



Blue Career Centre of Eastern Mediterranean and Black Sea (*MENTOR*)

**Call for Proposals EASME/EMFF/2016/1.2.1.2:
"Blue Careers in Europe"
Proposal N° EASME/EMFF/2016/1.2.1.2/002**



**Agreement number: EASME/EMFF/2016/1.2.1.2/06/S12.749365-MENTOR
Brussels, March 9, 2017**

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General info - Partners



- Duration: 24 months (1/3/2017-28/2/2019)
- Total cost: 689,762€ [EC financial contribution: 551,810€ (80%)]
- 7 partners, 4 countries participating

1. University of Cyprus (UCY) Cyprus



2. Maritime Institute of Eastern Mediterranean (Mar.In.EM) Cyprus



3. Cyprus Chamber of Commerce and Industry (CCCI) Cyprus



4. National Technical University of Athens (NTUA) Greece



5. Agricultural University of Athens (AUA) Greece



6. Marine Cluster Bulgaria (MCB) Bulgaria



7. Constanta Maritime University (CMU) Romania



Blue Career Center - Motivation



- **Base: Cyprus**
- **Representations: Greece**
Bulgaria
Romania
- Observers: Egypt, Jordan**
Lebanon, Turkey
- **Aim:**
 - to provide prospects for young jobseekers in the maritime economy
 - to support businesses in finding the right staff with proper qualifications.

- Cyprus has already demonstrated its strategic position in the EM region.
- Lack of information on career opportunities has an impact on public perception and on the appeal of maritime careers.

Targeted education and training initiatives

The Blue Career Centre will :

- Attract higher education graduates or persons with vocational/technical qualifications for maritime professions through targeted and innovative education and/or training initiatives (including career guidance);
- Offer mentoring and career guidance to students (age 15-18) for Key Blue sectors of the region;
- Re-train and up-skill workers employed in other sectors and/or people currently unemployed for a job in the blue economy;
- Expand the skills of people currently employed in the blue economy to progress in their careers and/or to facilitate their mobility to other maritime jobs.



General Objectives

1. Set up a regional platform – Blue Career Centre – for dialogue between business stakeholders, education & training institutions, research organizations, regulators, the civic society.
2. Work closely and actively in order to **close the skill gap, make blue careers more attractive, and tackle unemployment.**
3. Focus on four **Marine and Maritime Economic Activities (MEAs)** as of strategic importance in the EM & BS region:
 - **Maritime Transport** (i.e. shipping, ports, shipbuilding and ship-repairs) **Mature**
 - **Cruise Tourism** **Growing**
 - **Marine Aquaculture** (mainly in the EM) **Growing**
 - **Offshore oil and gas** **Emerging**



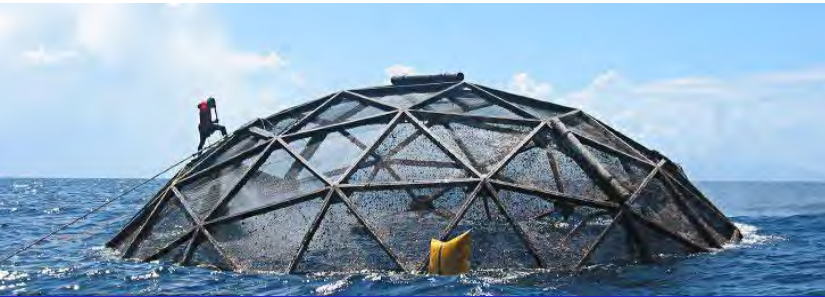
Maritime transport

- There is a frequent mismatch between training/academic qualifications and practical experience needed by the industry.
- The perception of the maritime industry is that there is a desperate need for people to go to the sea and gain experience.
- People need to get the maritime education training, go to sea, stay at sea for a while or longer, gain those skills that are required and then become the officers that will operate and manage the ships for the companies.
- Governments need these qualified people to staff their departments, military, coast guard, fisheries depts etc.
- These practical skills are currently being missed. There is a global need for officers at the sea. Especially on the technical side a lack is felt for university educated marine and maritime engineers and naval architects.



Marine aquaculture

- Marine aquaculture is quite developed in EM with Cyprus, Greece and Turkey producing 15% of the European aquaculture production and 80% of the seabass and seabream production.
- The EM has competitive advantages compared to WM for developing aquaculture. Not only it has a higher temperature of $18,3^{\circ}\text{C}$ as an average, but also has numerous bays, gulfs and islands that offer a competitive geophysical advantage for this activity.
- The vision of the European Technology Platform predicts an increase of 305,000 tonnes (112%) in the period 2010-2030 for the Mediterranean.
- The main species will be **seabass**, **seabream**, **sole**, **meagre** and **turbot** and most of this increase will take place in the EM.



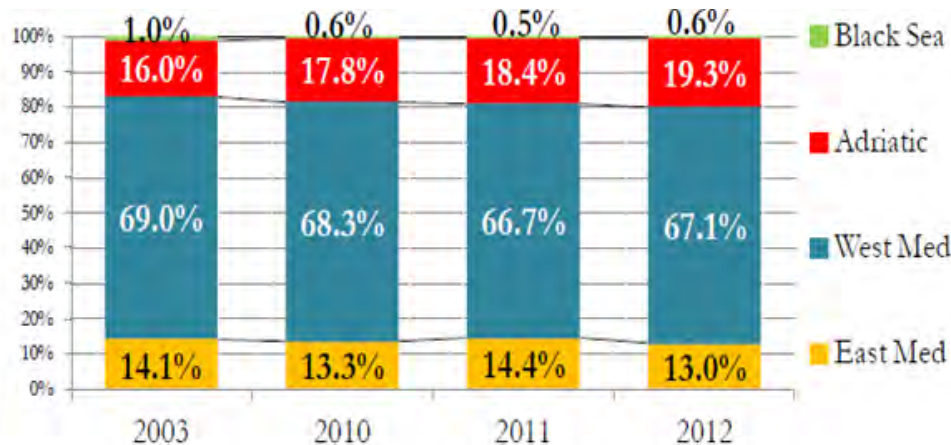
Cruise tourism

- Highly diversified cruise product (new itineraries, concepts, and vessels...)
- Increasing demand for cruises in the Mediterranean basin
- The Med market holds 75% of Europe's itineraries and is the most emerging cruise destination in Europe.



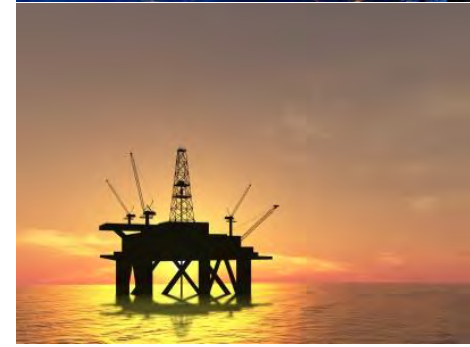
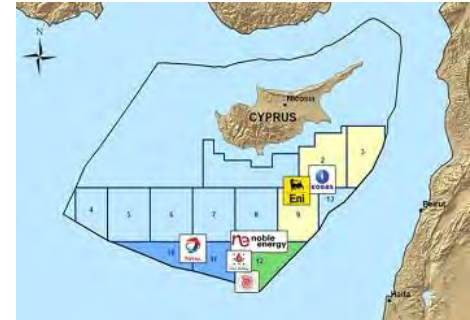
**Important
source of
employment**

Med Cruise areas shares, passengers



Offshore oil and gas

- Tremendous potential in the shipping industry due to the discoveries of hydrocarbons in the Eastern Mediterranean region and in the Black Sea.
- The exploration of hydrocarbons and the development of offshore installations provide both the economy and its shipping industry with emerging opportunities in both regions.
- The sector is only now emerging in the region and needs to attract qualified personnel to ensure smooth development of this Blue Industry.



Specific Objectives

1. **Establishment of the Blue Career Centre Secretariat** in Cyprus with representations in Greece, Bulgaria and Romania, which may later extend to other countries in the area.
2. **Mapping of the provided maritime education and training** in the EM and BS region, including availability of infrastructure.
3. **Development of re-training schemes for blue professionals** in the maritime sector, fisheries and offshore oil and gas.
4. **Mentoring and career guidance to students** (age 15-18) for the Blue sectors in schools in Cyprus, Greece, Bulgaria, and Romania.
5. **Re-train blue professionals** in the maritime sector, cruise tourism, fishing tourism and ichthyotourism, and offshore oil and gas sectors.
6. **Establish introductory e-learning courses** for the maritime transport sector, for offshore oil and gas sector, for marine aquaculture sector, cruise tourism and for fishing tourism and ichthyotourism.

Specific Objectives (cont.)

7. **Sharing and pooling of resources**, such as maritime simulators and possibly a training vessel from the EM & BS area.
8. **Organise Blue Career Fairs (Days)** in the Eastern Mediterranean and Black Seas.
9. **Promote the mobility of students and staff** within the region.
10. **Balance the demand and supply of maritime, aquaculture, cruise tourism and offshore oil and gas professionals** in the region.
11. **Promote the harmonisation of Maritime Education and Training**
12. **Set an example and model for other sub-basins** so that in the near future we can have a European Network of Blue Career Centres that will bring together all the stakeholders of the various European Marine and Maritime Clusters in the common effort to close the skill gap, tackle unemployment and make “blue careers” more attractive to the young people of Europe and its neighbourhood.

Work Packages

WP1: Project management [**OC-UCY**]



WP2: Developing re-training skills for blue professionals [**NTUA**]



WP3: Promoting mobility and cooperation in East Med and Black Sea [**AUA**]



WP4: Establishment of Blue Career Centre (BCC) of East Med-Black Sea [**Mar.In.E.M.**]



WP5: Dissemination activities [**MCB**]



WP1: Project Management [OC-UCY]

Task	Leader
T1.1 Administrative and Overall Management	OC-UCY
T1.2 Quality Assurance	OC-UCY
T1.3 Risk Management	NTUA
T1.4 Ethics Management	NTUA

Deliverables	Leader	Date
D1.1.1 First progress report (M1-M6)	OC-UCY	M6
D1.1.2 Interim Report (M1-M12)	OC-UCY	M12
D1.1.3 Final Report (M1-M24)	OC-UCY	M24
D1.1.4 Second progress report (M13-M18)	OC-UCY	M18
D1.2 Quality Assessment Plan	OC-UCY	M6
D1.3 Risk Assessment	NTUA	M9
D1.4 Ethical Monitoring and Contingency Plans	NTUA	M9

WP2: Developing re-training skills for blue professionals [NTUA]

Task	Leader	
T2.1 Career guidance to experienced workers in the Blue sectors	NTUA	
T2.2 Mentoring and career guidance to students (age 15-18)	NTUA	
T2.3 Development of e-learning courses	NTUA	
T2.4 Organising Blue Career Fairs	NTUA	
T2.5 Catalogue the maritime education and training offer in the region	Mar.In.E.M.	

Deliverables	Leader	Date
D2.1 Career Guidance Framework	NTUA	M6
D2.2 Introducing a network connecting training centres and schools ...	NTUA	M12
D2.3.1-5 E-learning courses framework – Shipping, Aquaculture, Fish tourism, Cruise tourism, Offshore oil and gas	NTUA	M23
D2.4.1 -8 Report and assessment of the effectiveness of the first and second Blue Career Fairs – Greece, Cyprus, Bulgaria, Romania	NTUA, Mar.In.E.M, MCB, CMU	M12/ M23
D2.5 Catalogue of the training/educational centres of the MEA of Shipping, Aquaculture, Cruise Tourism, Offshore Oil and Gas	Mar.In.E.M.	M12

WP3: Promoting mobility and cooperation in East Med and Black Sea [AUA]

Task	Leader
T3.1 Organising Mobility for Blue Sector Courses	AUA
T3.2 Development of a cooperative network of training institutions	AUA
T3.3 Promote the mobility of students and staff within the region	AUA
T3.4 Work towards the harmonisation of requirements for maritime professional training focusing on practice	NTUA

Deliverables	Leader	Date
D3.1 Framework for promoting mobility for Blue Sector courses	AUA	M6
D3.2 Description and specifications for the cooperative network of training institutions	AUA	M12
D3.3 Framework for promoting the mobility of students and staff within the region	AUA	M23
D3.4 Harmonised requirements for maritime professional training focusing on practice	NTUA	M23

WP4: Establishment of Blue Career Center (BCC) in East Med and Black Sea [MARINEM]

Task	Leader
T4.1 Establishment of the “MENTOR”	Mar.In.E.M.
T4.2 Establishment of the Blue Career Centre (BCC) of East Med-Black Sea representations	Mar.In.E.M.

Deliverables	Leader	Date
D4.1.1 Establishment of the BCC of East Med-Black Sea in Cyprus	Mar.In.E.M.	M12
D4.2.1 Establishment of the BCC representation in Greece	NTUA	M23
D4.2.2 Establishment of the BCC representation in Bulgaria	MCB	
D4.2.3 Establishment of the BCC representation in Romania	CMU	
D4.2.4 Report on activities and actions to establish BCC of EM-BS representations in Egypt, Jordan, Lebanon and Turkey	Mar.In.E.M.	M23

WP5: Dissemination activities [MCB]

Task	Leader
T5.1 Set up a dedicated project website	OC-UCY
T5.2 Organisation of conferences, workshops, events, meetings for dissemination and networking	OC-UCY
T5.3 Project Communication Tools and Activities	MCB
T5.4 Implementing a Plan of Action	MCB

Deliverables	Leader	Date
D5.1.1 Blue Career Centre (BCC) East Med-Black Sea web	OC-UCY	M6
D5.1.2 BCC East Med-Black Sea cooperative profile	MCB	M6
D5.2.1 BCC East Med-Black Sea events	MCB	M24
D5.3.1 BCC East Med-Black Sea presentation map	MCB	M24
D5.3.2 Audio-visual material	MCB	M24
D5.3.3 Social media activities	MCB	M24
D5.4.1 Action Plan	MCB	M24

Timetable

Lead partner		TASK NAME	M01	M02	M03	M04	M05	M06	M07	M08	M09	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	
UC-OCC	WP 1. Project Management																										
	T 1-1: Administrative and Overall Management																										
	T 1-2: Quality Assurance																										
	T 1-3: Risk Management T 1-4: Ethics Management																										
NTUA	WP 2. Developing re-training schemes for blue professionals																										
	T 2-1. Career guidance to experienced workers in the Blue sectors																										
	T 2-2. Mentoring and career guidance to students (age 15-18) for the Blue sectors																										
	T 2-3. Development of E-learning Courses																										
	T 2-4. Organising Blue Career Fairs T 2-5. Catalogue the maritime education and training offer in the region																										
AUA	WP 3. Promoting mobility and cooperation in East Med and Black Sea																										
	T 3-1. Organising mobility for Blue sectors courses																										
	T 3-2. Development of a cooperative network of training institutions.																										
	T 3-3. Promote the mobility of students and staff within the region T 3-4. Work towards the harmonisation of requirements for maritime professional training, focusing on practice																										
Mar.In.E.M.	WP 4. Establishment of Blue MENTOR Career Centre																										
	T 4-1. Establishment of the Blue MENTOR Career Centre T 4-2. Establishment of the Blue MENTOR Career Centre representations																										
MCB	WP 5. Dissemination activities																										
	T 5-1. Set up a dedicated project website, maintenance and update.																										
	T 5-2. Organisation of conferences, workshops, events, meetings for dissemination and networking																										
	T 5-3. Project Communication Tools and Activities T 5-4. Implementing a Plan of Action																										

Deliverables and dates

Date	Deliverable
31.8.2017	<p>D1.1.1 1st progress report OC-UCY</p> <p>D2.1 Career Guidance Framework NTUA</p> <p>D3.1 Framework for promoting mobility for Blue Sector courses AUA</p> <p>D5.1.1 BCC EM-BS web site OC-UCY</p> <p>D5.1.2 BCC EM-BS cooperative profile MCB</p>
30.11.2017	<p>D1.3 Risk Management NTUA</p> <p>D1.4 Ethical monitoring and Contingency Plans NTUA</p>
28.2.2018	<p>D1.1.2 INTERIM REPORT OC-UCY</p> <p>D2.2 – Introducing a network connecting training centres and schools, to promote blue career paths NTUA</p> <p>D2.4.1 Report of 1st Blue Career Fair – Greece NTUA</p> <p>D2.4.2 Report of 1st Blue Career Fair – Cyprus Mar.In.E.M.</p> <p>D2.4.3 Report of 1st Blue Career Fair – Bulgaria MCB</p> <p>D2.4.4 Report of 1st Blue Career Fair – Romania CMU</p> <p>D2.5 Catalogue of the training/educational centres of the MEA Mar.In.E.M.</p> <p>D3.2 Description and specifications for the cooperative network AUA</p> <p>D4.1.1 Establishment of the BCC of EM-BS in Cyprus Mar.In.E.M</p>

Deliverables and dates (cont.)

Date	Deliverable
30.8.2018	D1.1.4 2nd progress report OC-UCY
31.1.2019	<p>D2.3.1-5 E-learning courses frameworks – Shipping/Aquaculture/Fish Tourism/Cruise Tourism/Offshore Oil & Gas NTUA</p> <p>D2.4.5 Report of 2nd Blue Career Fair – Greece NTUA</p> <p>D2.4.6 Report of 2nd Blue Career Fair – Cyprus Mar.In.E.M</p> <p>D2.4.7 Report of 2nd Blue Career Fair – Bulgaria MCB</p> <p>D2.4.8 Report of 2nd Blue Career Fair – Romania CMU</p> <p>D3.3 Framework for promoting the mobility of students and staff AUA</p> <p>D3.4 Harmonised requirements for maritime professional training NTUA</p> <p>D4.2.1 Establishment of the BCC EM-BS representation in Greece NTUA</p> <p>D4.2.2 Establishment of the BCC EM-BS representation in Bulgaria MCB</p> <p>D4.2.3 Establishment of the BCC EM-BS representation in Romania CMU</p> <p>D4.2.4 Report on activities and actions to establish BCC representations in Egypt, Jordan, Lebanon and Turkey Mar.In.E.M</p>

Deliverables and dates (cont.)

Date	Deliverable
28.2.2019	<p>D1.1.3 FINAL REPORT OC-UCY</p> <p>D5.2.1 BLUE CAREER CENTRE EASTMED-BLACK SEA events MCB</p> <p>D5.3.1 BLUE CAREER CENTRE EASTMED-BLACK SEA presentation map. MCB</p> <p>D5.3.2 Audio-visual material. An identity video of the project will be made. A video showing the ability of the career centre to provide mentoring for the sectors of shipping, cruise tourism, marine aquaculture and offshore oil and gas. Finally, audiovisual material from the workshops and conferences will be uploaded in the web site. MCB</p> <p>D5.3.3 Social media activities. The media relations programme includes developing a relevant online media centre including digital activities (social media and multimedia) FAQ, backgrounders, press releases on significant news happenings, photo & video gallery. More specifically, “MENTORs” results and events will be directed to social media such as LinkedIn, Facebook, Twitter, Youtube & Google AdWords for promoting the BLUE CAREER CENTRE EASTMED-BLACK SEA project. All digital activities will be linked with the projects website and media relations will involve obtaining coverage in both scientific and mainstream media. Furthermore, to stimulate further coverage and interest in the topics, the media relations’ programme will involve inviting media to participate in. MCB</p> <p>D5.4.1 Action Plan MCB</p>
60 days after balance payment	Report on the distribution of the EU financial contribution OC-UCY

Expected Results

1. **Establishment of the Blue Career Centre Secretariat** in Cyprus with representations in Greece, Bulgaria and Romania, which may later extend to other countries in the area. **1 Secretariat, 3 representations**
2. **Mapping of the provided maritime education and training** in the EM and BS region, including availability of infrastructure. **4 catalogues (CY, GR, BG, RO)**
3. **Development of re-training schemes for blue professionals** in the maritime sector, fisheries and offshore oil and gas. **4 re-training seminars**
4. **Mentoring and career guidance to students** (age 15-18) for the Blue sectors in schools in Cyprus, Greece, Bulgaria, and Romania. **Visits to 200 schools**
5. **Re-train blue professionals** in the maritime sector, cruise tourism, fishing tourism and ichthyotourism, and offshore oil and gas sectors. **4X40 people**
6. **Establish introductory e-learning courses** for the maritime transport sector, for offshore oil and gas sector, for marine aquaculture sector, cruise tourism and for fishing tourism and ichthyotourism. **5 introductory e-learning courses**

Expected Results (cont.)

7. **Sharing and pooling of resources**, such as maritime simulators and possibly a training vessel from the EM & BS area. **Inventory of available resources**
8. **Organise Blue Career Fairs (Days)** in the Eastern Mediterranean and Black Seas. **8: 2 in each participating country (CY, GR, BU, RO)**
9. **Promote the mobility of students and staff within the region.**
30 students, 6 staff
10. **Balance the demand and supply of maritime, aquaculture, cruise tourism and offshore oil and gas professionals in the region.**
Matching database for maritime professionals
11. **Promote the harmonisation of Maritime Education and Training**
Organization of the first Regional Conference of Maritime Education & Training Providers

Thank you very much for your attention!

MENTOR



University
of Cyprus



Maritime Institute
of Eastern Mediterranean



CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY



ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
AGRICULTURAL UNIVERSITY OF ATHENS

