

## **5<sup>th</sup> Atlantic Stakeholder Platform Conference 2018** *“Blue Economy in the Atlantic area Fostering sustainable jobs, competitive skills and career”*

**23-24 October 2018, Vigo, Spain**

***Auditorio Mar de Vigo Palacio de Congresos, Vigo, Spain***

### **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 5<sup>th</sup> Atlantic Stakeholder Platform Conference.

The process will commence with an open call for thematic workshops related to **youth employment in the maritime domain** with a focus on how to pursue a maritime career in the 21st century, how to obtain the necessary skills and how to embrace innovation without risking jobs in the Atlantic area.

The call is to be launched on March 28th and to be closed on May 21st, 2018.

#### **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 at 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

This conference will focus on **how to pursue a career in the maritime sector, how to obtain the necessary skills and embrace innovation without negatively affecting employment in the Atlantic area**, while at the same time emphasising present opportunities for project development relevant to the **Atlantic strategy** and to the objectives of the **Atlantic Action Plan**.

Furthermore, the conference will continue to give 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, Black Sea), 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 mid-term review, funding opportunities, etc)
- **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 Atlantic Action Plan),
  - clarity (what the organisers would like to achieve with the workshop?),
  - timeliness (hot topic or not),
  - clustering capacity (critical mass of the presenting partnership),
  - existing projects or mature project ideas;
  - preference will be given to workshop proposals that demonstrate wide Atlantic cooperation prospects.
- The 3<sup>rd</sup> **Atlantic Project Awards Ceremony** aiming to honor outstanding achievement by projects in the geographical area covered by the Atlantic strategy and that are related to the implementation of the Atlantic Action Plan 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.
- A **half-day business-to-business networking session**, under the auspices of the **Enterprise Europe Network**, aiming to help maritime business operators and service suppliers connect, innovate and grow internationally;

- **An exhibition area** with about 40 exhibition stands (award project winners, networks and organizations, key stakeholders among which workshop organizers, other stakeholders exhibiting documentation, promotional material, and videos) and the Support Team Help Desk.

#### 1.4. Target audience of the conference

The event will target up to 250 Atlantic stakeholders (individuals/organisations) wishing to engage in the implementation of the Atlantic Plan and the Blue Economy: public and private organizations, research institutions and universities, institutional and private investors, SMEs, maritime clusters, innovators, non-governmental associations and representatives of the civil society from the Atlantic region.

## 2. GUIDANCE AND PRACTICAL INFORMATION

### 2.1. Horizontal principles to be used in each workshop:

- Emphasise and reflect on the AAP dimension and the conference topic.
- 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 and its relevant to the conference theme. Please refer to particular projects (under development, or completed), best practices and knowledge exchanges on which the workshop will be based.

#### Template Section: International dimension covered by the workshop

- International dimension (**Optional field**): Please indicate whether your workshop incorporates an international dimension as explained in section 1.2. above (is promoted by a transnational 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 (**Optional 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 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 conference topic 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 conference topic referring to the Atlantic Action plan objectives;
- clarity i.e. defining what the organisers would like to achieve with the workshop;
- timeliness of the topics covered (relevant topic or not);

- level of maturity of the projects presented i.e. from conceptual status to ready for funding and current project;
- integration of a wide Atlantic cooperation dimension;

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

Closing application for submission of workshop proposals	21/05/2018
Contact workshop organisers with the evaluation/selection results	25/06/2018
Monitoring and support to selected workshop organisers by the Support Team	From 25/06/2018 until event

## 2.5. Contact

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

[helpdesk@atlanticstrategy.eu](mailto:helpdesk@atlanticstrategy.eu)