

4th Atlantic Stakeholder Platform Conference 2017

“Regeneration across generations – socially inclusive sustainable development of the European Atlantic Seaboard”

8 November 2017, Glasgow, United Kingdom

University of Strathclyde: Technology & Innovation Centre, Glasgow, Scotland

GUIDELINES FOR WORKSHOP ORGANISERS

The guidelines developed below are meant to provide background, guidance and practical information to organisations willing to lead a workshop at the 4th Atlantic Stakeholder Platform Conference.

The process will commence with an open call for thematic workshops related to Priority 4 of the Atlantic Action Plan (AAP) “Create a socially inclusive and sustainable model of regional development” to be launched on April 18th and to be closed on June 2nd, 2017.

1. BACKGROUND FOR BUILDING WORKSHOP PROPOSALS

1.1. Objectives of the Stakeholder Conference

The annual Atlantic Stakeholder Platform Conference offers a great transnational publicity opportunity to deliver AAP key messages and further promote awareness of its achievements. The annual conference is the central hub for stakeholders of the Atlantic Strategy to meet, seek ways of cooperation, share information and identify funding opportunities and partnerships for their projects. The format and design of the event combines plenary sessions, workshops and networking activities supported by the representatives of the main funding instruments, and gives the chance to participants to promote and identify interesting project ideas, share good practices, make valuable contacts and explore areas for cooperation.

The event will primarily:

- Provide for a “match-making and experiences exchange platform”, facilitate the development of AAP related projects and allow for contacts with funding instruments and stakeholders operating in the priorities of the Plan at local/regional/national and European level;
- Promote projects under development in the Atlantic Area;
- Provide for exchange on Atlantic best practices;
- Strengthen collaboration with funding agencies from EU, national and regional levels;
- Capitalise on the complementary work of the Atlantic Strategy Group (ASG), the Support Team and the networks supporting the implementation of the AAP; and
- Showcase progress in transatlantic collaboration.

1.2. Thematic focus

The conference will focus on topics related to **Priority 4 of the AAP “Create a socially inclusive and sustainable model of regional development”** emphasising on project development so as to promote activities linked with Atlantic Best Practices and the Atlantic Project Awards. The workshops will focus on the following areas:

- Fostering better knowledge of social challenges in the Atlantic Area:
 - Projects bringing health benefits and environmental improvements to coastal communities;
 - Projects demonstrating good practice in social inclusion;
 - Workforce development projects for blue skills preserving traditional skills and managing the transition between traditional and new marine sectors.
- Preserving and promoting the Atlantic’s cultural heritage through diversification
 - Recreation and tourism projects, including best practice in development of marine sports and facilities, and port services, culturally traditional industries (fishing, industrial heritage) and local seafood;
 - Projects aiming at protecting and restoring tourist attractions, including coastal and underwater cultural attraction and marine heritage sites;
 - Projects meeting the challenge of seasonality in the tourism sector.

In addition, the conference will continue giving prominence to the **international dimension of the Atlantic Strategy as it is** embodied in the Galway Statement on Atlantic Ocean Cooperation with United States of America and Canada, in the Atlantic research cooperation with Brazil and South Africa, in the cooperation with adjacent sea macro-regions/basins (Baltic, Mediterranean), etc.

1.3. Format of the conference

The format proposed for the event comprises:

- An **introductory plenary session** (welcome addresses, mapping of the day, plenary opening session on progress with project funding and upcoming calls).
- **Two rounds of four parallel workshops** lasting 90 minutes each. The workshops will be selected through an open call for workshops that will be launched on the Support Team’s website. The criteria used for selecting the workshops are the following:
 - relevance (how relevant is proposed workshop to the AAP),
 - clarity (is it clear from the outset what the organisers would like to achieve with the workshop?),
 - speakers’ expertise (based on CVs),
 - timeliness (hot topic or not),
 - clustering capacity (critical mass of the presenting partnership),
 - existing projects or mature proposed project ideas; preference will be given to workshop proposals with an Atlantic wide cooperation dimension.

- The **Atlantic Project Awards Ceremony** at which the "Atlantic Project Awards" will be presented and brief presentations will be delivered by the awarded organisations.
- A **closing plenary session including the presentation of the workshop outcomes** to be delivered by the workshops organisers / rapporteurs or by the conference moderator.
- As **side networking and matchmaking activities**, about 40 exhibition stands (projects and nominees, networks, workshop organisers, other stakeholders exhibiting documentation, promotional material, and videos), a designated matchmaking area for appointments between participants (project promoters, funding agencies) and the Support Team Help Desk.

1.4. Target audience of the conference

The event will target up to 400 Atlantic stakeholders (individuals/organisations) who directly contribute to the implementation of the AAP. Stakeholder types include: representatives of local, regional, national public bodies, Managing Authorities, private companies, NGOs, individuals, research organisations, academia, national/regional/EU networks.

2. GUIDANCE AND PRACTICAL INFORMATION

2.1. Horizontal principles to be used in each workshop:

- Emphasise and reflect on the AAP dimension.
- Foster panel discussions and avoid lengthy presentations – the aim is to hear various opinions on the topic and provoke interactive discussions with the audience for which time should be reserved.
- Present inspiring project examples/good practices.

2.2. Workshop proposals template

Workshop proposals should be submitted according to the proposed template accessible on line. The following information will be provided by the workshop organiser:

Template Section: Organisation Information

- Name of your organisation (**Mandatory field**): Legal/commercial name of the organisation should be provided.
- Website of your organisation (**Optional field**): Link to organisation's website (if available) should be provided.
- Type of organisation (**Mandatory field**): Please select appropriate type from menu. In case the appropriate type is not listed, please fill in under "Other".

Template Section: Workshop Contact Person Information

- Title, First & Last Name, E-mail, Telephone Number (**Mandatory fields**): Please provide all requested information of the responsible Contact Person for the workshop.

Template Section: Workshop Information

- Workshop title (**Mandatory field**): Please provide a suggested title for the workshop;
- Workshop summary (**Mandatory field**): Please provide a brief description focusing on the issue/concept addressed by the workshop. Please refer to particular projects (under development, or completed), best practices and knowledge exchanges on which the workshop may be based.

Template Section: Relevancy to Priority 4 “Create a socially inclusive and sustainable model of regional development” of the Atlantic Action Plan

- Key topics covered by Priority 4 (**Mandatory field**): Please chose the topics relevant to your proposed workshop (you may choose more than one topic).

Template Section: International dimension covered by the workshop

- International dimension (**Mandatory field**): Please indicate whether your workshop incorporates an international dimension as explained in section 1.2. above (is promoted by a translational team, the topics/issues covered have an international dimension). Please, expand on the field provided.

Template Section Structure and Format of the Workshop

- Workshop structure (**Mandatory field**): Please outline the proposed workshop’s structure taking into consideration the guidelines on workshop structure and format as provided in section 2.3 below.
- Speakers and moderator profiles/bios (**Mandatory field**): Please provide short profiles/bios of the speakers and the workshop moderator.
- Speakers and moderator photos (**Optional field**): Please provide photos of the speakers and the workshop moderator.
- Workshop expected audience (**Optional field**): Please provide a preliminary listing of the expected audience. You may use the organisation’s typology provided under the “Organisation information” section of the template.
- Workshop expected outcomes (**Mandatory field**): Please provide a general description of expected outcomes in terms of e.g. links established between potential project partners, dissemination of good practices, identification of new joint actions, etc.

2.3. Guidance on the workshop structure and format

- Workshop duration: 90 minutes;
- Short speeches by the workshop moderators to introduce the topic(s) covered in the workshop, set the agenda, present the speakers and the overall interaction process with the participants;
- Maximum 3 speakers per workshop;
- Short statements by speakers incorporating a good balance between content on the priority 4 and examples / practical projects (maximum 10 minutes for each speaker);
- Sufficient time for interactive exchange, questions and comments among the speakers and audience are encouraged;
- Time for workshop conclusions and next steps/actions to be taken.

2.4. Workshop selection criteria and process

The **evaluation framework** for selecting the workshops is the following:

- relevancy with the Atlantic Action Plan objectives, and in particular with Priority 4;
- clarity i.e. defining what the organisers would like to achieve with the workshop;
- expertise of the speakers based on bios;
- timeliness of the topics covered (hot topic or not);
- level of maturity of the projects presented i.e. from conceptual status to ready for funding and current project;
- integration of an Atlantic international cooperation dimension.

The **selection and monitoring process** will be structured on the following steps:

Closing application for submission of workshop proposals	02/06/2017
Contact workshop organisers with the evaluation/selection results	23/06/2017
Monitoring and support to selected workshop organisers by the Support Team	From 23/06/2017 until event

2.5. Contact

If you have any questions concerning the call for workshop proposals, please contact:

helpdesk@atlanticstrategy.eu