

# WOMEN

## IN BLUE ECONOMY

### INTELLIGENCE GATHERING AND CAPACITY BOOSTING

# WIN BIG



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# Project overview



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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  *Marine Institute* Foras na Mara
- 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

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# 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

# ..as well as Men

- We also find it crucial to engage **men as allies and advocates** for **gender equality**.
- By **involving men in the conversation** and emphasizing the **benefits of diversity and inclusivity**, we aim to create a **more supportive and equal environment** for **both men and women** in the Blue Economy.
- Men can play an **important role in promoting gender equality** and **breaking down barriers**, making their engagement and support crucial for the project's success.





# 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

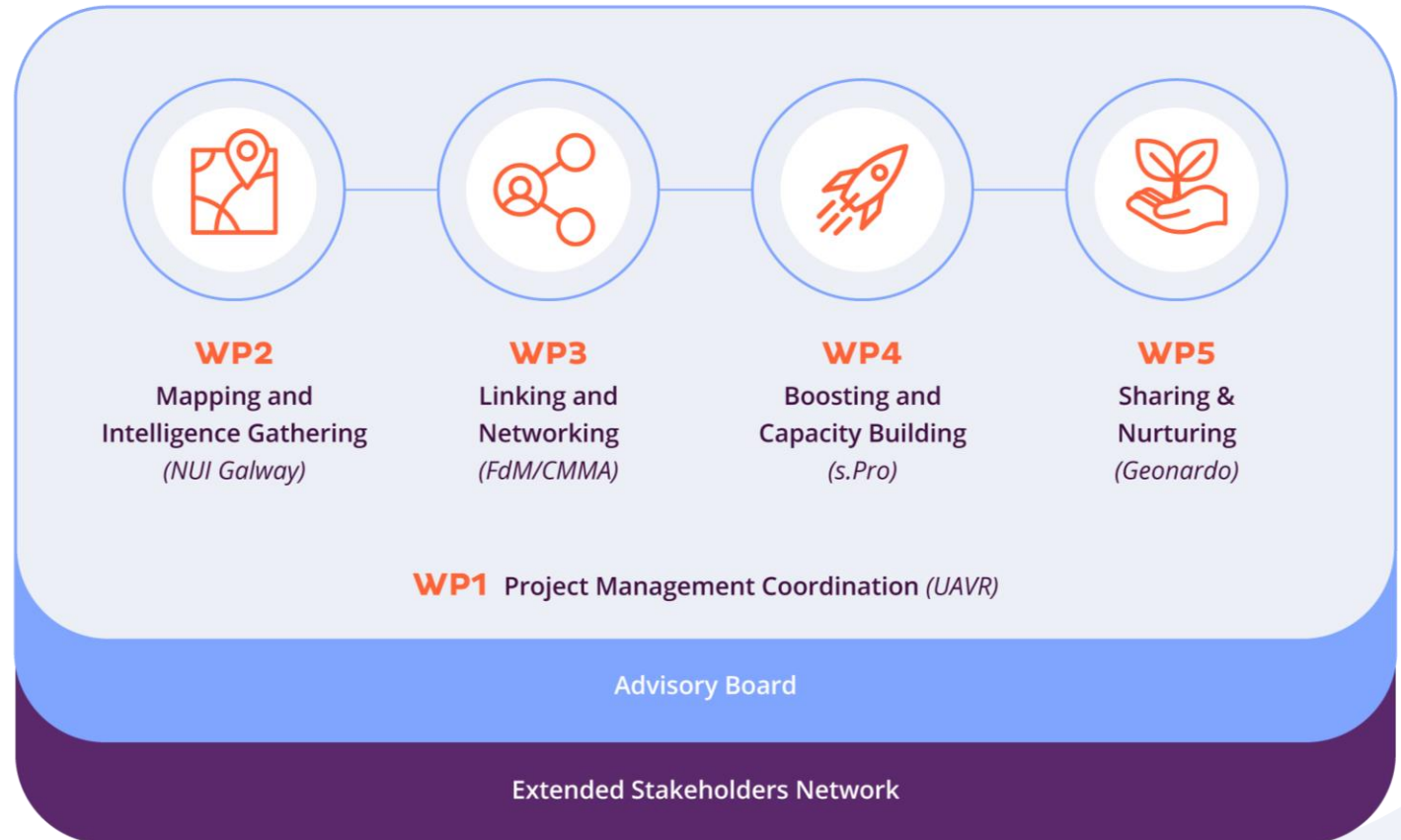
Facilitate **networking and knowledge sharing** through Women Blue-focused retreats in each sea basin.

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



# Work Packages

- Work Packages (**WPs**) are **groups of activities** and actions that define the work being done in the project.
- WIN-BIG consists of **5 WPs** that are interrelated and coordinated by **WP1** (University of Aveiro)
- Our activities are **supported** by a top-notch **advisory board** and a wide **stakeholder network** that extends **beyond EU borders**.



## Living Blue Economy Gender Database

WP2: University of Galway, Ireland

We will **map and report** on the **gender status** of the **Blue Economy** in the:

- Atlantic Ocean (Portugal, France, Belgium, Netherlands, Ireland, Norway),
- Mediterranean Sea (Spain France and Italy),
- Baltic Sea (Germany, Hungary\*)
- North Sea (Norway, Belgium and the Netherlands),
- Arctic (Norway, Canada\*)
- Black Sea (Bulgaria)

and **provide an aggregate estimate of the EU status of Women in Blue Economy** while creating a **Blue Economy Gender living database**.

## Capacity Building Needs

WP2 - University of Galway

We will **identify and map, per basin, capacity building needs** to foster women climbing the leadership ladder in the Economy (*what are the missing links and skills?*) with a special focus on emergent blue economy sectors.

## Roadmap

WP2 - University of Galway

We will **develop a roadmap for leadership empowerment for women** in the blue economy and summarize these outputs in **2 policy papers** reporting major findings and suggest a course of action for the EU to leverage women's capacity in the Blue economy.

## Networking and Sharing

WP3 - Linking and Networking (FdM/CMMA)

We will promote **women dedicated and tailored networking and sharing experiences**, in a real context, with women-model events formats and focused retreats in three sea basins.

## Entrepreneurial training & MOOCs

WP4- Boosting and Capacity Building (s.Pro)

We will promote **fitted training and Learning Labs for entrepreneurship skills development for women per sea basin** to bolster their capacities to aim higher in their careers, focusing on entrepreneurial training and innovative approaches (learning labs, MOOCs and acceleration programs).

## Sea-basin exchange

WP4 - Boosting and Capacity Building (s.Pro)

We will **promote cross-basin, cross initiatives and cross projects knowledge and best practices exchange** to foster emergent blue economy sectors data and intelligence gathering.

## WIN-BIG Female Inspirational Book

WP5 - Sharing & Nurturing (GEO)

We will **develop a book of WIN-BIG Women Leaders with portraits, case studies and testimonials** of inspirational women and their successful stories to inspire more women to join the blue economy.

## Moving & pop-up exhibition

WP5 - Sharing & Nurturing (GEO)

We will **create a moving and pop-up exhibition** of women's testimonies and portraits to promote women's roles and empower them across other EU countries.

## European Women in BuE Official Forum

WP5 - Sharing & Nurturing (GEO)

We will develop a **European Women in Blue Economy official forum**, using existing social networks to share capacities and opportunities, events and dedicated content to showcase to civil society, policy and media the best champions of female blue economy.

## Women at Sea Documentary

WP5 - Sharing & Nurturing (GEO)



To contribute to luring down gender bias in ocean-related activities and promote women's excellence in Blue amongst younger generations and civil society, we will participate in an **episode of Women at Sea documentary.**



# Expected Impacts



**Thank you!**



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