

COUNCIL  
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## EXTERNAL RELATIONS

### (g) IMO Maritime Ambassador Scheme

#### Note by the Secretary-General

#### SUMMARY

<i>Executive summary:</i>	This document informs the Council on the current status of the IMO Maritime Ambassador Scheme and contains a listing of all currently designated IMO Maritime Ambassadors in annex 2
<i>Strategic direction:</i>	11.2
<i>High-level action:</i>	11.2.1
<i>Output:</i>	No related outputs
<i>Action to be taken:</i>	Paragraph 5
<i>Related documents:</i>	A 29/19(h), A 29/19(h)/1, Circular Letter No.3527

#### Formation and activities of the IMO Maritime Ambassador Scheme

1 In February 2015, the Secretary-General established the IMO Maritime Ambassador Scheme. As described in the annex to Circular Letter No.3527 of 16 February 2015, the purpose of the IMO Maritime Ambassador Scheme is to reach new target audiences and inspire a new generation of maritime experts and seafarers. It complements the Day of the Seafarer campaign and World Maritime Day activities and the Organization will seek to maximize its impact by actively promoting and sharing news of individual Ambassadors' activities through its social media outlets. Consistent with both the Strategic Plan and the theme chosen by the Council for World Maritime Day 2016, the IMO Maritime Ambassador Scheme holds great potential to raise the profile of the safety, security and environmental record of shipping in the eyes of civil society while also publicizing the vital importance of shipping and underlining the role of the Organization in establishing global standards for international shipping. The terms of reference for the IMO Maritime Ambassadors are contained in annex 1 to this document.

2 Since being initiated, the number of designated IMO Maritime Ambassadors (IMOMAs), as at 21 November 2016, is 44 representing 21 Member States and 6 NGOs/IGOs. A complete listing of current IMOMAs is contained in annex 2 to this document. The rate of designations steadily increased throughout the final quarter of 2015 and 2016, to the point that the programme has reached a significant number, whereby joint and individual efforts by the IMOMAs, with the support of the Secretariat, have yielded positive results.

3 On 29 September 2016, the second meeting of IMOMAs for the year was held at IMO Headquarters in conjunction with World Maritime Day 2016. Eight IMOMAs attended in person and 11 participated remotely. The IMOMAs expressed great enthusiasm for the project, discussed new initiatives, shared their experiences encountered during the programme, raised awareness of issues that had emerged while undertaking their activities as IMOMAs and discussed practical ways forward for the programme.

4 Thus far, the IMOMAs have participated in a multitude of activities in support of their terms of reference. A detailed list of activities provided by some of the IMOMAs is set out in annex 3 to this document. In addition, the Secretariat has also been informed of various activities undertaken by other IMOMAs (not specifically listed) including: visits to ships and training ships (5), training facilities (2), universities (7), academies (2), awards ceremonies (1), clubs (2), schools (primary and secondary) (20), conferences (17), attendance at graduation ceremonies (2), maritime campaigns and involvement in government drives (4), and campaigns to increase awareness of careers at sea (3).

#### **Action requested of the Council**

5 The Council is invited to:

- .1 note the information contained in this document and its annexes; and
- .2 encourage Member States, and international organizations in consultative status with IMO that have not done so to nominate an IMO Maritime Ambassador.

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## ANNEX 1

### TERMS OF REFERENCE

#### 1 Objectives

- 1.1 An IMO Maritime Ambassador is a spokesperson or advocate for the maritime and seafaring professions.
- 1.2 IMO Maritime Ambassadors are encouraged to share their passion about the maritime world with others, particularly young people who are starting out on their further education, apprenticeships and career pathways.
- 1.3 The overall objective is to reach new target audiences to educate and inform on the importance of shipping and the role of IMO, and inspire a new generation of seafarers and other maritime professionals.
- 1.4 IMO Maritime Ambassadors are expected to promote the theme chosen for the World Maritime Day in their respective regions as well as to support the Day of Seafarers online campaign.
- 1.5 IMO may request further collaboration of the IMO Maritime Ambassadors for other activities and/or joint efforts such as bringing awareness to their Administrations about the IMO Award for Exceptional Bravery at Sea, etc.

#### 2 Activities

Activities consistent with the objectives may include (but are not limited to):

- Visit local youth groups or other local community groups to deliver a presentation highlighting the importance of the maritime industry;
- Have a stand or give a talk at a local careers forum, community fair or other local event;
- Visit local schools and further education colleges;
- Engage with local radio, television, or newspapers; offer a "day-in-the-life" view of the Maritime Ambassador's profession;
- Give interviews or provide video clips and information about entry routes and the different seafaring education and training programmes;
- Write in to local or national newspapers when a story raises issues which touch on the maritime world, tell them your story "as a maritime professional"; and
- Develop and promote other activities, consistent with these terms of reference.

### **3 Follow up**

- 3.1 IMO Maritime Ambassadors should send monthly updates of their activities to the Scheme Administrator and the nominating entity, together with photographs, press clippings, articles, PowerPoint presentations, etc. that can be shared with other IMO Maritime Ambassadors and the wider public via the IMO website.

### **4 Limitations**

- An IMO Maritime Ambassador does not represent or speak on behalf of IMO and should avoid expressing opinions on matters of substance under discussion within the various IMO bodies.
- In carrying out activities in connection with the Scheme, an IMO Maritime Ambassador may use the term "IMO Maritime Ambassador", the unique IMO Maritime Ambassador logo as well as the Day of the Seafarer and World Maritime Day logos. If the need arises for an IMO Maritime Ambassador to use the IMO logo, prior approval must be sought from IMO.
- An IMO Maritime Ambassador should limit his or her engagement in that role to the cited objectives and activities of the Scheme.
- Should the IMO Maritime Ambassador, in his/her capacity, engage in activities other than the ones listed in sections 1 and 2, he/she should inform IMO prior to this engagement.
- If the Director of LED decides that the activity is outside the scope of the IMO Maritime Ambassador Scheme, the relevant Maritime Ambassador will be informed and requested not to use his/her IMO Maritime Ambassador title for the activity.

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## ANNEX 2

### LIST OF IMO MARITIME AMBASSADORS AS OF 21 NOVEMBER 2016

#### MEMBER STATES

##### Argentina

1. Prefecto Mayor Roberto Tomás Annichini
2. Prefecto Principal Juan Carlos Antonio Cubisino
3. Prefecto Mayor Hugo Gabriel Cafaro
4. Prefecto General Martín Pablo Ruiz

##### Bangladesh

5. Dr. Sajid Hussain CMarEng FIMarEST

##### Brazil

6. Captain Francisco Cesar Monteiro Gondar

##### Bulgaria

7. Captain Dimitar Georgiev Dimitrov
8. Captain Andriyan Evtimov

##### China

9. Captain Xu Zuyuan

##### Cyprus

10. Mr. Alexandros Josephides

##### Georgia

11. Captain Mamuka Akhaladze

##### Germany

12. Captain Holger Jäde
13. Ms. Monika Breuch-Moritz

##### Haiti

14. Mrs. Myriam Desrosiers Senatus

##### Honduras

15. Ms. Laura Ester Rivera Carbajal

##### Iran (Islamic Republic of)

16. Captain Mohammad Ali Shahba
17. Mr. Ali Akbar Marzban

##### Japan

18. Captain Shigeru Kojima
19. Captain Yoshikazu Kamikubo

##### Liberia

20. Mr. Joseph Boakai Jr.

##### Mexico

21. Capitán de Altura Mario Alejandro Camacho Vidal

**Romania**

- 22. Dr. Eng. Ovidiu Sorin Cupşa
- 23. Captain Serban Berescu
- 24. Mr. Liviu Aurelian Cazan

**Seychelles**

- 25. Captain Joachim Andrea Valmont

**Singapore**

- 26. Ambassador Mary Seet-Cheng

**Spain**

- 27. Captain Antonio M. Padrón y Santiago

**Sudan**

- 28. Captain Islam Babkir Hassan Abudarag

**United Republic of Tanzania**

- 29. Mr. Patrick Machia Mipawa

**United States of America**

- 30. Mrs. Carleen Lyden-Kluss
- 31. Rear Admiral Cari B. Thomas

**INTERGOVERNMENTAL ORGANIZATIONS (IGOs)**

**West and Central Africa Memorandum of Understanding on Port State Control (Abuja MoU)**

- 32. Mr. Richard Owolabi

**Regional Organization for the Protection of the Marine Environment (ROPME)**

- 33. Dr. Talal H. Aladwani

**NON-GOVERNMENTAL ORGANIZATIONS (NGOs)**

**International Organization for Standardization (ISO)**

- 34. Captain Charles H. Piersall

**The Nautical Institute (NI)**

- 35. Captain Sarabjit Singh Butalia
- 36. Mr. George Hoyt, FNI
- 37. Captain Berislav Vranic, FNI

**Cruise Lines International Association (CLIA)**

- 38. Ms. Vanessa DiDomenico

**International Federation of Shipmasters' Associations (IFSMA)**

- 39. Capt. Assoc. Prof. Willi Wittig
- 40. Captain Juan Gamper
- 41. Captain Waldo Avalos Reygadas
- 42. Mr. Brian Ingpen
- 43. Ms. Debbie Owen
- 44. Captain John McCann

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**ANNEX 3**

**LIST OF ACTIVITIES UNDERTAKEN PROVIDED BY IMO MARITIME AMBASSADORS**

Country in which the event took place	Organizer	Function Type	Number of participants (approximately, where known)	Outcomes
<b>IMOMA-Bangladesh</b>				
Bangladesh	Bangladesh Marine Academy		610	Students and teachers got a glimpse of seafaring and maritime professions' opportunities (through the Talk & Video clips) lying ahead of their own studies.
<b>IMOMA-Cyprus</b>				
Cyprus	Various high schools	Career presentations (23)	1150	Increase the interest of students for a career at sea. Provide reliable information to students/teachers/parents and promote the advantages of a career at sea.
Cyprus	Various universities	Career fairs (8)	700	
Cyprus	Cyprus Shipping Chamber	Presentations	250	
Cyprus	Various	Presentations and guided tours at maritime exhibition (7)	320	
Cyprus	Ministry of Education and Culture	Career presentations to high school career advisers	50	

Country in which the event took place	Organizer	Function Type	Number of participants (approximately, where known)	Outcomes
Cyprus	Bernhard Schulte Maritime Training Centre	Career presentation	40	Career advice to new cadets to enter Merchant Marine Academies in Greece.
<b>IMOMA-Georgia</b>				
Georgia	Maritime Transport Agency of Georgia	Visiting schools and further education colleges	Approximately 500 students	Shared knowledge with students about the maritime world and encouraged those starting their further education, apprenticeships and career pathways to consider a maritime career.
Georgia	Maritime Transport Agency of Georgia	Press conference	Representatives of all local media	Developed well-established communication channels with the local media and publishing outfits and discussed issues regarding maritime activities, Maritime Transport Agency achievements, future plans and popularization of seafarer's professions as well as reaching out to media representatives to highlight the importance of the maritime sector in Georgia.
Georgia		Meeting of Economic Chamber of Politics and Branch Economy of Georgian Parliament	Around 100 guests	IMOMA was awarded special certificate for Georgian Maritime Development.
<b>IMOMA-Romania</b>				
Romania	CERONAV	Conference	250	Presentation on strategic role of Romanian naval transport, internship of Romanian naval institutions and consolidating the image of training.



Country in which the event took place	Organizer	Function Type	Number of participants (approximately, where known)	Outcomes
United States	International Association for Safety and Security Training	Symposium	50	Reiterated importance of training as a global organization and the need for constantly upgrading the standards and the practice of the members.
<b>IMOMA-Singapore</b>				
Singapore	Maritime and Port Authority of Singapore	Maritime Youth Clubs (MYCs) Gathering  A networking session for various MYCs was held on 7 March 2016. IMOMA attended this event.	39 participants from various MYCs attended this event.	The MYCs is an outreach initiative of the Maritime and Port Authority. Its objective is to raise awareness of the maritime industry among youths, through organizing maritime-related activities of their preference and to have first-hand experience of various aspects of the maritime industry. To date, 11 MYCs have been established in various schools.  Students got to meet and hear from IMOMA on her experiences in the maritime sector.
Singapore	Singapore Institute of Technology's Maritime Youth Club	Exhibition	20 tertiary students	Students learnt more about the maritime landscape in Singapore and possible career paths that the industry has to offer.
Singapore	Maritime and Port Authority of Singapore	Maritime ONE Singapore Maritime Dialogue (SMD) 2016. This was themed 'Braving the Seas of Economic	160 students	SMD aims to raise awareness of the importance and relevance of the maritime sector's contributions to the development of Singapore through encouraging students to interact with political office holders and maritime industry leaders. The event also promotes the maritime sector as a choice industry.  Through the event, students got a better understanding of the maritime ecosystem in Singapore and what was in store for them if

Country in which the event took place	Organizer	Function Type	Number of participants (approximately, where known)	Outcomes
		Uncertainty' to impart a positive message of resilience and promote confidence in the maritime industry, while inspiring young talent to consider career opportunities in the field.		they joined the maritime industry. Students also heard from the panellists on the importance of the industry to Singapore's economy, and highlighted the diverse opportunities that are available.
Singapore	Singapore Maritime Foundation (SMF)	Industry Welcome Reception	>60 graduates	The graduates had the opportunity to better understand the long-term prospects of a maritime career – they learnt that the maritime industry is a cyclical one. Despite a sluggish outlook, there are ample opportunities to chart an enriching and rewarding career in the long-term.
Singapore	Singapore Maritime Foundation	Singapore Maritime Ambassadors Welcome Luncheon	20	<p>The Singapore Maritime Ambassadors programme engages students and professionals from various maritime sectors to volunteer as Singapore Maritime Ambassadors with the aim of helping to inspire the younger generation to join the maritime sector by showcasing the immense possibilities that this sector offers. These Ambassadors complement the current spectrum of promotional and outreach initiatives being implemented in Singapore. To date, there are about 30 Singapore Maritime Ambassadors from diverse backgrounds.</p> <p>IMOMA met with other Ambassadors with similar goals of engaging youth to draw them into the maritime industry. This helped to expand networks for potential collaboration in the future.</p>

Country in which the event took place	Organizer	Function Type	Number of participants (approximately, where known)	Outcomes
<b>IMOMA-Spain</b>				
Spain	Port Authority of Tenerife	Presentation of the Regatta Atlantic Odyssey	50	Addressed the participants highlighting the example of groups of friends and families that, with this important challenge, demonstrate their deep love to the sea and water sports.
Spain	Polytechnic University of Catalonia (UPC)	Conference to students of Master in Law, Maritime Business & Port Management	25	Raised awareness of the IMO Maritime Ambassadors Scheme
Spain	Digital Newspaper Naucher Global	Interview	>1,000	
Spain	Dominicas Vistabella College	Interview	40	
Spain	Candelaria safe beaches training program	Meeting with students and teachers of Candelaria safe beaches	17	
Spain	Cadena Ser Radio	Interview	>1,000	
Spain	La Opinion De Tenerife Newspaper	Interview	>1,000	
Spain	Tribune Forum	Conference at Forum	350	

Country in which the event took place	Organizer	Function Type	Number of participants (approximately, where known)	Outcomes
	Government of the Canary Islands	"Challenges of Maritime Transport in the XXI century"		Raised awareness of the IMO Maritime Ambassadors Scheme
Spain	Nautica Canaria Digital newspaper	Interview	>1,000	
Spain	Port Authority of Tenerife	Cohesion City-Port Factory Port & City Cohesion Initiative	250	
Spain	Islatuna	Annual Meeting	400	
Spain	Diario De Avisos Newspaper	Interview	>1,000	
Spain	Ruta Pesquera Newspaper	Interview	>1,000	
Spain	Cohesion City-Port Factory (FACOCIP)	Festival	>500	
Spain	Revista Mar Newspaper	Interview	>1,000	

Country in which the event took place	Organizer	Function Type	Number of participants (approximately, where known)	Outcomes
Spain	National Association of Nautical companies (ANEN)	Conference	1400	Raised awareness of the IMO Maritime Ambassadors Scheme
Spain	Canal 4 Radio	Interview (2)	>1,000	
Spain	Radio Maria	Interview (2)	>1,000	
Spain	Marina Civil Newspaper	Interview	>1000	
Spain	University of Laguna	Graduation Ceremony	>600	
Spain	Revista Mar Newspaper	Interview	>1,000	
Spain	National Association Of Harbour Pilots	Conference	300	
Spain	Spanish Association Of Maritime Law	Conference	250	
Spain	Revista Destellos Newspaper	Interview	>500	
Spain	Cadena Ser Radio	Interview	>1,000	

Country in which the event took place	Organizer	Function Type	Number of participants (approximately, where known)	Outcomes
Spain	Revista Mar Newspaper	Interview	>1,000	Raised awareness of the IMO Maritime Ambassadors Scheme
Spain	Venezuelan Navy	Visit to ship (2) <b>Simón Bolívar</b>	300	
Spain	Venezuelan Navy	Visit to ship <b>Simón Bolívar</b>	300	
Spain	Radio Nacional De España	Interview	>1,000	
Spain	Korea Maritime Institute – Ceimarpe	Conference	100	
Spain	General Direction Of The Spanish Merchant Marine	Meeting of maritime authorities	30	
Spain	Korea Maritime Institute – Ceimarpe	Meeting with École Nationale de Formation Maritime (ENFM)	5	
Spain	University of Laguna	Meeting with nautical students	12	
Spain	International Transport Workers' Federation (ITF)	Conference	30	

Country in which the event took place	Organizer	Function Type	Number of participants (approximately, where known)	Outcomes
Spain	IMOMA	Meeting	>1000	Established the Boarding Programme for maritime students. This program serves to facilitate and coordinate training at sea for nautical students
Spain	Government of Tenerife	Meeting	100	Advised them on the IMO Maritime Ambassador Scheme and the Boarding program for maritime students
Social media				Facebook – 1.731 Likes Twitter – 586 Followers LinkedIn – 8.883 Contacts About 35.000 persons have been reached with the IMOMA Program
<b>IMOMA-United States (Carleen Lyden-Kluss)</b>				
United States	NAMEPA	Conference	100	Raised awareness of the IMO Maritime Ambassadors Scheme.
United States	Heidmar	Conference	100	
United States	Connecticut Maritime Association	Shipping and Trade Conference	2,500	
United States	University of Rhode Island, Graduate School of Oceanography	Conference	400	
United States	Fairfield Earth Day	Discussion	30	
Cayman Islands	Cayman Registries	Conference	80	

Country in which the event took place	Organizer	Function Type	Number of participants (approximately, where known)	Outcomes
	OTC	Conference	300	Raised awareness of the IMO Maritime Ambassadors Scheme.
Panama	OAS-CIP	Conference	200	
United States	Moran Shipping	Conference	50	
United States	Ocean Conservancy	Fly-in	200	
United States	Lloyd's List	Awards	300	
United States	NAMEPA	Conference	65	
United States	Westport Rotary Club	Meet and Greet	45	
Greece	NAMEPA/AHCC	Seminar	70	
United States	NAMMA	Conference	100	
United States	NAMEPA	Meet and Greet	50	
	Wildlife Conservation Society	Public meeting	50	
Cayman Islands	IMO – Women in the Caribbean	Conference		
United States	Women in Shipping – Navigating to the Top, one Woman's Journey	Conference		



Country in which the event took place	Organizer	Function Type	Number of participants (approximately, where known)	Outcomes
United States	WCS Continuing Event	Meeting		Raised awareness of the IMO Maritime Ambassadors Scheme.
United States	Tradewinds Shipping Forum	Conference		
United States	WGMA	Conference		
United States	MareForum	Conference		
United States	Intertanko Panel	Conference		
Mexico	OASCIP	Conference		
<b>IMOMA-Abuja MoU</b>				
Nigeria	Platform communications, publishers of platform reporters online and producers of maritime platform weekly radio programme	Nigerian Maritime Students and Youth Conference. Theme: The youth & the future of the Nigerian maritime industry	500 students	Interactive session with the youths after the presentation of various papers on maritime issues. A main challenge highlighted by the youths is the mandatory seagoing experience required before being examined for Certificate of Competency.
Nigeria	Federal Ministry of Transportation of Nigeria and its maritime agencies	2016 World Maritime Day Celebration	About 300 stakeholders in the maritime industry and general public	Theme: Shipping – Indispensable to the World Paper presented by Capt. Adamu Biu on "Growth and Development of Shipping Industry in Nigeria: Creating Enabling Environment". There were six discussions and a communiqué issued after the event.

Country in which the event took place	Organizer	Function Type	Number of participants (approximately, where known)	Outcomes
<b>IMOMA-The Nautical Institute (Captain Berislav Vranic)</b>				
Croatia	Nautical School Bakar	Academic visit	45	Encouraged young people to consider seafaring and other maritime professions.
Croatia	Seafarers Club – Mali Losinj (Captains and Engineers)	Visit	25	Gave a presentation on the world of shipping..
<b>IMOMA-IFSMA (Ms. Debbie Owen)</b>				
South Africa	Women in Maritime Conference – Africa	Conference	50	Investing in a future (female) maritime generation. Awareness of opportunities for young women in the maritime industry and real-life success stories of young women who have come from poverty backgrounds and now in senior positions at sea and ashore. Consideration to establishing the Lawhill programme in other countries in Africa.  Implementation of Maritime education programmes at secondary school level – how to attract young people to the maritime industry.
South Africa	EMC – Kwazulu Natal Maritime Cluster	Conference	100	Implementation of maritime education programmes at secondary school level – how to attract young people to the maritime industry.
South Africa	Radio	Radio interview – prime time		Interview on radio – about attracting young people to the maritime industry and sharing the success stories of two maritime students.
South Africa	Lawhill	Anniversary celebrations	200	Showcasing 21 years of secondary maritime education in South Africa (pioneered by Lawhill) and informing South African maritime

Country in which the event took place	Organizer	Function Type	Number of participants (approximately, where known)	Outcomes
				community of future plans of Lawhill – i.e. the enlargement of our facilities which will enable us to enrol more young people who are interested in careers in the maritime industry.
South Africa	Lawhill	Publicity campaign	–	Various media and social media activities throughout the year, as part of highlighting career opportunities for young people in the maritime industry.