

Workshop for Marina Managers Scenario

ECOMARINAS PROJECT

Suggested workshop title:	“MAKE YOUR MARINA GREAT: PRACTICAL INNOVATIONS FOR SUSTAINABLE & PROFITABLE MANAGEMENT”
One–two summary lines: what is the workshop about and what tangible outcome will participants take away?	<p>This workshop equips marina managers, operators, and local authorities with practical tools, innovations, and regulatory insights to manage marinas that are both profitable and sustainable. Participants will learn how to implement modern solutions—from waste-handling and electrification to cost-efficient infrastructure upgrades—while improving environmental performance and customer experience. Through real examples, country-specific cases, and hands-on exercises, everyone will leave with a concrete action plan, new ideas, and connections.</p> <p>Learn how to make your marina more profitable, sustainable, and modern. Join us for a hands-on workshop full of real examples, smart solutions, and practical tools you can apply immediately.</p>
Target audience	<ol style="list-style-type: none"> 1. Marina Managers & Operators (marina operators, marina managers/owners, harbour master / harbour master managers) 🖱️ These are the key decision-makers responsible for operations, maintenance, and long-term planning. 2. Municipality / Local Government Representatives (municipality representatives, agencies, local institutions, politicians) 🖱️ They influence marina regulations, permissions, funding, and coastal development decisions. 3. Marina Employees & Staff (marina employees, People responsible for communication/PR) 🖱️ They implement operational changes, interact with boaters, and maintain day-to-day sustainability actions. 4. Boaters & Sailors (boaters, sailors, marina guests) 🖱️ They influence behaviour change (waste, water-handling, eco-friendly practices). <p>Based on it: <i>The workshop is targeted at marina managers, operators, owners, harbour masters, municipal and regulatory representatives, marina staff, and the broader boating community whose behaviour and decisions shape sustainable marina operations.</i></p>
Stakeholders Goals	Goal 1 – Strengthen Sustainable and Profitable Marina Management

	<p>Equip marina managers, operators, and local authorities with innovative, cost-efficient, and environmentally responsible solutions—including waste-handling improvements, electrification options, and modern infrastructure upgrades. Support marinas in securing funding and investment opportunities, strengthening public–private collaboration, and building the capacity needed to operate sustainably and profitably.</p> <p>Goal 2 – Drive Behaviour Change and Implement Modern Operational Practices</p> <p>Encourage marina staff, boaters, and service providers to adopt more sustainable behaviours by introducing practical tools, safe operational solutions, and proven best practices. Improve long-term engagement through clear communication, follow-up actions, and real examples that help participants implement visible improvements and modern innovations immediately after the workshop.</p>
<p>SMART Goals</p>	<p>SMART Goal 1 — Operational Sustainability & Profitability</p> <p>Specific: Participants will learn how to implement modern, sustainable marina solutions such as updated waste-handling, electrification, and cost-efficient infrastructure upgrades.</p> <p>Measurable: At least 80% of participants will identify three improvement areas and list one funding source relevant to their marina.</p> <p>Achievable: Solutions are based on real cases, supplier examples, and proven technologies already used in other European marinas.</p> <p>Relevant: Aligns with the need for marinas to reduce environmental impact while increasing value, safety, and customer satisfaction.</p> <p>Time-bound: Within 90 days, participating marinas should implement one small change (e.g., signage, waste-point upgrade, behavioural campaign) and begin planning a larger improvement project.</p> <p>SMART Goal 2 — Behaviour & Practice Improvements</p> <p>Specific: Encourage marina staff, users, and boaters to adopt more sustainable daily practices (proper waste disposal, pump-out use, safe chemical handling, reducing engine idling).</p> <p>Measurable: Participants will develop a 3–5 step action plan and commit to at least one behavioural initiative (e.g., awareness campaign, new instructions, visual aids).</p> <p>Achievable: The workshop provides templates, communication tools, and examples that allow immediate implementation.</p> <p>Relevant: These behavioural changes directly improve environmental quality, regulatory compliance, and customer experience.</p> <p>Time-bound: Within 30–60 days, participating marinas should document a visible improvement, supported by before/after photos or short follow-up surveys of staff/boaters.</p>

<p>Methods</p>	<p>1. Case Studies (Real Examples) Why: Handwritten notes repeatedly mention “case studies,” “good practice,” “success practice,” and “real examples.” Purpose:</p> <ul style="list-style-type: none"> • Show what sustainable and profitable marinas already do. • Demonstrate practical solutions for waste-handling, electrification, customer services, and funding. • Trigger new thinking and inspire action. <p>Supports Goals: Understanding modern solutions + motivating behavioural change.</p> <p>2. Interactive Group Exercises Why: Notes include “interactive methods,” “do something interactive,” and “practical tasks.” Purpose:</p> <ul style="list-style-type: none"> • Let participants analyze their own marina challenges. • Create hands-on learning moments that encourage engagement. • Improve communication and collaborative problem-solving. <p>Supports Goals: Adoption of practices + behaviour change + follow-up involvement.</p> <p>3. Action Plan Development (or presentation) Sessions Why: “Action plan” appears in almost every set of notes.</p> <p>4. Supplier & Solution Demonstrations Why: Several pages mention “supplier presentations,” “solutions,” “toolbox,” “available solutions and funds.” Purpose:</p> <ul style="list-style-type: none"> • Showcase modern marina technologies (waste systems, electrification, pumps, monitoring). • Help participants evaluate costs, benefits, and funding options. • Support informed investment decisions. <p>Supports Goals: Modernization + profitability + practical adoption.</p> <p>5. Country-Specific Why: Notes mention “local examples,” “use local language,” “local expert,” and national differences. Purpose:</p> <ul style="list-style-type: none"> • Discuss national regulations, grants, and environmental conditions. • Compare local marinas and find region-specific solutions. • Ensure all content is culturally and legally relevant. <p>Supports Goals: Regulatory implementation + funding access.</p> <p>6. Behaviour Change Tools & Communication Exercises Why: Several notes emphasise “motivation,” “communication,” “common language,” “posters,” “visual aids.” Purpose:</p> <ul style="list-style-type: none"> • Teach staff how to communicate rules to boaters.
----------------	--

	<ul style="list-style-type: none"> • Create signage, behavior campaigns, and marina messages. • Reinforce pump-out use, proper waste disposal, and eco-friendly choices. <p>Supports Goals: Boater behavior change + environmental improvement.</p> <p>7. Peer Exchange & Networking</p> <p>Why: Notes mention “new contacts,” “new thinking,” “coffee break networking.”</p> <p>Purpose:</p> <ul style="list-style-type: none"> • Let participants learn from each other. • Build long-term cooperation between marinas and municipalities. • Strengthen the industry community around sustainability. <p>Supports Goals: Collaboration + shared solutions.</p> <p>8. Short Energizers (Mental Reset)</p> <p>Why: One note explicitly mentions “breathing exercises to clean minds.”</p> <p>Purpose:</p> <ul style="list-style-type: none"> • Maintain energy during intensive sessions. • Improve focus and engagement. <p>Supports Goals: Participation retention + motivation.</p> <p>9. Visual Methods: Posters, Maps, Checklists</p> <p>Why: Notes repeatedly mention “posters,” “toolbox,” “visual aids.”</p> <p>Purpose:</p> <ul style="list-style-type: none"> • Present solutions in simple, memorable formats. • Help marinas easily transfer knowledge to their teams after the workshop. • Make the action plans more visible. <p>Supports Goals: Practical and immediate implementation.</p> <p>10. Before–After Planning & Measurement</p> <p>Why: Notes highlight “results should be visible” and “photos before/after.”</p> <p>Purpose:</p> <ul style="list-style-type: none"> • Teach marinas how to measure impact visually. • Create accountability and follow-up motivation. <p>Supports Goals: Time-bound success + improvement tracking.</p> <p>SUMMARISED:</p> <p>Core Methods</p> <ul style="list-style-type: none"> ✓ Case studies ✓ Interactive exercises ✓ Supplier demonstrations ✓ Action plan creation <p>Support Methods</p> <ul style="list-style-type: none"> ✓ Visual communication tools ✓ Behavior change exercises
--	---



	<ul style="list-style-type: none"> ✓ Country-specific sessions ✓ Networking opportunities 																											
Preliminary agenda	<table border="1"> <thead> <tr> <th>Time</th> <th>Session Title</th> <th>Duration</th> </tr> </thead> <tbody> <tr> <td>00:00–00:30</td> <td>Welcome & Goals</td> <td>30 min</td> </tr> <tr> <td>00:30–01:00</td> <td>Regulatory Landscape</td> <td>30 min</td> </tr> <tr> <td>01:00–01:45</td> <td>Case Studies & Innovation Showcase</td> <td>45 min</td> </tr> <tr> <td>01:45–02:00</td> <td>Coffee Break</td> <td>15 min</td> </tr> <tr> <td>02:00–02:45</td> <td>Behavior Change & Communication Tools</td> <td>45 min</td> </tr> <tr> <td>02:45–03:30</td> <td>☕ Lunch Break (45 min)</td> <td>45 min</td> </tr> <tr> <td>03:30–04:15</td> <td>Action plan presentation/discussion on it</td> <td>45 min</td> </tr> <tr> <td>04:15–04:30</td> <td>Summary & Takeaways</td> <td>15 min</td> </tr> </tbody> </table>	Time	Session Title	Duration	00:00–00:30	Welcome & Goals	30 min	00:30–01:00	Regulatory Landscape	30 min	01:00–01:45	Case Studies & Innovation Showcase	45 min	01:45–02:00	Coffee Break	15 min	02:00–02:45	Behavior Change & Communication Tools	45 min	02:45–03:30	☕ Lunch Break (45 min)	45 min	03:30–04:15	Action plan presentation/discussion on it	45 min	04:15–04:30	Summary & Takeaways	15 min
Time	Session Title	Duration																										
00:00–00:30	Welcome & Goals	30 min																										
00:30–01:00	Regulatory Landscape	30 min																										
01:00–01:45	Case Studies & Innovation Showcase	45 min																										
01:45–02:00	Coffee Break	15 min																										
02:00–02:45	Behavior Change & Communication Tools	45 min																										
02:45–03:30	☕ Lunch Break (45 min)	45 min																										
03:30–04:15	Action plan presentation/discussion on it	45 min																										
04:15–04:30	Summary & Takeaways	15 min																										
00:00 – 00:30 (30 min) Welcome, Goals & Participant Challenges	Methods: introduction, quick poll, discussion Focus: <ul style="list-style-type: none"> • Workshop goals & expectations • Participants' current marina challenges • Setting the tone for practical learning 																											
00:30 – 01:00 (30 min) Regulatory Landscape & Key Operational Issues	Methods: expert input + interactive discussion Focus: <ul style="list-style-type: none"> • National regulations (waste, water, electrification, invasive species) • Permissions & compliance challenges • Environmental priorities for marinas 																											
01:00 – 01:45 (45 min) Case Studies & Innovation Showcase	Methods: real examples, videos, supplier demos Focus: <ul style="list-style-type: none"> • Successful marina transformations (before/after) • Modern solutions (pumps, waste systems, electrification, smart tools) • Funding & investment models 																											
COFFEE BREAK — 01:45 – 02:00 (15 min)	Networking																											
02:00 – 02:45 (45 min) Behavior Change & Communication Tools	Methods: group work, posters, messaging workshop, role-play Focus: <ul style="list-style-type: none"> • Motivating boaters & staff • Effective environmental communication • Creating visual behavior-change tools 																											
LUNCH BREAK — 02:45 – 03:30 (45 min)	Continue Networking regarding communication tools																											
03:30 – 04:15 (45 min)	Methods: theoretical presentation, guided reflection, structured feedback tools Focus:																											



<p>Action Plan Presentations & Group Discussion</p>	<ul style="list-style-type: none"> • Introduction to a clear, step-by-step Action Plan Framework for improving marina operations • Explanation of how to prioritize actions (cost, feasibility, sustainability impact) • Walkthrough of example action plans from real marinas • Participants reflect on how the framework fits their marina <p>Feedback Collection:</p> <ul style="list-style-type: none"> • Quick digital poll on which elements of the framework are most useful • Group discussion on what additional tools or guidance participants would need to apply the framework <p>Outcome: Participants leave with a solid understanding of a structured action plan model and provide feedback that helps refine tools for future workshops.</p>
<p>04:15 – 04:30 (15 min) Collective Summary & Practical Takeaways</p>	<p>Methods: reflection, verbal commitments</p> <p>Focus:</p> <ul style="list-style-type: none"> • Top insights of the day • Discussion of next steps and support • Networking & contact exchange