

COUNCIL
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Agenda item 15(h)

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EXTERNAL RELATIONS

(h) Report on Day of the Seafarer 2016

Note by the Secretary-General

SUMMARY

<i>Executive summary:</i>	This document reports on the celebrations of the Day of the Seafarer (25 June 2016)
<i>Strategic direction:</i>	11.1
<i>High-level action:</i>	11.1.1 and 11.1.2
<i>Output:</i>	No related provisions
<i>Action to be taken:</i>	Paragraph 13
<i>Related documents:</i>	Resolution A.1033(27) and Circular Letter No.3616

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 of the Seafarer

3 By Circular Letter No.3616, 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 2016. Additional information was posted on the relevant page of the IMO website.

4 For 2016, the focus of the Day of the Seafarer campaign was closely related to the 2016 World Maritime Day theme, but was specifically targeted to highlight the role played by seafarers in helping shipping to support the global economy.

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: "At Sea For All". This year, for the first time, the campaign was also extended to Instagram.

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

7 For 2016, a variety of promotional materials were created by IMO, including:

- .1 an interactive online quiz designed to be both informative and fun, which, as of 28 June, had been attempted by over 12,000 people in 165 countries;
- .2 a photo wall hosted on the IMO website, where visitors (mainly former and current seafarers) were invited to upload a photo of their time at sea;
- .3 a series of filmed interviews with an IMO staff member with recent seagoing experience;
- .4 a series of infographics highlighting quotes from the Secretary-General and United Nations Secretary-General's messages;
- .5 an animation in the form of a short video which had been created for a previous campaign, was re-purposed; and
- .6 a toolkit, packaging all the campaign materials together, hosted on the IMO website.

8 Initial statistics from the campaign are immensely encouraging. On Twitter alone, a special platform was used that attracted nearly 13 million individual hits, and nearly 96 million people had news of the campaign posted on their timeline. Facebook engagement reached record levels. As in previous years, the video message from the Secretary-General was posted on IMO's YouTube channel and Facebook page and it was watched by thousands of people.

9 The campaign effectively brought about a global "conversation" among individuals, organizations, industry players and seafarers and created a picture of seafaring as a vital support mechanism for the global economy. In the days and weeks following the Day itself, campaign engagement will continue and it is expected that the figures will rise. In addition, the Secretariat was informed of celebrations held by various Member States and organizations. Owing to the time constraints, these entities are not listed in this document.

10 A full report on this subject will be submitted to C 117 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, as set out in the annex, in which he highlighted the role that seafarers can play in promoting socially inclusive and environmentally sound economic growth and stressed that they deserve "appreciation for their efforts and compensation for their labour".

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 2016

The world is now embarking on carrying out twin plans for the future that have the potential to transform our world: the 2030 Agenda for Sustainable Development and the Paris Agreement on climate change. Both can be advanced through actions of the shipping industry, giving added meaning to this year's commemoration of the Day of the Seafarer.

By helping keep the world's people clothed, fed and housed, seafarers have the potential to drive economic growth that is socially inclusive and environmentally sound.

At the same time, we must ensure that seafarers themselves benefit from the Sustainable Development Goals. Their work can be dangerous and difficult. At sea for up to a year, they may face loneliness, isolation and exploitation. They deserve appreciation for their efforts and compensation for their labour.

On this Day of the Seafarer, let us advance the work of those who make shipping possible in a way that promotes our global vision of a life of dignity and opportunity for all.
