



GUIDELINES FOR WORKSHOP ORGANISERS¹
7th Atlantic Stakeholder Platform Conference - ASPC 2020
with the collaboration of the Nouvelle-Aquitaine Region

19 November 2020, Bordeaux, France

The guidelines developed below are meant to provide background, guidance and practical information to organisations willing to lead a workshop at the 7th Atlantic Stakeholder Platform Conference.

The process will commence with an open call for workshop proposals launched on 19 June 2020 to be closed on 14 September 2020.

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;

¹ The Organising Committee, taking all precautions, will be considering all possibilities including the organisation of an online event if ASPC2020 cannot be carried out on-site (preferable option). In such case, a contingency plan will be discussed with selected candidates.

- 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 Assistance Mechanism and the networks supporting the implementation of the AAP; and
- Showcase progress in transatlantic collaboration.

1.2. Thematic focus

The conference will focus on the four (4) pillars of the forthcoming revised Atlantic Action Plan² :

- Atlantic ports and their role in blue economy;
- Blue skills and ocean literacy;
- Marine renewable energy;
- Healthy ocean and resilient coasts.

At the same time, proposals should seek to emphasise funding opportunities for project development relevant to the Atlantic strategy and the Atlantic Action Plan pillars including the cross cutting aspects of research and innovation for a sustainable blue economy .

Furthermore, the conference will continue to give prominence to the International Cooperation in the Atlantic area i.e. international dimension embodied in the Galway Statement on Atlantic Ocean Cooperation with United States of America and Canada and its potential support to the Blue Economy; in the Atlantic research cooperation with Brazil and South Africa; in the cooperation with adjacent sea macro-regions/basins (Baltic, Mediterranean, Black Sea), etc. as it is embodied in the Galway and Belém Statements and related Atlantic Ocean Research Alliance.

1.3. Format of the conference

The format proposed for the event comprises:

- An **introductory plenary session** including welcome addresses, mapping of the day, a plenary opening session;
- **Two rounds of parallel workshops** lasting 75 minutes each selected by the ASPC2020 Steering Committee (French Presidency of the Atlantic Strategy Group, Nouvelle-Aquitaine Region, DG MARE and EASME);
- The 4th **Atlantic Project Awards Ceremony** aiming to honour 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;

² [https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=PI_COM:Ares\(2019\)6838710](https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=PI_COM:Ares(2019)6838710)

- A **closing plenary session including the presentation of the workshop outcomes** to be delivered by the workshops organisers / rapporteurs or by the conference moderator.
- **Business-to-business networking sessions**, aiming to help maritime business operators and service suppliers connect, innovate and grow internationally;
- **An exhibition area** with about 20 exhibition stands (award project winners, networks and organizations, key stakeholders among which workshop organizers, other stakeholders exhibiting documentation, promotional material, and videos) and the Assistance Mechanism Helpdesk.

1.4. Conference target audience

The event will target up to 200 Atlantic stakeholders from 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 wishing to engage in the implementation of the Atlantic Action Plan and the Blue Economy.

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;
- Pillar targeted by the workshop (**Mandatory field**): Please select the most representative pillar of the theme targeted by 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, innovative themes/ideas 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, dissemination of research/innovative ideas/results, identification of new joint actions, etc.

2.3. Guidance on the workshop structure and format

- Workshop duration: 75 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.

3.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 pillars;
- 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 (cooperation amongst organizations from several Atlantic member states; speakers etc.).

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

Closing application for submission of workshop proposals	14/09/2020
Contact workshop organisers with the evaluation/selection results	25/09/2020
Monitoring and support to selected workshop organisers by the Assistance Mechanism	From 25/09/2020 until event

4. CONTACT

If you have any questions concerning the call for workshop proposals, please contact us at helpdesk@atlanticstrategy.eu