

# WIN-BIG Project Factsheet

**WIN-BIG – Project number: 101111985**

## SUMMARY

WIN-BIG is a R&D project involving **14 partners** from **9 European countries**, aiming to provide an accurate and widespread **dataset on the gender status and women's role in Blue Economy** (BuE) across all **6 EU sea basins** (Atlantic, Mediterranean, Baltic, North, Arctic and Black Sea), and determining the yet remaining **skills gaps** preventing women from entering or progressing in the blue career ladder.







WIN-BIG will leverage specific **female and basin-fitted learning labs, acceleration programs** and oriented **mentor's network**, coupled with **cross-basin networking & job events**. Dissemination of blue female role models while promoting women-oriented BuE emergent sector's content via innovative media formats will attract younger girls to the blue sector. A **Roadmap for Capacity Building** for Women in EU BuE and **2 policy** briefs will be delivered.

## CONTEXT






The BuE is still a **traditionally male-dominated economy**. Much has been done in terms of gender balance studies and actions towards the blue economy but with a larger focus on more traditional sectors like fisheries or maritime transport. This type of data is not available for all BuE sectors yet. Still, **women are in the lowest-paid, lowest-status positions**, and hold the least-protected jobs, with their contributions being overlooked or undervalued.

It is precisely to **fill** in these **knowledge gaps** across EU geographies and **BuE sectors**, as well as to **promote capacity building for women** in 3 BuE-specific sectors that WIN-BIG was designed.

### Main policy areas:

-  Offshore renewable energy
-  Sustainable tourism and cultural heritage
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-  Algae and bioeconomy
-  Blue careers and skills
-  Ocean literacy

### Sea basins:

-  Atlantic
-  Baltic
-  Mediterranean
-  Black Sea
-  North Sea

## MAIN ACTIVITIES

WIN-BIG will develop a sea basin centered, multi BuE sector approach going from mapping and knowledge gathering on gender status and capacity gaps for analysis and reporting, using surveys, interviews, workshops and available data analysis.

The gathered information and data will be digested into useful roadmaps and policy papers and lead to interconnected actions in 3 focus BuE areas to bolster women in the EU blue economy: networking, specific training and women role model sharing and nurturing to leverage women in the blue career ladders.

WIN-BIG is structured into 5 interconnected Work Packages (WPs) developed over the course of 36 months.

## EXPECTED RESULTS

WIN-BIG will deliver **6 Gender reports** in EU BuE, as well as a **Roadmap** with clearly identified capacity-building existing gaps and **proposed solutions**. These will be translated into **2 policy briefs** to disseminate this information to policy stakeholders in an effective way. Furthermore, **4 fitted and personalized training** and **entrepreneurship skills development programs** for women will be delivered to bolster their capacities (learning labs, MOOCs and acceleration programs). Also, **3 pilot women dedicated** and tailored **networking and sharing experiences** will be delivered. These actions are specific for professionals, women, and men leading BuE SMEs and organizations.

A book of **WIN-BIG Women Leaders** will be created, as well as a **pop-up exhibition** and a streamed **episode of Women at Sea** to engage the civil audience and promote ocean careers.

## POLICY CONTRIBUTION

**WIN-BIG project supports and contributes to the EU Gender Equality Strategy 2020-2025** and its main goals of promoting women's roles and empowerment across all EU economic sectors and regions.

**WIN-BIG is aligned with the EU-DG MARE communication on Sustainable blue economy in the EU – May 2021** as it will boost the goals to “promote gender balance in the maritime professions”; “invest in data collection, consolidation and analysis on women working in the maritime sector” and “increase women's representation in the workforce and raising their profile in the formal governance of the blue economy”.

**WIN-BIG project is also aligned with the Green Deal** as it fosters the development of more capacity building for women in BuE emergent decarbonising sectors like blue biotechnology, ocean renewable energies or even sustainable tourism and Nature-based solutions.

## SYNERGIES WITH OTHER EU FUNDING

**WIN-BIG** will capitalise on previous data and outputs of very successful projects and initiatives, having identified 48 projects on whom it may build upon.

Additionally, **WIN-BIG will work closely with sister project WINBLUE** to leverage each other's funding and reach out capacities and complement each project's actions to avoid duplication and share knowledge and data.

Finally, WIN-BIG's approval has already led to additional funding being raised by associate partner AKP/NCE, Norway from regional/national government funds to further extend our actions to their regions and is raising a lot of interest in many fora.

## PARTICIPANTS

The consortium of **14 partners in 9 European countries** was designed to be complementary, both in terms of BuE sectors covered and expertise required, as well as, to cover the desired geographical EU sea basins, matching perfectly WIN-BIG objectives and needs. It **covers all 6 EU basins and BuE sectors' expertise**.

Within the consortium of WIN-BIG, there are **11 beneficiary partners** and **3 associated partners**. On board we have **5 Universities and R&D institutions** that will mainly be responsible for managing the project and working on all

mapping and reporting of gender status in EU blue economy using the appropriate scientific approaches and analysis. The **5 clusters, network representatives or associations** represent the wealth and diversity of BuE sectors in all covered sea basins and will mainly be responsible for linking and networking and providing specific model events and training opportunities fit to each basin. The **2 women dedicated climate and ocean-focused NGOs** will provide insights and representation of minor and, sometimes, individual stakeholders while leveraging their individual actions towards a European-wide impact and the **2 SMEs** are both experienced in BuE and will be responsible for developing the training and communication and legacy outputs of this project in close connection with the remaining partners. The **3 associated partners**, University of Ghent Belgium, Cluster Forum Oceano Portugal and AKP/NCE, Norway further add to the capacity of WIN-BIG and will help in all WPs, by promoting and disseminating the surveys in their area of action and linking with local relevant actors, foster the attraction of young female students and researchers to the WIN-BIG ecosystem and participate in the events and dissemination of the project outputs to their communities.

The WIN-BIG consortium is supported by an outstanding **Advisory Steering Committee** composed of **8 individuals representing large stakeholders** (CNR, ECSA, Cluster Maritime Francais, ARCTIC Frontiers, Bulgaria Maritime Cluster, SUBMARINER and HELCOM/VASAB Baltic network and UN Global Compact) and together with WIN-BIG partners allow the coverage all EU sea basins. Furthermore, these members have experience in either gender or blue skills related areas and/or are representatives of larger groups of interest within specific sectors of the blue economy, including the 3 main sectors to be tackled by WIN-BIG.

Additionally, WIN-BIG will count on a **larger stakeholder support network**, cross EU borders, from Canada to Africa and other European relevant stakeholders (e.g. WISTA/IMO, IORA, or Italian Blue Growth), where the consortium has ties and links that will help the project goals and outputs to have a wider reach and impact. These include WISTA Italy, Canada Ocean Super Cluster, Principe Foundation in Africa, DGPM, Ministry of Sea and Economy Portugal, WESTMED Initiative and Atlantic Strategy Committee Presidencies or Italian Blue Growth just to name a few.

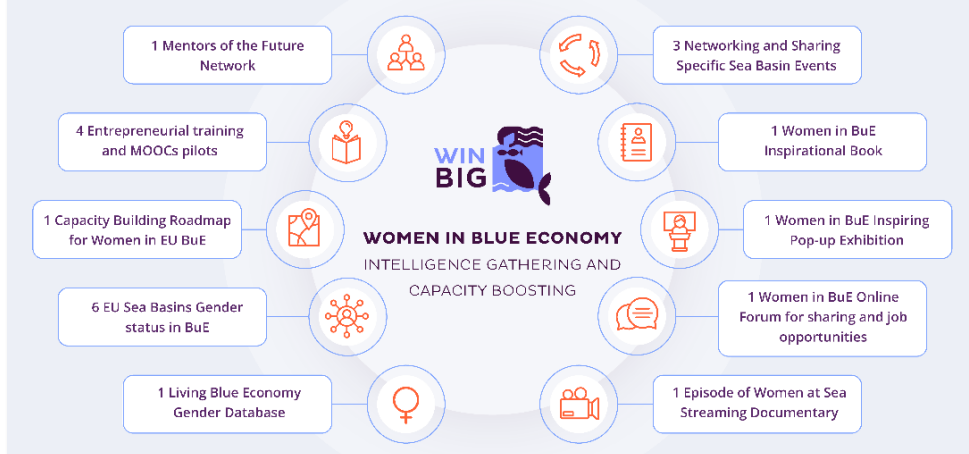
This structured composition guarantees WIN-BIG complementarity of capacities, knowledge and approaches, allowing a broad geographical coverage and a wide pool of expertise to support the focus on the 3 desired emerging BuE sectors to be tackled.

## EXPECTED RESULTS AND ACHIEVEMENTS

WIN-BIG will develop a myriad of outputs and impact a wide range of stakeholders, from women professionals to young girls aspiring to be leaders one day; to men in c-level positions and SME boards, to clusters and policy/industry decision makers.

**The next figure depicts the expected results:**

## Expected Results



## PHOTOS AND VISUALS

The project has developed a harmonious design and brand, including a logo:



## Consortium and Sea basin Coverage



## Objectives



## Expected Impacts

