

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



PANEL 3

CITIZEN ENGAGEMENT



Moderator:
Mariana Mata Lara
SUBMARINER Network

WIN-BIG Baltic Event | November 5th | Kiel, Germany



Funded by
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PANEL 3 – CITIZEN ENGAGEMENT



Mette Aaskov

CEO, Blue Research



Louisa Günzel

Women in Ocean
Science Ambassador



Agnė Marcinkevičiūtė

Filmmaker of The Sea
Begins Here



Cornelia E. Nauen

Mundus maris

Mette Aaskov | CEO, Blue Research



CEO in a small consultant company Blue Research. We work with consultancy on marine restoration projects such as mussels, eelgrass and aquaculture. We also work with communication and training of nature guides.

CITIZEN ENGAGEMENT IN BLUE ECONOMY

- Transparency and Public Dialogue
- Local Community Involvement
- Education and Awareness

Blue research





FACILITATING DIALOGUE

In a choice between farmed fish and wild-caught fish, which fish would you rather eat? Why?

What arguments can be used to get more consumers to eat fish from aquaculture?

Mussels are healthy and climate friendly food - how do we tell this good story?



PODCAST IN TWO EPISODES

Blue research

Louisa Günzel | Sailing4Science , PhD candidate

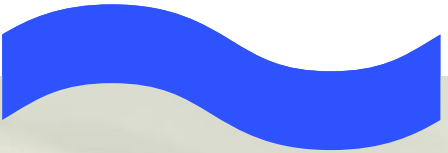


Making ocean research accessible through citizen science sailing expeditions while creating inclusive pathways for young women in marine science and sailing—transforming barriers into opportunities through community engagement.



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Agnė Marcinkevičiūtė | The Sea Begins Here



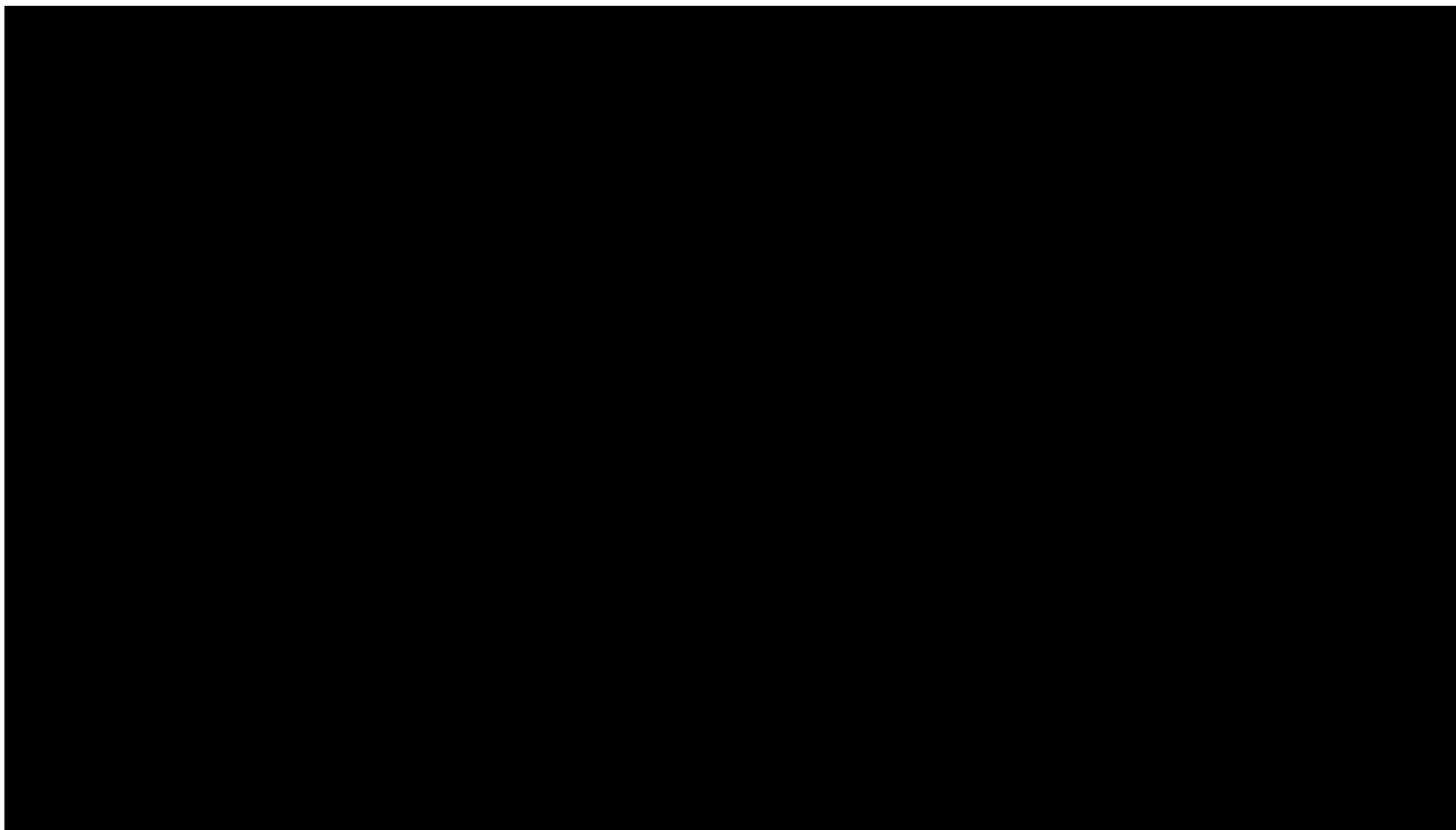
Lithuanian director and screenwriter who mainly creates documentary films, one of them being “The Sea Begins Here”, a compelling film that connects audiences to the Baltic Sea and vividly highlights the urgent and dramatic threats of its pollution.

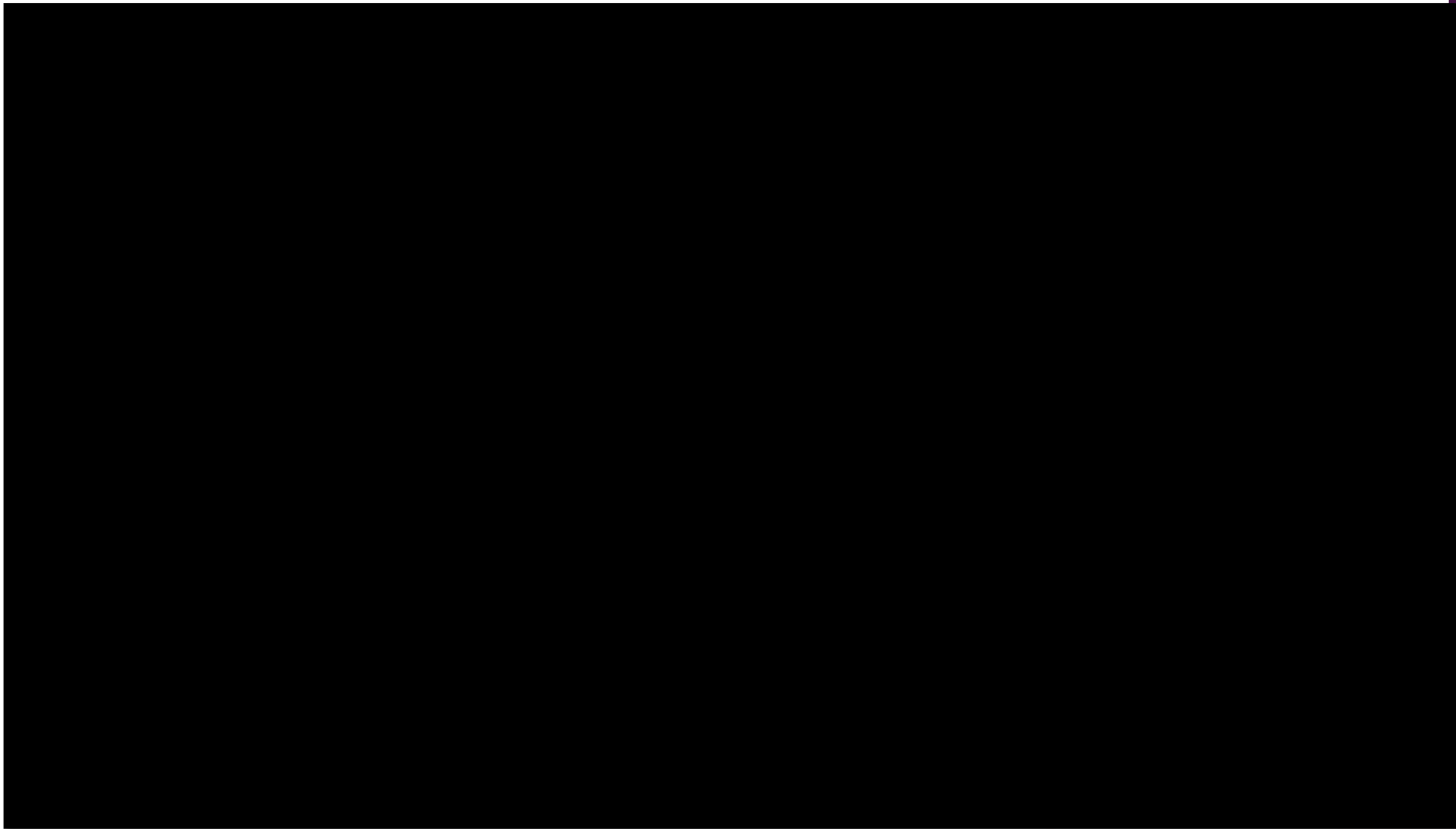
Documentary essay “THE SEA BEGINS HERE”

- Documentary film “The Sea Begins Here” follows Giedrius Bučas and his team on a 6,000-kilometre trek around the Baltic Sea, uncovering the ecological crisis and the people fighting to save it.
- It is a story about human efforts and the hope that we can preserve the sea for future generations.
- The project has been in development since 2024, during Giedrius Bučas’s expedition, and will now focus on filming scientists, their research, as well as Giedrius Bučas’s ecological and practical initiatives.

Expedition moments







We will collaborate closely with environmental NGO , research institutes, and local communities to ensure accurate representation of scientific findings and grassroots initiatives:

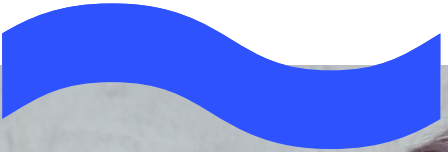


The project will engage audiences through screenings, online content, and educational outreach, fostering awareness and dialogue about the Baltic Sea’s ecological crisis.

By connecting personal stories with environmental realities, the film aims to inspire responsibility, sustainable choices, and collective action to protect the sea.

Documentary essay “THE SEA BEGINS HERE”

Cornelia E. Nauen | *Mundus maris*



I trained as a fisheries biologist at the Institute for Marine Research, now GEOMAR, then worked for FAO in Rome, and later in international science cooperation of the European Union in Brussels. From public service to civil society – ocean protection and support to the people of the sea were central.

PANEL 3 – CITIZEN ENGAGEMENT



Mette Aaskov
CEO, Blue Research



Kristina Hartwig
CEO, Kieler Meeresfarm



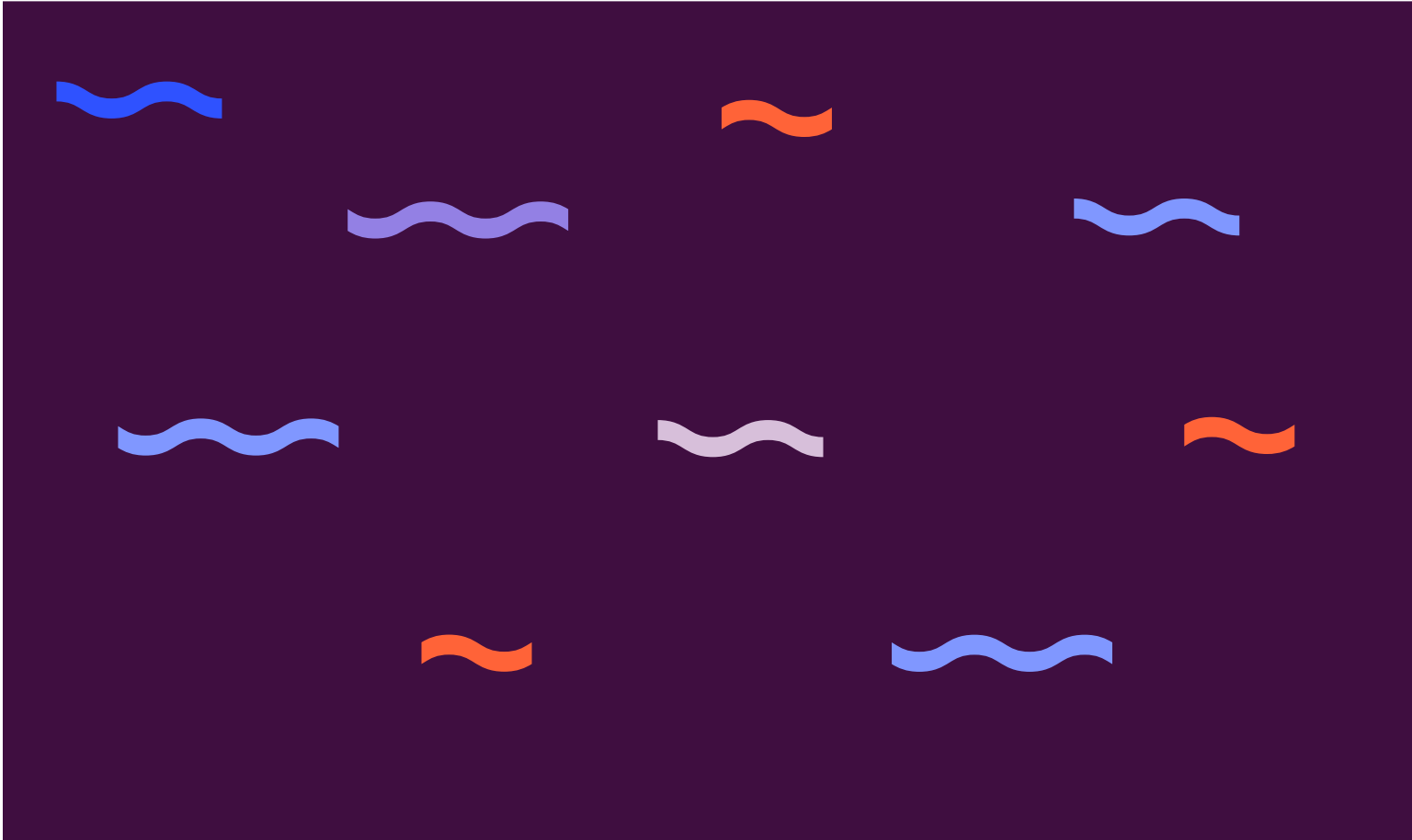
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Mundus maris



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conference**



CONFERENCE



Questions

- **Mette:** How do you approach citizen engagement in a way that motivates real action and participation in the Blue Economy? Is there a difference in communicating to men or women?
- **Louisa:** Could you please tell us about “**Sailing for Science**” and how female leaders in ocean science can use their platforms to engage a wider, more diverse audience, especially youth and underrepresented groups?
- **Cornelia:** Mundus Maris has been active in promoting education and dialogue between science and society. What lessons have you learned about making scientific knowledge more accessible and inspiring collective action among citizens for a healthier ocean? Any particular role women have in this?
- **Agne:** How do you think the power of storytelling through film and art can inspire broader citizen engagement, especially in the face of complex environmental issues?
- **All:** What role does storytelling, art, and other creative methods play in raising awareness and engaging the public?
- **All:** Lessons learned: successes, challenges, and advice for emerging women leaders.