WIN BIG

CESAM CENTRE FOR ENVIRONMENTAL AND MARINE STUDIES

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WIN-BIG

–Women in EU Blue Economy Intelligence Gathering and Capacity Boosting

INTRODUCTION

The **Blue Economy (BuE)** is still a **traditionally male-dominated economy in almost all its established and emerging sectors**. Much has been done in terms of **gender balance studies** and **actions** towards the blue economy, **but** with a **larger focus on more traditional sectors like fisheries or maritime transport**. In fisheries for example, women constitute nearly 50% of those employed globally and also make up most of the workforce in coastal and maritime tourism. On the other hand, according to the latest WISTA-IMO survey data (2022), women account for only **29% of the overall workforce in the general industry** and **20% of the workforce of national maritime authorities** in Member States. The report highlights great variation amongst individual sub-sectors within the maritime industry's larger sector. According to data gathered from Member States, search and rescue teams in national maritime authorities account for significantly fewer women staff (just 10%) as compared to female diplomats (33%) and training staff (30%). Industry data shows that women seafarers make up just 2% of the crewing workforce and are predominantly found in the cruise sector, while in ship owning companies, they made up 34% of the workforce.

This type of data is not available for all BuE sectors as yet. Still, women are in the lowest-paid, lowest-status positions, not progressing upwards in their careers or even dropping out as they hold the least-protected jobs, with their contributions being overlooked or undervalued.

At **European level**, recent sectorial national studies and gender gap analyses show that **women represent about 25.2% of the sea sectors in Portugal**, with a surprising **64% rate of female blue researchers in this country**, but the majority still at the lowest level of the career. In **France**, the **women across BuE sectors reach about 21%**. The same type of data is not available in other regions of EU. This supports the idea that **gender equality should be mainstreamed in appropriate legislation and policy initiatives** to promote the creation of more and better employment for women. Such mainstreaming would promote the reduction of occupational segregation and gender wage gaps; strengthening of women's income security and organizations; and assessment of the progress of the economic and social rights of women in the sector to ensure a gender-equal sustainable BuE.

METHODOLOGY

It is precisely to **fill in these knowledge gaps** across **EU geographies** and **BuE sectors**, as well as to promote **capacity building for women** in 3 BuE specific sectors that WIN-BIG was designed.
The **main objective of WIN-BIG** is to **expand our knowledge data set on gender in the EU BuE across all 6 EU sea basins** and **foster a more gender balanced and gender adapted sector** using a **bottom-up approach**.

Figure 1: WIN-BIG Project extended partnership – 14 Consortium partners are joined by 8 high level individuals in WIN-BIG Advisory board and the extended Stakeholders support network, covering all 6 EU Sea Basins and going beyond EU borders, into Canada, África and Indic ocean.

Objectives

GENDER MAPPING
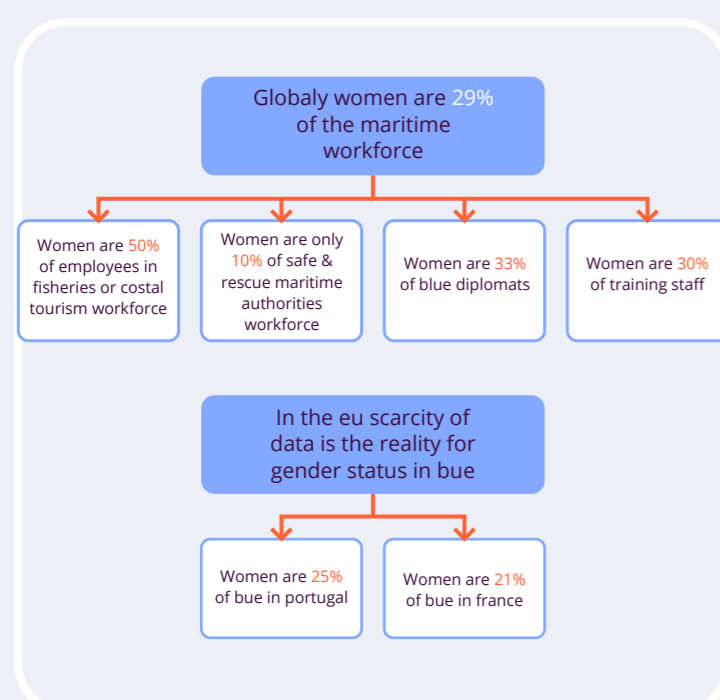Map, assess, and report gender representation in regional EU Blue Economy and across sectors.

ENTREPRENEURIAL TRAINING
Provide tailored training and mentoring for women in various BuE sectors to boost entrepreneurship and innovation.

CAPACITY BUILDING
Identify and map capacity building needs per sea basin to empower women in leadership and promote their participation in BuE.

KNOWLEDGE SHARING
Facilitate networking, collaboration, and best practices exchange among sea basins through Women in Blue-focused retreats.

AWARENESS RAISING
Raise awareness of BuE gender issues and communicate in an inspirational and impactful way the need for and benefits of gender balance in EU BuE.

Figure 6: The WIN BIG specific objectives

Figure 2: Global and EU Gender Status in BuE available data

Work Packages

WP2 Mapping and Intelligence Gathering (NUI Galway)

WP3 Linking and Networking (FdM/CMMA)

WP4 Boosting and Capacity Building (s.Pro)

WP5 Sharing & Nurturing (Geonardo)

WP1 Project Management Coordination (UAVR)

Advisory Board

Extended Stakeholders Network

Figure 3: WIN-BIG PERT DIAGRAM design

BuE Sectorial Focus

Blue bioeconomy

Blue sports and sustainable tourism

Marine renewable energy and robotic
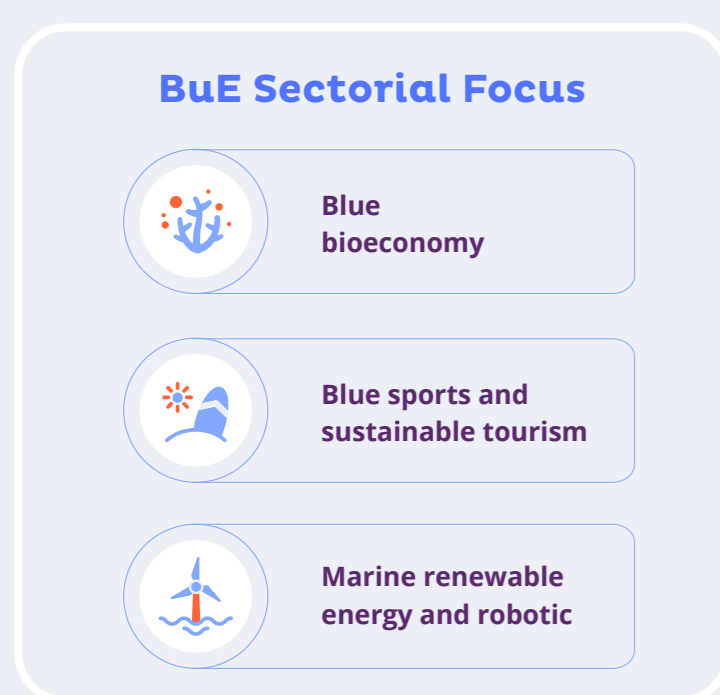
Figure 4: Targeted emergent EU blue economy sectors

Target audience

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

BuE SECTORS All existing and emerging Blue Economy sectors

PUBLIC & YOUTH All other groups interested in the project

POLICY Relevant national, regional and EU policy makers

ACADEMIA Researchers working in the topic

Figure 7: The WIN BIG specific objectives

RESULTS

WIN-BIG will work on **all 6 EU sea basins** (Atlantic, Mediterranean, Baltic, North Sea, Arctic and Black sea) to **map the current gender balance in regional BuE and across sectors**, to then work on and up the **value chain** towards determining the **current, and yet remaining, capacity needs and gaps in the more emergent sectors** for women to enter or climb the success ladder of the **European blue economy**. Having the current scenario as a starting point, and not disregarding the current geopolitical tensions and the extra burden brought up on women due to these, WIN-BIG will deliver on **10 specific objectives** as represented in figure on the side.

WIN-BIG results will be very **relevant** for the broader discussion of gender aspects in **STEM** disciplines, **and will impact** several levels and **types** of **stakeholders** as depicted in the next figure. But moslty WIN-BIG will also try to **leverage men allies** as they represent a very importnat player in the **women career access and climbing of opportunities in European Blue Economy**.

Expected Impacts

VISIBILITY
NETWORKING OPPORTUNITIES
DISSEMINATION
GENDER DATA
REPRESENTATION IN GOVERNANCE AND DECISION-MAKING STRUCTURES
CAREER OPPORTUNITIES

Figure 7: The WIN BIG specific objectives

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REPÚBLICA PORTUGUESA

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