

WOMEN

IN BLUE ECONOMY

INTELLIGENCE GATHERING AND CAPACITY BOOSTING

WIN-BIG MEDITERRANEAN EVENT
27th March 2025 - Italy, Rome



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Communication Skills for the BuE

Key communication strategies to pitch effectively and with confidence, to engage stakeholders.



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01

Pillars

Effective communication pillars in the Blue Economy

02

Skills

Effective presentation skills, tips & abilities

03

Structure

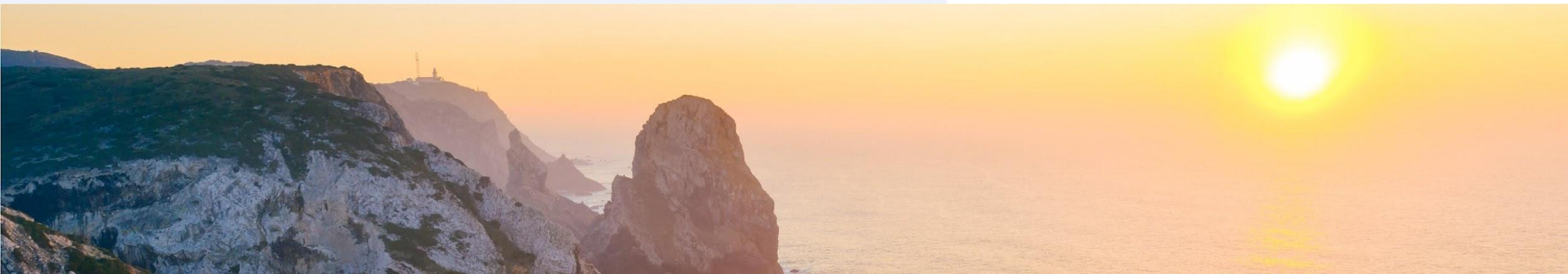
Structure your own “elevator pitch”

04

Practice

Speed dating interactive session. Role-play

Workshop agenda



Why communication structure matters in the Blue Economy

In the Blue Economy, professionals must convey **complex ideas clearly to diverse stakeholders**: investors, policymakers, and partners.

A well-structured message increases **credibility, engagement, and influence**.





01 PILLARS



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Communication pillars



- CLARITY
- CONFIDENCE
- STORY TELLING
- ADAPTABILITY

Persuasion pillars

Aristotle's model

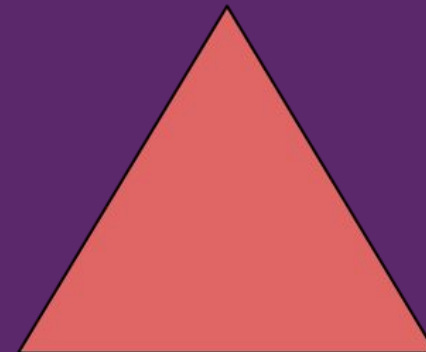


Effective persuasion requires a balanced use of “ethos, logos, and pathos” working together

ETHOS
(Credibility)

PATHOS
(Emotion)

LOGOS
(Logic)

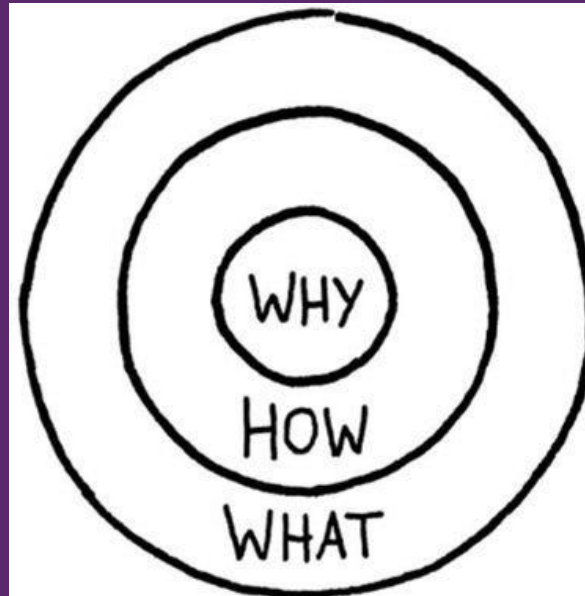


The art of influencing

Simon Sinek



The Golden Circle model. Start with WHY



Why = The Purpose

What is your cause? What do you believe?

Apple: We believe in challenging the status quo and doing this differently

How = The Process

Specific actions taken to realize the Why.

Apple: Our products are beautifully designed and easy to use

What = The Result

What do you do? The result of Why. Proof.

Apple: We make computers

Example: Greta Thunberg

Climate activist Greta Thunberg, uses direct communication, logic, data facts, and emotional appeal to persuade world leaders



The Climate Book

Over a 100 experts were brought together by Greta Thunberg to write up their knowledge on the climate emergency.

Example: Greta Thunberg

Climate activist Greta Thunberg, uses direct communication, logic, data facts, and emotional appeal to persuade world leaders



Example: Patagonia

Patagonia, global outdoor sportswear, “made from stuff that doesn’t belong in the ocean”. Use recycled nylon from discarded fishing nets.



Example: Patagonia

Patagonia, supporting and encouraging activism, taking action

Shop Activism Sports Stories

patagonia



**We're in business to
save our home planet.**

From defending wild places to championing community-owned energy, we support innovative activism that addresses the root causes of the environmental crisis and seeks to protect both the environment and affected communities.

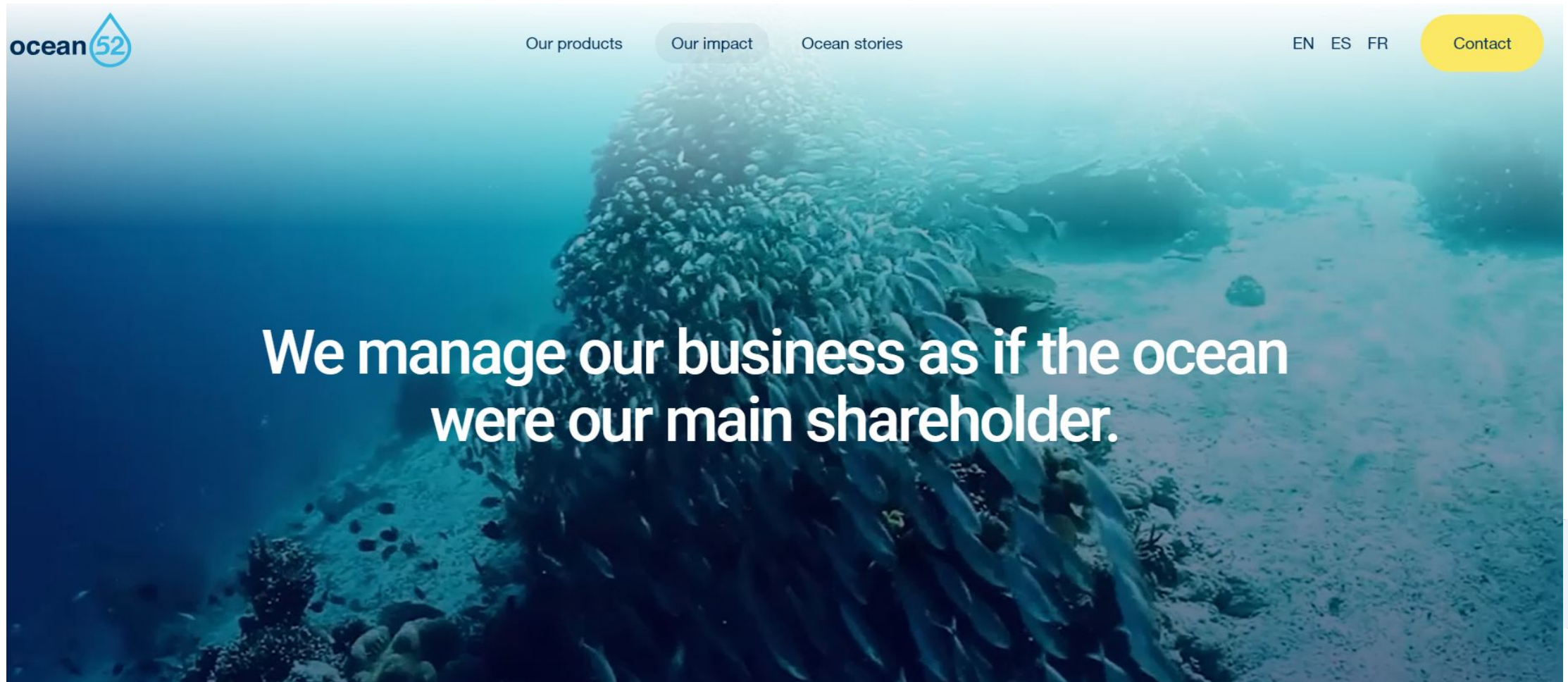
Example: Patagonia

Patagonia, personal storytelling from founder

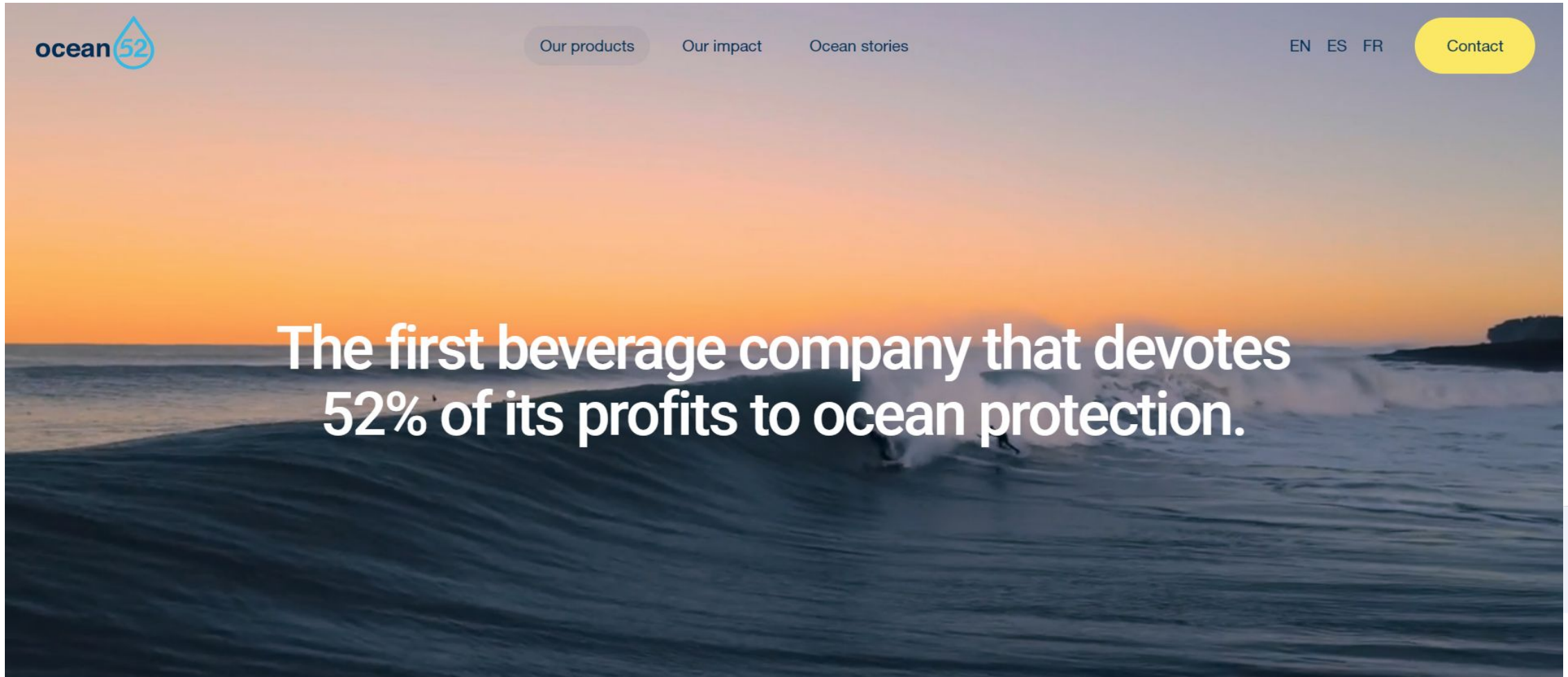


Example: Ocean 52

Ocean 52, a pioneering beverage company, eco-friendly alternative to water bottles, committed with the ocean, No-Plastic water



Example: Ocean 52



Example: Ocean 52

Ocean 52, No plastic packaging



Example: Ocean 52

Ocean 52, coherent with all activities and use of resources

Discover our projects



The Beach Cleaners®



Bottle x Bottle Project



Education Program



Marine Regeneration

Example: Ocean 52

Ocean 52, multiple communication channels

Instagram

[Log In](#) [Sign Up](#)



Example: Estrella Damm

Communication TV ad Estrella Damm 2019 "otra forma de vivir"
Caution, if no coherence is perceived as greenwashing!

2019 impactful communication. Committed with sustainability and the ocean



2021 The decorative plastic shrink wraps were completely eliminated from their packs.





02

SKILLS



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Why communication skills matters

Strong communication isn't just about what you say, but also **how you say it.**

55% of communication is **body language**, **38% tone**, and only **7% words.**

Your words are not just heard but also **felt and believed!**



The use of the voice



Beyond conveying words, your voice has the power to connect with people's emotions, persuade them, inspire them, and even influence them

Voice tools

- Tone
- Intensity
- Rhythm
- Questions

The use of pauses



Pauses are a highly effective tool in oral communication, allowing us to control the pace of our speech and maximize its impact.

When to use

- As a transition element
- To emphasize the speech
- To create suspense
- As a moment for reflection
- To highlight key ideas

The body language



Body language reinforces your message, enhances audience engagement, supports message retention and builds credibility.

Tools

- Interaction
- Gestures
- Posture
- Eye contact

The body language



Body language Tips

Gesture Tips

- Open
- Balanced
- Expressive
- Close

Manage anxiety

Your unique perspective worth sharing. Don't let fear hold you back!



Tips

- Focus on connecting, not perfection
- Prepare the intro, first words
- Rehearse and practice
- Use an outline that includes key points
- Pay attention to the message, don't memorize
- Firmly believe that the audience is interested in what you have to say
- Have confidence that. Will go well
- Do some relaxation exercises

Manage male-spaces

Women and men communicate differently, women tend to be more collaborative, indirect, emotional, empathic, entering into details



Tips for women when communicating in male-spaces

- Be direct & concise
- Own your achievements
- Results-driven
- Handle interruptions firmly
- Match their energy
- Stay positive
- Generate “Growth circle” conversations



03

STRUCTURE



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Things to be defined beforehand



Adapt your speech to your audience to make it more relevant and engaging.

- **TARGET.** Who is your audience?
- **OBJECTIVE.** What do you want the audience to say, think, or do?
- **MESSAGE.** Organize your ideas

Pitch components



The structure should be logical and clear, making it easier to understand and helping to maintain the interest

- OPENING
- DEVELOPMENT. THT BODY SPEECH
Idea 1 > Idea 2 > Idea 3
- CLOSING

Pith Structure

The structure of a powerful pitch



A successful pitch captures attention, explains value, and creates urgency.

1. HOOK
2. WHO YOU ARE AND WHY IS RELEVANT
3. PROBLEM
4. SOLUTION
5. IMPACT
6. CALL TO ACTION

Pith Structure



Common pitching mistakes to avoid

- ❌ TOO MUCH TECHNICAL DETAIL
- ❌ LACK OF PASSION
- ❌ NO CLEAR ASK
- ❌ IGNORING THE AUDIENCE

Elevator pitch



Elevator Pitch Example - 1min

Hook:

"What if ocean waste could fuel a sustainable economy?"

Problem:

"14 million tons of plastic enter our oceans yearly, half from discarded fishing nets, polluting ecosystems and threatening economies."

Self introduction

Hi, I'm [Your Name], founder of Sustainable Ocean Ventures. We're turning ocean waste into a business opportunity."

Solution

"We upcycle marine waste into high-value materials for fashion, furniture, and construction—turning pollution into profit."

Impact:

"We clean oceans, create sustainable jobs, and tap into a \$3T Blue Economy market."

Call to action:

"We're raising \$2M to scale. If you're an investor or partner, let's talk!"



04

PRACTICE!



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01

Context

Select one project you would like to push to create impact & Identify one target you need to persuade to move forward

02

Prepare an elevator pitch

Follow the pitch structure

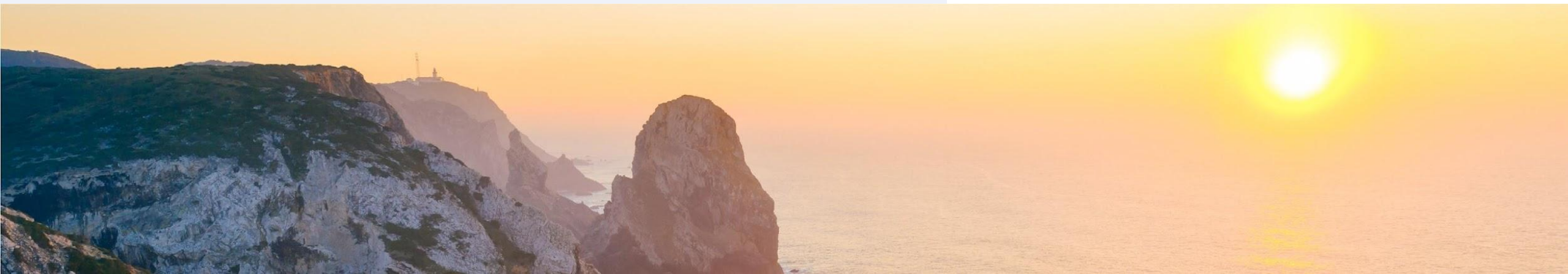
03

Speed dating pitch

1 minute to engage the target

Elevator pitch activity

Context: “your impact on blue economy”



ELEVATOR PITCH ACTIVITY. 1 minute to engage



Hook:

Problem:

Who you are/what you do:

Solution:

Impact/Unique Value Proposition:

Call to action:

INVESTOR SPEED DATING ACTIVITY



- Getting into Position (2 min). Everyone stands up and splits into two lines facing each other:
One line will be **entrepreneurs** (pitching their ideas).
The other line will be **investors** (giving feedback and asking questions).
- Speed Pitching Rounds (15-20 min). Each round lasts 2/3 minutes:
1 minute for the **entrepreneur** to pitch.
1 minute for the **investor** to ask questions or give quick feedback.
- At the signal, entrepreneurs move one step to the right to pitch to the next investor.
- After 3 rounds, exchange roles
- Wrap-Up & Feedback (5-10 min)







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