



EMPOWERING WOMEN AND MAINSTREAMING  
GENDER EQUALITY IN THE BLUE ECONOMY

EMFAF-2022-PIA-WBE-10112278  
WOMEN IN THE BLUE ECONOMY

## D4.4 WINBLUE Community's dissemination and networking platform



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## D4.4 WINBLUE Community's dissemination and networking platform

Deliverable	D4.8 WINBLUE Website
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<b>Abstract</b>	This document describes the WINBLUE Community's dissemination and networking platform, which has been configured by the National Research Council of Italy (CNR), within the MARINA Web Knowledge Sharing Platform (as specified in the Grant Agreement).
<b>Title and number of connected deliverables</b>	"D4.8 WINBLUE Website"
<b>Explain Deliverable Dependency/ Connection</b>	The website and the WINBLUE community platform are connected as the community represents the interactive part and it is accessible from the website. The community is accessible using the menu option "JOIN THE WINBLUE COMMUNITY" or directly from the following Url: <a href="https://www.marina-platform.eu/registeredarea/community/viewCommunity/17">https://www.marina-platform.eu/registeredarea/community/viewCommunity/17</a>
<b>Title of connected external documents</b>	None
<b>Reference of the document and the link (if available)</b>	None

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## 1. Objective and purpose

The objective and scope of this document are to describe the WINBLUE Community's dissemination and networking platform, which has been configured by the National Research Council of Italy (CNR), within the MARINA Web Knowledge Sharing Platform (as specified in the Grant Agreement). Stakeholders, registering themselves in the WINBLUE community, will become their members. It is accessible from the WINBLUE Website or directly from the following Url: <https://www.marina-platform.eu/registeredarea/community/viewCommunity/17>

This community aims to facilitate knowledge sharing enhancing the dissemination of the WINBLUE results, and collaboration between the different stakeholders with respect to Events, Good practices, Courses, Gender equality plan frameworks, Working groups, etc. The WINBLUE is an interconnected virtual community to implement the engagement strategy and to provide tools for knowledge sharing and networking. The WINBLUE online community will also benefit from the results of R&I Peers and ATHENA projects and in particular, from a flexible tool to define and monitor GEPs within an organisation by specifying actions, indicators and targets.

The interaction among stakeholders using the WINBLUE community will facilitate: 1) exchanging experiences and knowledge, 2) finding synergies for cooperation aiming to reduce the gap among genders, 3) looking for or offer data, and opportunities, to share experiences and create new pathways and services relevant for the blue economy with higher relevance for gender equality.

### 2. Intended audience

This document should be used by the WINBLUE consortium members and by the stakeholders engaged in the project activities. It should be used to share the different results and to discuss synchronously and asynchronously about them. The WINBLUE section of the MARINA platform will facilitate the storage and retrieval of activities carried out, and their results such as documents, good practices, courses, Gender Equality Plan (GEP) frameworks, networking events, coaching tools implemented, etc. It represents a space of interaction that the WINBLUE project makes available, enabling the different stakeholders to contribute actively to the discussion, providing suggestions and exchanging knowledge from other experiences.

### 3. WINBLUE community building

Building a community, in particular the WINBLUE community, implies engaging people, as well as creating connections with existing and emerging communities aiming to define, co-define and share information, good practices, knowledge and courses, co-organise events or discussions, work building common knowledge, and improve a collective awareness related to Gender Equality in the five sectors of the EU Blue Economy that WINBLUE will address, i.e.:

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 and for making the blue economy sectors more sustainable and efficient (Cross-cutting WINBLUE sector).

The WINBLUE online tool has been configured. The WINBLUE project will build the community:

1. identifying the stakeholders to be invited to become members of the community and the WINBLUE partners participating to the Task 1.2 of the WINBLUE project that provides a stakeholder mapping through their engagement in different project activities. These stakeholders are included in the [WINBLUE stakeholders' database](#) created using EUSurvey;
2. sending a letter to the stakeholders included in the Stakeholders' database (see Annex I) for sharing with them content or organising an online activity, and asking them to share good practices, courses, GEP frameworks, and events they are making related to the Gender Equality and Blue Economy. When you send the letter, it is mandatory to include also the [Factsheet of WINBLUE](#), and any other information related to the project.

## 4. Community engagement methods

Each level of community engagement to be reached requires some preferred engagement techniques. WINBLUE will use three levels related to the community engagement methods, i.e.: Informing, Consulting and Collaborating. This simplification is a consequence of the goal of the WINBLUE Community, which aims to engage the different stakeholders in a process of information, consultation and collaboration on challenges related to Gender Equality in the five Blue Economy sectors addressed within WINBLUE. The WINBLUE community has been configured by CNR under Task 4.3 as a community federated within the MARINA platform, accordingly to the GDPR. Any question can be sent to [WINBLUE.community@irpps.cnr.it](mailto:WINBLUE.community@irpps.cnr.it).

Table 1: Engagement phases and methods

Informing	<p>Peer2peer provides information to the other community members and all interested people and organisations, sharing with them the description of the WINBLUE project.</p> <p>By accessing the WINBLUE community platform, people can access information even if they are not registered. It is possible to access information related to courses, good practices, events such as workshops or conferences, results from questionnaires, interviews and storytelling, news, and newsletters provided by the WINBLUE consortium.</p> <p>Good practices, coming from the WINBLUE analysis, are also accessible within the working spaces.</p> <p>All the WINBLUE community members can also access events, interviews, documents, etc. shared by other members who are not in the WINBLUE project consortium.</p>
Consulting	<p>Collecting feedback related to the actions and activities of the WINBLUE Community Platform members. This is a one-way communication phase characterised, for example, by gathering information, using feedback surveys, or opinions and contributions from the stakeholders, retrieving them from working spaces or events' discussions.</p>
Collaborating	<p>Collaboration (working in partnership) of groups of community members to co-define content and future actions. Stakeholders can play both a passive or an active role by accessing or sharing information, knowledge, and services (such as courses). Indeed, also sister and complementary projects can inform the community about the content they will produce, and activities related to Gender Equality and Blue Economy.</p> <p>The WINBLUE Community Platform facilitates the organisation and implementation of activities such as managing events, sharing services, open discussions, etc, with sister and complementary projects using interactive approaches.</p> <p>Moreover, all the stakeholders engaged can contribute with content such as good practices, examples of Gender Equality Plans, documents, presentations, storytelling, videos, and tools, sharing them within the community.</p>

## D4.4 WINBLUE Community's dissemination and networking platform

The WINBLUE Community Platform enables users to decide where, when and how they want to participate for sharing information, opinions, documents, and good practices, and engage other members of the community for informing, consulting, or collaborating with other projects or stakeholders in some activities.

This platform is supportive and complementary with respect to other methods that can be used for sharing information and engaging stakeholders. Some of these methods are described here:

**INVITATION MESSAGES-LETTERS AND E-MAIL MESSAGES** - Invitation Messages-Letters and e-mail messages (see Annex I) can be sent in the early stages of engagement to provide information on the WINBLUE community and the platform. A message can be sent to invite stakeholders to join the WINBLUE Community platform, to be informed and engaged in the activities carried out by the WINBLUE Community and by the WINBLUE project. Indeed, the message can be more effective if it is sent when an event, a new discussion, an initiative or its outcomes, a new document, good practices, courses etc., are available on the platform.

**PRESS RELEASE** - Press release reaches large numbers of stakeholders using newspapers and other communication channels. Any press release can be shared in the platform using the NEWS FROM THE WORLD section.

**NEWSLETTER** - Newsletters from the WINBLUE project periodically reach the members of the WINBLUE community, soliciting and engaging them in activities to draw the members' attention.

**QUESTIONNAIRES, INTERVIEWS AND STORYTELLING** - These methods directly collect voices, opinions, ideas, suggestions, and experiences of stakeholders. The results of questionnaires and interviews (sometimes with a video) can be shared within the WINBLUE community (e.g., using the "Working Spaces"). Videos with a story can be also registered and shared within the community.

**PICTURES AND CREATIVE ARTEFACTS** attracting and engaging new stakeholders in the discussion on Gender Equality and Blue Economy can be done in different manners. For example, it is possible to organize competitions, invite participants using the "Working Spaces" in the platform, and ask them to upload pictures, videos, songs or any other creative artefact related to specific challenges decided for the competition.

**EVENTS, e.g., WORKSHOPS, FOCUS GROUPS, COURSES** - workshops, focus groups, courses and events that use participatory methods allow people to share knowledge and discuss their ideas in an open and relaxed atmosphere. They can be designed to exchange information and discuss the strengths, weaknesses, opportunities and threats of ideas, challenges, good practices, success stories etc. Some methods can be finalized to produce or improve Gender Equality Plans. The WINBLUE Community Platform will support the events organization, their management and sharing the follow-up and outcomes.

**STREAMING EVENTS (CONFERENCES IN STREAMING)** - Aiming to facilitate participation in events, they can be shared in streaming. The WINBLUE Community Platform supports the events' organization, enabling conferences streaming.

**SOCIAL NETWORKS** - Facebook, LinkedIn, Twitter, and other social networks can be used for wide dissemination actions as a first level of community engagement, informing users on good practices, initiatives, discussions, events, etc. related to Gender Equality in the Blue Economy.

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CO-CREATION - The co-creation is the higher level of the engagement process as it implies the collaboration of participants; it contributes to developing the feeling of belonging to the working group/community. This can be done, for example, by involving stakeholders in creative competitions, or asking them for sharing content and discussion on specific challenges such as developing good practices in the Blue Economy sectors to address the gaps related to Gender equality. According to a study conducted by Kaasinen et al. (2013), co-creation can be supported by inspiring physical or virtual spaces where users, designers and other actors can meet informally and as equals. In this study, the authors defined a set of requirements for the co-creation spaces, underlining that co-creation is more engaging when it is connected to everyday life, and when there are low barriers for participating. Co-creation fits personal goals and interests and encourages creativity and informal interaction, supporting continuous results and iterative development. The WINBLUE Community Platform facilitates and fosters informing, consulting, and collaborating processes using different functionalities.

## 5. Sharing contents within the WINBLUE community

The WINBLUE community has been configured within the MARINA platform. It is accessible from the [WINBLUE website](#) by clicking on the menu option "JOIN THE WINBLUE COMMUNITY", or directly to the [URL of the WINBLUE Community](#).

In particular, the WINBLUE community aims to facilitate knowledge sharing enhancing the dissemination of results, and collaboration between the different stakeholders with respect to events, good practices, courses, Gender Equality Plan frameworks, working spaces.

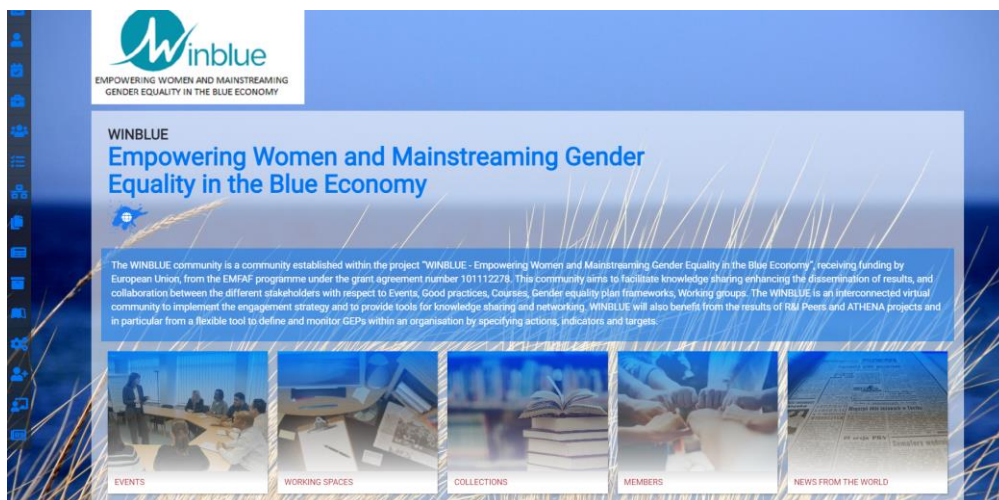


Figure 1: Structure of the WINBLUE community content



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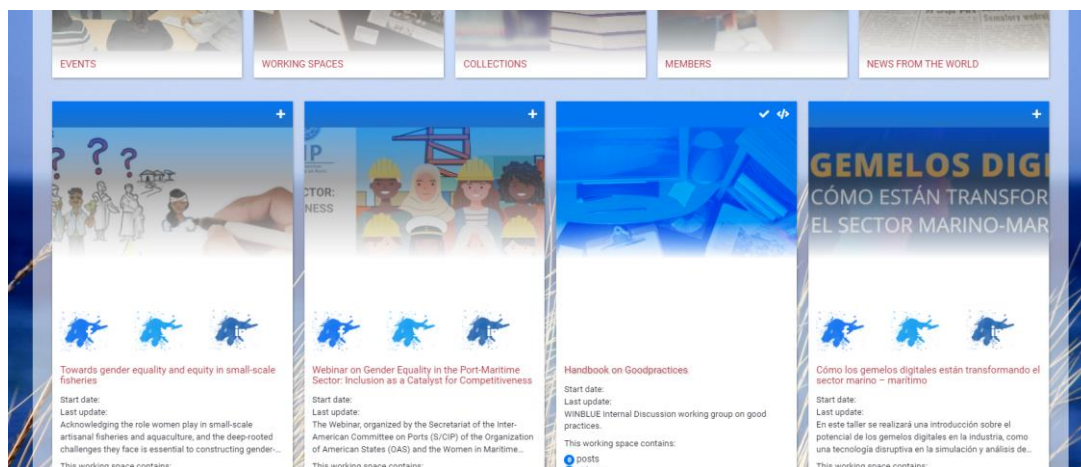


Figure 2: Examples of working spaces (for example the Handbook of Good practices is a private working space of the WINBLUE consortium)



Figure 3: Examples of collections of documents (one of these organises the WINBLUE deliverables and documents)

The WINBLUE is an interconnected virtual community to implement the engagement strategy and to provide tools for knowledge sharing and networking. WINBLUE will also benefit from the results of R&I Peers and ATHENA projects, in particular, from a flexible tool to define and monitor GEPs within an organisation by specifying actions, indicators and targets.

The next subsection provides some guidelines to be used for sharing: events, working spaces, deliverables and documents from the project, good practices, courses, Gender Equality Plan frameworks, and news from the world, that structure the content of the community.

### 5.1 Events

The EVENTS section in the WINBLUE Community Platform will facilitate the organisation of events and the spread of content using a participatory approach, i.e., the members of the community (if interested in the topic of the event and after joining it) can directly upload and manage content related to events, follow the streaming, participate in the follow-up discussion.

An Event can be of several types:

- a face2face event,
- a virtual event,
- a blended event.

The WINBLUE Community Platform can facilitate the organisation, management and sharing of information, videos, and documents of any type of content.

Here are the guidelines that specify the steps (Preparation, During the event, Follow-up) to be implemented for sharing information and materials. Each member of the community needs to be registered to create and populate content for each event.

#### Preparation

In the preparation phase, any organiser can create a new event online independently from the type of event (face2face, virtual or blended), as it is important to share and maintain the history of the activities and events organised, and their documentation in one place only, even if it is shared using other channels. Once the event has been created the organiser can:

- upload the agenda,
- send the invitation for the event to the participants by email messages,
- collect on-line the participants' registrations,
- collect the agreement on the Informed Consent from people who will attend the event,
- upload any engaging material before the event, which provides information useful for the discussion (preliminary documents, videos, etc.).

Any other member of the community can:

- be notified about the event,
- read the agenda and any other preparatory document for the event,
- get registered as a participant,

provide documents, links to videos or other websites.

#### During the event

During the event, the organisers can:

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- create a live streaming that enables to share the speaker's presentations online with people that cannot attend locally the event (remotely connected participants),
- create a live streaming for participants from various locations that can discuss remotely. More than one streaming can be organised. This can be useful for virtual or blended events,
- link videos, share pictures, and collect materials to be used for the follow-up.

Any other member of the community can:

- formulate a question to the speakers,
- share opinions using the chat,
- share useful documents, etc.

### Follow-up

After the event, the organisers can:

- upload presentations if not already shared during the event (with the consent of its author),
- upload pictures, videos and other materials taken and collected during the face2face event (with the consent of involved people),
- upload the outcomes of the event, for example the report synthesising the results of the event or the result of a workshop (deleting personal data),
- send a message or an email to all participants, to notify that the outcomes from the event are available online.

Any other member of the community can:

- visualise any material available for the event,
- provide comments in the chat for proposing new initiatives connected to the event, etc.,
- provide other documents, share videos or links,
- ask for clarification, etc.

People who are not members of the community can visualise any event contribution.

## 5.2 Working spaces

The WINBLUE community members can use shared WORKING SPACES to:

- 1) share working documents and videos,
- 2) organise virtual or face2face meetings,
- 3) discuss ideas in videoconferences or chats.

Working spaces can be also used to: 1) share online and organise blended learning courses materials, 2) discuss and define good practices, 3) discuss and define Gender Equality Plan models, 4) create discussion groups between the partners of the Project consortium, also involving some stakeholders.

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Working spaces, differently from events (that are only public), have various levels of privacy: private, closed, or public. All the private working spaces can be accessed, and its content can be visualised only by the administrator and by the community members the administrator chooses to invite. The title and the general description of closed working spaces can be visualised by all. To visualise and contribute to its content, users should be enabled by the administrator of the working space after sending a join request. Public working spaces could be accessible from everyone, but it is needed a join request to contribute to their content.

### 5.3 Collection of documents

The WINBLUE community enables document collection and sharing.

COLLECTION: WINBLUE Deliverables and documents

Here you can find the open documents produced by the WINBLUE project.

Communities: WINBLUE

ORDER BY: CREATION DATE A-Z Z-A PUBLICATION DATE

**D4.8 WINBLUE Website**

Document type: Project deliverable

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.

Description: This document outlines the completion of D4.8, the WINBLUE project website (<https://winblue-project.eu/>), 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 WINBLUE community, hosted on the MARINA platform by CNR, which allows the user a seamless experience when interacting and engaging with WINBLUE online.

Year of publication: 2023

Author: Main Author Rebecca Zammit (AL); Author: Leonardo Pristerà (AL)

Owner: WINBLUE project

Type of owner: EU-funded project

Keywords: WINBLUE Website

Sectors: Value not available

Marine related issues: Deep sea mining including bio-prospecting, Pollution caused by human, land and sea pressures, Blue growth, Marine change caused by climate, Acidification, Sea transportation, Coastal urbanization, Marine biotech, Blue energy (Renewable energy (wave, wind, tidal)), Maritime, coastal and cruise tourism, Coastal erosion, Fishing and aquaculture

RRI Dimensions: Gender equality

**WINBLUE PROJECT FACTSHEET**

Deliverable D4.8

Document type: Project deliverable

Abstract: The WINBLUE project intends to accelerate the empowerment of women in the blue economy through facilitating their participation in five sectors: - circular blue bioeconomy and biotechnology, - aquaculture and fisheries, - offshore renewable energy, - sustainable coastal tourism, - cutting edge enabling technology for protecting and restoring marine ecosystems. The project will launch five WINBLUE labs to involve stakeholders in the: co-design and implementation

Figure 4: The WINBLUE collection of Deliverables

In particular, the WINBLUE consortium started to share:

- deliverables and documents produced by the WINBLUE project,

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- good practices aiming at mainstreaming gender equality in the Blue Economy-WINBLUE,
- Gender Equality Plan models-WINBLUE,
- documents produced by any other project,
- documents on Gender Equality from the European Commission and other international and national authorities, policymakers, and funding agencies, etc.

The WINBLUE partners have in charge to upload:

- the deliverables of the WINBLUE project, that, once approved, if public, and any other official and public document of the project in the collection "Deliverables and documents produced by the WINBLUE project"; e.g., factsheets, presentations or posters, etc.
- good practices produced in WINBLUE,
- Gender Equality Plan models-WINBLUE.

Each member of the community can add and organise content related to Gender Equality and Blue Economy. Any content not coherent with Gender Equality and Blue Economy can be removed by the administrator (CNR).

### 5.4 News from the World

Any news, related events, new initiatives, public discussions, new legislation and rules, and new products related to the WINBLUE project, but also from other projects and organisations, can be shared in the "News from the world" section, within the community. Both, the WINBLUE consortium and the stakeholders from the quadruple helix who are members of the WINBLUE community will be explicitly invited to share news. Note that some of these news (selected by the WINBLUE consortium) will be also accessible from the WINBLUE website (<https://winblue-project.eu/>).

## 6. How to get registered in the WINBLUE community

The stakeholders invited, can become members of the WINBLUE Community using the registration page, selecting the WINBLUE community.

Each stakeholder must read the information sheet and has to agree the informed consent (see the WINBLUE D5.2-Data Management Plan, RRI and ethics guidelines) to become a member of the community.

## D4.4 WINBLUE Community's dissemination and networking platform



The image shows a registration form for the WINBLUE community. The form includes fields for E-mail (\*), Confirm e-mail (\*), Password (\*), and Confirm password (\*). Below these fields, there is a checkbox for "I agree with the terms and conditions". A dropdown menu is labeled "Communities: which community would you belong to?". The dropdown menu is open, showing a list of communities with checkboxes. The selected community is "Empowering Women and Mainstreaming Gender Equality in the Blue Economy".

Registration

E-mail (\*)

Confirm e-mail (\*)

Password (\*)

Confirm password (\*)

I agree with the [terms and conditions](#)

Communities: which community would you belong to?

EMPOWERING WOMEN AND MAINSTREAMING GENDER EQUALITY IN THE BLUE ECONOMY ▾

- Osservatorio del Mare a Molfetta
- GRRIP - Marine and Maritime stakeholder community
- Research and innovation for blue jobs and growth in the Mediterranean Area
- H2O:Source2Sea
- Mediterranean Innovation STRAtegy for transnational activity of clusters and networks of the Blue Growth
- Tools And Strategies to access original bioactive compounds by Cultivating MARine invertebrates and associated symbionts
- Marine Knowledge Sharing Platform for Federating Responsible Research and Innovation Communities
- European transdisciplinary networking platform for marine biotechnology
- BLUE AIR INNOVATION COMMUNITY (BLUE GROWTH SMART ADRIATIC IONIAN S3)
- Empowering Women and Mainstreaming Gender Equality in the Blue Economy

Empowering Women and Mainstreaming Gender Equality in the Blue Economy

Figure 5: Registration to the WINBLUE community

## 7. Next Steps

The WINBLUE community has been federated within the MARINA platform (created within the [MARINA H2020 project](#)). The platform has been used by many communities for years, and currently (July 2023) it federates 16 of them. Starting from September 2023 and during 2024, the WINBLUE consortium will populate the online community with content related to: 1) events (such as workshops, webinars, conferences, etc.) organised making available the event interactive space for sharing materials and discuss with stakeholders , 2) using it for working groups related to Good Practices, courses and other groups for collaboration, 3) sharing documents related to the Good practices both from WINBLUE or other projects, sharing documents such as the Gender Equality Plans models, or Gender Equality Plans adopted, etc., 4) sharing news from the world. The monitoring tool for GEPs will be interfaced by December 2023. Content can be uploaded in local languages for local events. In this case, an abstract in English language explaining the content must be provided. Contents uploaded must respect the ethical issues in line with the information sheet and consent of the WINBLUE community (see D5.2). CNR will organise webinars and will produce a video related to the WINBLUE community. Starting from September, CNR, ANFACO and the entire WINBLUE consortium will start to invite stakeholders to become members of the community, aiming to engage them in an interaction process fruitful for sharing results and creating synergies.

## 8. Bibliography and sitography

- General Data Protection Regulation, GDPR: <https://gdpr-info.eu/>
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- MARINA Platform: <https://www.marina-platform.eu/>
- WINBLUE Factsheet, VEDA, 2023
- WINBLUE-D5.2 Data Management Plan, RRI and ethics guidelines, July 2023
- WINBLUE Grant Agreement 101112278

## 9. Annex I

[Your Name]  
[Your Address]  
[City, State, ZIP]  
[Sender Email Address]  
[Phone Number]  
[Date]

[Stakeholder's Name] [Stakeholder's Position] [Company/Organization Name] [Address] [City, State, ZIP]

Dear [Stakeholder's Name],

Hope this letter finds you in good health and high spirits. I am writing to you as a representative of the WINBLUE EU project to express our sincere interest in engaging with you as a member of the WINBLUE online community, as a valuable stakeholder.

The WINBLUE community is a community established within the project "WINBLUE - Empowering Women and Mainstreaming Gender Equality in the Blue Economy", receiving funding from European Union, from the EMFAF programme under the grant agreement number 101112278. The project WINBLUE intends to accelerate the empowerment of women in the blue economy.

*The WINBLUE community aims to facilitate knowledge sharing enhancing the dissemination of results, and collaboration between the different stakeholders with respect to Events, Good practices, Courses, Gender equality plan frameworks, and Working groups related to Gender Equality and the Blue Economy. The WINBLUE community to implement the engagement strategy and provide tools for knowledge sharing and networking. WINBLUE will also benefit from the results of R&I Peers and ATHENA projects and, in particular, from a flexible tool to define and monitor GEPs within an organisation by specifying actions, indicators, and targets.*

*You are invited to share your experiences in other projects, information, data, needs, good practices, documents, etc. within the WINBLUE community, empowering mutual knowledge and reinforcing the impacts organizing common activities, workshops, etc.*

You can read online the [factsheet of the WINBLUE project](#) at:

To become a member of the WINBLUE community you should follow the [registration process](#).

\*\*\*\*\*



## D4.4 WINBLUE Community's dissemination and networking platform

Here each partner that is sending the letter can add some events, documents, working spaces that believe important to add in the invitation letter to engage the stakeholder during the WINBLUE project life.

\*\*\*\*\*.

Warm regards,

[Your Name] [Your Position] [Your Company/Organization Name]