8TH ATLANTIC STAKEHOLDERS PLATFORM CONFERENCE

GUIDELINES FOR WORKSHOP ORGANISERS

Atlantic Assistance Mechanism

June 2021

ATLANTIC ACTION PLAN

PROMOTING **SMART SUSTAINABLE** AND **INCLUSIVE** GROWTH FOR THE ATLANTIC AREA

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OPEN CALL FOR STAKEHOLDER WORKSHOPS

Stakeholders of the Atlantic Community are invited to apply to lead a workshop at the 8th Atlantic Stakeholder Platform Conference (ASPC).

The guidelines below provide practical information on the application process, selection of workshop organisers and preparation for the conference.

8TH ATLANTIC STAKEHOLDER PLATFORM CONFERENCE: WHAT YOU NEED TO KNOW

The 2021 Atlantic Stakeholder Platform Conference (ASPC) will take place one year after the launch of the Atlantic Action Plan 2.0 – A New Approach to the Atlantic Maritime Strategy.

Stakeholders of the Atlantic Community have the opportunity to review the current state-of-play of the Atlantic Action Plan and the way forward. This occasion also presents opportunities to showcase existing initiatives and introduce new players, projects and innovative ways to collaborate toward its implementation.

Date/time	:	Thursday 21 October 2021, 09:00-17:00 GMT
Format	:	Hybrid
Venue	:	Dublin, Ireland and Online (conference platform)
Theme	:	Atlantic Pathways to a Green Blue Economy

Objectives and expected outcomes

The Conference aims to:	The Conference should:
■ Provide the state-of-play of Atlantic co-operation and its activities in relation to the Atlantic Action Plan 2.0	■ Increase the visibility of the Atlantic Action Plan 2.0 and communicate its continuing and increasing value to existing and new target audiences
■ Showcase projects, best practices, new partnership models, funding opportunities and community platforms that promote the Blue Economy and the EU Green Deal	■ Engage new stakeholders into the Atlantic Community
■ Foster collaboration between stakeholders, existing and new players that will unlock opportunities and accelerate the implementation of the Atlantic Action Plan	■ Feature initiatives, practices and projects that could be built upon or replicated across the Atlantic Community

2.0 – contributing to an impact-driven networked innovation ecosystem in the Atlantic	■ Support existing and generate new partnerships, platforms and initiatives that would promote the EU Green Deal and accelerate the implementation of the Atlantic Action Plan 2.0
	■ Present co-financing and funding opportunities for Atlantic Projects

Conference format

The format proposed for the conference comprises:

Opening Ceremony	:	Plenary session with keynote addresses, updates on the implementation of the **Atlantic Action Plan 2.0** and the unveiling of the **2021 Atlantic Project Awards**
Interactive Parallel Stakeholder Workshops	:	Four interactive parallel stakeholder workshops, 75 minutes per workshop ▪ 11:15 – 12:30 – Workshops 1 & 2 ▪ 13:45 – 15:00 – Workshops 3 & 4
Project Pitch Sessions	:	Four projects will be selected to pitch their initiative to investors and potential partners
Closing Ceremony	:	Plenary session that will present the Project Jam and its outcomes, closing keynote addresses and the Handover of the Presidency of the Atlantic Strategy Committee
Matchmaking and networking meetings	:	To facilitate connections between stakeholders, projects and potential partners
Virtual exhibition	:	Projects, programmes, funds, key stakeholders and the Assistance Mechanism Helpdesk

Conference participants and target audience

The event will target existing, new and mapped EU Atlantic stakeholders from public and private organisations, 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.

ORGANISING THE ASPC WORKSHOPS

Four stakeholder-driven workshops will be featured at the 8th Conference. The workshops should:

- Present a topic that is interesting and relevant to the Atlantic Community and its stakeholders, emphasising the relevant Atlantic Action Plan

- Facilitate discussions and/or collaboration between the workshop attendees through interactive formats

- Inspire the Community and the workshop attendees by featuring projects, use cases, good practices or initiatives that can be built on and/or replicated in other territories

Who can apply to organise a workshop?

You can apply to organise a workshop if you are:

- An Atlantic stakeholder or member of the Atlantic Community

- Responsible for a project or initiative, or an expert on a topic that is relevant to the Atlantic Community, particularly if it is related to the Atlantic Action Plan 2.0

- Seeking to promote a topic, project or initiative and looking for collaborators, partners, sponsors or other community members that can either promote, support or start this in their area

How can I apply to organise a workshop?

1. Complete the **Online Workshop Application Form.**

2. You will receive an automated email confirming that you have submitted your application. **Please contact helpdesk@atlanticstrategy.eu if you do not receive the notification within 24 hours.**

3. We might have some questions about your planned workshop. The Assistance Mechanism Help Desk will contact you directly in this case. **Please ensure that you have provided your contact details.**

4. The applications for the workshops will be assessed by the Assistance Mechanism, in coordination with the ASC Presidency, DG MARE and CINEA. Do expect to receive the **selection results notification by email** on **25 September 2021**.

How will the workshops be selected?

The Assistance Mechanism will screen the workshop applications and provide the Workshop Selection Committee, comprised of the ASC Presidency, DG MARE and CINEA, with a ranked order of assessment. The following criterion will be used to evaluate each proposal:

No.	Criterion	Weight
1	**Significance**	20%
	Is the workshop topic relevant to the Atlantic Action Plan 2.0, international cooperation in the Atlantic and/or to the conference theme? Is the topic timely?	
2	**Clarity**	20%
	Does the workshop have a clear purpose and objectives? Does it have a clear and relevant target audience?	
3	**Interactivity**	20%
	Is the workshop format interactive? Will it engage and inspire its intended audience?	
4	**Impact**	20%
	Is the workshop content, audience and format linked to its objective(s)? Is its stated impact specific and measurable?	
5	**Collaboration**	20%
	Does the workshop promote a wider Atlantic cooperation? Will it introduce or encourage new actions, activities and players?	
	Bonus: Innovation	
	Does the workshop foster innovation? Or will it have an innovative approach?	

Preparing for the workshop

The Atlantic Assistance Mechanism and the organisers of the ASPC 2021 will support you in preparing for your workshop and promoting this online.

Mechanics

Duration	:	75 minutes
Format	:	Hybrid

Venue	:	The workshop must have a virtual element to allow participants to attend remotely. However, you will also have the option to conduct this from the conference venue in Dublin, Ireland.
IT tools & platform	:	Zoom / WebEx (to be confirmed) Conference platform
Interactivity formats	:	You have the following options at your disposal when designing your workshop: ✓ Presentation functionalities, including airing videos ✓ Event moderation functions (mute, presentation sharing access, event lobby, attendee removal, optional timer) ✓ Creating virtual break-out rooms ✓ Launching online polls and post-event surveys ✓ Whiteboard or Mural for participants to work on or collaborate ✓ (In-tool) Interpretation
Event support	:	The Assistance Mechanism will provide you with: ▪ Preparation calls to help you prepare your event ▪ Technical support to set up your workshop (we will set up the workshop virtually and will be on hand for the physical set-up if you are there) ▪ Organisation of technical rehearsal before the event day ▪ Virtual Help Desk officer to assist your attendees with any technical difficulties on the day ▪ Support on communication activities to promote your workshop to the relevant audiences ▪ Support with the workshop registration process and if needed, any pre-event communications for your workshop participants
Your obligations	:	▪ Actively engage in the preparation process ▪ Conduct communications activities to promote your workshop, including providing any relevant content to the ASPC organisers to support their promotional efforts ▪ Report on the workshop outcomes at the Closing Session

Key dates

Date	Activity
07 September	Submit your proposal
25 September	Receive selection results by email
01 & 08 October	Briefing for organisers and speakers

12-19 October	Technical rehearsals pre-event

Any questions?

Contact us at helpdesk@atlanticstrategy.eu

ONLINE APPLICATION FORM

ID		
1	**ORGANISATION**	
1.1	Submitting organisation	Legal/commercial name of the organisation
1.2	Located in	City, Country
1.3	Organisation website	
1.4	Organisation type	- Individual/Professional - Business – Start-up, SME, Mid-cap - Public authority - Academia – University, research institution, school - Cluster, Accelerator, Incubator - Association/Foundation/Network/NGO - Other
1.5	Organisation social media accounts and/or hashtag	Twitter / Facebook / LinkedIn
1.6	Name of contact	
1.7	Email address	
1.8	Contact number	
2	**WORKSHOP**	
2.1	Workshop title	
2.2	Short description (abstract of the workshop)	
2.3	Workshop objective(s)	
2.4	Expected outcomes and any success indicators	
2.5	Target audience (list the profiles of participants that will attend)	

2.6	Workshop format Attach file(s) with: ▪ Provisional agenda ▪ Event concept (if available) ▪ Any proposed interactivity formats	
2.7	Facilitators/Presenters Attach file(s) with: ▪ Brief bio or LinkedIn profile of proposed speakers ▪ Brief bio or LinkedIn profile of proposed moderators/facilitators	