

D5.1 WIN-BIG PDEC

First version



Co-funded by
the European Union

Project no.	101111985
Project acronym:	WIN-BIG
Project title:	Women in Blue Economy Intelligence Gathering and Capacity Boosting
Call:	EMFAF-2022-PIA-WBE
Start date of project:	01.05.2023
Duration:	36 months
Deliverable title:	D5.1 (<i>WIN-BIG PDEC</i>)
Due date of deliverable:	31.07.2023
Actual date of submission:	28.07.2023
Deliverable Lead Partner:	GEO
Dissemination level:	PU – Public
Citation:	WIN-BIG (2023) <i>D5.1 PDEC</i> , 40 p

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Document History			
Version	Date	Note	Revised by
01	05.07.2023	First draft of PDEC	Zsuzsanna Selmeczy
02	11.07.2023	Feedback on the first draft	Helena Vieira
03	28.07.2023	Final draft	Ömer Ceylan
04	05.09.2023	Revised according to feedback from the PO	Zsuzsanna Selmeczy

Acknowledgement

This project has received funding from the European Union's EMFAF programme under grant agreement No 101111985.

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Executive Summary

The WIN-BIG project's Plan for Dissemination and Exploitation Including Communication (PDEC), developed in a first version by 31 July 2023 (M3) and regularly updated, plays a crucial role in guiding the communication strategy of the project. It outlines the objectives, target groups, channels, action schedule, and Key Performance Indicators (KPIs) for assessing success, while maintaining a consistent visual identity throughout. The plan serves multiple purposes:

- a) Raise awareness about WIN-BIG's objectives, actions, and results, highlighting women's contributions and promoting gender equality in the Blue Economy sectors across EU sea basins;
- b) Support the engagement of women involved in local case studies.
- c) Serve as an action plan for the consortium, establishing responsibilities, timeframes, and reporting procedures for implementation;
- d) Maximise the impact and long-term sustainability of WIN-BIG by facilitating the reuse and exploitation of results for scientific, societal, sectorial, and political purposes;
- e) Provide clear guidance on communicating the project's goals, progress, and results to specific target audiences through appropriate tools and in a timely manner;
- f) Foster exchange and collaboration with other projects and initiatives;
- g) Identify relevant forums focused on ocean policy, conservation, blue economy, and gender to advocate for improved female representation.

By following this plan, the consortium members will effectively communicate the project's objectives, engage with stakeholders, and ensure the dissemination and uptake of WIN-BIG's outputs.

The PDEC is a living document that will be regularly updated (in M12, 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 Including 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

Introduction



WIN-BIG is a collaborative project that aims to address gender unbalance and capacity gaps within the Blue Economy (BuE). With the support of 14 partners from 9 countries, the project focuses on all six EU sea basins, with specific attention given to three emerging sectors: blue bioeconomy, blue sports and sustainable tourism, and marine energy & robotics.

The project officially started on 1st May 2023; it was officially launched by CINEA and DG MARE at the European Maritime Day 2023, on 25th May 2023, in Brest, and its kick-off meeting took place on 14th June 2023, in Aveiro, Portugal, at the University of Aveiro with the participation of all consortium members.

In the context of WIN-BIG, PDEC stands for "Plan for Dissemination, Exploitation, including Communication."

The purpose of this document is to ensure that the communication, dissemination and exploitation activities in WIN-BIG are carried out effectively and appropriately by the consortium partners throughout the project's duration.

The PDEC serves as a roadmap to ensure that the project's achievements are effectively shared with relevant stakeholders, promoting awareness, collaboration, and the overall impact of WIN-BIG in advancing gender equality in the Blue Economy.

To enhance the visibility of WIN-BIG and effectively communicate its findings and outputs to relevant stakeholders, all project partners will actively participate in communication, dissemination and exploitation activities. Resources have been allocated in WP5 to maximize their outreach capacity, particularly within their respective countries and communities.

Terminology

Understanding the terminology of communication, dissemination, and exploitation is important for effective implementation of the WIN-BIG PDEC. These terms often overlap and can be challenging to differentiate, so having a clear reference and guidance within the PDEC is essential in clarifying the distinctions between these concepts. By establishing a shared understanding of the terminology, we can align our efforts and activities more effectively.

Dissemination involves ensuring that the project's results are accessible to the scientific community, policymakers, and industry, using precise scientific language to prioritize accuracy. This can involve publishing the results in databases, targeted conferences, scientific magazines.

Communication is the process of sharing information about our project or actions to citizens, stakeholders, and the media. It aims to engage stakeholders, attract experts, raise awareness of public funds utilization, and showcase the success of European collaboration. To achieve this, a well-designed strategy, clear messaging, appropriate channels, and continuous communication throughout the project's timeline are essential.¹

Exploitation, on the other hand, involves utilizing the project results, outputs, or intellectual property for practical purposes, such as addressing societal issues, influencing policymaking, or commercial activities. It involves applying and maximizing the value of the project's outcomes to create tangible impacts, whether in the form of developing innovative solutions, driving economic growth, or solving specific problems.² This can be done for example by creating roadmaps, software, sharing knowledge, skills or data¹.

Audiences and Target Groups

To create a meaningful impact and drive positive change in the BuE, WIN-BIG recognizes the importance of engaging a diverse range of audiences and target groups. By reaching out to various stakeholders, the project aims to foster awareness, collaboration, and inclusivity. Through tailored communication and dissemination strategies, WIN-BIG strives to inspire, empower, and mobilize individuals and organizations toward a more gender-equal and sustainable Blue Economy.

The consortium has identified several groups that have an interest in or are going to be affected by the WIN-BIG project. These will be targeted by different communication and dissemination actions and networking/clustering activities, as detailed below:

Blue Economy Sectors

Target Groups: all sub-sectors in the BuE such as marine derived food & feed, marine renewable energy, blue bioeconomy, ocean tourism, robotics, shipping & transport.

¹ European Commission, European Research Executive Agency, Communication, dissemination & exploitation what is the difference and why they all matter, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2848/289075>

² https://rea.ec.europa.eu/dissemination-and-exploitation_en

Objectives: Collection and reuse of data, raise awareness about the importance of an equitable, inclusive and sustainable BuE, transfer of knowledge, get support from the BuE sectors, create gender-sensitive institutions and transnational blue gender networks, integration, and implementation of the WIN-BIG roadmap.

Main Channels: Direct contact, public deliverables, living gender database, publications, Women Capacity Building Roadmap, participation in events, website and social media, newsletter, videos.

Women in Blue Economy

Target Groups: Women involved in any role within the BuE sub-sectors.

Objectives: Collection of data, transfer of skills and knowledge through the e-training & MOOCs, links to career & networking opportunities, participation in the documentary, giving them a voice through the testimonials to be included in the Women in Blue Book.

Main Channels: Direct contact, women networking retreats, website, social media, newsletter, Women In BuE Forum, E-training & MOOCs, pop-up exhibition, videos, joint events with sister projects.

Research and academia

Target Groups: This group targets all research communities interested in the project's developments, results and innovation which can be beneficiary for their own research activities (social scientists, political scientists, environmental scientists/engineers, environmental lawyers, etc.).

Objectives: Transfer of knowledge, raise awareness, reuse of the data, get support from the scientific community, and boost the project sustainability through the development of new related research projects.

Main Channels: Public deliverables, scientific publications, thesis, conferences and other scientific events, joint event with sister project, social media, project newsletter and website.

Policy Makers

Target Groups: This group, which has been identified very early in the life of the project, will target all the important political and technical actors at EU, national and regional levels in charge of regulation and public policy making on coastal, marine, and maritime management and Blue Economy. It will include regional/national authorities, European Commission (DG MARE and DG RTD), European Parliament (MEPs), international/intergovernmental organisations (e.g. UN, OECD).

Objectives: Demonstrate the importance of an equitable, inclusive and sustainable BuE, creation of gender sensitive policies that could assist in bringing women to the forefront of both the narrative and practice of the BuE, improved policy tools for enhanced education and access to training for women, rights at work and greater financial inclusion, take-on the WIN-BIG policy brief.

Main Channels: Final recommendation in deliverables, policy briefs, Women Capacity Building Roadmap, joint event with sister project, general dissemination.

Youth

Target Groups: This group consists of youth in general, and those already interested in the BuE and the project: Students of STEM or already in blue careers' paths, young women working in the BuE, and young people starting or involved in policy creation and decision-making processes.

Objectives: Raise awareness about WIN-BIG actions/results and trainings, and about the importance of an equitable, inclusive and sustainable BuE.

Main Channels: Public deliverables, videos, Women in Blue Economy Book, pop-up exhibition, project website, social media, newsletter, living gender database, e-training & MOOCs.

General Public

Target Groups: This group consists of a general audience already having strong interest in the project or those we wish to create awareness for the relevance of BuE and gender aspects in general

Objectives: Raise awareness about WIN-BIG actions/results, and about the importance of an equitable, inclusive and sustainable BuE.

Main Channels: Public deliverables, videos, Women in Blue Economy Book, pop-up exhibition, project website, social media, newsletter, living gender database.

Men

Target Groups: It is also crucial to engage men as allies and advocates for gender equality. By involving men in the conversation and emphasizing the benefits of diversity and inclusivity, we aim to create a more supportive and equal environment for both men and women in the Blue Economy. Men can play an important role in promoting gender equality and breaking down barriers, making their engagement and support crucial for the project's success.

Main Channels: Public deliverables, videos, project website, social media, newsletter, living gender database.

Stakeholders and Networks

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](#) composed of eight high profile and experienced individuals representing different regions and large stakeholders' groups and 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 will help 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 WIN-BIG Advisory Steering Committee is formed by the following experts:

Advisory Board Steering Committee		
Name	Organisation	Country
Simona Aracri	CNR	Italy (Mediterranean Sea)
Marie-Noelle Tine Dyevre	Cluster Maritime Français	France (Atlantic & Mediterranean Sea)
Eurico Ortiga	ECSA	Belgium (North Sea)
Charlotte Teresa Weber	Arctic Frontiers	Norway (Arctic Sea)
Petar Georgiev	Marine Cluster Bulgaria	Bulgaria (Black Sea)
Elīna Veidemane	VASAB	Germany (Baltic Sea)
Angela-Schultz Zehden	SUBMARINER	Germany (Baltic Sea)
Manta Selwyn	UN Global Compact	(Atlantic/Global)

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. To date, WIN-BIG has a secured support from the followings:

Extended Stakeholders support network	
Name	Area
Canadian Ocean Super Cluster	Canada
Directorate General of Maritime Policy	Portugal
WISTA	Mediterranean Sea
WESTMed Initiative	Mediterranean Sea
Atlantic Strategy Committee	Atlantic Ocean
FAO	Global

Key projects and initiatives with which WIN-BIG will collaborate

WINBLUE



Picture 1- Mariana Mata Lara (WIN-BIG) and Giuseppe Saija (WINBLUE) at the EMD

WIN-BIG has initiated collaboration with its sister project, WINBLUE, which also received funding under the same call. The two projects were officially introduced during the European Maritime Day (EMD).

Representatives from both projects attended each other's kick-off meetings. A communication meeting was organized to discuss communication strategies and future joint social media campaigns, with the first one planned for Plastic Free July. The next communications meeting has been scheduled. Logos have been exchanged, and WINBLUE has already displayed WIN-BIG on their website. Likewise, WIN-BIG will do

the same as soon as its website is launched. The collaboration between the two projects aims to strengthen their collective efforts in promoting gender equality and sustainability in the Blue Economy.

Other Initiatives

Cooperation with related initiatives is a crucial step for better communication of the project activities and outcomes. WIN-BIG will create synergies and collaborate with related EU-funded projects and initiatives to maximise the visibility of the project, the future uptake of results and strong cross dissemination efforts. The initial mapping of projects related to the blue economy, ocean, and gender equality has been conducted, allowing for potential future partnerships. The comprehensive list of projects can be found in *Annex 1*.

Communication Strategy

Overall Communication Approach

The overall communication approach of WIN-BIG is to adopt a comprehensive and inclusive strategy that maximizes the reach and impact of the project's objectives. It involves a multi-faceted approach, including targeted communication activities, dissemination of project outputs, engagement with stakeholders, and fostering collaboration. WIN-BIG aims to utilize various channels such as social media, website, events, and traditional media to raise awareness, share knowledge, inspire action, and showcase success stories. By promoting transparency, accessibility, and engagement, the project seeks to create a vibrant and supportive community that actively contributes to advancing gender equality and capacity building in the Blue Economy.

Key Messages

Key messages serve as a strategic tool to effectively convey the project's objectives, values, and key information to diverse audiences and maximize the project's reach and impact. The following key messages have been identified:

- **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.

Communication Channels and Tools

Visual Identity

A strong and coherent visual identity is essential for any project to effectively communicate its purpose, values, and message. In the case of WIN-BIG, our project visual identity plays a vital role in capturing the essence of our mission to promote gender equality in the Blue Economy. Through thoughtful and strategic design elements, we aim to create a distinct and recognizable identity that resonates with our target audience, conveys our key messages, and leaves a lasting impression.

GEO has developed Brand Identity Guidelines for WIN-BIG (*Annex 2*), which includes the logo, typography, colours, visual elements, iconography, and photography guidelines. This document provides instructions on logo usage, including spacing requirements, as well as examples of logo misuse. Additionally, it outlines the recommended fonts, colour palette, and various visual elements to ensure consistent and effective communication.

Brand Logo

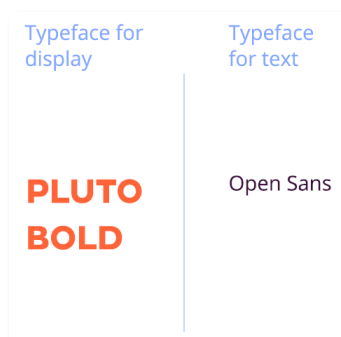
The logo has been carefully planned by GEO to showcase the core messages of WIN-BIG. The mermaid in the logo symbolises women in blue, while the waves represent blue economy.



With its thoughtful design, the logo summarizes the core of our mission: empowering women and fostering gender equality within the blue economy sector.

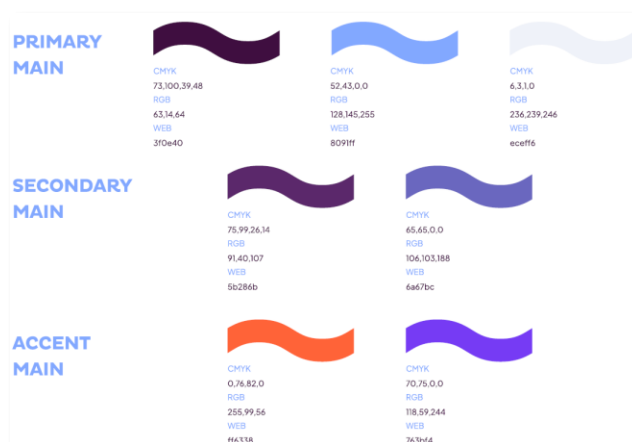
Typography

The chosen typeface for display purposes in WIN-BIG is **Pluto Bold**, while the text should be written in Open Sans. GEO has provided the fonts to the Partners for download and installation on their computers for consistent branding.



Colours

The following colours should be used in WIN-BIG to ensure consistent branding:



These colours are an integral part of WIN-BIG's visual identity and should be applied across all communication materials.

All visuals and materials produced by the partners in relation to the WIN-BIG project shall be compliant with GEO's branding indications. This ensures consistency and alignment with WIN-BIG's visual identity and branding guidelines.

Based on the visual identity, GEO has created branded document templates, including Microsoft Word documents, PowerPoint presentations, and Excel spreadsheets. This visual identity will also be incorporated into other dissemination materials, such as brochures, roll-ups, posters, visuals, GIFs, and infographics.

Social Media Strategy

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 [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#). GEO manages regular postings, with partners contributing to content creation as well as executing various social media campaigns. Such campaigns aligned with major events help increase the visibility of the project and engage audiences more easily.

Throughout its social media campaigns, WIN-BIG will 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 will 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 and will help recruit and engage audiences, who, subsequently can be informed about the project's activities and results. 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

Twitter

Twitter serves as a vital 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 (180 characters) and a short lifespan for tweets, 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 Twitter account, share relevant posts, and tag the account when they attend an event. . GEO will provide communication kits and notify partners for larger campaigns and project result promotions.

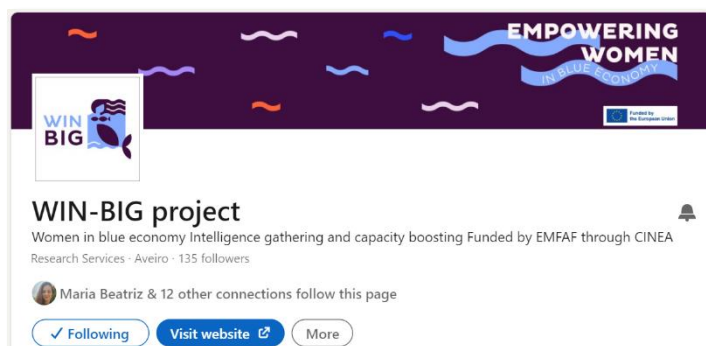
GEO launched the Twitter account of the project in April. As of 27/07/2023, it has [159 followers](#). Some of the key hashtags that can be used to engage people are #blueeconomy; #genderequality, #women, #EMFAF, #HorizonEU, #UnionofEquality etc.

In order to enhance further visibility, GEO will strategically tag @cinea_eu and @EU_MARE on Twitter, ensuring broader reach and engagement with relevant stakeholders in the project.

The link for WIN-BIG's Twitter account is www.twitter.com/WIN-BIG_EU.

LinkedIn

LinkedIn serves as a professional networking platform for job seekers and professionals looking to connect with like-minded individuals. The target audience is primarily business-oriented and well-educated, preferring formal language and avoiding the use of emojis.



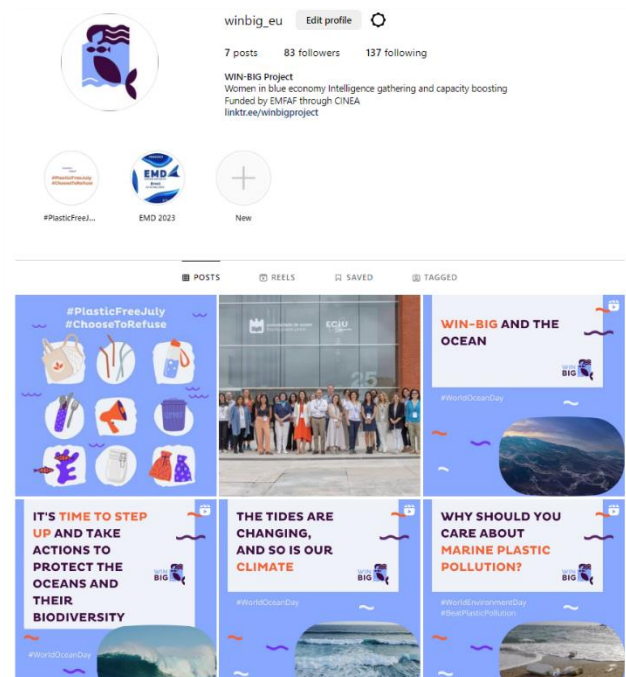
In WIN-BIG, the LinkedIn account is set up as a company, allowing for the sharing of content, links, and images to attract followers and participate in discussions. Posting frequency on LinkedIn is also regular, typically twice a week, and as there are no word limitations, it allows longer posts. GEO has already launched the project's LinkedIn account and as of 27/07/2023 it has [152 followers](#). Hashtags of WIN-BIG include: #winbigproject, #womeninblue, #blueeconomy.

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

Instagram

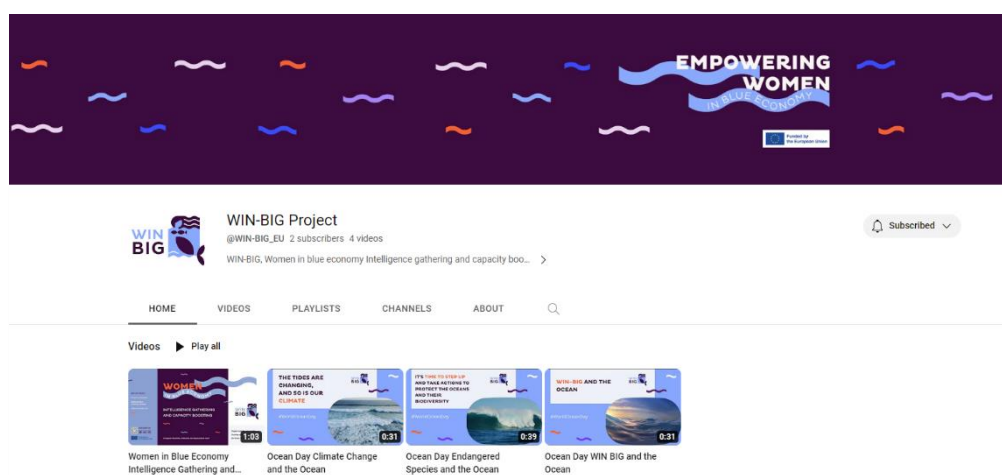
Instagram is a highly visual platform, prioritising media content (pictures, videos) over text. Posts on Instagram are visually appealing to attract likes and followers and they are accompanied by engaging messages. Hashtags are also widely used on Instagram and tagging other accounts is good practice. On its Instagram page, WIN-BIG will feature visuals that will reflect the visual identity of the project to accompany the news, resource, or event that are being promoted. GEO has already launched the project's Instagram account and as of 27/07/2023 it has [91 followers](#). Hashtags of WIN-BIG include: #winbig, #womeninblue, #blueeconomy, #EMFAF, #UnionofEquality.

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



YouTube

WIN-BIG has a YouTube channel, where the videos created for the project will be uploaded and available for everyone to see. The link for the project's YouTube channel is www.youtube.com/@WIN-BIG_EU



Intermediaries and Influencers

To enhance its reach and impact, WIN-BIG will actively share news posted or reposted by key influencers and decision-makers at the local, national, and European levels.

In collaboration with project partners, GEO has already identified key actors from various sectors who play a significant role in shaping policies and initiatives. For the associations, networks and NGOs identified, see *Annex 3*.

Internal Communications

For facilitating internal project communication, we have established separate [email lists](#). The "all@winbigproject.eu" list includes all partners in the consortium, including associated partners, the "mngt@winbigproject.eu" includes the core partners of the project while the "advisory@winbigproject.eu" list is dedicated to advisory board members. GEO oversees the management of these lists, accommodating partner requests for additions or removals. If partners require a new mailing list, GEO will create it accordingly to ensure effective and efficient communication within the project.

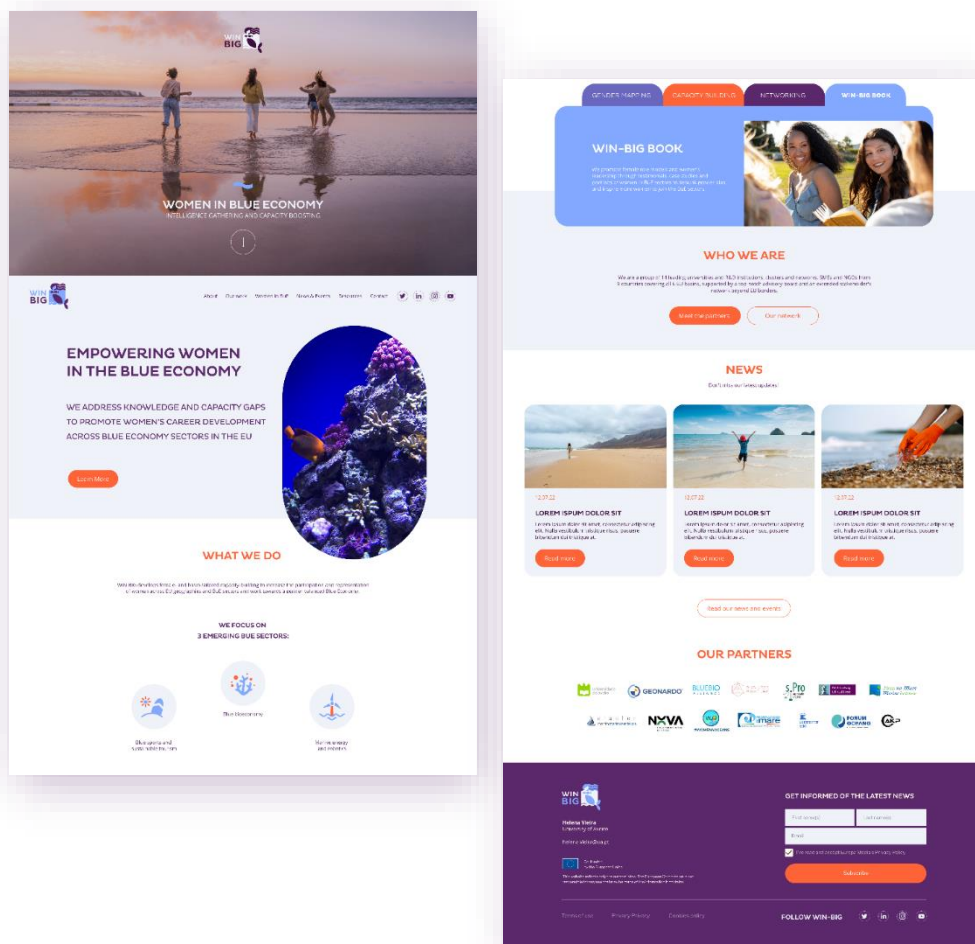
Dissemination Tools and Activities

Based on the project's visual identity, GEO, in consultation with the partners, will design and produce the dissemination materials for promoting WIN-BIG's objectives, activities, and results. Furthermore, it will carry out different actions to disseminate the activities carried out in the project, as well as relevant outcomes for the target audiences and the general public. The specific dissemination tools and activities planned include the following.

Project website

The project website will be utilized to disseminate the outcomes of the project. It will serve as a central hub for information and resources related to WIN-BIG, 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 will have a dedicated section for Events, News and Blogs. GEO, in close collaboration with UAveiro and the coordinator, will create and regularly update the project website based on contributions from all partners. It will be maintained for up to 5 years after project completion. The domain www.winbigproject.eu has been registered. The website will be regularly updated and will also serve as the hosting platform for the Living Gender database.



Scientific Publications

All partners will collaborate in the writing of 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.

Scientific Publications	
Name	Link
Marine Policy	https://www.sciencedirect.com/journal/marine-policy
Environmental International	https://www.sciencedirect.com/journal/environment-international
Social Sciences and Humanities Open	https://www.sciencedirect.com/journal/social-sciences-and-humanities-open

Pop-up exhibition

One pop-up exhibition, which will travel at least three different sea basin regions, will be created showcasing the portraits and testimonials of the women included in the Women in BuE book, with the purpose of raising awareness about the importance of a gender equal economy as well as to inspire more young women to pursue a blue career and inform all citizens of the importance of women in the BuE workforce in general.

The timeline for this can be seen in the table below:

Pop-up exhibitions timeline		
Name	Date	Location
Mediterranean Exhibition	February 2025 (M22)	Rome, Italy
Baltic Sea Exhibition	August 2025 (M28)	Berlin, Germany
Atlantic Exhibition	February 2026 (M34)	Barcelona, Spain

Publications, press releases and articles

All partners will help publish articles on field-relevant publications, online media and general media in accessible and engaging language. All partners will act as multipliers, contributing to the dissemination of such articles within their networks.

At the beginning of the project, the WIN-BIG team will jointly work on mapping out media outlets that are relevant to the project and could help with its dissemination.

A preliminary list of media, which will be subject to changes and updates throughout the duration of WIN-BIG, is presented in the following table. This list is built with the contribution of all the partners.

List of identified media outlets			
Name	Target audience	Format	Country
Scientist	General public	Online/Print journal	UK/International
The Guardian – Section Environment	General public	Online/Print journal	UK/International
Scientific American	General public	Online/Print journal	USA/International
La Repubblica (Green & Blue)	General public	Online/Print journal	Italy
Agence France Presse (AFP)	General public	Online	France/International
EURACTIV	General public	Online	Belgium/International
Financial Times (Climate)	General public	Online	England/International
EU observer	General public	Online	Belgium/International
Euronews	General public	European Television	France/International
National Press Media	General public	Online/paper	National

Newsletter

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. A short, visually appealing tri-annual (every 4 months) newsletter will be sent out to all subscribers.

The WIN-BIG newsletter will feature a variety of informative content. One of its key sections is the "Blue Woman spotlight," which will showcase the testimonial of a promising or successful woman

in the Blue Economy. This section aims to inspire and highlight the achievements of women in the field, promoting their role and contributions.

It will further include the latest news from the field, with external links, and project progress and results.

In addition to WIN-BIG updates, the newsletter will dedicate a section to our sister project, WINBLUE. This section will foster collaboration and synergy between the two projects, sharing insights and updates from WINBLUE's activities.

Documentary

To contribute to reducing gender bias in ocean-related activities and promoting women's excellence in the Blue Economy among younger generations and civil society, WIN-BIG will collaborate to produce one episode of a series documentary which will feature inspiring women champions from each basin and will be integrated into a larger documentary called Women at Sea produced by NGOD HELP IMAGES, with whom WIN-BIG has established a partnership. The final documentary will be streamed on major TV streaming platform such as HBO Max in the future.

WIN-BIG Women in BuE book

A photobook of women involved in the Blue Economy will be produced, and their testimonials will be collected with the aim of inspiring other women to pursue careers in the Blue Economy, inspiring companies and umbrella organizations to create opportunities for women, highlighting to policymakers the importance of having an equitable decision-making process, and conveying to the general public the great opportunities that the inclusion of women in higher positions could bring to society.

Utilising EC channels

WIN-BIG will leverage the support of the project officer and utilize the European Commission's available channels to effectively disseminate project news, key results, and achievements. Additionally, WIN-BIG will actively engage 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.

Furthermore, WIN-BIG will explore the possibility of seeking support from Horizon Dissemination and/or Exploitation Booster services as well as the Innovation Radar Initiative to amplify its dissemination and exploitation efforts.

Some EC social media accounts that could help us spread the WIN-BIG news are, but not limited to: @cinea_eu, @EU_MARE, @OurMissionOcean, @eige_eu, @EFCA_EU, @HorizonEU, @CORDIS_EU, @EUScienceInnov.

We will continuously monitor the Oceans and Fisheries event page (www.oceans-and-fisheries.ec.europa.eu/events_en) and the European Commission channels to map, promote and encourage partners' participation in relevant events.

Dissemination and Communication Materials

Based on the project's visual identity, GEO, in consultation with the partners, will design and produce the dissemination materials for promoting WIN-BIG's objectives, activities, and results. GEO has already produced an initial set of materials, including PowerPoint (PPT) presentations designed for both internal and external use, as well as Word templates specifically created for deliverables, reports, minutes, agendas etc.



In addition, a digital flyer for the European Maritime Day and another printable flyer for general dissemination purposes were already created.

Going forward, GEO remains committed to catering to specific project needs by designing additional dissemination materials upon request. This includes creating visually appealing posters, informative infographics, and engaging leaflets. These materials will be tailored to convey key project messages and support effective knowledge dissemination.

WIN-BIG places great emphasis on sustainability and efficient resource utilization. We actively encourage the use of digital formats for dissemination materials whenever possible, minimizing the need for excessive printing. Through our website, partners and stakeholders will have convenient access to download these materials, further reducing paper waste and promoting easy accessibility.

Communication and dissemination action plan

The aim of the Communication and Dissemination action plan 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 needs of the project based on its interim results in months 12, 24, and 36.

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

C&D actions planned for the first 6 months		
Timeline	Actions	Progress
M1	Create a project logo and visual identity	Done
M1-2	Launch social media channels	Done
M1-M3	Development of a CD Plan (First version)	Done
from M1	Develop multimedia content	Continuous
from M1	Participation in relevant events	Continuous
from M1	E-mail lists to create	Continuous
from M1	Coordination of social media campaigns	Continuous
from M1	Sharing project updates, news, and engaging content	Continuous
M1	Start the communication with WINBLUE	Continuous
from M2	Coordinate joint campaigns with WINBLUE	Continuous
M2-M3	Establishing a Content calendar for the blogs	In progress

M2-M4	Website Development	In progress
31 August 2023	Website launch	Scheduled
M3	Prepare an official Project Factsheet	Scheduled
M4	Publish a project flyer	Scheduled
from M4	Collaborate with other related projects and initiatives	Scheduled
from M4	Monitor and analyse communication efforts	Scheduled
M4-6	Development of the first newsletter	Scheduled

Communication and Dissemination Guidelines for partners

The budget and person months allocated to the partners under WP5 should be used to support communication, exploitation and dissemination activities. Focusing on dissemination and communication actions, all partners shall contribute to sharing and commenting on WIN-BIG's blog and social media posts, news, attend events, disseminate WIN-BIG's results amongst their network, contribute to different scientific articles, promote the project on social media and, where possible, travel to events.

The below points are intended to provide the partners with concrete guidance in terms of their expected contribution to the dissemination, communication and exploitation activities in WIN-BIG.

- Contribute with requested input to the Communication and Dissemination Plan.
- Contribute and participate in approving the COMM action plans and social media messages.
- Translate the messages and publish on social media in your own language when relevant.
- Fill in the reporting sheets on a quarterly basis before the 3-monthly meetings.
- Document and archive all your dissemination actions (screenshots, statistics on social media, pictures, links, attendance sheets, etc.).
- Inform the core COMM team and GEO about events, news, national campaigns so that they can support you real time.
- Inform your network members regularly for an extended outreach.
- Activate your team to write blogposts, stay active on social media.
- Talk to press and media contacts when possible.
- Send us best practices that we should apply.
- Send pictures, visual ideas and infographics that can be utilised in COMM activities.

Archiving and Maintenance

The archiving and documentation of all activities related to WIN-BIG will be stored in the designated SharePoint folder. To ensure proper record-keeping, all activities will be reported quarterly using the provided Excel sheet on the SharePoint platform. GEO will regularly archive these reports as part of their responsibility.

This deliverable will be revised and updated, if necessary, in months 12, 24, and 36. All partners will contribute inputs to their regular progress reports, which will form the updates. As part of the first update, a revision history log will be incorporated to track any modifications made to the document.

In the event of changes, the revision history log within the document will be updated to reflect a new version number, the date of the revised version, the author responsible for the changes, and a brief summary outlining the modifications. This will ensure transparency and a comprehensive overview of the document's evolution over time.

Content calendar

A content calendar serves as a valuable tool for organizing both online and offline communications. By planning and scheduling content in advance, a content calendar enables us to achieve consistency, efficiency, and alignment with our objectives. Furthermore, it ensures that the entire team is on the same page, working collectively towards shared goals.

Some of the actions GEO will coordinate with the contribution of the partners are the following:

- Establishing connections with similar initiatives, events, and influencers to foster collaboration and amplify our reach.
- Involving partners in the content creation process, allowing them to contribute their expertise and insights related to their respective tasks within the project.
- Follow and build related WIN-BIG content upon significant international days, including but not limited to:
 - International Day of Women and Girls in Science, 11th February
 - International Women Day, 8th March
 - World Environmental Day, 5th June
 - World Oceans Day, 8th June
 - Day of the Seafarer, 25th June
 - Plastic Free July
 - International Coastal Cleanup Day, 16th September
 - World Maritime Day, 28th September

- International Day for the Elimination of Violence against Women, 25th November
- Day of the Mediterranean, 28th November

These are just some examples of the international days we will follow and leverage for content creation. The content calendar helps us identify and plan activities around such occasions, allowing us to engage with relevant themes and topics.

Blogs and news

As part of content creation, partners are asked to contribute with one or two blog posts per year on average according to the content strategy. Ideally, the WIN-BIG website should host one new blogpost per month.

Blog posts and news are usually read by the general audience. Therefore, it is essential for these articles to follow some guidelines to effectively communicate the intended message.

Tips to write an effective blog post:

- **Length:** Aim for a recommended length of around 800 words to strike a balance between providing valuable content and keeping readers engaged.
- **Tone:** Adopt a conversational tone throughout your blog post to establish a connection with readers and create an interactive experience.
- **Engaging Content:** Share personal experiences, incorporate intriguing examples, and pose questions to encourage reader participation and stimulate discussion.
- **Visual Structure:** Structure your blog post in a visually appealing manner, making it easier for readers to follow and comprehend. Utilize headings, subheadings, and bullet points to break up the content into digestible sections.
- **Visual Enhancements:** Enhance your blog post with visuals such as graphs, event photos, charts, or diagrams. If you're unsure about a suitable visual, GEO can provide one upon request. Simply inform us when submitting your blog post.

Events

European and National events

Partners are encouraged to attend events at a local, national and international level and disseminate WIN-BIG's results to relevant stakeholders and initiatives. Before, during and after the event, partners shall follow some guidelines to maximize the project's outreach.

When a partner participates in an event, it is recommended to:

- Bring WIN-BIG dissemination materials and utilize the project's PowerPoint template.
- Capture photographs of the presentations, speakers, venue, stage, and dissemination materials. Horizontal pictures featuring people are generally more visually appealing. Share these materials with GEO, enabling instant sharing on WIN-BIG's social media platforms. Tag WIN-BIG's social media accounts.
- Arrange for group pictures to be taken in an open space with the WIN-BIG logo in the background. If this is not feasible, group pictures can be taken outside.
- Take notes and record quotes during the event, and subsequently provide GEO with a summary of the key points discussed.
- Keep GEO informed in a timely manner about the partner's participation in any upcoming event. If the partners require specific dissemination materials for the event, these shall be communicated to GEO in advance.
- By following these recommendations, partners can effectively represent WIN-BIG at events, capture valuable content, and contribute to the project's visibility and success.

A preliminary list of European and international events relevant for WIN-BIG has been compiled based on annual and recurring events and can be found in *Annex 4*.

Requesting dissemination materials and visuals

GEO shall be informed in advance if a partner needs any visuals or materials. The time required to design and produce visuals and materials vary greatly depending on the item to be designed and produced. Therefore, the partners are encouraged to take this into account and submit their requests as much in advance as possible.

Once GEO receives input from the partners, the COMMS and graphic design team will create the requested material in a visually appealing and impactful way.

To maintain the project's good image in terms of its branding and visuals, it is imperative that the design elements in all the project material are correctly used and are consistent with the branding guidelines and the visual identity presented previously. Therefore, prior to releasing in the public domain any major CD material or other visuals not created by GEO, the partners are expected to share the material for a quick check and approval by GEO.

Obligation and right to use the EU emblem

Acknowledgment of the EU funding is an obligation (article II.8 of General Conditions). Any dissemination of results must display the EU emblem and include the following text:



Any dissemination of results or outputs must also indicate that it reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.

CD Contact Points

For effective communication, dissemination, and exploitation, it is essential that all project partners actively participate in the CD activities to raise the visibility and awareness of the project. To facilitate this, all partners were requested to designate CD personnel who will serve as the main contact for CD activities and will attend the quarterly CD meetings organized by GEO.

CD Contact Points		
Partner	Main contact	Secondary contact (to be ccd)
UAveiro	Maria Dionísia Laranjeiro	Helena Vieira
GEO	Zsuzsanna Selmeczy	Gloria Bevilacqua
BBA	Ana Assis	Elisabete Costa
BaN	Maria João Ramos	Marise Almeida
sPro	Mariana Mata Lara	Sarah Tamulski
NUI GALWAY	Stephen Hynes	Edel Doherty
MARINE Inst	Jenny O'Leary	Kieran Reilly; Kathleen Sweeney
CMMA	Elizabeth Domínguez Chapman	Jose A. Sau Martín
UNL	Hélia Bernardo	Antonieta Cunha e Sá
W4O	Farah Obaidullah	n/a
FdM	Noli Mazza	Laurence Martin, Lidia Rossi

UGent	Sara Vandamme	n/a
FORUMOCEANO	Carla Domingues	Ruben Eiras
AKP	Elisabeth Solvang	Wenche Uksnøy

Exploitation of Results

Identification of Potential Exploitation Opportunities

A WIN-BIG sustainability plan (SP) will be presented in month 33 of the project by WP5, in consultation with all project partners, to guarantee effective, seamless and timely exploitation and legacy.

WIN-BIG already estimates several exploitable assets that will be beneficial to the EU at large, particularly in terms of an elevated awareness of the importance of having an equitable, sustainable and inclusive Blue Economy, of the importance of boosting women to climb the ladder into more decision-making and leadership roles, and the importance of having a centralized database compiling both quantitative and qualitative data about the role, needs and gaps for women in the blue economy sector across Europe.

Many assets generated by WIN-BIG will have potential for further use and will be kept available beyond the project's duration. These assets will be maintained on the WIN-BIG website, hosted on GEO's servers, for a period of 5 years. Additionally, they will be uploaded to other online platforms such as YouTube and LinkedIn for continuous accessibility. Examples of these results include the Basin Gender Status in BuE reports, Women Capacity Building Roadmap, policy briefs, template models of networking, training format blueprints, and retreat models. Furthermore, the Living Gender Database will be open for others to contribute with new data.

MOOCs and Learning Labs videos will be uploaded to YouTube for broader accessibility and will also be available for free viewing on the WIN-BIG website. By ensuring these resources are easily accessible and maintained, WIN-BIG aims to create sustainable and ripple-effect outcomes that increase its impact.

Additionally, all the clusters, associations and NGO's as well as policy interface organizations that collaborate with WIN-BIG will continue to use and disseminate WIN-BIG knowledge and outputs whenever appropriate in other events and initiatives, multiplying therefore the impact in years to come.

Partners' individual and joint initiatives during and after WIN-BIG will be coordinated and guided by GEO. WIN-BIG will test out exploitation routes primarily with social and non-commercial aims in

mind. In fact, WIN-BIG collaborations outside of the EU with Canada and African stakeholders will be relevant to test and validate potential interest and future replication of WIN-BIG concept to these countries while also leveraging EU-Canada and EU-Africa collaboration in Women in BuE related aspects. These avenues will be analysed in the SP actions.

An evolving exploitation plan will define other possible exploitation opportunities and different paths for each partner according to their profile, needs and interests. Plans will include identification of potential sectors, stakeholder analysis, application methods, novelty search, etc. These individual plans (including possible joint actions) and a plan for the whole consortium will be agreed by all consortium partners and documented in a sustainability and exploitation plan.

Furthermore, WIN-BIG legacy will endure way beyond project deadline, as its outputs and deliverables will live online, be freely used and viewed by many more women and agents, may be replicated in other sea basin's countries or similar regions beyond EU borders and foster all initiatives by other stakeholders with interest in Gender in BuE and Sustainable blue development.

Strategies for Intellectual Property Protection and Licensing

The coordinator is in charge of the management of all knowledge created within WIN-BIG (WP1). Impact at consortium level will be monitored and managed in the Plan for the management of knowledge and intellectual property protection (as part of the Data Management Plan, D1.2). The plan will monitor the compliance of the management rules of IPR, covering aspects as confidentiality, allocation of results' ownership, and rights of exploitation of knowledge.

Management of the knowledge produced, and the IP protection will be specifically addressed in the Consortium Agreement (CA) between partners to be signed before the signature of a contract with the EU. The CA will be based on the current standard models for Horizon Europe projects and will be timely prepared and signed before the start of the project in accordance with the general accepted practice. Moreover, this CA includes the rules and protocols for dissemination such as standard criteria for confidentiality and data protection, ownership and exploitation rights.

It is important to highlight that one of the WIN-BIG goals is to generate new knowledge and make this available as openly as possible. When not public, the IPR will be the property of the partners that have contributed to the creation of the knowledge in the direct proportion of their contribution. This general rule will be included in the CA and will apply.

For partners that have jointly carried out work generating foreground and where their respective share of work cannot be ascertained, they shall have joint ownership of that foreground and may establish posterior appropriate joint ownership agreements or license agreements. This task is considered essential as a guarantee for the good implementation of the project.

Monitoring and Evaluation

Key Performance Indicators (KPIs) for 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, 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.

Project website	10,000 unique visitors from 10 countries
Multimedia material (digital flyers, project factsheet, infographics, visuals, etc.)	2,000 views
Newsletter	At least 4 per year
Social media campaigns/announcements on partners' websites	300 posts, 2000 followers
Participation in relevant events	At least 5 events attended
Joint event with the sister project	At least one
Women in Blue Economy book	Distributed to at least 500 relevant people
Pop-up exhibition	At least one exhibition event per sea basin
Women in BuE retreat	At least one per sea basin
Scientific publications	One publication submitted to a peer-reviewed journal

Monitoring of Stakeholder Engagement and Awareness

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 (in M12, M24 and M36) throughout the project's lifetime, to actively address the needs of the project based on its interim results.

Reporting and Documentation

Regular Progress Reports and Documentation of Activities

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. 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

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
SAVE

☐ 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

Add Dissemination Activity

Events and Trainings
SAVE

☐ 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

Add Event or Training

Conclusion

The Plan for Dissemination, Exploitation, and Communication (PDEC) demonstrates WIN-BIG's comprehensive approach to effectively share project outcomes, engage stakeholders, and raise awareness about women in the Blue Economy. By utilizing various communication channels and tools, WIN-BIG aims to reach a wide range of target audiences, including women and men, research and academic communities, policy makers, youth, and individuals interested in gender equality and the blue economy.

The communication strategy focuses on key messages related to gender equality in the Blue Economy, emphasizing the importance of inclusivity and diversity. WIN-BIG will leverage social media platforms such as Twitter, LinkedIn, Instagram, and YouTube to disseminate content and engage with the audience. Intermediaries and influencers will play a crucial role in amplifying project messages and reaching wider networks.

Internal communications within the project team will be fostered through regular updates and the utilization of the project website as a central hub of information. Scientific publications, a pop-up exhibition, publications, press releases, articles, and a quarterly newsletter will further contribute to disseminating project findings and achievements.

Additionally, WIN-BIG's participation in the documentary "Women at Sea" will showcase inspiring women in the Blue Economy. The WIN-BIG Women in BuE book will be available for download, providing valuable insights into the contributions of women in the sector.

The plan also highlights the importance of utilizing European Commission channels, maintaining an archive of dissemination materials, and implementing continuous improvement based on monitoring stakeholder engagement and awareness. Key performance indicators (KPIs) are established to assess the effectiveness of communication and dissemination activities.

Regular progress reports will be generated, documenting the project's activities and outcomes. Reporting to the European Commission will ensure transparency and accountability in fulfilling the project's obligations.

The annexes provide additional resources, including a preliminary list of events, associations, networks, and NGOs, as well as a compilation of blue economy and ocean-related projects and initiatives. These lists will be updated regularly.

In conclusion, WIN-BIG's PDEC lays the foundation for a comprehensive and impactful communication and dissemination strategy, ensuring the project's objectives are effectively communicated, stakeholders are engaged, and the contributions of women in the Blue Economy are highlighted and celebrated.

Annexes

Annex 1: Blue economy and ocean-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.
AquaVitae	The project aims to introduce new low trophic species, products and processes in marine aquaculture value chains across the Atlantic.
ASTRAL	ASTRAL's aims include defining, supporting, and promoting integrated multi-trophic aquaculture (IMTA) farming across the Atlantic area.
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.
EnFAIT	The EnFAIT project carries out a demonstration of a grid-connected tidal energy array with the aim to provide a step change in the lifetime cost of energy for tidal power.
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.
EU4OCEAN	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.
Flores	FLORES is a Large-Scale Partnership to foster offshore renewable energies within the Pact for Skills promoted by the European Union.
INTEMARES	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.
MAELSTROM	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>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>SAFER</u>	SAFER aims to improve the innovation performance of the seafood sector by increasing technology adoption and transnational cooperation giving response to the challenges of a sector identified as high potential for the smart growth of the participant regions.
<u>SKILLSSEA</u>	The mission of SkillsSea is to ensure that European maritime professionals possess digital, environmental-friendly and 'soft' management skills, via a process of life-long learning, for the rapidly changing maritime labour market.
<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>WESS</u>	The WESS project supports the work towards jobs, growth and competitiveness of the European shipping industry around two Pillars: digitalisation and women participation.

Gender equality-related projects and initiatives

Name	About
<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.

Annex 2: Associations, networks and NGOs

Associations, networks and NGOs	
Name	About
<u>Portuguese Women Scientist Association</u>	The Portuguese Women Scientists Association promotes the equality and full participation of Portuguese women in all aspects of science, including all science, teaching, industry and administration.
<u>Associazione Donna e Scienza</u>	Italian association promoting women's participation in scientific research to contribute and generate debate on contemporary science with a gender perspective.
<u>Baltic and International Maritime Council (BIMCO)</u>	BIMCO members cover 62% of the global fleet and consist of local, global, small, and large companies. They are an organisation and global shipping community of over 2,000 members in around 130 countries.
<u>BASNET Forumas</u>	The mission of BASNET Forumas is to mobilise the efforts of members through networking of women working in sciences and high technology, and science policy makers for insuring equal gender opportunities in sciences in the Baltic States region.
<u>BeWiSe – Belgian Women in Science</u>	BeWiSe is a community that supports women at all levels of STEM careers by fostering growth, inspiration, and camaraderie.
<u>Blue Action Fund</u>	Blue Action Fund supports marine conservation projects that are implemented by NGOs in their efforts to conserve the ocean and improve the livelihoods of coastal communities in developing countries.
<u>Center of Excellence Women and Science (CEWS)</u>	CEWS Center of Excellence Women and Science is the national hub for the realisation of gender equality in science and research in Germany.
<u>CPMR Balkan and Black Sea Commission</u>	The objective of the Balkan and Black Sea Commission is to encourage dialogue and cooperation between sub-state spheres of government in the wider Balkan and Black Sea area.
<u>European Aquaculture Society (EAS)</u>	EAS promotes contacts between all involved or interested in marine and freshwater aquaculture and the sponsorship of multi-disciplinary research concerning aquaculture, facilitates the circulation of aquaculture related information and enhances cooperation among governmental, scientific and commercial organizations and individuals on all matters dealing with aquaculture.
<u>European Boating Industry</u>	European Boating Industry (EBI) represents the recreational boating and nautical tourism industry in Europe.
<u>European Community Shipowners' Associations (ECSA)</u>	ECSA is the voice of the European shipping industry, striving for a regulatory environment that fosters the international competitiveness of European shipping.

<u>European Institute for Gender Equality (EIGE)</u>	EIGE is the European Union's Knowledge Centre on Gender Equality.
<u>European Marine Board (EMB)</u>	EMB is the leading European think tank in marine science policy. It provides a platform to advance marine research and to bridge the gap between science and policy.
<u>European Maritime Safety Agency (EMSA)</u>	EMSA's mission is to serve EU maritime interests for a safe, secure, green and competitive maritime sector and act as a reliable and respected point of reference in the maritime sector in Europe and worldwide.
<u>European Parliament FEMM Committee</u>	
<u>European Parliament PECH Committee</u>	
<u>European Women's Management Development International Network (EWMD)</u>	EWMD aims to bring women closer to higher management positions by launching studies on women's contributions and experiences in management and by disseminating their best practices among European companies and business schools.
<u>Federation of European Aquaculture Producers (FEAP)</u>	FEAP is the united voice of the European aquaculture production industry, being the Federation of National aquaculture associations in Europe that represent professional fish farming.
<u>FEMtech</u>	Most comprehensive database of Austrian female experts with focus on natural sciences and Technology.
<u>GCE Blue Maritime Cluster Norway</u>	The Norwegian maritime cluster is a world leader in design, construction, equipment and operation of advanced vessels for the global ocean industries.
<u>Global Maritime Forum</u>	The Global Maritime Forum aims to shape the future of global seaborne trade to increase sustainable long-term economic development and human wellbeing.
<u>HELCOM - The Baltic Marine Environment Protection Commission</u>	The Baltic Marine Environment Protection Commission – also known as the Helsinki Commission (HELCOM) – is an intergovernmental organisation (IGO) and a regional sea convention in the Baltic Sea area.
<u>High Seas Alliance</u>	The High Seas Alliance is a partnership of organizations and groups aimed at building a strong common voice and constituency for the conservation of the high seas.
<u>IFREMER</u>	IFREMER is managing the French Oceanographic Fleet and its dedicated scientists create ground-breaking technology to push the boundaries of ocean exploration and knowledge, from the abyss to the atmosphere-ocean interface.

<u>International Chamber of Shipping (ICS)</u>	ICS is the global trade association for shipowners and operators, representing the world's national shipowner associations and over 80 % of the world merchant fleet.
<u>International Maritime Employers' Council (IMEC)</u>	IMEC is a leading maritime employers' organisation committed to promoting fair and sustainable maritime labour practices through our social partnerships.
<u>International Maritime Organization (IMO)</u>	IMO is the United Nations specialized agency with responsibility for the safety and security of shipping and the prevention of marine and atmospheric pollution by ships.
<u>International Seafarers' Welfare & Assistance Network (ISWAN)</u>	ISWAN is an international maritime charity which works to improve the lives of seafarers and their families with services, resources, strategies and advocacy.
<u>ITF Seafarers' Trust</u>	The ITF Seafarers' Trust, a UK charity established in 1981, funds programmes that advance the wellbeing of maritime workers, seafarers and their families.
<u>Maritime SheEO</u>	Maritime SheEO aims to create solutions that can impact the maritime and allied industries – with a focus on diversity & inclusion (D&I), leadership, innovation, entrepreneurship and competitive advantage.
<u>NaTE - Association of Hungarian Women in Science</u>	NaTe supports the advancement of women and girls in the fields of science and technology.
<u>Nautilus Federation</u>	The Nautilus Federation is a group of likeminded trade unions in the shipping industry who have come together to improve and expand the services they offer to their members.
<u>North Sea Advisory Council (NSAC)</u>	The NSAC is an interdisciplinary stakeholder-led organisation that takes a regional approach to provide the European Commission and EU countries (North Sea Member States) with recommendations on the management of North Sea fish stocks on behalf of the fisheries sector, environmental and other stakeholders
<u>Ocean Action Hub</u>	Ocean Action Hub is a platform dedicated to providing information and resources on ocean conservation and the life below water.
<u>OSPAR Commission</u>	OSPAR is the mechanism by which 15 Governments & the EU cooperate to protect the marine environment of the North-East Atlantic.
<u>Professional Women's Network (PWN) Global</u>	PWN is a global network of people accelerating gender balanced leadership in business and society through professional development and international, cross-industry, online and in-person networking.
<u>Sustainable Blue Economy Partnership</u>	The Partnership boosts the transformation towards a climate-neutral, sustainable, productive and competitive blue economy.

<u>The Nautical Institute</u>	The Nautical Institute is a non-governmental organisation with consultative status at IMO, promoting professionalism, best practice and safety throughout the maritime industry.
<u>UN Women</u>	UN Women is the UN organization delivering programmes, policies and standards that uphold women's human rights and ensure that every woman and girl lives up to her full potential.
<u>Women In Logistics and Transport (WiLAT)</u>	WiLAT promotes the status of women in logistics and transport, to bring together those who support talent and career development of women and to provide a support network and mentoring opportunities for women in the sector.
<u>Women in Maritime Associations (WIMAs)</u>	The Women in Maritime Associations for Asia (WIMAs) aim to deliver the IMO's Programme on the Integration of Women in the Maritime Programme.
<u>Women Offshore Foundation</u>	The Women Offshore Foundation propels women+ into meaningful careers through access to a worldwide community and professional development resources, while raising awareness amongst industry leaders and decision makers about issues affecting women on the water.
<u>Women's Career Network</u>	Women's Career Network is a space for ambitious and passionate female and non-binary students with a substantial connection to business, economics and/or law. The aim is to connect these students with like-minded peers, career mentors, and top-tier companies.
<u>Women's International Shipping & Trading Association (WISTA)</u>	WISTA is an international networking organisation whose mission is to attract and support women, at the management level, in the maritime, trading and logistics sectors.
<u>World Maritime University (WMU)</u>	WMU was founded by IMO as its premier centre of excellence for maritime postgraduate education, research, and capacity building.
<u>World Ocean Initiative</u>	The World Ocean Initiative supports the development of a sustainable ocean economy by addressing the greatest challenges facing our seas: climate change, biodiversity loss and pollution.
<u>WRI Sustainable Ocean Initiative</u>	WRI works to secure a future where ocean protection, sustainable production and equitable prosperity go together.

Annex 3: Preliminary list of events

Preliminary list of events			
Event	Local/EU/Global	Date	Link
BlueInvest Days	Brussels, Belgium	09.03.2023	www.blueinvest-community.converve.io/events_.html
OCEANS 2023: Blue Ocean Planet Earth	Limerick, Ireland	05-08.06.2023	www.limerick23.oceansconference.org
Fair Seas World Ocean Day Conference	Cork, Ireland	08.06.2023	www.fairseas.clr.events/event/133176:world-ocean-day-conference
UN World Oceans Day Annual Event	Hybrid	08.06.2023	www.unworldoceansday.org/un-world-oceans-day-2023
European Blue Economy Conference 2023	Brussels, Belgium	21.06.2023	www.techforclimateaction.com/european-blue-economy
Oceanovation Festival	The Hague, The Netherlands	21.06.2023	www.oceanovation.live
BlueGeneration Conference: Future-proofing the blue econom	Brussels, Belgium	05.07.2023	www.blue-economy-observatory.ec.europa.eu/events/bluegeneration-conference-future-proofing-blue-economy-2023-07-05_en
2013 – 2023: 10 years of the Galway Statement	Galway, Ireland	05-06.07.2023	www.allatlanticocean.org/all-atlantic-forums/2023-galway
Italian Maritime Economy Conference	Naples, Italy	13.07.2023	www.srm.it/index.php?ctrl=Events&mod=events&action=info_events&slug=italian-maritime-economy-conference-presentazione-del-10-rapporto-di-srm&lang=en
International Conference on Sustainable Blue Economy	Rome, Italy	17-18.07.2023	www.waset.org/sustainable-blue-economy-conference-in-july-2023-in-rome
Aquaculture Europe 2023	Vienna, Austria	18-21.09.2023	www.aquaeas.org

European Shipping Summit	Brussels, Belgium	19-20.09.2023	www.europeanshippingsummit.eu
EurOcean Conference	Vigo, Spain	10-11.10.2023	www.euroceanconferences.eu
Sustainable Ocean Summit	Barcelona, Spain	17-20.10.2023	www.sustainableoceansummit.org
Ocean Energy Europe Conference & Exhibition	The Hague, The Netherlands	25-26.10.2023	www.blue-economy-observatory.ec.europa.eu/events/ocean-energy-europe-conference-exhibition-2023-10-25_en
Ecomondo	Rimini, Italy	07-10.11.2023	www.en.ecomondo.com
Coastal transitions conference	Groton, USA	08-10.11.2023	www.coastaltransitions.org
Blue Mission BANOS' Mission Arena	Gothenburg, Sweden	14-16.11.2023	www.bluemissionbanos.eu/event/14-16-11-2023-save-the-date-1st-mission-arena-in-sweden-bluemissionbanos
EuroMaritime	Marseille, France	30.01-01.02.2024	www.euromaritime.fr
9th World fisheries congress	Seattle, USA	03-04.03.2024	www.wfc2024.fisheries.org
European Maritime Day	Svendborg, Denmark	30-31.05.2024	www.maritime-day.ec.europa.eu/conference_en
CommOCEAN	EU	2024	www.commocean.org
WestMED Initiative events	EU		www.westmed-initiative.ec.europa.eu/events
European Blue School Days	EU		www.maritime-forum.ec.europa.eu/en/frontpage/events/1485
#EUBeachCleanup campaign events	EU		www.oceans-and-fisheries.ec.europa.eu/eu-beach-cleanup_en
EU Mission "Restore our Ocean and Waters by 2030" event	EU		www.research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe/restore-our-ocean-and-waters_en#events