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## EXTERNAL RELATIONS

### (h) Report on Day of the Seafarer 2017

#### Note by the Secretary-General

#### SUMMARY

<i>Executive summary:</i>	This document reports on the celebrations of the Day of the Seafarer (25 June 2017)
<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 11
<i>Related documents:</i>	Resolution A.1033(27) and Circular Letter No.3710

#### 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.3710, Governments, United Nations bodies and specialized 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 2017. Additional information was posted on the relevant page of the IMO website.

4 For 2017, the focus of the Day of the Seafarer campaign was once again closely related to the World Maritime Day theme. The central theme of the campaign was to engage ports to demonstrate how much seafarers matter to them – echoing the connection between "ships, ports and people" but from a slightly different angle. IMO's media and communications team actively engaged with ports to show their support for seafarers in imaginative and interesting ways, such as:

- public open day at seafarer centres;
- social event organized in ports to celebrate seafarers; and
- free Wi-Fi in ports for a day.

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: "SeafarersMatter".

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 2017, a variety of promotional materials were created by IMO, including:

- .1 an interactive online quiz designed to be both informative and fun;
- .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 and in port;
- .3 an interactive online world map on which seafarer centres could post information about their facilities and activities;
- .4 the Secretary-General's video message for Day of the Seafarer 2017 was recorded at a seafarer centre in Hamburg, Germany;
- .5 a series of digital cards highlighting quotes from the Secretary-General's message, for use on social media;
- .6 an animation in the form of a short video which had been created for a previous campaign was repurposed; and
- .7 a toolkit, packaging all the campaign materials together, hosted on the IMO website.

8 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. Early indications are that the campaign has once again been a considerable success. As of 28 June, the interactive quiz had been attempted more than 3,500 times; more than 100 seafarer centres had contributed to the interactive map and it had received several thousand views; the Secretary-General's video had received more than 50,000 views on Facebook and 4,000 views on YouTube; hundreds had posted on the photo wall and Twitter engagement stood at more than 13 million. In the days and weeks following the Day itself, campaign engagement will continue and it is expected that the figures will rise.

9 In addition, official celebrations were held by several Member States and organizations. Member States reporting early celebrations include: Australia, Denmark, India, Jamaica, Georgia, Malta, the Philippines and the United Kingdom. Again, this number is expected to rise in coming days and weeks.

10 A full report on this subject will be submitted to C/ES.29 for consideration.

**Action requested of the Council**

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

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