

# She4Sea

**Women Sea Stories  
Atlantic Assets for the EU**

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*Side Way or any Way.*



# The Atlantic

**‘The cause of the **ATLANTIC** should be, first of all, a voluntary action to transform a geography, that of Western Europe, of the Atlantic area, in an economic unit and a **HUMAN SET**’**

Xavier Gizard,  
first Secretary-General of the CAAC

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# What is CAAC?



## The 6 Cs:

- **C** LUB OF ATLANTIC CITIES: the Atlantic Urban Forum
- **C** OMMUNITY of towns and other actors, citizens above all.

Concerning the **action**, it should focus on:

- **C** AMPAIGNING: make lobbying not only a political issue but also an instrument for raising awareness
- **C** OOPERATION: European projects, but also informal exchanges
- **C** OACHING: A resource centre for the Atlantic cities
- **C** OMMUNICATION: making CAAC cities, their activities and experiences, examples and 'highlights' of a communication strategy 2.0-based.

Website: <http://www.atlanticcities.eu>

Twitter: @arcatl

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# What is **She4Sea** ?

**Conference of Atlantic Arc Cities  
communication campaign**

**She4Sea aims to acknowledge the  
role of women in ATLANTIC  
MARITIME AFFAIRS as assets for  
the EU**

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# How was **She4Sea** born?

*May 2016*

Meeting of the project "**Sea Change**", in the framework of Horizon 2020 and lead by the Atlantic Alliance

I realized that there were **only women** at the meeting

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# Objectives

- **Giving a voice** to women working in the Atlantic maritime field
- **Recognizing** their daily job and achievements
- **Raising awareness** about their presence in Maritime Affairs
- **Encouraging** other women to work in maritime-related areas
- **Showcasing Atlantic** values

# She4Sea Actions



## Interviews

Online contents' spreading - **CAAC blog**

**CAAC Social Networks**: Twitter, Facebook

**CAAC Newsletter** (more than 1300 subscribers)

Presentation of the project to the initiative **FutureLab Europe**, September 2017

Presentation at the **IV Conference of Atlantic Stakeholders**, Glasgow 2017

Presentation at **EU calls for proposals 2018**

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‘**Women** carry life,  
they carry the world and  
they **carry the sea**’

Stéphanie Roos-Faujour (*April 2017*)

‘Being a **woman** generates **respect** in  
the **maritime** field’

Sophie Leroy (*July 2017*)

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**Thank you very much for your attention!**

**¡Gracias!**

**Merci!**

**Obrigado**

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