

WIN-BIG BALTIC EVENT

November 5-6th, 2025 | Kiel, Germany





WIN-BIG Baltic Event

Empowering Women in the Baltic Blue Economy: Innovation, Growth, and Connection

ABOUT

The WIN-BIG Baltic Event, organised within the framework of 3 WIN-BIG Sea Basin regional events (Mediterranean, Baltic and Atlantic), aims to strengthen links and synergies between women operating in any of the Blue Economy (BuE) sectors creating a welcoming space for everyone to contribute to gender inclusivity. The first part of the event will be a conference where the results of a gender mapping will be presented for the region, and where local speakers will be invited to join the conversation. The goal is to strengthen the presence of women in the blue economy by addressing barriers they face, promoting knowledge transfer and enhancing their role as professionals in the BuE by fostering career opportunities and new formats to climb the EU BuE career ladder. The event will also establish learning labs that equip women with horizontal skills that can be applicable in any of the BuE sectors, and finally we will host a women's retreat aimed at creating a safe space to take an introspection reflection and do exercises that connect us with ourselves.

The WIN-BIG Baltic Event will take place in Kiel, in Germany, and will be held in English.



DESCRIPTION

DAY 1 – CONFERENCE DAY | NOVEMBER 5th

Venue: 📍 [Seeburg](#)

The Conference Day represents the opening session of a 2-day event. It creates a space for open discussion, knowledge-sharing and collaboration among representatives at regional level. The program includes keynote speeches, panel discussions, and dedicated sessions led by experts and leaders in the Blue Economy. These sessions are designed to explore challenges, share innovations, and highlight strategies to promote inclusivity and equality in the Blue Economy. The Conference Day will also be a chance to network informally, fostering connections with peers, mentors, and stakeholders. This half-day event provides an engaging opportunity to exchange ideas, strengthen professional relationships, and gain insights into the latest developments in the Baltic Blue Economy.

Attendance expected: **120 participants.*

The detailed agenda for the conference is under development. Please keep posted for updates.

Panel	Topic
Panel 1	Blue food/feed/bioproducts
Panel 2	Citizen engagement/communication
Panel 3	Governance/policy
Panel 4	Offshore



DAY 1 – LEARNING LABS PART 1 | NOVEMBER 5th

Venue: 📍 [Seeburg](#)

The Learning Labs Day offers a practical, hands-on learning experience for empowering women in the Blue Economy by identifying and filling in capacity gaps. Participants will join interactive workshops where each session will be facilitated by mentors and experts, providing insights and fostering collaboration among attendees. By focusing on skill-building and professional growth, the Learning Labs will help participants navigate challenges, drive innovation, foster leadership qualities in the Blue Economy and encourage networking.

Please note that attendance will be **limited to 60 participants*

Learning Lab	Description
Learning Lab 1 - Intellectual property: Your Ideas, Your Power	In the dynamic world of the blue economy, innovation is a constant—but knowing how to protect your ideas is just as vital. This hands-on lab will demystify the fundamentals of intellectual property (IP), from copyrights and trademarks to patents and trade secrets. You'll learn how to identify what's worth protecting, when and how to protect it, and how to avoid common pitfalls. Through real-life examples from the marine and maritime sectors, participants will gain the confidence to take ownership of their innovations and ensure their contributions are recognized and valued.



Learning Lab 2 –
**Funding Fundamentals:
Research vs. Innovation**

Navigating the funding landscape can be complex—especially when moving from research to market-driven innovation. This learning lab breaks down the differences between research project funding (such as EU or public grants) and innovation funding (like venture capital, angel investors, or blended finance). We'll explore which options suit different stages of a project or business, how to build basic finance skills, and how to frame your ideas for the right audience. Whether you're leading a research team or launching a startup, this lab offers a clear path to understanding the resources available—and how to access them.

DAY 2 – LEARNING LABS PART 2 | NOVEMBER 6th

Venue: [📍 Kiel Marine Science Campus](#)

This will be the continuation of Day 1, with 2 more Learning Labs to go through, building onto the closing of the event, which will be a retreat for women.

Please note that attendance will be **limited to 60 participants*

Learning Lab	Description
Learning Lab 3 – The Negotiation Game	Negotiation isn't just about asking for more—it's about knowing your worth, finding common ground, and communicating with clarity and purpose. This interactive lab blends practical communication strategies with role-playing exercises tailored to real-life scenarios in the blue economy. You'll explore how gender dynamics can affect negotiation, learn tactics to navigate male-dominated environments, and practice building your confidence in



	high-stakes conversations. Walk away with a toolkit of techniques and a supportive peer network ready to cheer you on in your next pitch, partnership, or promotion.
Learning Lab 4 – Open for suggestions	<i>TBD – Communication? Considering different backgrounds: economics, science, social sciences, etc. How the educational background influences your view later on and the way you communicate</i>

Please note that attendance will be **limited to 60 participants*

DAY 2 – WOMEN'S RETREAT | NOVEMBER 6th

Venue: 📍 [Kiel Marine Science Campus](#)

The Women's Retreat Day is designed to empower women professionals and leaders in the Blue Economy by fostering confidence, resilience, and meaningful connections. The program features a group of women for self-confidence, voice activation, and sharing inspirational stories. Participants will engage in storytelling sessions, sharing personal experiences in a supportive and intimate environment to promote professional growth and mutual inspiration. This unique blend of activities provides participants with valuable insights for personal and professional development while building a supportive community of like-minded professionals and mentors.

Please note that attendance will be **limited to 40 participants - invitation only*



THE PROJECT

WIN-BIG AIM

The WIN-BIG project is addressing the gender imbalance and capacity gaps across BuE sectors in the EU to support women joining and climbing their way up the value chain. Our ambition is to make the European Blue Economy industry more gender-balanced and sustainable. To do so, we will:

- Provide an accurate and comprehensive dataset on gender status and women's role in BuE across all 6 EU sea basins (Atlantic, Mediterranean, Baltic, North, Arctic and Black Sea);
- Identify skills gaps preventing women from entering or progressing in the career ladder;
- Develop female- and sea basin-oriented learning labs, acceleration programs and networking events to promote female role models and women-oriented BuE emergent sector.

FOLLOW US

- WEBSITE: www.winbigproject.eu
- INSTAGRAM: https://www.instagram.com/winbig_eu/
- LINKEDIN: <https://www.linkedin.com/company/92812468/>
- X: https://x.com/WINBIG_EU



HELP US UNCOVER THE REALITIES OF GENDER IN THE BLUE ECONOMY AND CO-CREATE A MORE INCLUSIVE, SUSTAINABLE FUTURE FOR ALL

By filling out our survey, you will help us inform the EU's ongoing efforts to progress gender equality in the ocean economy industries and the actions, policies and practices that will be implemented over the next years.

The survey is available in 7 languages.

<https://winbigproject.eu/survey>

