

WOMEN

IN BLUE ECONOMY

INTELLIGENCE GATHERING AND CAPACITY BOOSTING

WIN-BIG MEDITERRANEAN EVENT

WIN BIG



Co-funded by
the European Union





Panel 4: Women in science, research, innovation in BuE emergent sectors, a space of opportunities

Sustainability and Innovation in the Blue Economy

Blue Economy: Sustainable Innovation for Women Leaders

Interactive 1h30 workshop covering sustainability foundations, innovative solutions, and circular economy practices.



Pierpaolo Campostrini



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the European Union

Principles, practices, and future prospects driving sustainable development and innovation



This interactive 1h30 session explores sustainable development principles and innovative practices shaping marine industries.



Foundational

Understand key sustainability principles driving environmental resilience in marine sectors.



Innovative solutions and Green-Digital Transition

Explore how the integration of green and digital transitions can enhance and support the BE development.



Circular Value Chains

Introduce the principle of circular economy and the role of industrial symbiosis in promoting the BE and discover related successful local projects



Practical Applications

Gain actionable insights through interactive discussions and real-world examples.

The learning lab sessions: modules and approach

For each module, participants will work in groups (4 groups of 15 people each).
Balanced groups are highly recommended, including people with complementary skills.



Module 1: World Café Format

4 thematic tables with rotating discussions (20 min)



Module 2: Thought-Provoking Questions

Marine sustainability challenges and technological opportunities
(30 min)



Module 3: Knowledge Exchange

Brief rotations for diverse perspectives (30 min)



Interactive Panel & Networking: Collective Insights

Group sharing of key discoveries

Module 1: Foundations of Sustainability and Innovation

This 20-minute: **World Café Discussion** format stimulates knowledge sharing. Tables explore sustainability challenges, marine technology, and innovation opportunities.

Form Discussion

Once organized into thematic tables, each group will address a different key Blue Economy topic.

Engage in Targeted Conversations

Discuss marine sustainability challenges and technological innovations for 5 minutes.

Rotate and Build

Move to new tables, adding new insights to previous discussions.

Synthesize Collective Wisdom

Each table shares key insights with the entire group.

Module 1: Thematic groups



1

Adoption barriers

What prevents sustainable practices in Blue Economy sectors?

2

Success stories

Share effective sustainable initiatives you've encountered.

3

Innovation for sustainability

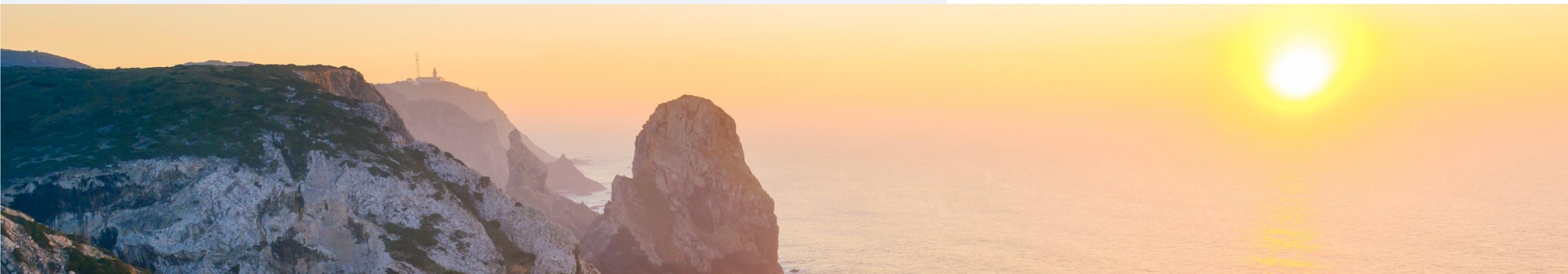
How can innovation improve maritime and coastal sustainability?

4

Culture Change

How can we promote sustainability in Blue Economy businesses?

These topics will guide your table discussions. We suggest to have **one moderator per table** who will be in charge for the wrap-up of the contents emerged from the table discussion. Rotate every 5 minutes to contribute to each topic.



Module 2: Innovation Solutions and Green-Digital Transition



Challenge Assignment

Groups receive a challenge focused on the green-digital transition.



Innovation Sprint

Groups brainstorm innovative, sustainable solutions to address the challenge (15 mins).



Solution Pitches

Each group presents their solution (1-2 mins), followed by a vote for the best idea.

Module 2: Proposed challenges



Each group will tackle one of these challenges during 15-minute discussion



Digital Marine Management

AI and big data applications for sustainable fishing and ecosystem conservation.



Maritime Renewable Energy

Innovative solutions to reduce fossil fuel dependency in vessels and ports.



Smart Plastic Reduction

Technologies for monitoring and collecting marine waste.



Smart Ports and sustainable logistics

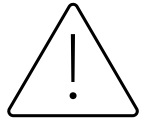
Reducing CO₂ emissions and enhance port efficiency through digital strategies.

Develop practical green-digital solutions that address real-world maritime challenges

Module 3: Circular Economy and Industrial Symbiosis



Building on a preselected sustainability challenge, participants will examine how cross-sector collaboration creates circular value chains in maritime industries.



1. Problem Scenario

All the groups receive a real marine sustainability challenge to be solved



2. Role Assignment

Each group represents key Blue Economy stakeholder



3. Collaborative Solutions

They must negotiate and propose a solution where all sectors collaborate



4. Solution Sharing

A selected representative will present to the community the outcome of the negotiation reached through the discussion among the groups.

In this 30-minute role play, participants will negotiate as key Blue Economy stakeholders to solve a pressing sustainability challenge through industrial symbiosis.

The challenge to be faced: Find innovative solutions for waste reuse in ports and maritime industries for supporting Circular Economy

The key Blue Economy stakeholders:



Port Operators

Responsible for waste management in ports.



Maritime Industries

Shipyards, maritime transport, fishing industry.



Circular Economy Startups

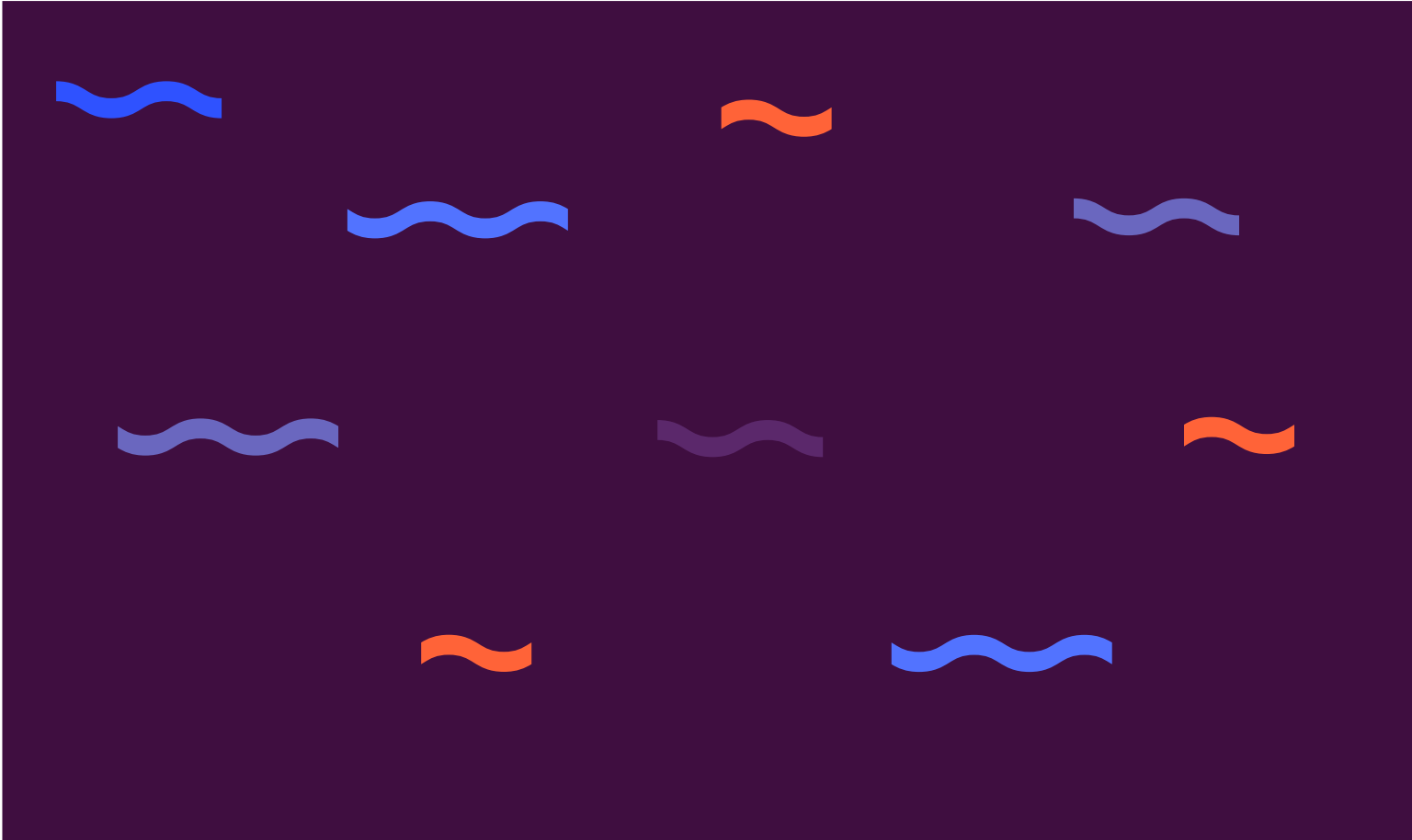
Companies specialized in the recycling and reuse of waste materials



Local Governments

Regulatory bodies, port authorities, public administrations.





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