



## OPEN CALL FOR STAKEHOLDERS' WORKSHOPS

Stakeholders of the Atlantic Community are invited to apply to lead a workshop at the 9<sup>th</sup> Atlantic Stakeholder Platform Conference (ASPC 2022).

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

## 9<sup>TH</sup> ATLANTIC STAKEHOLDER PLATFORM CONFERENCE: WHAT YOU NEED TO KNOW

The 2022 Atlantic Stakeholder Platform Conference (ASPC) will take place two years 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.

<b>Date/time</b>	1 <sup>st</sup> and 2 <sup>nd</sup> of December
<b>Format</b>	Hybrid
<b>Venue</b>	Palacio de Congresos de Cádiz, Cádiz, Spain and Online (conference platform)
<b>Theme</b>	Atlantic Approach: Enabler of sustainable Green Blue Economy

## Objectives and expected outcomes

The Conference aims to:	The Conference should:
<ul style="list-style-type: none"><li>■ Provide the state-of-play of Atlantic co-operation and its activities in relation to the Atlantic Action Plan 2.0</li><li>■ Showcase projects, best practices, new partnership models, funding opportunities and community platforms that promote the Blue Economy and the EU Green Deal</li><li>■ Foster collaboration between stakeholders, existing and new players that will unlock opportunities and accelerate the implementation of the Atlantic Action Plan 2.0 – contributing to an impact-driven networked innovation ecosystem in the Atlantic</li></ul>	<ul style="list-style-type: none"><li>■ Increase the visibility of the Atlantic Action Plan 2.0 and communicate its continuing and increasing value to existing and new target audiences</li><li>■ Engage new stakeholders into the Atlantic Community</li><li>■ Feature initiatives, practices and projects that could be built upon or replicated across the Atlantic Community</li><li>■ 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</li><li>■ Present co-financing and funding opportunities for Atlantic Projects</li></ul>

## 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 9<sup>th</sup> 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 **Application form for workshops** ([LINK](#))
2. 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.**
3. 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 via email** on the **10<sup>th</sup> August 2022**.

## 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
<b>1</b>	<b>Significance</b>	<b>20%</b>
	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?	
<b>2</b>	<b>Clarity</b>	<b>20%</b>
	Does the workshop have a clear purpose and objectives? Does it have a clear and relevant target audience?	
<b>3</b>	<b>Interactivity</b>	<b>20%</b>
	Is the workshop format interactive? Will it engage and inspire its intended audience?	
<b>4</b>	<b>Impact</b>	<b>20%</b>
	Is the workshop content, audience and format linked to its objective(s)? Is its stated impact specific and measurable?	
<b>5</b>	<b>Collaboration</b>	<b>20%</b>
	Does the workshop promote a wider Atlantic cooperation? Will it introduce or encourage new actions, activities and players?	
	<b>Bonus: Innovation</b>	
	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

<b>Duration</b>	60 minutes
<b>Format</b>	Hybrid
<b>Venue</b>	The workshop must have a virtual element to allow participants to attend remotely. However, you will conduct the workshop from the conference venue in Cádiz, Spain.
<b>IT tools &amp; platform</b>	Zoom / WebEx (to be confirmed) Conference platform
<b>Interactivity formats</b>	<p>You have the following options at your disposal when designing your workshop:</p> <ul style="list-style-type: none"> <li>✓ Presentation functionalities, including airing videos</li> <li>✓ Event moderation functions (mute, presentation sharing access, event lobby, attendee removal, optional timer)</li> <li>✓ Creating virtual break-out rooms</li> <li>✓ Launching online polls and post-event surveys</li> <li>✓ Whiteboard or Mural for participants to work on or collaborate</li> <li>✓ (In-tool) Interpretation</li> </ul>
<b>Event support</b>	<p>The Assistance Mechanism will provide you with:</p> <ul style="list-style-type: none"> <li>▪ Preparation calls to help you prepare your event</li> <li>▪ 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)</li> <li>▪ Organisation of technical rehearsal before the event day</li> <li>▪ Virtual Help Desk officer to assist your attendees with any technical difficulties on the day</li> <li>▪ Support on communication activities to promote your workshop to the relevant audiences</li> <li>▪ Support with the workshop registration process and if needed, any pre-event communications for your workshop participants</li> </ul>
<b>Your obligations</b>	<ul style="list-style-type: none"> <li>▪ Actively engage in the preparation process</li> <li>▪ Conduct communications activities to promote your workshop, including providing any relevant content to the ASPC organisers to support their promotional efforts</li> <li>▪ Report on the workshop outcomes at the Closing Session</li> </ul>

## Key dates

Date	Activity
15 July	Submit your proposal
10 August	Receive selection results by email
03-08 October	Briefing for organisers and speakers
14-19 October	Technical rehearsals pre-event

## Any questions?

Contact us at [helpdesk@atlanticstrategy.eu](mailto:helpdesk@atlanticstrategy.eu)