

Tapping the Potential of the Sustainable Blue Economy in the Western Mediterranean: Policies and Practices to Accelerate the Sustainable Transformation



***Harnessing the Full Potential of the Sustainable Blue Economy:
The Cooperation to Enhance Maritime Skills and Careers***



Key Challenges

- Lack of political will and full commitments from both the private and public sectors
- Historical and cultural backgrounds
- Prejudice, discrimination and harassment
- Recruitment policies and working conditions
- Lack of data and gender specific measures in the blue economy
- Lack of role models to inspire young girls to follow in their education and careers
- Lack of recognition and communication
- Lack of awareness for women regarding opportunities
- Lack of support and encouragement: mentoring, coaching, career development
- Infrastructure & Digitalisation
- Financial education



Essential Blue Skills for women

In general, we need an education and trainings that match the new businesses and job market requirements. Businesses are no longer as usual; they have to be TPL based (Triple Bottom Line):

Planet, **P**eople and **P**rofit. We need

- Hard skills
- Soft skills
- Re-skilling and up-skilling
- Leadership and Entrepreneurship
- Persistence
- Self confidence



Recommendations

- Political Will and a change of mind set
- New gender recruitment rules and policies
- Legal frame work to promote, enforce and monitor equality
- Good working conditions : Assuring peace, security and flexibility
- National frameworks for ESG polices
- Data collection and analysis in each sector of the blue economy
- Data disclosure and transparency for accountability
- Engagement and involvement of women in governance and policy making decisions
- More communication, awareness and visibility





Recommendations

- Promotion of women leadership and entrepreneurship
- Ocean literacy and guidance in education and careers
- Allocated budget for training and capacity building
- Mentoring, coaching and focus groups
- Innovative finance and access to funds for start ups and young entrepreneurs
- Partnerships & cooperation on national and international levels
- Gender equality index
- Creation of WestMed Women Association for better collaboration and women empowerment in the region

Thank you !



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