

COUNCIL
114th session
Agenda item 17(h)

C 114/17(h)
26 June 2015
Original: ENGLISH

EXTERNAL RELATIONS

(h) Report on Day of the Seafarer 2015

Note by the Secretary-General

SUMMARY

Executive summary: This document reports on the celebrations of the Day of the Seafarer (25 June 2015)

Strategic direction: 11.1

High-level action: 11.1.1 and 11.1.2

Planned output: No related provisions

Action to be taken: Paragraph 13

Related documents: Resolution A.1033(27) and Circular Letter No.3527

Background

1 At its twenty-seventh regular session in November 2011, the Assembly adopted resolution A.1033(27), endorsing the designation of 25 June of each year as the "Day of the Seafarer", to recognize the invaluable contribution that seafarers make to international trade and the world economy.

2 The Assembly invited Governments, shipping organizations, companies, shipowners and all other parties concerned to promote and celebrate the Day of the Seafarer in an appropriate and meaningful manner; and further invited Member States, intergovernmental organizations and non-governmental organizations in consultative status with IMO to submit to the Secretariat, on a yearly basis, information related to the celebration of the Day of the Seafarer.

Action taken to mark the Day

3 By Circular Letter No.3527, Governments, United Nations bodies and agencies, intergovernmental organizations and non-governmental organizations in consultative status with IMO were advised of arrangements being made to mark the Day of the Seafarer 2015. Additional information was posted on the relevant page of the IMO website.

4 For 2015, the focus of the Day of the Seafarer campaign was closely related to the 2015 World Maritime Day theme, Maritime Education and Training, but was specifically targeted to help address the predicted shortage of seafarers and officers in the future by promoting and highlighting the positive benefits of choosing a career at sea.

5 The online campaign called for all interested parties, including the public at large, to voice their support using social networks – by posting messages on Facebook and Twitter, as well as sharing photos and videos, adding the campaign slogan: "Career at Sea".

6 The campaign generated numerous web stories, videos, blog postings, news articles and opinion pieces from experts and media outlets, which together attracted thousands of individuals to the many social networks linked to the Day of the Seafarer.

7 For 2015, new promotional material was created, including a photo wall hosted on the IMO website, where visitors (namely former and current seafarers) were asked to upload a photo of their time at sea. The result is a visually exciting page of montaged photos from around the globe. In addition, an animation in the form of a short simple video which aimed to inspire young people to consider a career at sea was produced. Furthermore, the toolkit, which packages all campaign materials in the form of a PowerPoint presentation, was featured on the social media platform SlideShare.

8 As in previous years, the message of the Secretary-General was posted on the IMO website via its YouTube channel; it was watched by thousands of people. The campaign effectively brought about a global "conversation" among individuals, organizations, industry players and seafarers themselves and created a more modern picture of seafaring as a viable, attractive and exciting profession.

9 It was organized for IMO staff to give interviews to United Nations Radio in Arabic, Chinese, English, French, Portuguese, Russian, Spanish and Swahili.

10 Furthermore, the Secretariat was informed of celebrations held by various Member States and organizations. Due to the time constraints, these entities are not listed in this document. A full report on this subject will be submitted to C/ES.28 for consideration.

Message issued by the United Nations Secretary-General

11 This year, once again, the United Nations Secretary-General Ban Ki-moon issued a message (attached in the annex), to "urge young people to consider seafaring as a career".

12 This message was posted on the respective websites of the United Nations News Centre and that of the Spokesperson for the United Nations Secretary-General; it was also issued as a press release and widely distributed throughout the United Nations Information Centres.

Action requested of the Council

13 The Council is invited to take note of the information provided and to comment as it may deem appropriate.

ANNEX



THE SECRETARY-GENERAL

MESSAGE ON THE DAY OF THE SEAFARER

25 June 2015

Since the dawn of history mankind has gone to sea, and today seafaring remains one of the world's most important professions. About 1.5 million seafarers provide the labour force that literally keeps the global economy moving – and we all benefit from that, whether rich or poor, north or south.

But as the global population grows, so does the demand for shipping; and there are fears that, in the future, there may be a shortage of seafarers. This is a concern not just for shipping, but for all of us who rely on seafarers.

On June 25 each year, we celebrate the international Day of the Seafarer. A campaign, driven by the International Maritime Organization, uses the day to draw attention to the profession and the benefits seafarers bring to mankind. This year the focus is on energising and inspiring a new generation of younger people to take up seafaring as a career.

Seafaring can provide young generations with unique opportunities. Not only can they secure decent work and earn a good living to provide for their families, they can also gain access to a world of life-enriching travel and experiences that very few can dream of. Imagine sailing the world's oceans, seeing the northern lights, experiencing arctic snow or a tropical storm for the first time – and meeting people from all over the world while doing so.

Then, when his or her sea-going days are over, the seafarer can draw on skills and technical expertise acquired in running today's modern, high-tech vessels that make them very well qualified for a rewarding future in many shore-based industries.

Seafaring is a particularly attractive option for people in developing countries. But young people need to be engaged and enthused if they are to see and understand these opportunities. And this is what the 2015 Day of the Seafarer campaign aims to do.

So please, if you are a young person seeing this message, wherever you are, I urge you to consider seafaring as a career; if you already understand the value of seafaring or are part of the maritime sector yourself, please share your passion about the maritime world with others, particularly young people, on this special day. And if you are a serving seafarer, today we salute you, we thank you and we want you to know we appreciate very much the essential and vital work that you do.