



EMPOWERING WOMEN AND MAINSTREAMING
GENDER EQUALITY IN THE BLUE ECONOMY

EMFAF-2022-PIA-WBE-101112278
WOMEN IN THE BLUE ECONOMY

D4.8 WINBLUE Website



WINBLUE - WINBLUE receives funding from the EUROPEAN MARITIME, FISHERIES AND AQUACULTURE FUND (EMFAF) programme, under the grant agreement number 101112278, managed by the EUROPEAN CLIMATE, INFRASTRUCTURE AND ENVIRONMENT EXECUTIVE AGENCY (CINEA)

D4.8 WINBLUE Website

Deliverable	D4.8 WINBLUE Website
Work package No. and Title	WP4 COMMUNICATE and ENGAGE – Stakeholder engagement, cooperation and networking activities to maximise impact of project results
Task No. and Title	T4.2 Implementation of the communication and dissemination activities
Start Date:	01.05.2023
Revision Date:	23 June 2023
Release Date:	28 June 2023
Deliverable Leader	ACROSSLIMITS
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Status (F: final; D: draft; RD: revised draft)	F
Dissemination level	Public
Document ID / File Name	WINBLUE_D4.8
Abstract	This document describes the structure and the website of the project as defined at the beginning of the WINBLUE lifecycle. The website is a tool that will be continuously updated.
Title and number of connected deliverables	“D4.4 WINBLUE Community’s dissemination and networking platform”
Explain Deliverable Dependency/ Connection	The website and the WINBLUE community platform are connected as the community represents the interactive part and it is accessible from the website.
Title of connected external documents	None
Reference of the document and the link (if available)	None

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1. Objective and Purpose

This document outlines the completion of D4.8, the WINBLUE project website, and details the various parts of the website.

The objective of the website is to serve as an informational portal for our intended audience and stakeholders, gathering all the necessary information and resources in one place for the audience's ease of access. It is connected to the online WIBLUE community, hosted on the MARINA platform by CNR, which allows the user a seamless experience when interacting and engaging with WINBLUE online.

2. Intended audience

This document should be used as a report describing the functionalities of the website.

The website itself is intended to reach out to all of WINBLUE's intended target groups, i.e. policy actors and policy makers, researchers (including associations of researchers) in the blue economy sectors, social scientists, experts in gender studies and anthropologists; complementary economic actors; workers and professionals working in the blue economy, Vocational Educational and Training (VET) Institutes; and Civil Society Organisations.

3. Deliverable Overview

3.1 Description of D4.8 – WINBLUE website

Working in collaboration with CNR and WP4 Leader, ANFANCO, AcrossLimits' technical team developed the project website as follows. The Website landing page was available already at 20 of May 2023. The website has been structured and it is available at the following URL: <https://winblue-project.eu/>

Its contents will be updated periodically. Some contents will be directly updated from the WINBLUE community platform; for example events, Good practices, courses materials and training contents.

The homepage of the website denotes the project logo and name, the menu titles, a short description of the project, the partners, and the co-funding disclaimer text and logo. Selected screenshots of the homepage and of the other sections of the website are included below.

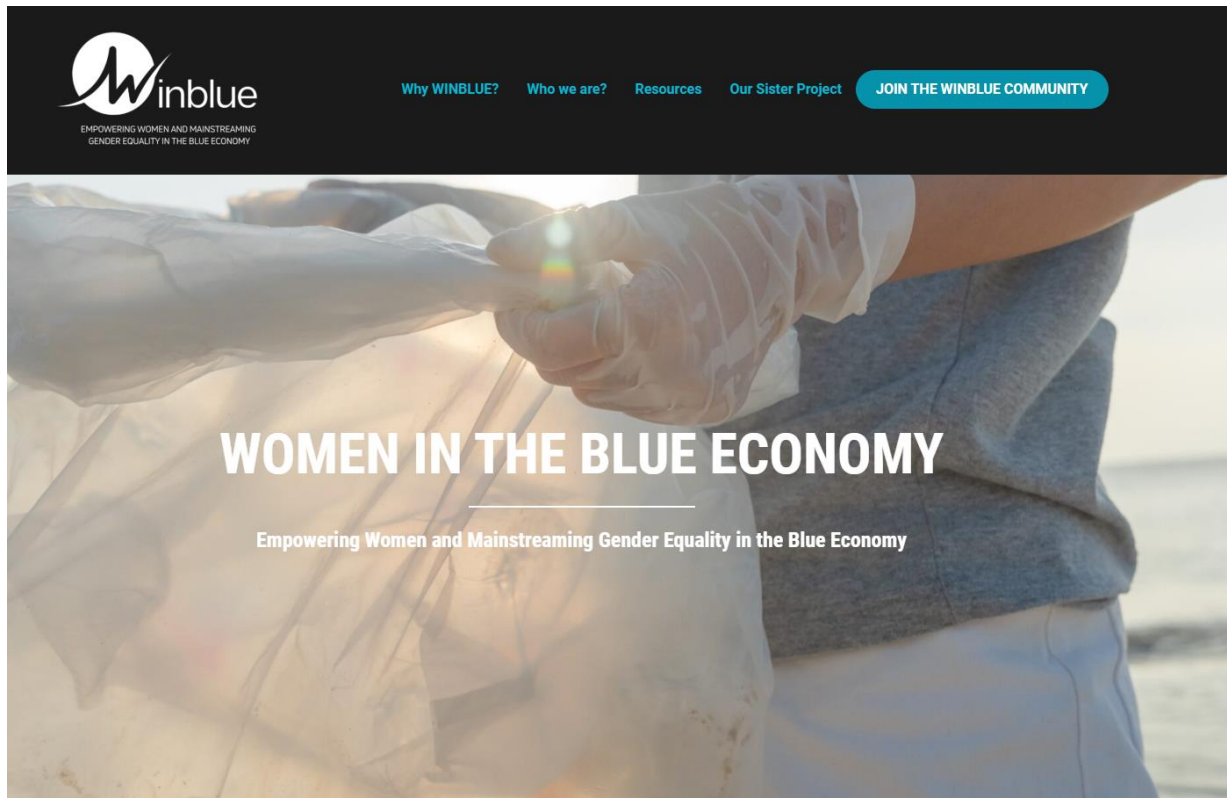


Fig 1. Website landing page: Project name, logo and menu tabs

Gender equality creates more jobs and increases productivity. In business, research, politics and society, the EU can only reach its full potential if uses all its talent and diversity. Despite significant progress, neither Member States nor economic sectors have reached full gender equality. WINBLUE makes its contribution by optimising the allocation of scarce resources on a set of tailored activities to the achievement of equality between men and women. WINBLUE is a sustainability-oriented multi-actor project aiming to reduce these inequalities.

WINBLUE intends to accelerate the empowerment of women in the blue economy facilitating their participation in five sectors focused on conservation and sustainable use of the aquatic resources:

- Circular blue bioeconomy and biotechnology
- Aquaculture and fisheries
- Offshore renewable energy
- Sustainable coastal tourism
- Cutting-edge enabling technology for protecting and restoring marine ecosystems.



Fig 2. Overview of the project on the landing page

The image shows a screenshot of the WINBLUE website homepage. It features two main columns of text on a light blue background. The left column is titled 'WINBLUE GENERAL OBJECTIVES' and lists four points. The right column is titled 'HOW WINBLUE ADDRESSES THE OBJECTIVES' and lists four corresponding actions. Below these columns is a paragraph of text and a call to action.

WINBLUE GENERAL OBJECTIVES

- To increase participation and representation of women in the different sectors of the sustainable blue economy
- To increase knowledge and collect data on women's contribution to the sustainable blue economy and efficiently mainstream gender equality
- To advance gender equality, e.g., countering gender stereotypes, conscious and unconscious bias, promoting equal pay, addressing poor work conditions
- To promote women's leadership, entrepreneurship and participation in governance structures and decision-making mechanisms of organisations

HOW WINBLUE ADDRESSES THE OBJECTIVES

- Release methods and practices as well as training and coaching services to be adopted by public and/or private organizations.
- Identification, collection and selection of data and publication of good practices to improve knowledge of the state of the art of gender equality
- Practices will have the potential to be scaled up and replicated after the end of the project promoting blue career opportunities to girls from early education
- Development of bottom-up co-creation workshops will adopt Gender Equality Plans enhancing the position of women in the decision-making bodies of public entities and private companies.

The project promotes to increase the number of women in operational and decision-making positions in companies, research, educational and training entities through upskilling and coaching programmes. Also, it enhances the entrepreneurial good practices that engage female human capital, drive competitiveness and strengthen business undertakings.

WINBLUE will provide easily replicable solutions, capitalising the results of other projects or initiatives, sharing knowledge, information and practices. Finally, the project will promote mutual learning among partners and stakeholders coming from different sectors and countries and boosting an uptake of good practices that already work in specific relevant environments.

Join us on the WINBLUE online community to share your events, news and information

Fig 3. Overview of the project on the homepage (continued)

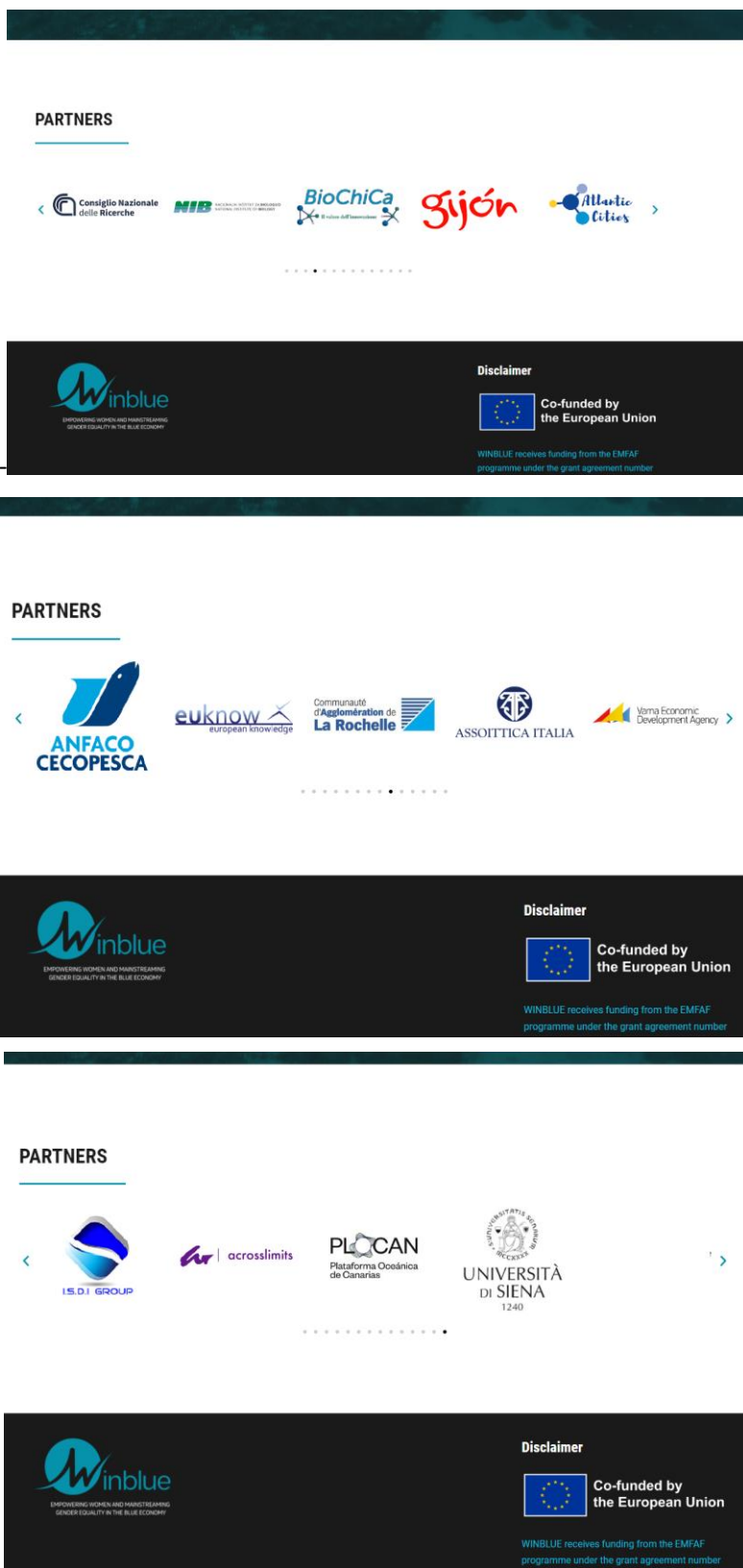


Fig 4. Partner scroll bar, co-financing disclaimer logo and text

The first menu tab, **WHY WINBLUE**, is a detailed description of what challenges the project addresses, as well as how the project tackles each issue via the activities and actions of WINBLUE. This section intends to give the audience a deep understanding of each logical step of the project, by first giving the context in which we are operating (i.e., the gender inequality issues within the blue economy). Once these are described, the site gives a step-by-step breakdown of the project's 5 strands (i.e., the 5 WPs) and the audience-relevant activities of WINBLUE. This section, therefore, is WINBLUE's main digital outreach platform to give such detailed information on the project.

WHY WINBLUE?

The context

By 2050, improving gender equality would lead to an increase in the EU's GDP per capita by 6.1% to 9.6%, which amounts to €1.95 to €3.15 trillion ('Economic benefits of gender equality in the EU', EIGE). EIGE's projections are compelling in the face of the challenges of the twin green and digital transitions. Gender equality brings more jobs and higher productivity. It is a core value of the EU, a fundamental right but also an essential condition for an innovative, competitive and thriving European economy. In business, research, politics and society as a whole, the EU can only reach its full potential if it uses all of its talent and diversity.

However, the gender gaps in employment, pay, care, power and pensions harmfully persist in many sectors, including the blue economy. As the global MeToo movement has highlighted, sexist behavior, violence and harassment in the workplace continue at alarming levels.

The project WINBLUE is embedded in this framework. It makes its contribution to the achievement of gender equality by focusing resources in the blue economy in a sustainable multi-actor initiative aiming to reduce inequalities and promote equality between men and women in the EU's blue economy.

Challenges addressed by WINBLUE:



Filling data and communication gaps:

The importance of women in the blue economy sectors is overlooked and their contributions remain marginalised and undervalued, especially in the roles where either technical-scientific or handwork background is required. As a result, women are still too underrepresented in professions linked to the STEM disciplines or in manual work.

Although national and [European studies](#) clearly state that fishing and aquaculture are predominantly male dominated activities in Europe, for other sectors of the blue economy, data on the gender distribution is still very limited. Particularly, in offshore renewable energies, blue bioeconomy, shipbuilding, etc., the share of female workers is not specifically documented.

Data collection, systematisation and analysis are critical to benchmark the current gender gap in terms of women's contribution in the blue economy sectors and of representation in managerial and governance roles. Without reliable benchmarking figures, it is not possible to take track of the progress being made.

Fig 5. Beginning of WHY WINBLUE section.

What we'll do:

The project WINBLUE intends to accelerate the empowerment of women in the blue economy through facilitating their participation in five different sectors revolving around:

1. Blue circular bioeconomy and biotechnology;
2. Fisheries and aquaculture;
3. Sustainable coastal and maritime tourism;
4. Offshore renewable energy;
5. Cutting-edge enabling technology (ICT, AI, Robotics) for protecting and restoring marine ecosystems.

WINBLUE takes a multi-actor, data-driven, trans-sectoral and practice-centred approach, which adopts both top-down and bottom-up activities, to help the blue economy actors for effectively addressing largely unsolved gender equality challenges.

For each one of the above blue economy subsectors, WINBLUE will launch sectoral stakeholder hubs, the 'WINBLUE labs'. Each WINBLUE lab will engage a group of representative stakeholders per sector, among public authorities, development agencies, companies, trade organisations, VET institutes, researchers and civil society organisations. These labs and their members will be engaged throughout the project and its activities to provide input, feedback, information and data. This will ensure improved access to sectoral knowledge and good practices, feedback loops for policy recommendations and stakeholder engagement, and to brokerage and networking activities. The members of the WINBLUE labs will be engaged in data gathering and surveys, as well as in localised training.

See more of WINBLUE labs' work here : <https://www.marina-platform.eu/registeredarea/labs>

The project will be implemented across 5 main strands, between May 2023 to May 2025:

Fig 6. End of WHY WINBLUE challenge overview

DETECT AND COLLECT	SELECT AND ASSESS	STRENGTHEN AND CONSOLIDATE	COMMUNICATE AND ENGAGE	MANAGE AND SUSTAIN
<h3>A. Detect and Collect</h3> <p>This strand is devoted towards filling the knowledge and data gaps on women's participation and representation in the blue economy sectors covered by WINBLUE. This will be done by:</p> <ul style="list-style-type: none"> • Implementing a Quantitative "Gender gap audit" from available resources to identify the sectoral-specific state-of-the-art as well as what missing data should be included in future gender benchmarking exercises. • Laying the groundwork for the WINBLUE Labs by implementing a stakeholder mapping exercise and defining a strategy for stakeholder engagement. • Setting up the WINBLUE labs as spaces for open exchanges of opinions and experiences • Conducting a qualitative assessment via expert interviews within the WINBLUE labs setup to improve qualitative data • Establish the WINBLUE Observatory: establish links with the administrative public bodies and liaise with them to establish a network and provide feedback on activities • Propose a Strategy for sustaining the Gender Monitoring Observatory, a policy brief outlining monitoring measures that are efficient and could be sustainably implemented in blue economy sectors to provide a constant input of data via future projects or policy change. 				

Fig 7-Example of WINBLUE action strands

The second menu tab, **WHO WE ARE**, gives an overview of all the partners. The partner list follows the official numbering for the partners provided in the GA. For each partner, we ensured that we included an overview of the organisation in question, as well as their website and contact details should one wish to approach that particular entity. A screenshot of part of this section is provided below.

WHO WE ARE?



Consiglio Nazionale delle Ricerche (CNR) is the coordinator of the WINBLUE project. It is the largest public performing research organisation in Italy. It is distributed all over Italy through a scientific network of Institutes. The Population and Social policies Research Institute (IRPPS) is one of the research institutes of the network. CNR-IRPPS has a solid experience of participation in relevant interdisciplinary projects implemented with the support of national and international funding schemes. CNR-IRPPS has coordinated – among the other projects – the H2020 [“MARINA-Marine Knowledge Sharing Platform for Federating Responsible Research and Innovation Communities”](#) project, and has been partner in several H2020 projects such as [R-I PEERS](#), [ATHENA](#), [GRRIP](#), and [RRING](#).

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The University of Siena is one of the oldest public universities in the world with a strong global standing, currently at first places in many national and international rankings. The Department of Biotechnology, Chemistry and Pharmacy brings together researchers from biotechnologies and molecular sciences, including expertise in biomaterials and in various fields of sustainability assessment (LCA, LCC and Social LCA). Rebecca Pogni is Professor of Physical Chemistry (<https://docenti.unisi.it/pogni>). She has coordinated EU funded projects like BISCOL and FISH4FISH in the field of Blue Biotechnology. In WINBLUE, UNISI participates in data collection and sustainability leading the Task1.2 (WP1), contributing to assess the impact, scalability, and replicability of the selected practices (WP2), as well as support for intensive training courses on gender equality promotion and inclusion of women in the blue economy (WP3), communication activities (WP4) and the cooperation with the complementary project and other close initiatives.



The BIOCHICA (BCC) is Italian Start-Up, based in the Marche Region (Fermo) and close to the Adriatic Sea. The start-up has been created as unexpected result of ENABLING EU Project (H2020), thanks to the collaboration between Norwegian and Italian partners. Biochica aims to valorize fishing residues and local aquatic biomass into the novel BBPs – Biobased Products. Biochica is currently working with several European R&D institutions to explore new biomaterials by exploitation of local Chitin and Chitosan as promising chemical building blocks to be exploited into the new biomaterials and BBPs. Its priorities are to valorize local biomass residues through sustainable pathways for circular blueeconomy growth. In this context, particular attention will be given to strengthening women's role through the enhancement of their own STEM skills have priorities. In this framework, Biochica aims to contribute with its experience and of its member to the WINBLUE project by implementing workshops, Impact assessments, best practices, and contributing to creating a stakeholders' platform. The aim will be to transfer know-how and opportunities about innovative sectors to the women engaged in different sectors of blueeconomy.

Biochica will leverage its European and local networks to communicate and disseminate WINBLUE results, as well as engage public and private stakeholders in the project activities

www.biochica.com

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Fig 8-WHO WE ARE

The third menu tab introduces **Our sister project**, WIN-BIG. The website is one of the WINBLUE tools that the project will be using to collaborate with WIN-BIG and ensure joint impact. The link takes the user to WINBIG's website.



Fig 9-WINBLUE sister project

The last menu tab of the project website, **Join the WINBLUE community**, is an immediate link to the WINBLUE community on the MARINA platform. This ensures that the online presence of WINBLUE is cohesive, engaging and enabling stakeholders' cooperation. The WINBLUE community enables sharing the project results, deliverables, good practices, training materials and detailed project information, making this content accessible also from the WINBLUE website. The WINBLUE community functionalities will be detailed in the deliverable "D4.4 WINBLUE Community's dissemination and networking platform".

D4.8 WINBLUE Website



4. Conclusion

The website will be an ongoing work that will continue being edited, updated, and improved throughout the project lifetime and beyond. In terms of visual presentation, some final discussions are still underway to ensure the best presentation of data possible, so as to enhance user experience. This includes discussions on how best to present the list of project deliverables that will be created throughout the project. The screenshots provided are related to the WINBLUE website at time of writing, i.e. 26 June, 2023.

5. Bibliography

The WINBLUE project website can be found here: <https://winblue-project.eu/>