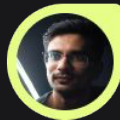
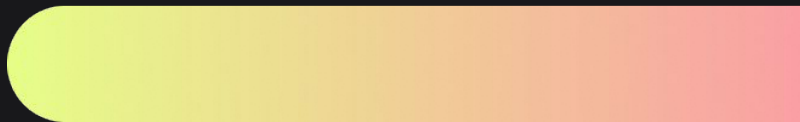
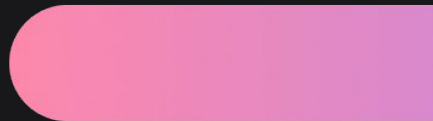
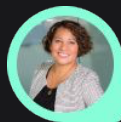




Zapnito x Edinburgh Ocean Leaders

Building a Global Ocean Leadership Community Beyond Events





Edinburgh
**OCEAN
LEADERS**



Edinburgh Ocean Leaders strengthened a connected, engaged and growing global ocean leadership community – enabling members to collaborate, share knowledge and extend their impact beyond in-person programmes.

Key highlights

- Centralised expert-led resources in one dedicated knowledge hub
- Sustained connection and collaboration beyond live events
- Increased visibility and exchange of ocean-sector insights across the community year-round

The Community Challenge

Ocean Leaders had successfully fostered strong connections through in-person programme experiences and cohort-based learning. However, maintaining engagement outside of physical events presented several challenges such as fragmented communication, limited knowledge sharing, and difficulty scaling community engagement.

Enabling Continuous Community Interaction

Facilitate ongoing community engagement between programme events

Centralising Knowledge and Resources

Provide a structured environment for knowledge sharing and content distribution

The Zapnito Solution

By implementing Zapnito, Ocean Leaders launched a centralised digital community platform tailored to the needs of its global leadership network.

Dedicated Community Hub

Zapnito provided a single, professional environment where alumni, mentors and advisors can connect, collaborate and share experiences.

Structured Knowledge Sharing

Ocean Leaders hosted research publications, media and programme insights within a searchable knowledge repository.

Enhanced Networking

Zapnito enabled Ocean Leaders to maintain strong cross-cohort relationships and community-led knowledge exchange.

Supporting Sponsorship

Provided Ocean Leaders with new opportunities to showcase partner and sponsor content, and expand programme reach through digital content distribution.

Results

3x Growth

Engagement Rate in
the first 6 months of
launch.



200+

Expert-led resources
published.



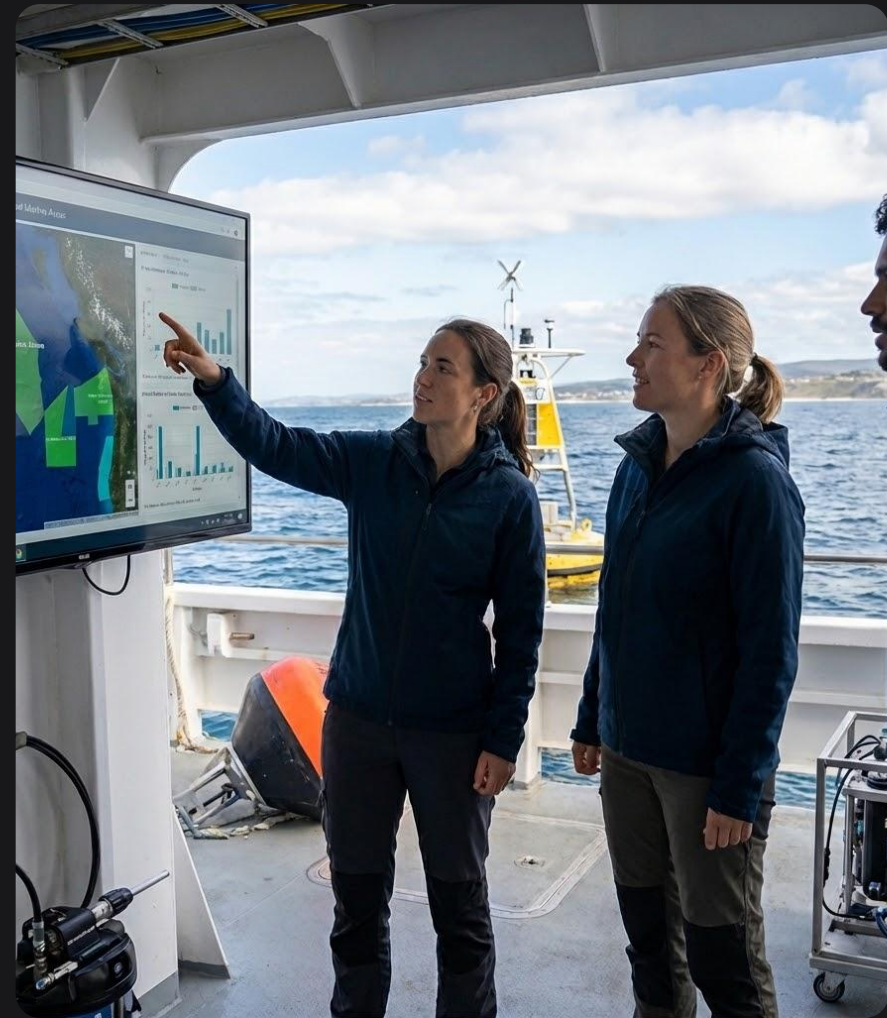
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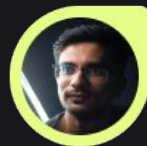
Returning Rate in the
last 12 months.



Why Zapnito?

Ocean Leaders aimed to continue to expand its global network of ocean professionals. With Zapnito, the organisation was able to build a scalable digital ecosystem that supported leadership development, knowledge exchange and industry collaboration.





Thank you

Find out more at <https://zapnito.com>