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WOMEN IN BLUE ECONOMY

INTELLIGENCE GATHERING AND CAPACITY BOOSTING

WIN BIG

Win-Big Med Event | CONFERENCE DAY |26th March, 2025

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CallmeBLUE

Cluster ALLiance MEd BLUE

Lidia ROSSI, Director, ForMare
Emna SOHLOBJI, President, Tunisian Maritime Cluster
Nesrine REKIA ZIAD, Senior Officer, LEANCUBATOR

GENERAL INFORMATION – About CALLMEBLUE

The project **GOALS** are to:

- **Strengthen cluster alliances** in the Mediterranean to accelerate north-south regional cooperation to create **strategic maritime clusters** in North Africa.
- **Create a strategic vision & transferable models** of interregional cooperation between maritime clusters of the Mediterranean sea basin.

The CallMeBlue **PRIORITIES** are to:

- **provide support** to the establishment & empowerment of maritime clusters as relevant actors for innovation
- **enhance cooperation** between Northern & Southern clusters across the Mediterranean (NORTH-SOUTH & SOUTH-SOUTH Cooperation).

Programme	**EMFAF - European Maritime, Fisheries and Aquaculture Fund (EMFAF)**
Action	EMFAF-2023-PIA-FLAGSHIP (Regional flagships projects supporting sustainable blue economy in EU sea basins)
Duration	24 months
Start Date	01/10/2023
End Date	30/09/2025

CALLMEBLUE is a result of a further action toward the **WestMED Alliance priorities**

WESTMED Maritime Clusters Alliance

The project priority is in line with the main priority for the **UfM Roadmap** implementing the **UfM Ministerial Declaration on Sustainable Blue Economy**.

Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

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CONSORTIUM

The Project gathers together **the main Maritime Clusters of the Mediterranean Area**

Partners

- **ForMare – Polo Nazionale per lo Shipping**, Italy, Coordinator
- **Blue Italian Growth Technology Cluster** (Cluster BIG), Italy, Partner
- **Federazione del Mare**, Italy, Partner
- **Clúster Marítimo Marino de Andalucía (CMMA)**, Spain, Partner
- **Cluster Maritime Tunisien** (CMT), Tunisia, Partner
- **Pôle Mer Méditerranée**, France, Partner
- **ANIMA Investment Network**, France, Partner
- **Strategis Maritime Centre of Excellence**, Greece, Partner
- **SARL Leanovator**, Algeria, Partner
- **Forum Oceano**, Portugal, Partner

Associated Partners

BUSINESSMED - Mediterranean Union of Business Confederations

UNIMED – Union of Mediterranean Universities

Cluster Maritimo de Las Islas Baleares

Advisory Board

Egyptian Maritime Transport Ministry

Mauritanian Maritime Cluster

Département de la Pêche Maritime du Royaume du Maroc - Maritime Fisheries Department of Morocco Regime

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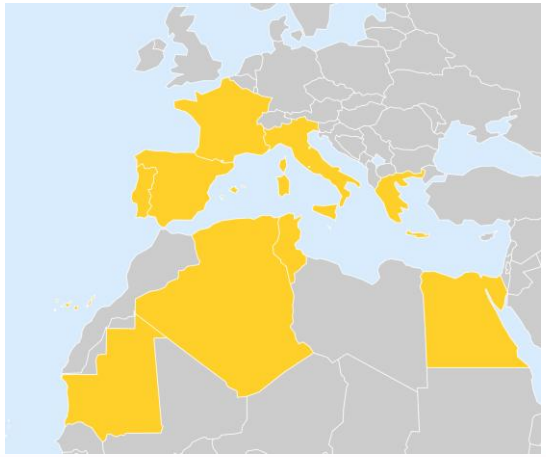
A closer look to CALLMEBLUE project

How

- **Providing direct support** to the establishment and empowerment of maritime clusters as relevant actors for innovation (training courses, exchanges of approaches and good practices)
- **Enhancing cooperation** between Northern and Southern clusters through networking activities (local and international events)
- **Organize** tailored capacity building processes addressed to emerging clusters and to the blue economy ecosystem at local level, set up structured regional networking processes
- **Promote** the engagement of **women** and young people in the local ecosystem of blue economy in the Mediterranean Sea Basin



The role of women in the development of the blue economy in Algeria and Tunisia

Emna SOHLOBJI, Tunisian Maritime Cluster, Tunisia

Nesrine REKIA ZIAD, LEANCUBATOR, Algeria

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LEANCUBATOR – SUSTAINABLE HUB OF INNOVATION

WHY WOMEN'S INVOLVEMENT MATTERS (IN CLUSTERS)?

NOT ONLY A MATTER OF SOCIAL JUSTICE BUT ALSO A STRATEGIC ECONOMIC IMPERATIVE

According to the World Bank, gender diversity in economic sectors leads to 10-30% higher productivity.

Unlocking **Growth Potential** and higher **Efficiency** & **Profitability**

Create **employment opportunities** and strengthen **local economies**

Reinforce **leadership** with more **inclusive gouvernance structures in cluster**

Create **more resilient, sustainable and responsible clusters**

Empowerment & **Community Impact** encouraging education, employment, and entrepreneurship

Directly **improves education, healthcare, and financial security for families and communities**

Passing sustainable practices and knowledge to younger generations, ensuring long-term benefits

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LEANCUBATOR – SUSTAINABLE HUB OF INNOVATION

ENHANCING THE INCLUSIVENESS OF WOMEN IN THE BLUE ECONOMY AND IN CLUSTERS

Gender-Inclusive Capacity Building

Ensures **equitable access to skills, knowledge** for women across all levels of the blue economy. **(Learning Labs & Advanced labs)**

Accelerate North-south Regional Cooperation

Sharing best practices, opening cross-border opportunities and global alliances, and promoting inclusive policies within blue economy clusters.

Visibility and Role Models

The project highlights and supports female role models in the blue economy **to inspire and motivate the next generation of women leaders.** Success stories are shared across platforms and events to shift perceptions and promote inclusion.

Networking and Community Building

Connecting female-led enterprises with partners, investors, and markets, enhancing their visibility and growth in the blue economy. and create platforms for women's engagement.

Innovation & Technology Dimension

Powerful enablers for women's inclusion by breaking traditional barriers and creating new, accessible pathways in the blue economy.

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Tunisian Maritime cluster

Creation

- created since 25 October 2019
- composed of 20 members who are involved in research, in the maritime profession, private companies and national authorities as partners

Main Mission

- Development of Blue Economy Sectors
- Support for the Promotion of Regional and International Dynamics between Northern and Southern Clusters
- Promotion of Youth and Women's Involvement in Innovative Maritime Initiatives within the Blue Economy

Women's leadership: a pillar of governance and development within the Tunisian Maritime Cluster

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Tunisian Maritime cluster

CALLMBLUE has highlighted initiatives led by female leadership by relying on the governance of the Tunisian Maritime Cluster (CMT) to structure and lead strategic actions in favor of the development of the blue economy.

From regional maritime diplomacy to the promotion of regional initiatives in favor of the blue economy.

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Development Sector

- Promoting Public-Private Partnerships in the Maritime Sector: Discussions of Challenges and Opportunities

Creation

- Maghreb Maritime Cluster in the form of an Alliance of Maghreb Maritime Clusters.
- Framework Agreement for Maritime Sectoral Cooperation Between the Representatives of the National Clusters of Tunisia, Mauritania, Libya, and Algeria.
- Promoting regional maritime diplomacy at international events and cluster creation through E-Lerning Lab

Social inclusion

- Contribution to the identification of blue economy actors, including those involved in social inclusion, within the Hub azul platform.

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Tunisian Maritime cluster

CALLMBLUE: Promoting the Initiative and Enhancing Program Visibility Through the Blog
Expand the reach and impact of the initiative by presenting it to a wider audience.

Launch of a professional immersion program for young people and young women in the blue economy sector Since 2023

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Thank You

To connect with our alliance of clusters in the Mediterranean, reach out to us

Stay updated on our activities by visiting our website