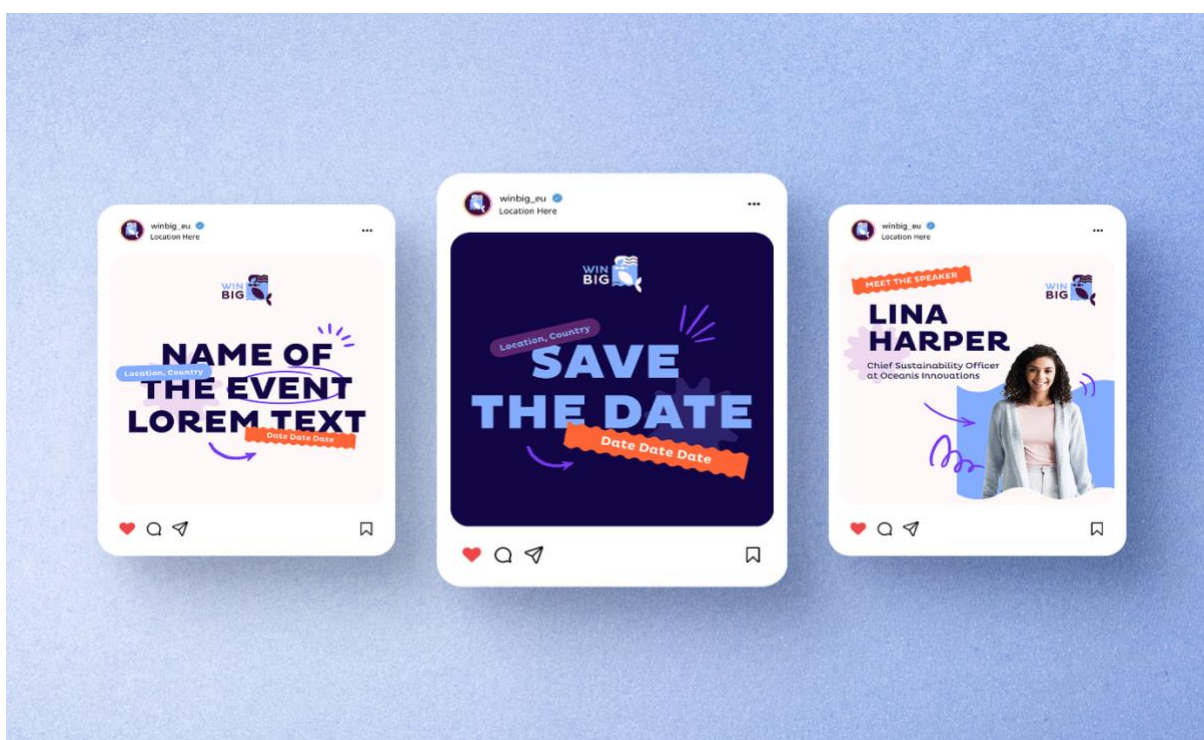


Figure 2: Win-Big Sea Basin “Instagram Post Event Mock-up”

1.1.1.3. Win-Big Sea Basin “Signature Event Mock-up”



The mock-up is a white rectangular sheet centered on a blue background. At the top left, it says "EVENT NAME HERE" in a small font, followed by "SIGNUP SHEET" in a large, bold, dark blue font with a small purple starburst icon to its right. To the right of the title is the "WIN BIG" logo, which includes a stylized fish icon. Below the title, there is an orange rounded rectangle containing the placeholder text "Date Date Date | Location, Country". To the right of this rectangle is a small, stylized purple squiggle. The main body of the sheet is a table with two columns: "NAME" and "SIGNATURE". The "NAME" column is wider than the "SIGNATURE" column. There are 15 rows in total, including the header row. The table is outlined with thin blue lines.

NAME	SIGNATURE

Figure 3: Win-Big Sea Basin “Signature Event Mock-up”

1.1.1.4. Win-Big Sea Basin “Agenda Event Mock-up”

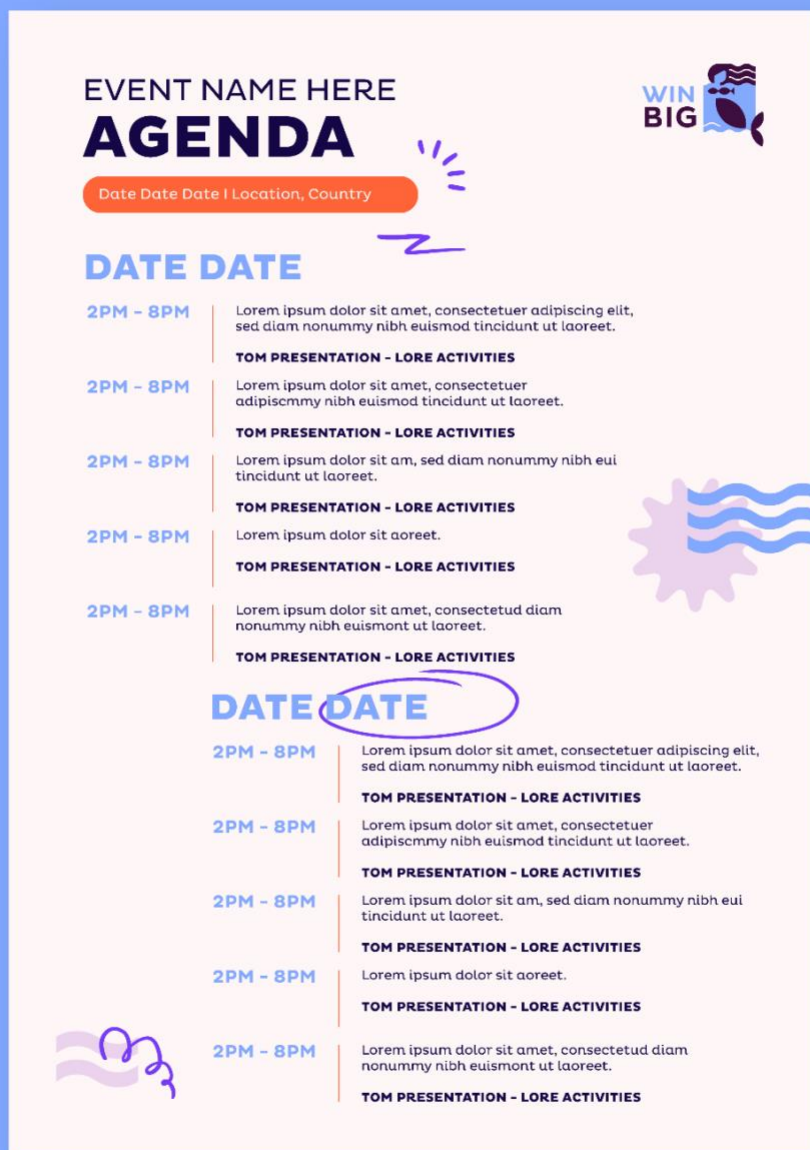


Figure 4: Win-Big Sea Basin “Agenda Event Mock-up”

3. Schedule: Retreat day, Conference Day & Learning Lab

The template agenda of the Sea Basin Event illustrated in the tab below will apply to the 3 Sea basins (Mediterranean, Baltic, and Atlantic) as it has been conceived to be adapted and focused on the regional needs. The key differences between each sea basin are related to the targeted key stakeholders that will be invited according to their expertise and role in the related area. The agenda program represents a transferable model to be applied at any sea basin event, by designing the specific event according to each sea basin/region's peculiarities, identity, and background. Each Conference Thematic' will be differentiated according to the related Sea Basin. It will be relevant also to collect best practices experiences, and recommendations for the future (long-term sustainability) by incorporating women-received feedback into future events or actions. All results collected will be relevant for the predicted WIN-BIG roadmap development and long-term project sustainability.

WOMEN IN BLUE ECONOMY MEETING

PROGRAM SCHEDULE

DAY 1 – Women Retreat´s day

(Afternoon)

Women Retreat Reception	13.00H -13:15H
Welcome and Ice-Breaker Session	13:15H-14:00H
Challenges & Building Resilience	14:00H-16:00H
Coffee Break	16:00H-16:20H
Voice Activation	16:20H-18:20H
Short Break	18:20H-18:30H
Inspirational Story Sharing	18:30H-20:00H

Closing session & photos	20:00H-21:00H
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Traditional and local gastronomy experience (dinner). Informal Networking activities	21.00H
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Table 10: Schedule: Retreat´s day

PROGRAM SCHEDULE

DAY 2- WIN-BIG event

Conference Day (Morning/Afternoon)

Registration	9:00H - 9:30H
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Welcome and Opening

National EU, regional (Med- Atlantic- Baltic), and local governance representatives

9:30H - 10:00H

Format: High-level Panel/Open Discussion

Moderator

Conference: Status of the project and preliminary results (survey & gender status in BuE).

WIN BIG Keynote

10:00H - 11:00H

Project Representative of the local partner organization (F.d.M - CMMA -S. Pro/other local organizations for other regions)

Coffee Break

11:00H - 11:30H

Conference: Love for the oceans: A Singular Experience from a Woman's Eyes

11:30H - 12:30H

An experienced local woman keynote in sustainability and care for the marine environment (inspirational keynote at sea basin level).

Parallel session/Thematic discussion (targeted on sea basin need): Interview rooms where Champions Women will be interviewed for the documentary.

Local Representative Women Role Model

Lunch and networking

12:30H - 13:30H

Panel 1: Women's inclusion, career opportunities, and gender aspect in BuE. (2- 3 expert speakers/policy makers – to be identified at sea basin level)

Women and the Blue Economy, a development framework for inclusion of gender, employment, career opportunities, and entrepreneurship.

14:00 H - 15:00H

With the participation of professional mentors, students, entrepreneurs, and unemployed women from each sea basin.

Moderation and open discussion.

Parallel session with a photo exhibition with stories of women in BuE.

Panel 2: Women in science, research, innovation in BuE emergent sectors, a space of opportunities. (2- 3 expert speakers)

Sea basin local:

15:00H - 16:00H

Women leaders, and mentors in BuE.

Women entrepreneurs in the world of blue research.

Women entrepreneurs and mentors in BuE sectors and on the technological development.

Moderator and open discussion.

Parallel session a photo exhibition with stories of women.

End of a conference day

Remarks 16:00H - 16:30H

Transfer to the hotel and free time 17:00H

Traditional and local gastronomy experience (dinner). Informal Networking activities 20:00H

Table 11: Schedule: Conference Day

PROGRAM SCHEDULE

DAY 3 - Learning Lab

(Morning/ Afternoon)

Opening session 9:15H - 9:30H

Learning Lab 1: Communication Skills for the BuE.

Discussion forums/ Interactive workshop focusing on effective communication skills, negotiation, and presentation skills. Practice and feedback through role-playing scenarios tailored to the blue economy. 9:30H - 11:00H

Moderation and open discussion.

Coffee Break 11:00H - 11:30H

Learning Labs 2: Sustainability and Innovation in the Blue Economy 11:30H - 13:00H

Showcase of Innovative Blue Economy Initiatives and Interactive Workshop of Designing Sustainable Blue Projects

Moderation and open discussion.

Lunch and networking

13:00H - 14.00H

Learning Labs 3: Business Plan Development

14:00H- 15:30H

Introduction to the key components of a successful business plan within the context of the Blue Economy.

Group activity: Participants draft a business plan outline for the hypothetical Blue Economy start-up/project developed in session 2.

Mentor: 2-3 Communication expert

Learning Labs 4: Blue Career Management

Presentation on career paths and opportunities within the Blue Economy.

Panel discussion with successful women in the Blue Economy sharing their experiences and advice.

15:30H – 17:00H

Workshop on setting career goals and strategies for achieving them in the Blue Economy sector

Closing Session

Win big project leader/ possible link with the sister project

17.00H - 17.30H

Closure

(F.d.M - CMMA -S. Pro)

17.30H. - 18.00H

Table 12: Schedule: Learning Lab

4. Content

4.1 Women Retreat Day Overview

Welcome and Ice-Breaker Session

Duration: 30 minutes

Description:

“Sea of Stories” - Participants write a brief personal or professional achievement or struggle on a paper fish and place it in a "sea" (a large blue cloth spread on the floor). Each participant randomly picks a fish and shares the story with the group. This activity aims to introduce participants to each other in a meaningful way.

Voice Activation

Duration: 2 hours

Description:

“Women Circles” - Voice Activation, a technique developed to bring us back to our true authentic selves, enable us to access parts of our subconscious mind that sometimes block us from taking actionable steps towards a more empowered version of ourselves.

5. Each voice activation session is based on a set of tools which combine both scientific & ancestral knowledge aimed at opening the voice and deconstruct structural and individual conditionings that women carry based on their identity and history.

They include:

- Grounding & Mindfulness meditations
- Voice awareness & voice healing exercises
- Facilitated sharing circles

Stories & portraits for the book

Duration: 1.5 hours

Description:

Women’s champions – We take photos of each woman for the book and we make them write or record their champion story.

Closing session

Duration: 20 minutes

Description:

- **Reflective session** - Participants gather in a circle to share their reflections and commit to one action they will take to support their growth or the growth of others.
- **Closing session** - A symbolic gesture, such as lighting a candle, tying a ribbon to a shared tree, or writing a letter to themselves and placing it in a collective jar, can mark their commitment. Collective photo.

4.2 Conference Day

Welcome and Opening

Duration: 30 minutes

Description:

The event will begin with a warm welcome. The session will adopt a high-level panel format, creating space for an open discussion among the representatives from national, EU, regional (Mediterranean, Atlantic, and Baltic), and local governance. This structure encourages the exchange of diverse perspectives and experiences from various governance tiers. Participants will engage in dynamic dialogue, allowing for deeper insights into regional and local needs, while ensuring alignment with broader EU frameworks.

1st Session: Status of the project and preliminary results (survey & gender status in BuE).

Duration: 1 Hour

Description: The first conference will focus on the current status of the project, along with key preliminary results, focusing on the survey findings and an assessment of gender status within the Blue Economy (BuE). These insights will provide a foundation for understanding the progress made so far and identifying key areas that require further attention. The keynote will be delivered by a representative from one of the local partner organisations, such as F.d.M, CMMA, S. Pro, or other relevant organisations in different regions.

2nd Session: Love for the oceans: A Singular Experience from a Woman's Eyes

Duration: 1 Hour

Description: This conference will feature an inspirational keynote delivered by an experienced local woman in the field of sustainability and marine conservation. Her unique perspective will offer a powerful reflection on the care for the marine environment, providing insight at the sea basin level, and inspiring deeper connections with ocean preservation efforts.

In parallel, a thematic discussion focused on sea basin needs will take place, featuring interview rooms where "Champion Women" will be interviewed for a documentary. These interviews aim to capture their stories and contributions to marine sustainability, offering real-life role models.

Panel 1: Women's inclusion, career opportunities, and gender aspect in BuE. (2- 3 expert speakers/policymakers – to be identified at sea basin level)

Duration: 1 Hour

Description: This panel will bring together 2-3 expert speakers and policymakers, identified at the sea basin level, to discuss the critical role of women in the Blue Economy. The focus will be on developing a framework for gender inclusion, highlighting employment opportunities, career pathways, and entrepreneurship for women in marine sectors.

The session will actively involve professional mentors, students, entrepreneurs, and unemployed women from each sea basin, fostering an inclusive dialogue on challenges and solutions. The panel will feature an open discussion that encourages participants to share their experiences and insights.

A parallel photo exhibition will complement the panel, featuring stories of women in the Blue Economy, capturing their achievements and challenges, and providing inspiration for ongoing and future efforts in the field.

Panel 2: Women in science, research, innovation in BuE emergent sectors, a space of opportunities. (2- 3 expert speakers)

Duration: 1 Hour

Description: This panel will feature 2-3 expert speakers who will explore the pivotal role of women in science, research, and innovation within the emergent sectors of the Blue Economy (BuE). Focusing on local sea basin contexts, the discussion will highlight the contributions of women leaders and mentors who are driving advancements in marine research and technology.

Participants will hear from women entrepreneurs making significant strides in blue research, showcasing their innovative projects and the opportunities available in this dynamic field. Additionally, the panel will include insights from women mentors involved in technological development in BuE sectors, emphasizing the importance of mentorship in fostering future generations of female leaders.

A parallel photo exhibition will complement the panel, featuring stories of women in the Blue Economy, capturing their achievements and challenges, and providing inspiration for ongoing and future efforts in the field.

End of a conference day

Duration: 30 Minutes

Description: As the conference day comes to a close, a series of closing remarks will encapsulate the key discussions and insights shared throughout the sessions. This reflective summary will highlight the importance of women's roles in the Blue Economy, the significance of gender inclusion, and the collaborative efforts needed to drive innovation and sustainability in marine environments. Attendees will be encouraged to continue the dialogue, fostering connections made during the event and exploring pathways for future collaboration. The day will conclude with an invitation to engage in upcoming sessions and initiatives, ensuring that the momentum generated continues to thrive beyond the conference.

4.3 Learning Labs Overview

The Learning Labs in the WIN-BIG project aim to empower women in the Blue Economy through targeted, basin-specific capacity-building initiatives. These labs will provide comprehensive training sessions focusing on essential skills, innovative solutions, and sustainable practices to foster women's leadership and entrepreneurship in the Blue Economy. The Learning Labs are designed to address the unique needs and challenges identified in WP2, ensuring that the content is relevant and impactful.

Objectives

1. **Empower Women in the Blue Economy:** Equip women with the skills and knowledge necessary to excel in various Blue Economy sectors.
2. **Promote Sustainability and Innovation:** Encourage sustainable practices and innovative solutions within the Blue Economy.
3. **Support Women's Leadership and Entrepreneurship:** Foster leadership qualities and entrepreneurial skills among women.
4. **Enhance Networking and Collaboration:** Build strong networks among women, investors, mentors, and industry stakeholders.
5. **Facilitate Career Progression:** Provide tools and strategies for career advancement, including work-life balance and professional growth.

Disclaimers

The sessions and modules presented below are suggestions for the Learning Labs to be carried out at each sea basin event. If the local partners find the need to add, modify, or erase parts of it, it is okay so it adapts to the local needs.

*All workshops listed below should put an emphasis on specific sectors of the Blue Economy and on inviting speakers in the selected sectors. An example would be adapting the general topic session 1 "Communication Skills for the Blue Economy" to **"Communication Skills in sports and the sustainable tourism sector, a case study from the North of Portugal"**.*

In this particular case we would then expect that the speakers are for example, showcasing the strategy behind a very renown local brand or campaign. In this example, we would for instance, invite the people who built the image of the city of Matosinhos, as a city of water sports, making the city be awarded the "European City of Sports 2025".

Detailed programme

Session 1: Communication Skills for the Blue Economy

Objectives:

- Understand the importance of effective communication in the Blue Economy.
- Develop skills for business negotiations and presentations.
- Learn to leverage social media and AI tools for communication.

Length: 3 hours

Focus:

- Effective communication channels in the Blue Economy.
- Business negotiations and "getting to yes".
- Social media strategies and professional profiling.
- Presentation skills and public speaking.

- Utilizing AI tools to enhance communication.
- Gender-inclusive communication practices.

Module 1: Effective Communication Skills

Objective:

- Equip women with strong communication skills to confidently navigate the BuE world.

Content:

1. Developing Core Communication Skills:

- Active listening, clear articulation, and non-verbal communication.
- Techniques for building rapport and trust in professional relationships.
- Strategies for effective written communication, including emails and reports.

2. Confidence Building in Communication:

- Overcoming communication anxiety and building self-confidence.
- Techniques for assertive communication and handling difficult conversations.

Interactive Activities:

- Role-playing exercises to practice using different communication skills effectively.
- Group discussions and peer feedback on communication techniques.
- Personal storytelling exercises to build confidence in public speaking.

Additional Elements:

- Q&A session with an expert in communication.
- Practical tips and exercises for ongoing improvement.

Module 2: Communication channels and AI tools

Objective:

- Teach participants how to effectively use different communication channels and leverage AI tools to enhance their professional communication.

Content:

1. Communication Channels overview and effective use

- What channels are best to use and when?

- Strategies for choosing the appropriate communication channel for different scenarios.
- Best practices for using various communication channels (examples overview).

2. Leveraging AI Tools

- Overview of AI tools that aid in communication
- Practical applications of AI tools in professional communication.
- Case studies of AI-enhanced communication in the Blue Economy.

Interactive Activities:

- Hands-on practice with selected AI tools.

Module 3: Leveraging Social Media for Professional Communication

Objective:

- Teach participants how to effectively use social media to enhance their professional presence and communication.

Content:

1. Effective Use of Social Media Platforms:

- Overview of major social media platforms (LinkedIn, Twitter, Facebook, Instagram) and their professional uses.
- Best practices for using these platforms to build a professional presence.
- Differences between platforms and choosing the right one for specific professional goals.

2. Creating and Optimizing Professional Profiles:

- Steps to create a standout professional profile on LinkedIn and other platforms.
- Importance of professional photos, headlines, and summaries.
- Crafting a compelling personal brand and biography.

3. Engaging with Content and Building a Network:

- Strategies for connecting with industry leaders and peers.
- Engaging with content: liking, commenting, and sharing professionally relevant posts.
- Joining and participating in relevant groups and discussions to expand your network.
- Creating and sharing valuable content to establish thought leadership.

4. Social Media Etiquette and Best Practices:

- Professional conduct on social media.
- Managing privacy settings and understanding platform algorithms.
- Handling negative feedback and online conflicts professionally.

Interactive Activities:

- Profile Optimization Workshop: Participants work on creating or updating their social media profiles based on best practices.
- Peer review and feedback sessions to refine profiles.

Additional Elements:

- Resources and tools for ongoing social media management and engagement.

Module 4: Presentation and Public Speaking Skills

Objective:

- Develop participants' ability to deliver effective presentations and pitches, enhancing their public speaking skills.

Content:

1. Presentation skills

- Key elements of a successful presentation (structure, content, delivery).
- Tips for overcoming public speaking anxiety.
- Techniques for impactful presentations.

2. Pitching techniques

- How to craft a clear and concise pitch.
- Importance of tailoring the pitch to the audience.

Interactive Activities:

- Participants prepare and deliver a short presentation or pitch.
- Feedback sessions on presentation skills.
- Video recording of presentations for self-review.

Additional Elements:

- One-on-one coaching for profile enhancement.

Module 5: Business Negotiations – "Getting to Yes"

Objective:

- Equip participants with advanced negotiation skills to achieve favorable outcomes in business settings.

Content:

1. Negotiation Fundamentals:

- Key principles of negotiation.
- Strategies for achieving win-win outcomes.

2. Psychology of Negotiation:

- Understanding the psychological aspects of negotiation.
- Techniques for building rapport and trust.

3. "Getting to Yes" Framework:

- Overview of the "Getting to Yes" negotiation method.
- Techniques for separating people from the problem, focusing on interests, and generating options.

Interactive Activities:

- Negotiation role-plays relevant to the Blue Economy with feedback sessions.

Additional Elements:

- Guest speaker with great negotiation skills

Module 6: The role of Men in Women's Empowerment

Objective

- Promote gender-inclusive practices and empower men to support and leverage women in professional settings, enhancing gender diversity and equality in the Blue Economy.

Content

1. Understanding Gender Dynamics:

- Overview of gender dynamics and biases in the workplace.
- The importance of male allyship in promoting gender equality.
- Identifying and addressing unconscious biases.

2. Practical Strategies for Male Allyship:

- How men can actively support women's professional growth.
- Mentorship and sponsorship: Differences and importance.
- Creating inclusive environments: Encouraging diverse voices and perspectives.
- Advocating for women in meetings and decision-making processes.

3. Case Studies and Best Practices:

- Examples of successful male allyship initiatives in the Blue Economy and other sectors.
- Lessons learned from organizations that have effectively implemented gender-inclusive practices.

Interactive Activities

1. Gender Bias Simulation:

- An interactive simulation that helps participants experience and recognize gender bias in professional settings.
- Debrief and discussion on how to mitigate these biases and support gender equality.

2. Panel Discussion:

- A panel of male and female leaders sharing their experiences and insights on effective allyship and gender inclusion.

Session 2: Sustainability and Innovation in the Blue Economy

Objectives:

- Promote sustainable practices and innovative solutions within the Blue Economy.
- Foster industrial symbiosis and circular value chains.

Length: 3 hours

Module 1: Foundations of Sustainability and Innovation

Objective:

- Provide participants with a foundational understanding of sustainability and innovation principles within the Blue Economy.

Content:

1. Introduction to Sustainability and Innovation:

- Definitions and core concepts of sustainability and innovation.

- Importance of these principles in the Blue Economy.

2. 2. Current Trends and Future Prospects:

- Overview of current trends in sustainable practices and innovative solutions.
- Future prospects and emerging technologies in the Blue Economy.

3. Local examples

- Analyze successful sustainability and innovation projects in the Blue Economy.

Module 2: Innovative Solutions and Green-Digital Transition

Objective:

1. Explore how the integration of green and digital transitions can enhance women's participation in the Blue Economy.

Content:

1. Understanding Green and Digital Transitions:

- Definitions and importance of green and digital transitions.
- Overview of the European Green Deal and its goals.
- Current trends and future prospects in green and digital transitions.

2. Opportunities for Women in Green and Digital Transitions:

- The role of women in driving these transitions.
- Examples of women-led initiatives in green and digital projects.

3. Strategies to Foster Participation:

- Practical strategies and policies to encourage women's involvement.
- Role of education, training, and mentorship in promoting participation.

Interactive Activities:

- Strategy Development Workshop:
 - Participants develop strategies to increase women's participation in green and digital transitions.
 - Group presentations and feedback on the proposed strategies.

Module 3: Circular Economy and Industrial Symbiosis

Objective: Introduce participants to the principles of circular economy and industrial symbiosis, and how they can be applied to the Blue Economy.

Content:

1. Introduction to Circular Economy

- Definition and benefits of the circular economy.
- Key principles and practices of circular economy.

2. Industrial Symbiosis

- Explanation of industrial symbiosis and its role in promoting sustainability.
- Examples of successful circular value chains and industrial symbiosis projects.

Interactive Activities:

- Case Study Analysis: Analyze successful examples of industrial symbiosis in the Blue Economy.

Session 3: Financial Viability and Business Plan Development

Objectives:

- Understand the financial viability of conservation projects.
- Engage public and private investors in sustainable initiatives
- Equip participants with the skills to develop comprehensive business plans tailored to the Blue Economy.
- Understand funding opportunities and financial planning.

Length: 3 hours

Module 1: Financial Viability of Sustainable Projects

Objective:

- Teach participants how to ensure the financial viability of sustainable projects in the Blue Economy.

Content:

1. Conservation Finance Basics:

- Overview of financial models for sustainable and conservation projects.

- Importance of financial planning for sustainability.

2. Case Studies of Financial Success:

- Analysis of financially successful conservation projects.
- Lessons learned and best practices.

Additional elements:

- Resource guide on conservation finance (from BLUE4ALL project).

Module 2: Foundations of Business Plan Development

- **Objective:** Provide participants with an understanding of the essential elements of a comprehensive business plan.

Content:

1. Business Plan Essentials:

- Overview of key components and the Business Canva Plan
- Importance of each component and how they interconnect.

2. Developing a Vision and Mission Statement:

- Techniques for defining a clear and compelling vision and mission.
- How to align your business goals with your vision and mission.

Interactive Activities:

1. Business Plan Drafting Exercise:

- Participants work on drafting key components of a business plan for a hypothetical Blue Economy startup.
- Group discussions and peer feedback on drafts.

Module 3: Engaging Investors and Building Partnerships

Objective:

- Equip participants with the skills to engage public and private investors and build effective public-private partnerships (PPPs).

Content:

1. Understanding Investor Perspectives:

- What investors look for in sustainable projects.

- Differences between public and private investment strategies.

2. Developing Investment Proposals:

- Key elements of compelling investment proposals.
- Techniques for presenting proposals to investors.

3. Building Public-Private Partnerships (PPPs):

- Importance and benefits of PPPs.
- Strategies for forming and maintaining effective partnerships.

Module 4: Transitioning from Linear to Circular Business Models

Objective

- Teach participants how to transition their business models from linear to circular, enhancing sustainability and efficiency.

Content:

1. Understanding Circular Business Models:

- Definition and benefits of circular business models.
- Key principles and practices of circular economy.

2. Steps to Transition:

- Practical steps for transitioning from linear to circular business models.
- Tools and methodologies for implementing circular practices.

3. Case Studies:

- Examples of businesses that have successfully transitioned to circular models.

Interactive Activities:

1. Circular Business Model Workshop:

- Participants work in groups to develop circular business model strategies for their hypothetical projects.
- Presentation and feedback on group strategies.

Module 5: Intellectual Property Rights (IPR) and Legal Considerations

Objective:

- Equip participants with knowledge on protecting their business ideas and navigating legal considerations in the Blue Economy.

Content:

1. Introduction to IPR:

- Overview of intellectual property rights and their importance.
- Types of IPR: patents, trademarks, copyrights, and trade secrets.

2. Protecting Your Ideas:

- Steps to secure intellectual property rights.
- Common pitfalls and how to avoid them.

3. Legal Considerations:

- Key legal aspects of starting and running a business.
- Understanding contracts, compliance, and regulatory requirements.

Additional Elements:

- Q&A session with a legal expert.

Session 4: Career Management and Leadership Development

Objectives:

- Build leadership skills for women in the Blue Economy.
- Support career progression and work-life balance.
- Develop strategies for overcoming challenges specific to women in the Blue Economy.
- Foster networking and mentorship opportunities.

Length: 3 hours

Module 1: Leadership Skills Development

Objective:

- Equip participants with the leadership skills necessary to succeed and advance in the Blue Economy.

Content:

1. Developing Leadership Skills:

- Key leadership qualities and skills.

- Strategies for effective leadership in diverse and dynamic environments.
- Understanding different leadership styles and how to develop your own.

2. Gender-Inclusive Leadership:

- Promoting gender-inclusive practices in leadership roles.
- Empowering women to take on leadership positions in the Blue Economy.

Additional Elements:

- Q&A session with a leadership coach.

Module 2: Career Progression and Work-Life Balance

Objective:

- Provide participants with strategies to effectively manage their careers and maintain a healthy work-life balance.

Content:

1. Career Progression Strategies:

- Setting and achieving career goals.
- Identifying and pursuing opportunities for advancement.
- Navigating career transitions and overcoming barriers.

2. Work-Life Balance:

- Addressing challenges specific to women in the Blue Economy, such as maternity leave and caregiving responsibilities.

Interactive Activities:

- Mapping together the needs in the workplace
- Drafting recommendations for the industry

Module 3: Career Paths and Opportunities in the Blue Economy

Objective:

- Inform participants about various career paths and opportunities available within the Blue Economy.

Content:

1. Overview of Career Paths:

- Different career paths within the Blue Economy.
- Skills and qualifications required for various roles.
- Growth areas and emerging opportunities in the sector.

2. Opportunities for Advancement:

- Strategies for identifying and pursuing advancement opportunities.
- Importance of continuous learning and professional development.

Module 4: Panel Discussion with Successful Women in the Blue Economy

Objective:

- Provide insights and advice from successful women in the Blue Economy to inspire and guide participants.

Content:

1. Interactive Q&A Session:

- Open floor for participants to ask questions and seek advice from panelists.
- Discussion on best practices and lessons learned from panelists' experiences.

5. Registration Form

This registration form is designed to gather information about participants interested in attending the event organized within the framework of the WIN-BIG (Women in Blue Economy Intelligence Gathering and Capacity Boosting) project. It complies with all Ethical and data privacy requirements of EC.

This online registration tool will be used to efficiently collect and manage participant information. Namely, the data collected will be used for statistical analysis to better understand the demographics of attendees (number of male and female attendees, country of origin, etc.) and their involvement in the Blue Economy sectors.

It will also help us tailor future events and initiatives to meet the specific needs and aspirations of women in the Blue Economy sector.

The primary objective of this Registration Form is to collect statistical data that will be used to:

- Analyse the demographic profile of participants
- Identify the sectors within the Blue Economy in which attendees operate.
- Understand the roles and responsibilities of women in the Blue Economy
- Assess the level of interest in specific topics and themes related to the Blue Economy.

The Registration Form Model is available in ([Annex 8.1](#))

6. Survey

During the events, the WINBIG survey, created for the mapping of the gender status in EU Blue Economy (WP2), will be shared among the participants each day to increase response rate and collect as much feedback as possible throughout the lifetime of the project.

The flyer designed and printed for the dissemination of the survey will also be provided by the organizers of the WIN BIG Sea Basin Event.

The following QR code corresponds to this survey on gender issues and can be shown on any display or screen.



Figure 5: WP2 Survey QR Code

The following design is the flyer that has to be printed and given at the event.

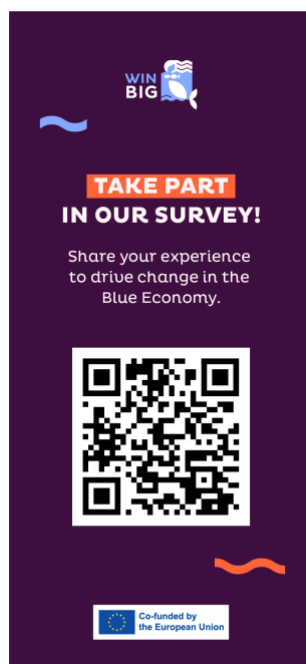


Figure 6:: WP3 Survey Flyer

A quality survey will be shared at the end of the events to collect feedback, specific networking, and relevant components of the events. Results will be analysed to collect best practices and experiences gained in the different events. This process will be essential to designing a Set of recommendations for the future (long-term sustainability D3.4). The survey Model is available in [\(Annex 8.2\)](#)

The QR code that will be shown at the end of each day in the different displays and screens available is the following one.



Figure 7:: WP3 Survey QR Code

7. Conclusion

This comprehensive Template/Model for WIN-BIG EU Sea Basin Specific Networking Events offers a robust foundation for organizing three distinct networking events specifically designed to empower women in the Blue Economy and can work as a Toolkit to be applied at other Sea Basin events.

It provides detailed guidance on event format and logistics, program structure, content themes, target speakers and audience, and key objectives, serving as a valuable resource for fostering women's leadership and participation in the blue economy. Its versatility allows the template to be transferable and adapted to other sea basins, offering a blueprint for creating inclusive and impactful events that foster innovation, collaboration, and sustainable growth for women's empowerment in the BuE emerging sectors.

Organizing such events not only promotes the role of women in the blue economy but also attracts career opportunities, enhances visibility, and creates new avenues for networking and knowledge sharing.

By organizing these networking events formats, the consortium can catalyse meaningful connections, foster innovation, and advance the collective progress toward a more equitable and thriving blue economy, empowering women to play a pivotal role in shaping the future of the blue economy.

8. Annex

8.1 Registration Form

GDPR Consent

By submitting this registration form, you consent to the processing of your personal data in accordance with our Privacy Policy. Your personal data will be protected in accordance with the General Data Protection Regulation (GDPR). Any personal information collected, included videos and photos, as part of this project will be processed lawfully, fairly, and transparently.

The information collected on this form is recorded in a computerized file by the WINBIG Consortium. The legal basis for the processing is the consent of the user. The data collected will be communicated only to the WINBIG consortium. The data will be kept during the WINBIG project. You may request rectification or deletion of your data within the limits of your anonymity. Your personal data will be handled securely and protected against unauthorized access, loss, alteration, or disclosure.

SECTION 1

Personal Data

- First Name: _____
- Last Name: _____
- Age: _____
- Gender: _____
- Country of Origin: _____

Job/Professional Information

1. Which is the organization you work for?

2. Which is the sector of the Blue Economy you operate in? (Drop down menu – select one)
 - a. Aquaculture (includes farmed finfish, algae, microalgae, seagrass, and shellfish)
 - b. Blue Bioeconomy / Biotechnology
 - c. Blue Sports (water sports/activity provision)
 - d. Coastal tourism (including coastal tourist attractions, accommodation, restaurants, etc.)
 - e. Cruise Tourism
 - f. Desalination
 - g. Dredging of sand and gravel and other minerals from the seabed
 - h. Marine Conservation and Advocacy

- i. Marine Education/Training/Research (Third level)
- j. Marine Environmental Consulting Services (Ecological assessments, monitoring, management, etc.)
- k. Marine Manufacturing, Construction & Engineering
- l. Marine Retail Services (Retail of seafood in stores, boat sales, and marine equipment sales)
- m. Marine Renewable Energy
- n. Marine Research and Development
- o. Maritime Defense
- p. Offshore Exploration & Production (Oil & Gas, Other Minerals, Salt)
- q. Port Activities
- r. Public Administration related to the marine
- s. Robotics/Marine Advanced Technology Products & Services
- t. Sea Fisheries
- u. Seafood Processing
- v. Shipbuilding & Repair
- w. Shipping / Maritime Transport
- x. Other (Please State)

3. Which is your Role/Position?

4. How many years of Experience in the Blue Economy do you have?

SECTION 2

Contact Information & Other

- 5. Email Address: _____
- 6. Phone Number: _____
- 7. Emergency number: _____
- 8. Social Media: _____
- 9. Do you have special needs (including food restrictions) for attending the event?

SECTION 3

Evaluating your interest

10. To which event will you take part in? (Select all that apply)

- 10.1. DAY 1 - Retreat Day (Section Impact of Women's Retreat Day)
- 10.2. DAY 2 – Conference Day (Section Impact of Conference Day)
- 10.3. DAY 3 - Learning Labs (Section Impact of Learning Labs)

11. What are your main areas of interest within the Blue Economy?

12. What challenges or opportunities do you see for women in the Blue Economy?

13. Are you interested in networking with other women professionals in the field?

14. Do you have any specific topics or themes you would like to see addressed at the event?

15. How did you hear about this event? (e.g., social media, email, website, word-of-mouth)

8.2 Post Event Surveys



Figure 8:: WP3 Survey Banner

WIN BIG Sea Basin Event

Welcome to **WINBIG!**

WINBIG seeks to address the unique challenges and opportunities faced by women in EU BuE, promoting inclusivity, diversity, and sustainable growth. By leveraging these networking events, we aim to catalyse meaningful connections, foster innovation, and advance women collective progress towards a more equitable and thriving blue economy.

The **WINBIG Sea Basin Events** aim to strengthen the presence of women in the blue economy by addressing barriers they face, promoting networking and experiences exchange, presenting career opportunities, and fostering knowledge transfer. The event will support the next generation of women professionals, create innovative engagement formats, and establish learning labs to fill skills gaps. It will also encourage collaboration with media and policymakers to tackle gender biases and create a welcoming space for men to contribute to gender inclusivity in the blue economy.

This survey will collect all feedback you might want to share with us, which will be of help for future events!

Thank you very much and we hope you enjoyed it.

GDPR Consent

By submitting this form, you consent to the processing of your personal data in accordance with our Privacy Policy. Your personal data will be protected in accordance with the General Data Protection Regulation (GDPR). Any personal information collected, included videos and photos, as part of this project will be processed lawfully, fairly, and transparently.

The information collected on this form is recorded in a computerized file by the WINBIG Consortium. The legal basis for the processing is the consent of the user. The data collected will be communicated only to the WINBIG consortium. The data will be kept during the WINBIG project. You may request rectification or deletion of your data within the limits of your anonymity. Your personal data will be handled securely and protected against unauthorized access, loss, alteration, or disclosure.

1. Gender

- a. Male
- b. Female
- c. Non-binary or gender diverse
- d. Other

2. Age

- a. 18 – 25
- b. 26 – 35
- c. 36 – 45
- d. 46 – 55
- e. 56 - 65
- f. 65 +

3. Country of residence:

4. What sector of the BuE are you involved in? (drop down menu – choose one)

- a. Aquaculture (includes farmed finfish, algae, microalgae, seagrass, and shellfish)
- b. Blue Bioeconomy / Biotechnology
- c. Blue Sports (water sports/activity provision)
- d. Coastal tourism (including coastal tourist attractions, accommodation, restaurants, etc.)
- e. Cruise Tourism
- f. Desalination
- g. Dredging of sand and gravel and other minerals from the seabed
- h. Marine Conservation and Advocacy
- i. Marine Education/Training/Research (Third level)
- j. Marine Environmental Consulting Services (Ecological assessments, monitoring, management, etc.)
- k. Marine Manufacturing, Construction & Engineering
- l. Marine Retail Services (Retail of seafood in stores, boat sales, and marine equipment sales)
- m. Marine Renewable Energy
- n. Marine Research and Development
- o. Maritime Defense
- p. Offshore Exploration & Production (Oil & Gas, Other Minerals, Salt)
- q. Port Activities
- r. Public Administration related to the marine
- s. Robotics/Marine Advanced Technology Products & Services
- t. Sea Fisheries
- u. Seafood Processing
- v. Shipbuilding & Repair
- w. Shipping / Maritime Transport
- x. Other (Please State)

5. What type of organization do you work in?

- a. Commercial State Company
- b. Government Agency/ Department / Public Body (National)
- c. Government Agency/ Department/ Public Body (International, e.g. EU, OECD)
- d. Higher Education Institution
- e. Local / Regional Government
- f. Industry - Cluster/Network
- g. Industry - Micro Enterprise
- h. Industry - Small Medium Enterprise (SME)
- i. Industry - Multinational Company (MNC)
- j. Industry Representative Organization
- k. Media & Communications

- l. Non-Government Organization (NGO)
- m. Not For Profit
- n. Port Authority
- o. Research Institute (Public and Private)
- p. Other (Please State)

6. To which event did you take part in?

- a. DAY 1 - Retreat Day (Section Impact of Women's Retreat Day)
- b. DAY 2 – Conference Day (Section Impact of Conference Day)
- c. DAY 3 - Learning Labs (Section Impact of Learning Labs)

Section 1 - Impact of Women's Retreat Day

1. **How comfortable was the retreat location, and were the logistical arrangements adequate?**
 - a. 1 (Very uncomfortable) – 5 (Very comfortable)
2. **Did the retreat address the specific challenges and opportunities for women in the Blue Economy effectively?**
 - a. 1 (Not at All) – 5 (Yes, very effectively)
3. **How inclusive and engaging was the retreat for participants from different backgrounds?**
 - a. 1 (Not Inclusive) – 5 (Very Inclusive)
4. **How would you rate the quality of facilitation and guidance provided during the retreat?**
 - a. 1 (Very Poor) – 5 (Excellent)
5. **Did the retreat contribute to enhancing your resilience in facing professional or personal challenges?**
 - a. 1 (Not at all) - 5 (Definitely)
6. **Did you find the networking opportunities during the retreat to be valuable?**
 - a. Yes
 - b. No
 - c. Maybe
 - d. Other_____
7. **What improvements could be made in terms of both logistics (location, timing, organization) and content (topics, speakers) to better meet your expectations?**
8. **Any other message or comment you would like to leave?**

Section 2 - Impact of the Conference Day

1. **How would you rate the venue and organizational aspects of the Conference?**

- a. 1 (Very Poor) – 5 (Excellent)
2. **Did the Conference topics align with your current role or professional goals?**
 - a. Yes
 - b. No
 - c. Somewhat
 - d. Other_____
3. **How effective were the panel discussions in providing diverse perspectives on women's roles in the Blue Economy?**
 - a. 1 (Ineffective) – 5 (Very Effective)
4. **Can you describe a particular best practice or knowledge you found valuable, and how it can help advance women in the Blue Economy?**

5. **Did you have enough opportunities to participate and ask questions during the Conference?**
 - a. Yes, plenty
 - b. None
 - c. Somewhat
 - d. Other_____
6. **How would you rate the format of the sessions (panels, keynotes, discussions) for your learning and engagement?**
 - a. 1 (Not Valuable) – 5 (Highly Valuable)
7. **Are there specific areas or challenges within the Blue Economy that you feel need more attention in future conferences?**

Section 3 – Impact of the Learning Labs

1. **How well-organized were the Learning Labs in terms of structure, time management, and materials provided?**
 - a. 1 (Poorly) – 5 (Very well)
2. **Which topics of the Learning Labs were most relevant to your career goals, and how do you plan to apply the knowledge gained?**

3. **How would you rate the practicality of the exercises and workshops in the Learning Labs?**
 - a. 1 (Not Practical) – 5 (Highly Practical)
4. **How engaging were the Learning Labs in terms of interaction and collaboration with other participants?**
 - a. Very engaging
 - b. Minimal Collaboration
 - c. Not Very Engaging

d. Other_____

5. Which specific activities had the most impact on your growth?

- a. Learning Lab 1: Communication Skills for the BuE
- b. Learning Labs 2: Sustainability and Innovation in the Blue Economy
- c. Learning Labs 3: Business Plan Development
- d. Learning Labs 4: Blue Career Management
- e. Other_____

6. How do you plan to apply what you've gained in these activities?

7. What specific skills or knowledge did you gain, and how do you plan to use them in your professional life?

8. Did you find opportunities to collaborate with other participants on projects or ideas during the Learning Labs? If yes and would like to share it, please do.

- a. Yes, a lot
- b. Some
- c. Not Much
- d. None
- e. Other_____

9. Were there any specific topics or skills you feel were missing from the Learning Labs, and how could future sessions better address these?
