

INTERNATIONAL MARITIME  
ORGANIZATION (IMO)

# Maritime Ambassador Scheme





The multi-faceted maritime world offers a series of rich and fulfilling career opportunities for young people, both at sea and ashore.

Seafaring can provide young generations not only with an opportunity to provide for their families but also with unique opportunities to navigate the seas of the globe and encounter the wonders of the world. Other avenues such as

marine engineering, naval architecture and maritime law provide the chance for an exciting and dynamic life in a truly vital professional sphere.

But young people need to be engaged and enthused if they are to see and understand these opportunities. With this in mind, IMO has launched the IMO Maritime Ambassadors scheme.

## WHAT MAKES AN IMO MARITIME AMBASSADOR?

An IMO Maritime Ambassador is a spokesperson or advocate for the maritime and seafaring professions. Member Governments and international organizations are invited to participate in the scheme by selecting and identifying “IMO Maritime Ambassadors” to promote the maritime and seafaring professions and raise awareness of the positive benefits of choosing a career at sea or other maritime profession.

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.

By reaching out, IMO Maritime Ambassadors can engage, inspire and call upon young people to consider careers at sea or in the maritime industries. The goal is to reach new target audiences and inspire a new generation of maritime experts and seafarers.

The IMO Maritime Ambassador programme will form an important part of this year’s Day of the Seafarer campaign and World Maritime Day activities. As such, the Organization will seek to maximize its impact by actively promoting and sharing news of individual ambassadors’ activities through its social media outlets.

## WHAT DOES A MARITIME AMBASSADOR DO?

There are many ways in which an IMO Maritime Ambassador can share their knowledge and experience. Some activities are listed below, but there may be many other ways in which the Maritime Ambassadors can advocate for the maritime and seafaring professions.

- » 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”

“inspire a new generation  
of maritime experts”

## HOW TO SPREAD THE WORD AND SHARE EXPERIENCES

IMO will share information provided by the Maritime Ambassadors on the activities they have undertaken via its social media networks.

Photos, stories, audio and videos can be emailed to **seafarerday@imo.org** or submitted via our social media platforms.

We look forward to hearing from our IMO Maritime Ambassadors.

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