

COUNCIL
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Agenda item 17(h)

C 120/17(h)
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EXTERNAL RELATIONS

(h) IMO Maritime Ambassador Scheme

Note by the Secretary-General

SUMMARY

Executive summary: This document informs the Council on the current status of the IMO Maritime Ambassador Scheme and contains the terms of reference of the IMO Maritime Ambassador Scheme in the annex

Strategic direction, if applicable: 7

Output: OW 12

Action to be taken: Paragraph 4

Related documents: C 120/INF.2, C120/17(h)/1; A 30/18(i); C/ES.29/11(f), C/ES.29/11(f)/1; C 118/17(i); C 117/15(g), C 117/15(g)/1; A 29/19(h)/1 and 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 (IMOMA) Scheme. Since that time, the Secretary-General has regularly reported to the Assembly and the Council on the status, activities and developments concerning IMOMAs and the Scheme. The terms of reference for the IMOMAs are contained in the annex to this document. The annexes to C 120/INF.2 contain a listing of all current IMOMAs and their activities.

2 The number of designated IMOMAs, as of 28 May 2018, is 50 – representing 24 Member States and 9 NGOs/IGOs. As was previously noted, discrepancies have been observed in the level of activity among individual IMOMAs. To address this, in September 2017, all Member States and international organizations in consultative status with IMO that have nominated an IMO Maritime Ambassador were requested to review the activities of their Ambassador(s) and confirm that the position is being actively and beneficially used for the purposes as set out in the terms of reference. To date, only 11 nominating entities have responded and only one inactive IMOMA has resigned.

3 Active IMOMAs continue to participate in a wide variety of activities in support of their terms of reference, as described in annex 2 to document C 120/INF.2. Representative activities undertaken by other IMOMAs include: visits to ships and training ships (1), training facilities (3), universities (21), academies (6), clubs (3), schools (primary and secondary) (22); attending conferences (18), award ceremonies (5) and presentations and seminars (10); participating in maritime campaigns and involvement in government drives (7) campaigns to increase awareness of careers at sea (18); conducting interviews (7), lectures (1) and training (2); promoting education (11), IMO awareness (16) and Adopt-A-Ship Programme (6). By undertaking these activities, IMOMAs are able to expand and leverage IMO's outreach efforts well beyond that which the Secretariat could undertake.

Action requested of the Council

4 The Council is invited to:

- .1 note the information contained in this document and its annex;
- .2 encourage Member States and international organizations in consultative status with IMO that have not done so to nominate an IMO Maritime Ambassador; and
- .3 encourage Member States and international organizations in consultative status with IMO that have nominated an IMO Maritime Ambassador to review the activities of their Ambassador(s) and ensure that the position is being actively and beneficially used for the purposes set out in the terms of reference.

ANNEX

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.
