

WIN-BIG **BALTIC** EVENT

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

5-6th November | Kiel, Germany

Women

Organised by: 



Blaue
Bioökonomie



KIEL
MARINE
SCIENCE

WOMEN IN BLUE ECONOMY

INTELLIGENCE GATHERING
AND CAPACITY BOOSTING



Co-funded by
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Project overview



Co-funded by
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Project Partners

- | | | | | | | | | | |
|----|--|----|---|----|--|----|--|----|--|
| 01 |  universidade
de aveiro | 02 |  GEONARDO® | 03 |  BLUEBIO
ALLIANCE | 04 |  BUSINESS
as NATURE | 05 |  s.Pro
sustainable
projects |
| 06 |  OLLSCOIL NA
GAILLIMHE
UNIVERSITY
OF GALWAY | 07 |  <i>Marine Institute</i>
<i>Foras na Mara</i> | 08 |  clúster
maritimomarinodeandalucia | 09 |  NOVA
UNIVERSIDADE NOVA
DE LISBOA | 10 |  W4
#WOMEN4OCEANS |
| 11 |  FEDERAZIONE
DEL mare
FEDERAZIONE DEL SISTEMA MARITTIMO ITALIANO | 12 |  GHENT
UNIVERSITY | 13 |  FORUM
OCEANO
CLUSTER DA ECONOMIA DO MAR | 14 |  akp
Norwegian Centres of Expertise
NCE Blue Legasea | | |

Project number: 101111985 / Date: 01/05/2023-30/04/2026 / Budget: € 1,321,013.54

Project Overview

With the support of **14 partners** from **9 countries**, WIN-BIG is addressing **gender imbalance** and **capacity gaps** in the **Blue Economy** across all **6 EU sea basins**, with a specific **focus on 3 emerging sectors**



Marine Renewable
Energies and Robotics



Blue biotechnology



Sustainable tourism
and blue sports



Why now?

01

BuE is still a traditionally **male-dominated** economy in almost all its established and emerging sectors.

02

Women make up just **29%** of the **workforce** in the BuE industry and only 20% in national maritime authorities

03

Women are in the **lowest-paid, least-protected, and lowest-status positions**, with their contributions being overlooked or undervalued.

04

Data is currently unavailable for other regions and not yet available for all Blue Economy sectors in the EU.

05

Need for gender equality to be mainstreamed and integrated into legislation and policies to promote improved employment opportunities for women.

06

Need to ensure a **gender-equal sustainable Blue Economy**.



To Whom?



Women

Women professionals, entrepreneurs and female lead of startups and SMEs



Men

Allies and advocates for gender equality



Clusters & Associations

Maritime & marine clusters and associations



Policy

Relevant national, regional and EU policymakers



BuE Sectors

All existing and emerging Blue Economy sectors



Public & Youth

All other groups interested in the project



Academia

Researchers working in the topic



How and What?



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Objectives



To map, report, and **assess gender representation** in the EU Blue Economy

Identify and **map capacity-building needs** per basin to empower women in leadership and participation in the Blue Economy.

Provide **tailored training, mentoring and networking for women** in various blue economy sectors and fields to boost women's capacities in entrepreneurship & innovation

Facilitate **networking and knowledge sharing** through Women Blue-focused retreats in each sea basin.

Assist knowledge and **best practices exchange** and promote training opportunities among sea basins to enhance collaboration in the Blue Economy



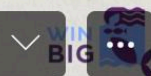
Objectives



Expected Impacts



🌐 Español (México)



CALLING WOMEN OCEAN CHAMPIONS



WE WANT TO HEAR YOUR STORY!

Are you involved in the blue world? Do you want
to be a role model for other women out there?
Let's inspire people together 🙌

Empezar ahora

CALLING WOMEN OCEAN CHAMPIONS







Follow us for more!



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November 5, 2025



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Labour force of the Baltic Sea

Blue Economy Sector	Female	Male	% Female
Living resources	26,682	37,701	41%
Blue biotechnology	750	770	49%
Coastal tourism	247,807	199,667	55%
Marine renewable energy and offshore exploration (oil and gas)	6,410	16,759	28%
Engineering and technology	17,949	65,970	21%
Ports and shipping	109,924	308,271	26%
Research and marine education (third level)	68,013	84,655	45%
R&D related to the marine	12,959	27,064	32%
Public administration related to marine	1,100,723	958,169	53%
Market & Services	145,412	126,852	53%
Total	1,736,629	1,825,878	49%

Country	Number
Denmark	201,843
Germany	2,197,286
Estonia	46,382
Latvia	51,255
Lithuania	75,010
Poland	558,809
Finland	123,092
Sweden	308,830



WIN-BIG SURVEY METHODOLOGY

- Launched on the 8th of March 2024
- Available online in 7 LANGUAGES - English, Spanish, Portuguese, French, German, Italian and Irish
- Disseminated via email, social media, press and in person during events
- Goal: to gather information about gender status and persistent capacity gaps in the EU blue economy sectors

1074 European responses collected: 134 responses are from the Baltic countries

WIN-BIG SURVEY STRUCTURE



1: Industry and Firms

- Ocean economy industry
- Type of organization
- The country of the firm
- Size of the firm
- % of females in the firm

2: Working arrangements and culture

- Employment level; contract type
- Years in current employment
- Taken carer's leave
- Work-life balance; flexible working arrangements
- Culture

3: Gender culture and treatment within organization

- Gender discrimination
- Forms of harassment
- Leadership committed to EDI

4: Opportunities to progress in career

- Process of applying for an internal vacancy
- Access to the training; mentoring, opportunities for career growth; supervisor support
- Challenges for the career progression

5: Women in the workforce

- Formal policy to gender balance in hiring;
- Gender policy;
- Barriers;
- Female managers/role models

6: Women respondents only

- Treated the same as men;
- How often treated differently;
- Payment;
- PPE

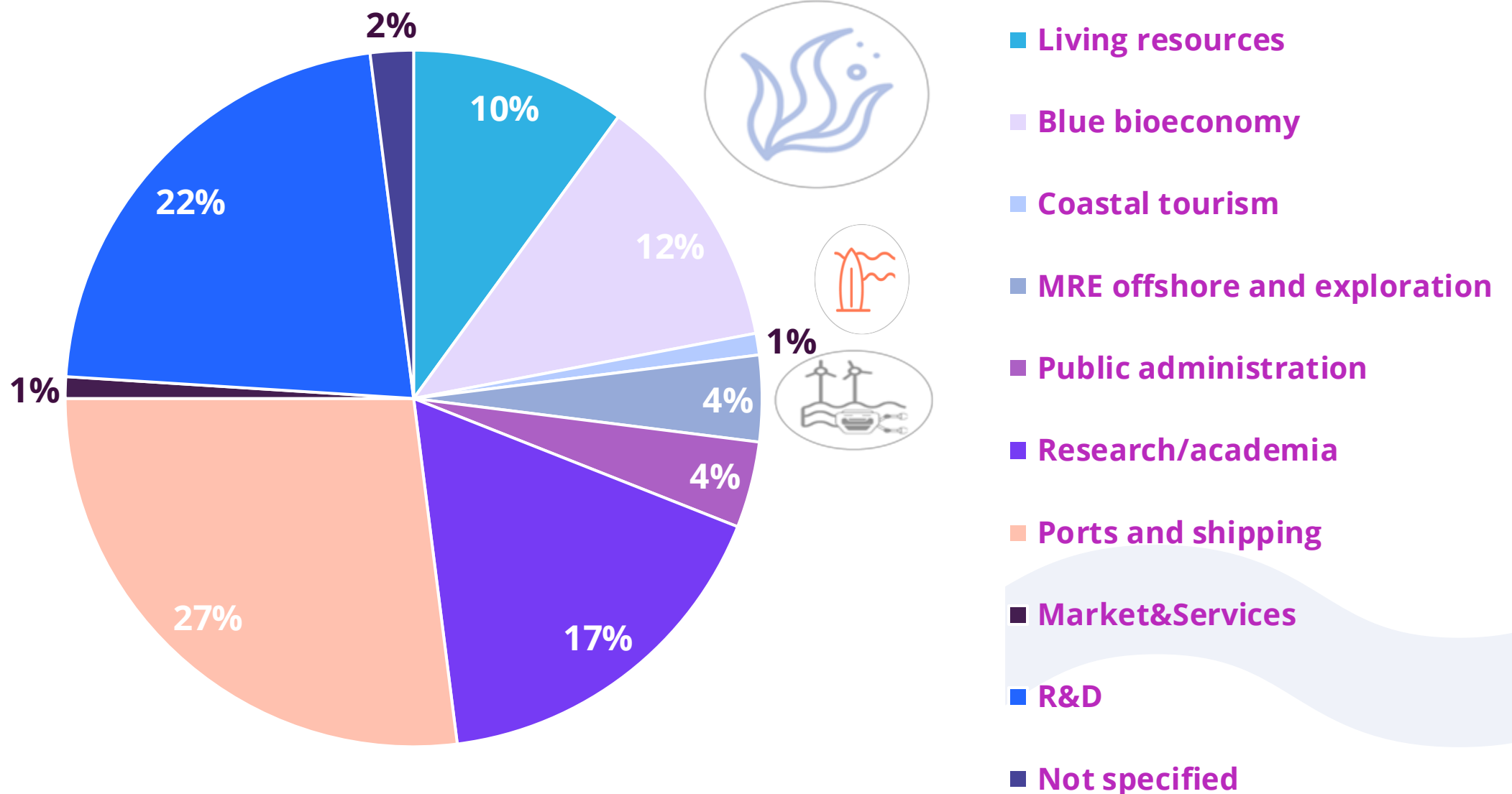
7: Demographics

- Age;
- Ethnicity
- Marital status
- Education level
- Carer's responsibilities

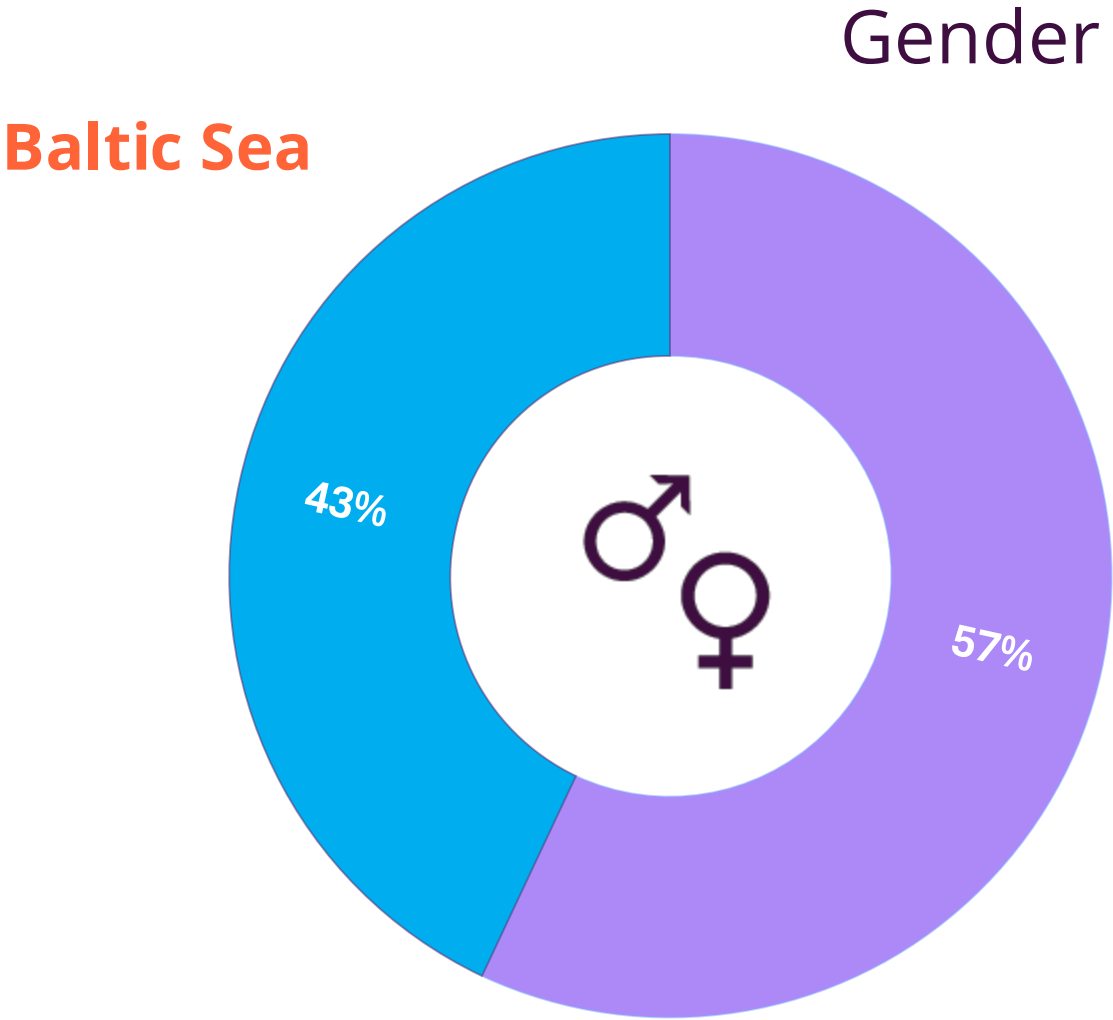
Blue Economy Sector distribution (Baltic Sea)



Percentage of respondents per blue economy sector



Demographics of the respondents



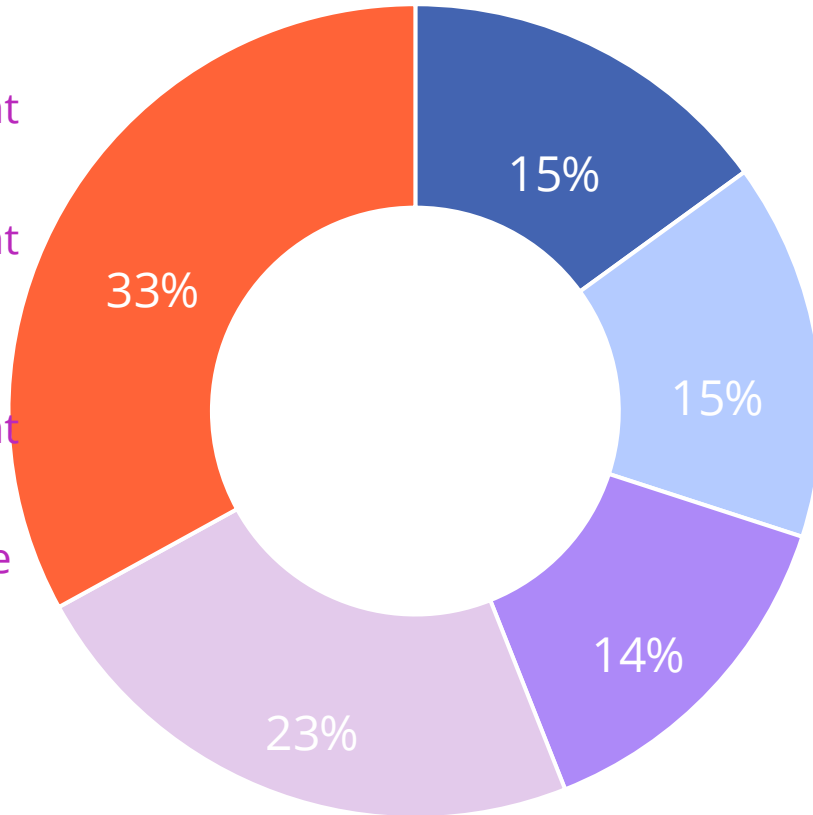
Female (total sample)	Male total (sample)
50%	50%

- Female
- Male

Demographics of the respondents (Baltic Sea)

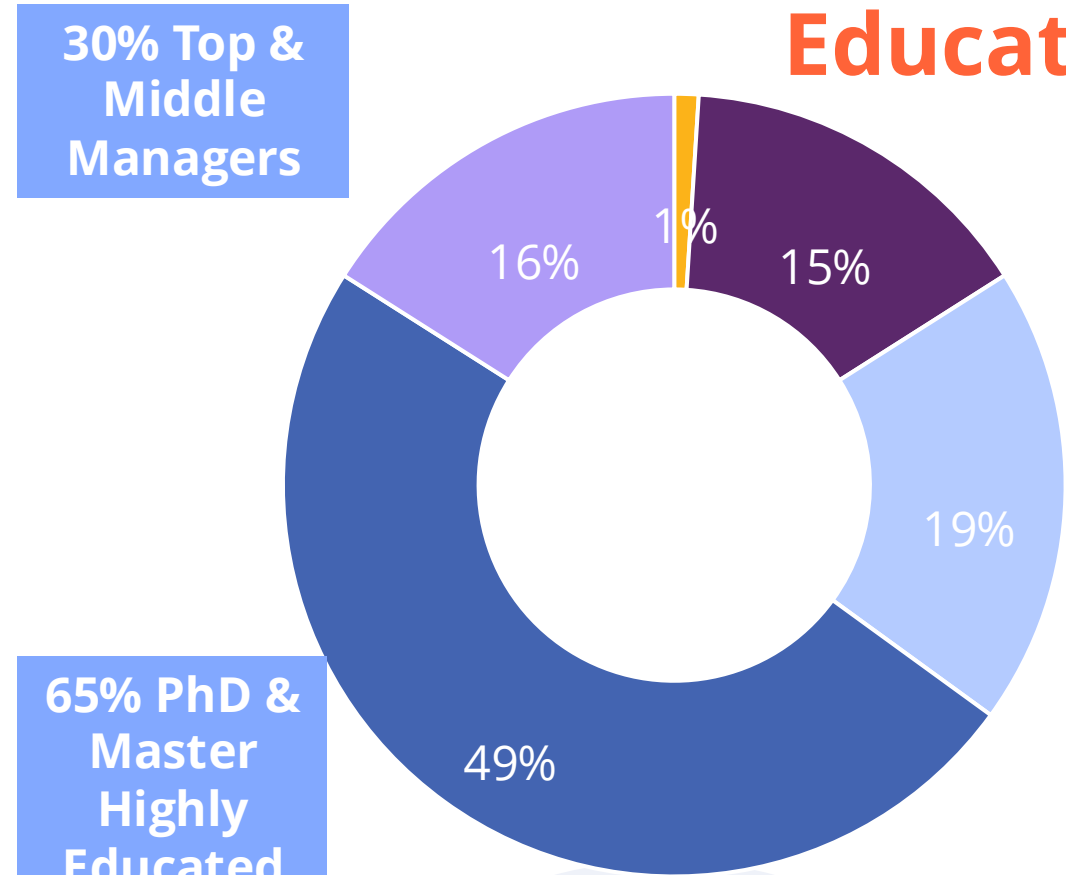


- Executive or senior management
- Middle Management
- First-level management
- Intermediate
- Entry-level employee



Employment Level

Education



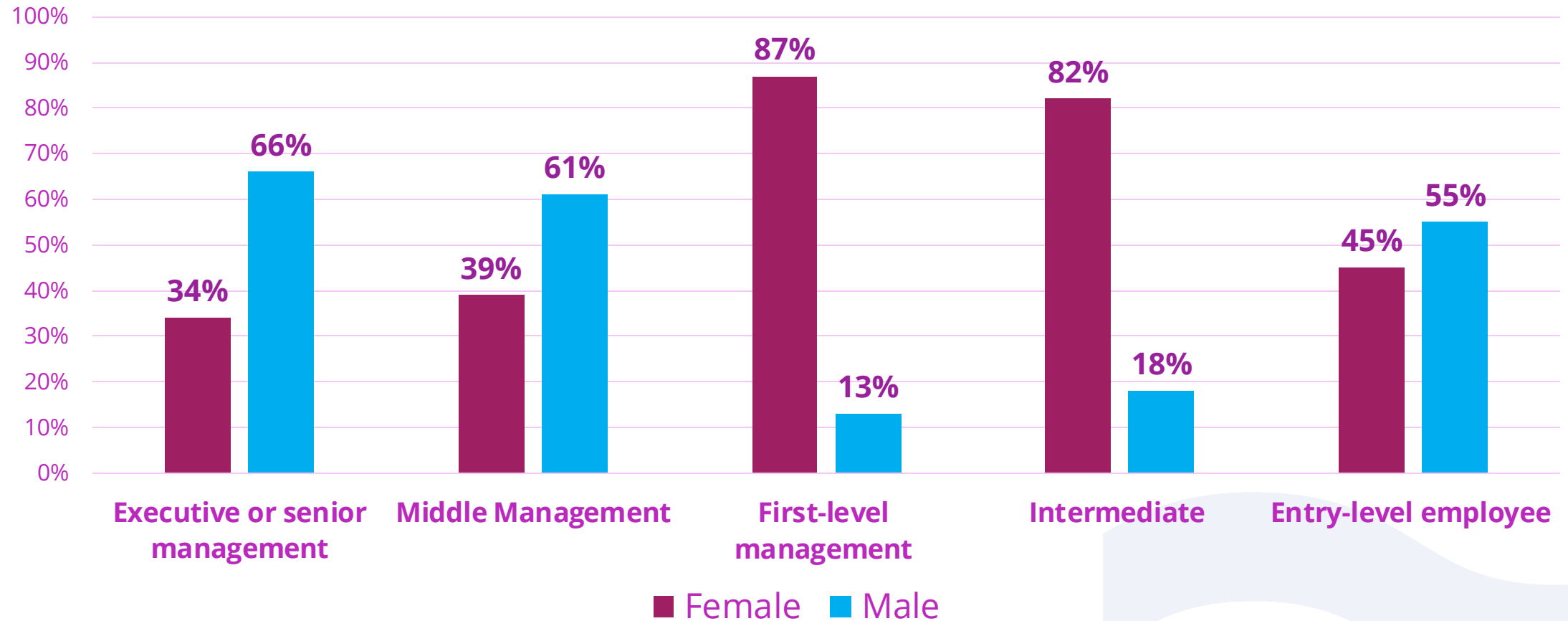
- Primary level
- Bachelor's
- Doctoral
- Secondary level
- Master's

Gender distribution by employment level

Baltic sea respondents



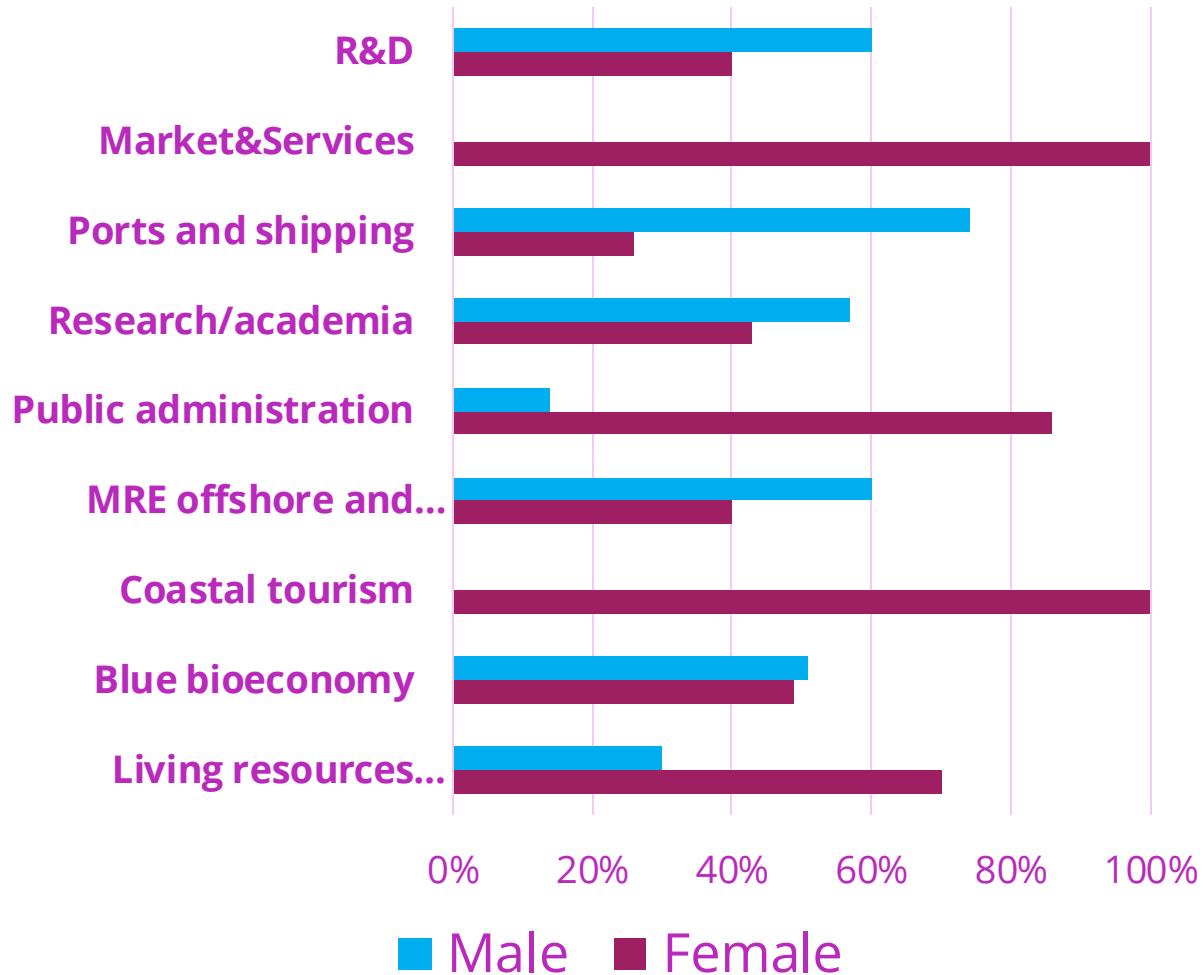
Highest % of females are in lower levels of career ladder



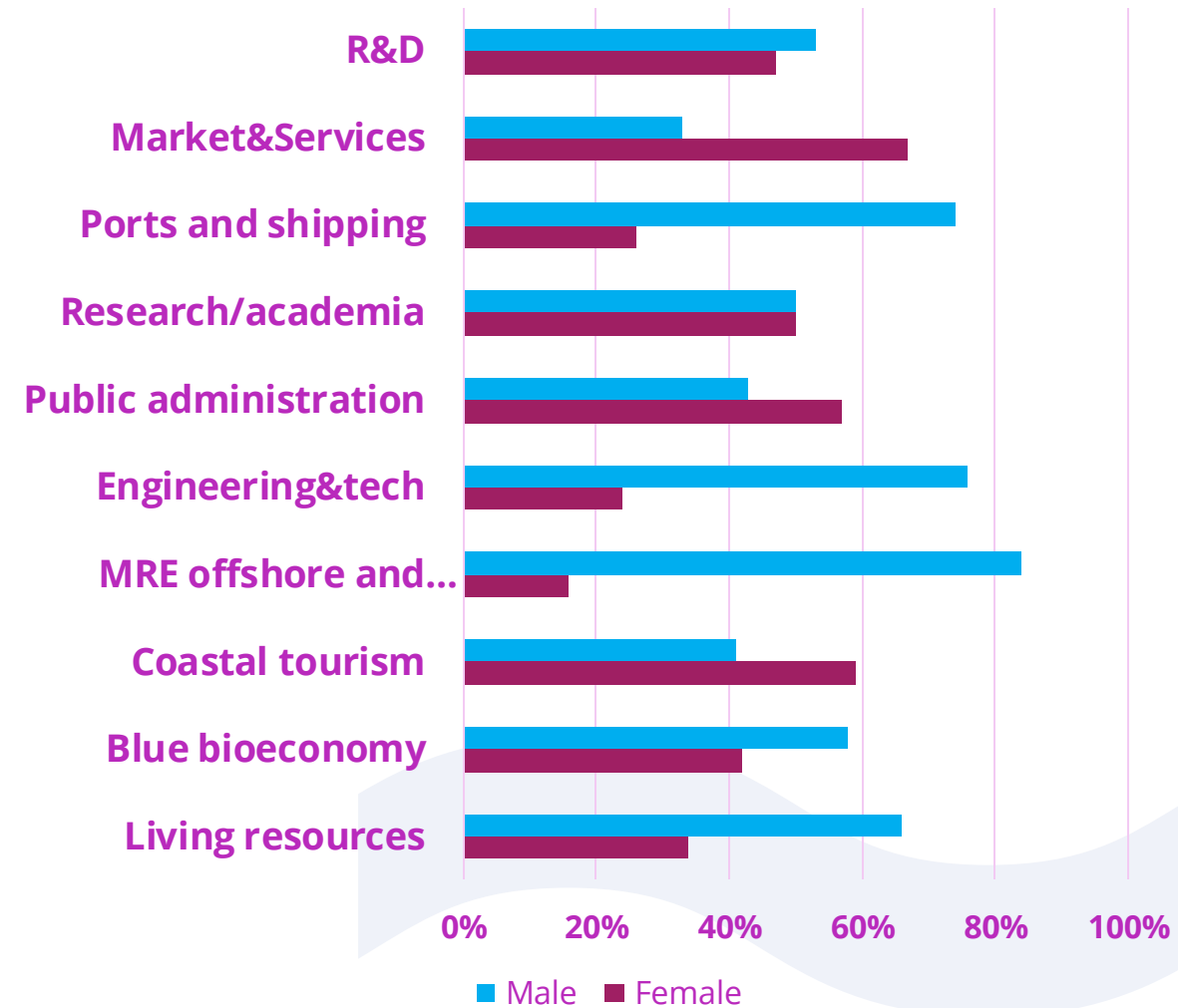
Gender distribution by sector



Baltic Sea responses



Total sample



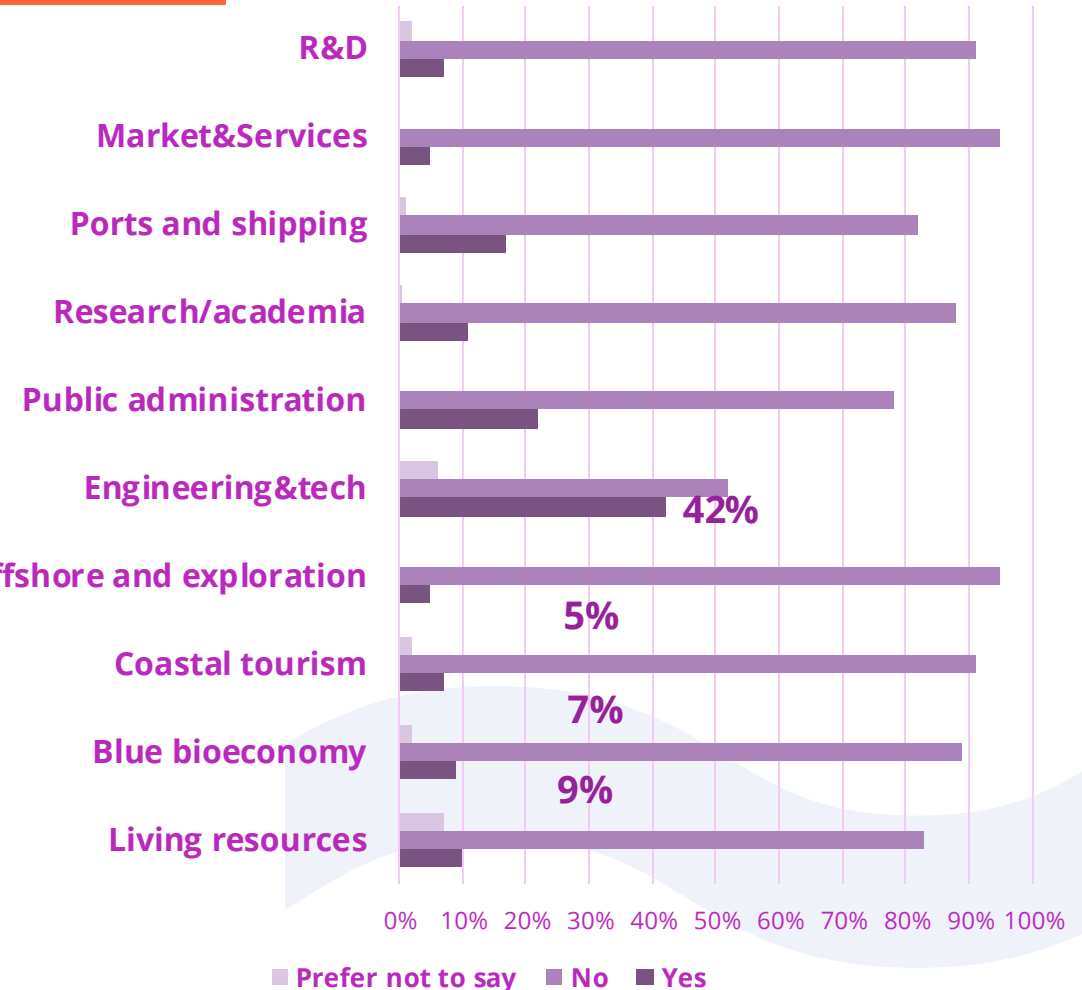
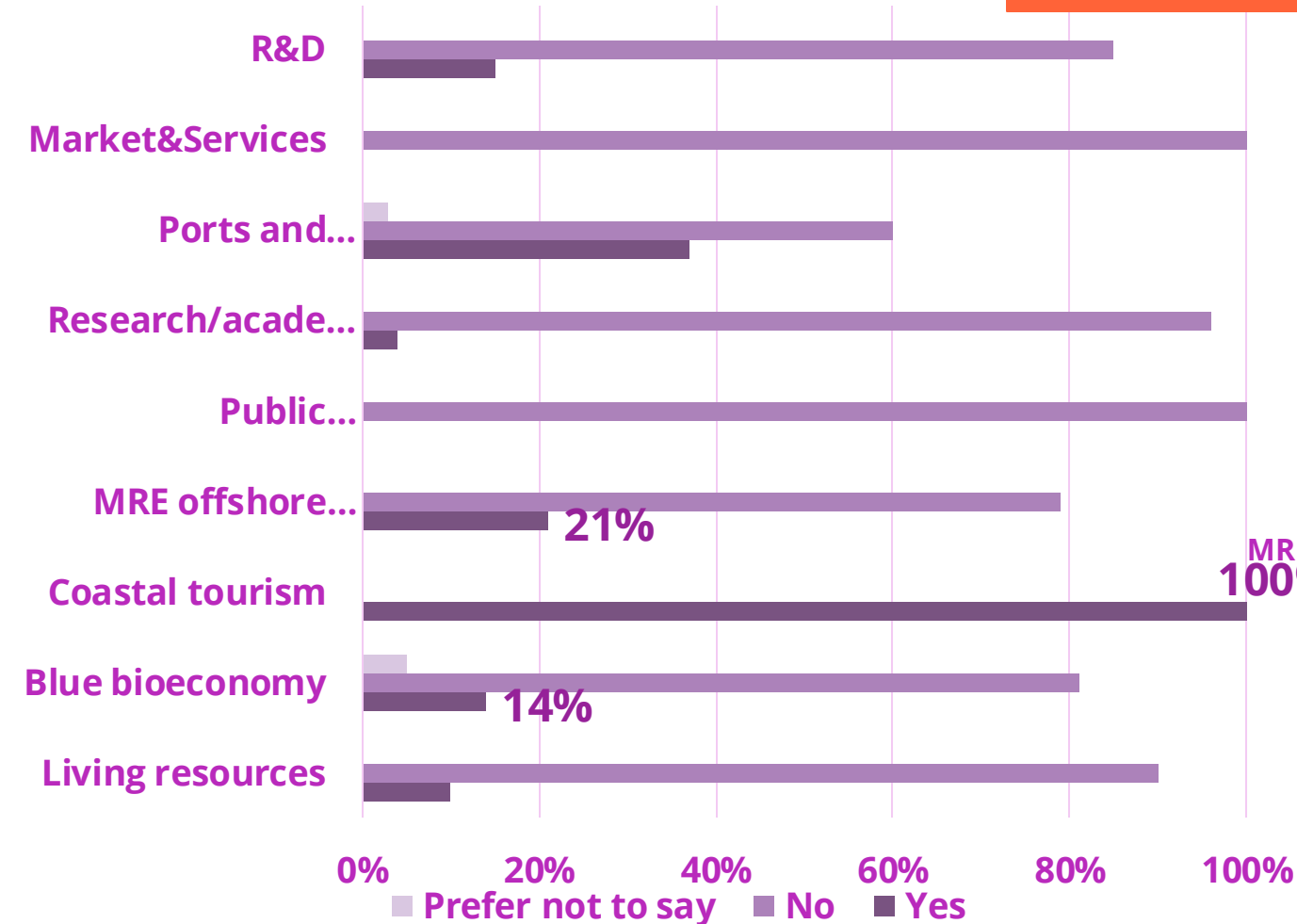
Gender culture and behaviour

“I have experienced gender discrimination within my organization/firm”

Baltic Sea responses

Highest discrimination
(~25%) in traditional and
engineering/tech sectors

Total sample

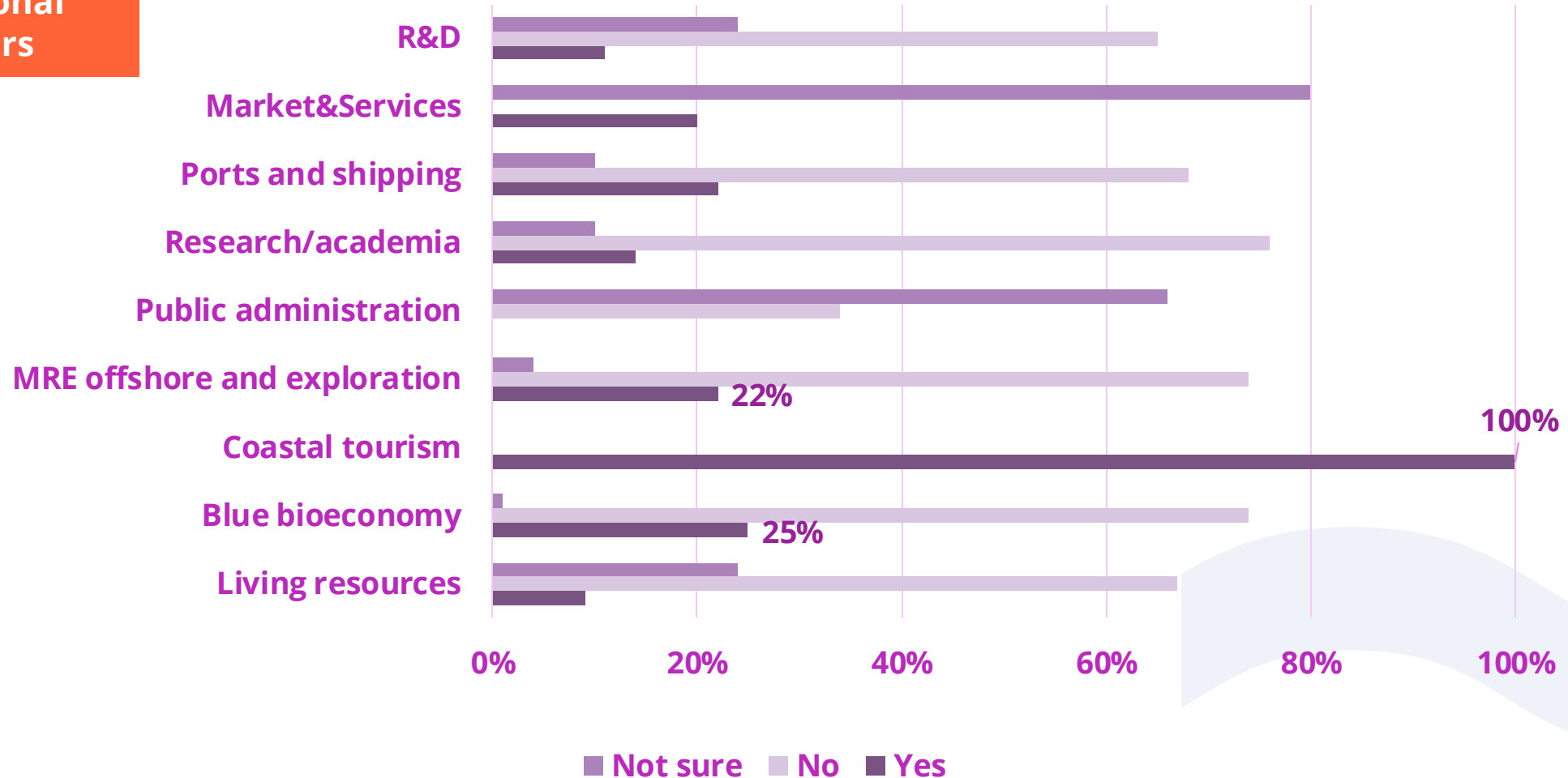


Higher levels of
Barriers for
women in
engineering/tech
(Marine
Renewable
Energies) and
Traditional
sectors

Perceptions of Barriers

“Do barriers exist **preventing women** being promoted to senior positions in your firm/organization?”

Baltic Sea responses

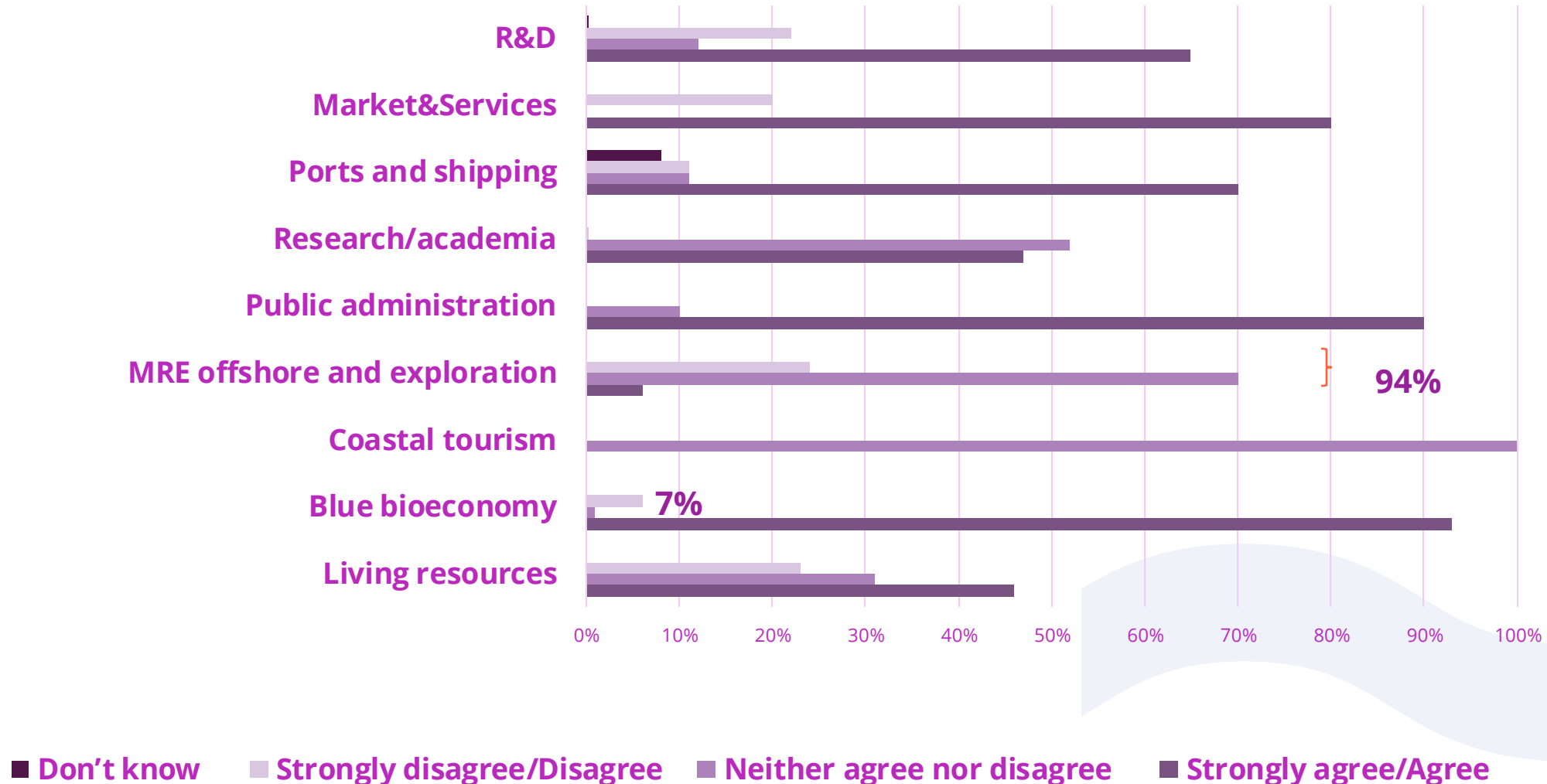


Perceptions of opportunities



"I **have** access to the opportunities I need to support my career aspirations"

Baltic Sea responses



WIN-BIG SURVEY CONCLUSIONS

- Gender balance is improving, **but ~25% still feel discriminated**
- **Highest levels of discrimination** still persist in **traditional sectors** (e.g. fisheries/Aquaculture) but are **evident in emergent sectors** like **blue biotechnology**
- **Barriers to women promotion** persist for access **to top level jobs**, specially in **traditional sectors** (~22%) but are **becoming very evident in emerging sectors** like **Blue Bioeconomy (22%)**, despite these being a sector where respondents also perceive the **biggest opportunities for women**

Thank you!



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