

# ATLANTIC PROJECT AWARDS 2021

## GUIDELINES FOR AWARD APPLICATIONS

Atlantic Assistance Mechanism

June 2021

ATLANTIC ACTION PLAN



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



Funded by  
the European Union

## INTRODUCTION

The Atlantic Project Awards feature outstanding initiatives, successful collaborations and achievements relevant to the implementation of the Atlantic Action Plan 2.0. These projects have taken place within the EU Atlantic over the past year and showcase best practices and partnership models that could be scaled up at the regional, national, European and international level.

The Awards are organised by the Atlantic Strategy Committee, supported by the Atlantic Assistance Mechanism.

### Objectives

The Atlantic Project Awards aim to:

- Promote the key priorities and achievements of the Atlantic Action Plan 2.0 to the wider EU public
- Showcase initiatives, successful collaborations, best practices and partnerships that could inspire, be replicated or scaled up to implement the Atlantic Action Plan 2.0
- Support best in category projects and initiatives with their growth objectives by enhancing their visibility and providing them with a platform to present their initiatives and be matched with potential growth partners

### Expected outcomes

The Awards should:

- Promote Atlantic success stories and initiatives that can be further supported and scaled up
- Provide a database of projects, initiatives and practices that would promote the EU Green Deal and accelerate the implementation of the Atlantic Action Plan 2.0
- Engage existing and new stakeholders into the Atlantic Community

### Categories

The Atlantic Project Awards 2021 proposes **five plus one categories**, in line with the pillars of the Atlantic Action Plan.

- **Atlantic Ports**

Projects, initiatives and actions that feature ports as gateways for the Atlantic and/or as catalysts for business.

### ■ **Blue Skills and Ocean Literacy**

Projects, initiatives and actions that boost blue skills and blue jobs, featuring quality education, training and lifelong learning; and that promote ocean literacy

### ■ **Marine Renewable Energy**

Projects, initiatives and actions that promote carbon neutrality through marine renewable energy

### ■ **Healthy Oceans and Coasts**

Projects, initiatives and actions for stronger coastal resilience and which reinforce the fight against marine pollution

### ■ **International Cooperation in the Atlantic Area**

Projects, initiatives and actions that reflect an international dimension as 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.

### ■ **The Atlantic Investor Award**

A new category is proposed to recognise Atlantic investors that have a) set up blue impact funds or b) portfolios that substantially contribute to the development of a sustainable blue economy or implement the EU Green Deal for the Blue Economy. This award can showcase a public/private partnership that has:

- Demonstrated or initiated a co-financing model that can create new or viable market paths for innovative and sustainable solutions for the Blue Economy
- Demonstrated or initiated a public-private financing mechanism for activities with a cross-cutting dimension across the pillars of the Atlantic Action Plan

## **Eligibility**

Applications may be submitted by any individual, organisation, business, group, network, consortium or institution that:

1. Is headquartered, domiciled or present in an EU Atlantic Member State – France, Ireland, Portugal and Spain. EU Atlantic members of existing international consortia are eligible to apply.
2. Has a funded project or initiative that is in progress or completed. A funded project is a group of tasks, actions, activities carried out by a consortium or a grouping within the framework of a larger and longer collaboration. Any type of funded project (at local, regional, national, or European level from public and/or

private sources) that has been delivered or is being delivered inside the Atlantic Strategy geographical area is eligible to apply.

3. Any project initiated within 36 months prior to the announcement of this Call is eligible to apply.

## **Mechanics**

The Atlantic Project Awards will be granted to **one winner** for each category, being the four pillars, International Cooperation in the Atlantic Area and the Atlantic Investor.

1. An **Open Call for Applications** for the five categories (except for the Atlantic Investor Award) will be launched on social and digital media, and through the Atlantic stakeholder channels. In tandem, the Atlantic Assistance Mechanism will monitor existing project pipelines, national, regional and international awards for potential candidates.
2. An **Online Application Form** will be set up to receive submissions. The fields for the online form are appended as Annex 1.

Applications shall be processed by the Assistance Mechanism. Candidates shall be notified of

- Receipt of the application
- Any questions on the application
- Results of the selection of winners for the conference

Further details on the screening process shall be provided in due course.

The **Notification of Selection Results** shall be sent to all candidates one day after the selection of winners.

**All nominated/applicant projects shall be offered a virtual booth at the Conference.** All projects submitted shall be promoted in the pre-event communications.

The Atlantic Award winners shall be contacted by the organisation team of the Atlantic Stakeholder Platform Conference to prepare the presentation of their project during the conference.

## Project Assessment Criteria

No.	Criterion	Weight
<b>1</b>	<b>Significance of the need or problem being addressed</b>	<b>25%</b>
	<u>Definition:</u> Relevance of the project to the needs of the pillar, temporality or significance of the need (short-, medium-, long-term trend)	
<b>2</b>	<b>Clarity of the project's value proposition, its competitive advantage in relation to the need being addressed and potential synergies with other pillars</b>	<b>30%</b>
	<u>Definition:</u> Project's value proposition is clearly defined, project effectively demonstrates how it addresses the need, and/or reflects potential or existing synergies with other pillars	
<b>3</b>	<b>The project clearly demonstrates a sustainable impact</b>	<b>15%</b>
	<u>Definition:</u> Project has a tangible/high impact on sustainability for the Atlantic Blue Economy, it reflects an area under the EU Green Deal and/or contributes to the greening of the Atlantic Blue Economy	
<b>4</b>	<b>Viability of the project model</b>	<b>15%</b>
	<u>Definition:</u> Project demonstrates its viability over the long-term, it can be replicated in different territories or localities and/or can be scaled up	
<b>5</b>	<b>Team</b>	<b>5%</b>
	<u>Definition:</u> The project team has the right set of skills and competences and the team/board members and/or advisors have the right networks/key relationships	
<b>6</b>	<b>Atlantic/International cooperation dimension</b>	<b>10%</b>
	<u>Definition:</u> The project encourages collaboration and has an Atlantic/international dimension	
	<b>Bonus: Innovation</b>	
	<u>Definition:</u> The project demonstrates innovativeness in its approach	

## Screening Process for the Atlantic Investor Award

The screening for the Atlantic Investor Award shall be a separate process.

## Awards

The Atlantic Project Awards will be granted to one winner for each category.

The 2021 Atlantic Project Awards shall be unveiled during a ceremony at the 8<sup>th</sup> Atlantic Stakeholder Conference.

Winners of the five categories (four pillars plus International Cooperation) will receive:

- A coaching package from the Assistance Mechanism to support them on their next growth phase.
- A trophy and certificate
- An Atlantic Project Award Seal

The Atlantic Investor 2021 Winner will receive:

- A trophy and certificate
- The Atlantic Investor 2021 Seal

The seal may be used by the Winners in their communications and marketing material.

The awards will be publicised on through the Atlantic Community's web-based communication channels (Atlantic Strategy website, electronic publications and social media) and by general media coverage.

## Preparation for the Conference and Awards Ceremony

**Virtual exhibitor.** All projects that have been nominated/applied to the Awards will be offered a virtual exhibition booth at the Conference to present their project and to meet potential growth partners.

**Project pitch.** The winners will be given the opportunity to pitch their project during the Award Ceremony.

## Key dates

Date	Activity
07 September	Submit your application
25 September	Receive selection results by email
01 & 08 October	Briefing for organisers, speakers and awardees
12-19 October	Technical rehearsals pre-event

## ANNEX 1. ONLINE APPLICATION FORM

ID		
<b>1</b>	<b>ORGANISATION</b>	
1.1	Submitting organisation	Legal/commercial name of the organisation
1.2	Located in	City, Country
1.3	If consortium/group, list partners	
1.4	Organisation website	
1.5	Organisation type	<ul style="list-style-type: none"> <li>▪ Individual/Professional</li> <li>▪ Business – Start-up, SME, Mid-cap</li> <li>▪ Public authority</li> <li>▪ Academia – University, research institution, school</li> <li>▪ Cluster, Accelerator, Incubator</li> <li>▪ Association/Foundation/Network/NGO</li> <li>▪ Other</li> </ul>
1.6	Organisation social media accounts	Twitter / Facebook / LinkedIn
1.7	Name of contact	
1.8	Email address	
1.9	Contact number	
<b>2</b>	<b>PROJECT</b>	
2.1	Project name	
2.2	Country	<ul style="list-style-type: none"> <li>▪ France</li> <li>▪ Ireland</li> <li>▪ Portugal</li> <li>▪ Spain</li> <li>▪ Other (please specify)</li> </ul>
2.3	Project website	
2.4	Project social media accounts	Twitter / Facebook / LinkedIn / Instagram Project hashtag (if any)
2.5	Primary award category	<ul style="list-style-type: none"> <li>▪ Atlantic Ports</li> </ul>

		<ul style="list-style-type: none"> <li>▪ Blue Skills and Ocean Literacy</li> <li>▪ Marine Renewable Energy</li> <li>▪ Healthy Oceans and Resilient Coasts</li> <li>▪ International Cooperation</li> </ul>
2.6	Secondary award category	<ul style="list-style-type: none"> <li>▪ Atlantic Ports</li> <li>▪ Blue Skills and Ocean Literacy</li> <li>▪ Marine Renewable Energy</li> <li>▪ Healthy Oceans and Resilient Coasts</li> <li>▪ International Cooperation</li> </ul>
2.7	Project description	
2.7.1	<p>Criterion 1.</p> <p>What is the problem you are trying to solve? Why is this important?</p>	
2.7.2	<p>Criterion 2.</p> <p>How is the project solving the problem? Does it have any synergies with the other pillars or is there a cross-cutting dimension?</p>	
2.7.3	<p>Criterion 3.</p> <p>Does the project have a tangible/high impact on sustainability? If yes, how is this demonstrated?</p>	
2.7.4	<p>Criterion 4.</p> <p>Can the project be replicated elsewhere, and/or can it be scaled up?</p>	
2.7.5	<p>Criterion 5.</p> <p>Please provide brief biographies of the project team (this could be individuals or organisations)</p>	
2.7.6	<p>Criterion 6.</p> <p>Who does the project engage (target audience)? Does the project have an</p>	



	Atlantic/international dimension?	
2.7.7	Bonus: Is the project innovative in its approach? If yes, how?	
2.8	What are the project's outcomes and results so far? Cite one best practice demonstrated by the project.	
2.9	Next step for the project	
2.10	Any other information You may attach existing brochures, reports, pitch decks or links	

