



BLUE CAREER CENTRE OF EASTERN MEDITERRANEAN AND BLACK SEA

(MENTOR)

AGREEMENT NUMBER—EASME/EMFF/2016/1.2.1.2/06/SI2.749365-MENTOR

“Blue Careers in Europe”

D5.2.1 – BLUE CAREER CENTRE EASTMED-BLACK SEA EVENTS

T5.2 – Organization of conferences, workshops, events, meetings for dissemination and networking (Start: M2, End: M24)

Work package	WP5. Dissemination activities
Task	T5.2 – Organization of conferences, workshops, events, meetings for dissemination and networking
Due date	28-02-2019
Submission date	28-02-2019
Deliverable lead	MCB
Version	1.0
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Abstract	D5.2.1 has been developed by MCB, supported by all partners within WP5 in an effort to promote widely the project aims and spread awareness of the project activities and outputs to various target groups and stakeholders. D5.2.1 includes organization and participation in conferences, workshops, and other performed dissemination activities.
Keywords	Dissemination, conferences, workshops, events, fairs, exhibition, networking



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Acknowledgment

This report has received partial funding from the European Union, under the EASME project MENTOR, Grant Agreement—EASME/EMFF/2016/1.2.1.2/06/ SI2.749365-MENTOR.

EXECUTIVE SUMMARY

This report describes in detail the dissemination activities performed during the two-year lifetime of MENTOR project, related to the organization/participation in conferences, workshops, exhibitions, fairs, networking events. Based on the advantage from direct meetings and contacts, the main goal of these types of dissemination activities are to raise the awareness of the project among wide range of stakeholders, including maritime business, decision makers, academia, high school students, undergraduates, graduates, unemployed and others interested in the Blue Economy. The project partners exploited opportunities to participate in numerous national and international events related to Blue Growth and Maritime sectors, promoting the project aims and achievements and thus maximising its impact.



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1. INTRODUCTION

This document is developed as part of MENTOR (Blue Career Centre of Eastern Mediterranean and Black Sea) project, which is partially funded under the EASME project MENTOR, Grant Agreement EASME/EMFF/2016/1.2.1.2/06/SI2.749365-MENTOR. Deliverable D5.2.1 “**Blue Career Centre of Eastern Mediterranean and Black Sea Events**” corresponds to the Task T5.2 “**Organization of conferences, workshops, events, meetings for dissemination and networking**” of Work Package 5 (WP5).

One of the objectives of WP5 is to promote widely the project, activities performed and achievements to the audience of various target groups - high school students, undergraduates, graduates, employees in maritime sectors, workers in other sectors, unemployed persons, stakeholders from business, educational and training institutions, public bodies, civic society.

Developing the MENTOR Communication and Dissemination Strategy (CDS), the task leader MarInEM and all partners agreed upon the idea that the events, foreseen to be organized by project partners in each participating country are crucial for raising awareness and presenting opportunities for making careers in maritime sectors. Series of meetings, workshops, events and conferences can bring closer the target audience (school children, higher education graduates or persons with a vocational/technical qualification to maritime professions) and the career information specialists. Workshops can be arranged for special groups within a community to generate awareness of the centre and to serve specific needs. To spread awareness and project activities and outputs, project partners took advantage of various opportunities for participation with presentations in national and international events related to Blue Growth, shipping, cruise, aquaculture fairs, oil & gas fora, etc.

2. EVENTS

2.1. BLUE CAREER FAIRS

The project partners organized overall eight events under a common title “Blue Career Fair”, one event per year during the two year project period in each partner country, as follows:

Blue career fair	Date	Place	Organised by:
Career fair	08.12.2017 11.12.2017	Limassol, Cyprus Larnaca, Cyprus	MarInEM
Career fair	11.12.2018 13.12.2018 14.12.2018	Nicosia, Cyprus Larnaca, Cyprus Limassol Cyprus	MarInEM
Career fair	5.12.2017	Athens, Greece	NTUA/AUA
Career fair	30.11.2018	Athens, Greece	NTUA/AUA
Career fair	31.01-1.02.2018	Varna, Bulgaria	MCB

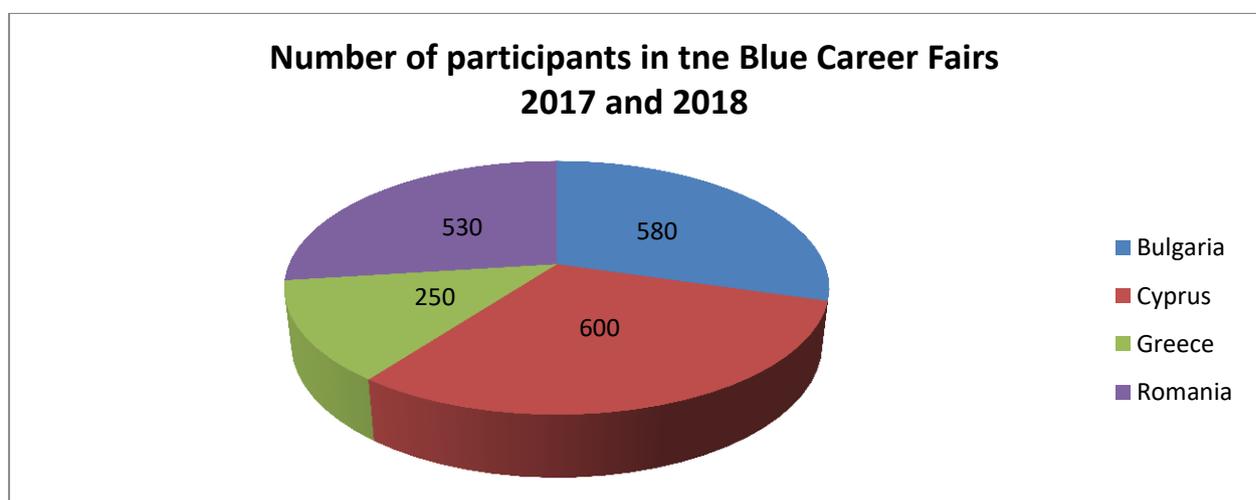


Career fair	15.11.2018	Varna, Bulgaria	MCB
Career fair	27.10.2017	Constanta, Romania	CMU
Career fair	19.10.2018	Constanta, Romania	CMU

The main objective of the Blue Career Fairs was to bring together professionals, potential employers of the blue sectors and future blue professionals in a mutually beneficial way. The organisation of the Career Fairs was used as leverage to achieve the aforementioned objectives and also provide mentoring and career guidance to students (15-18) and career opportunities/offers to students, professionals and unemployed people.

The partners designed the events in a way to be interactive and useful for all participants. Most of the events combined attractive presentations by professionals regarding career opportunities in the MEAs sectors and exhibition area/stands of maritime companies offering job vacancies or internships. The direct contacts of pupils and students with the business representatives were extremely useful and successful. Each partner selected the most appropriate approach to organizing the Blue Career Fairs. In Cyprus they have been organized in three different cities- Nicosia, Larnaca and Limassol. The first edition of the Blue Career Fair in Bulgaria was organized in two consecutive days while the second was shifted in one day event. In Greece the Blue Career Fairs were organized jointly by the Greek partners, hosted successively by NTUA and AUA. In Romania the two one-day events took place in the premises of the CMU.

Approximately two thousand participants in total attended overall the eight events and benefited from the opportunity to learn more about careers in the Blue economy and skills required, as well as to establish contacts between students and employers. The figure below presents the number of participants in the Blue Career Fairs in each of the partner countries.



The partners assessed the Blue Career Fairs as a valuable tool to gather high school students, undergraduates and to present them the enormous opportunities for careers in the Blue economy. The feedback from the participants by filled questionnaires revealed great interest and prospective of similar events, moreover some recommendations were also addressed, focusing on the type of presentations and the need of a wider variety of job offers.

It is foreseen that the Blue career Centre of Eastern Mediterranean & Black Sea and its representatives in Bulgaria, Greece and Romania will continue this activity, according to the activities described in the Action Plan (deliverable D5.4).

2.2. CONFERENCES, WORKSHOPS, EXHIBITIONS

During the two-year project lifetime the partners organized events, aiming to promote the project goals and results, as well as to discuss the issues related to the education in maritime fields and the business requirements aiming at overcome the skill gaps. The project has been broadly promoted at external events organized by third parties, attended by representatives of the project team.

The project has been twice presented to a large audience of various international stakeholders at the pitch stage during the European Maritime days 2017 in Poole, Great Britain and 2018 in Burgas, Bulgaria. During the Maltese Presidency of the Council of the EU, on 19th April 2017 it has been presented in the framework of BLUEMED initiative - A basin of research and innovation for sustainable growth. The MENTOR project has been introduced at the Union for the Mediterranean (UfM) Regional Stakeholder Conference on Blue Economy in Naples, Italy; the Expert Group on Blue Skills and Career Development in Brussels; the Information Day on the new Blue Economy call in Brussels, the MATES project Workshop: Future Skills Needs and Gaps in Green Technologies for the Shipbuilding and Offshore Renewable Energy Sectors in Rotterdam, the International Day of the Black Sea in Constanta. Representatives of the MENTOR team participated at Aquaculture Europe 2017 in Dubrovnik, Croatia; AQUA 2018 in Montpellier, France and the Third International Congress on Applied Ichthyology and Aquatic Environment (HydroMediT) 2018 in Volos with posters.

The project has been presented to the public at events in the sector of tourism: “The cruise sector in the EUSAIR Area: Challenges and future perspectives”, hold in Olympia, Greece and at the International Conference “Tourism and Innovations” – Varna, Bulgaria.

A presentation has been delivered by MCB in the Fourteenth International Conference on Marine Sciences and Technologies Black Sea 2018 in Varna, Bulgaria (and a report was published in the conference book) about the aims of MENTOR project and its specific objectives, and the challenges related to the education and skills in the project area - marine and maritime “Blue Growth” sectors.

A representative of MCB shared with the members of the European Network of Maritime Clusters the MENTOR project’s outputs and disseminated printed material at the annual meetings in Denmark in October 2017 and in Malta in October 2018. The approach to reach

youngsters through visits at school and thematic Blue Career Fairs has been highly appreciated by the participants.

The First Regional Conference of Maritime Education and Training Providers was organized by UCY in Cyprus on February 17, 2019. This marked the completion of the MENTOR project and addressed various issues of harmonization of training programs within the Blue economy on a regional level. The event gathered more than 20 speakers from 7 different countries - representatives of all participating project countries – Bulgaria, Cyprus, Greece and Romania, as well as from the observer states - Jordan, Lebanon and Turkey. Distinguished professionals in the field of the maritime education and policy makers discussed the challenges in the maritime training and the modern requirements of the skills for Blue employees.

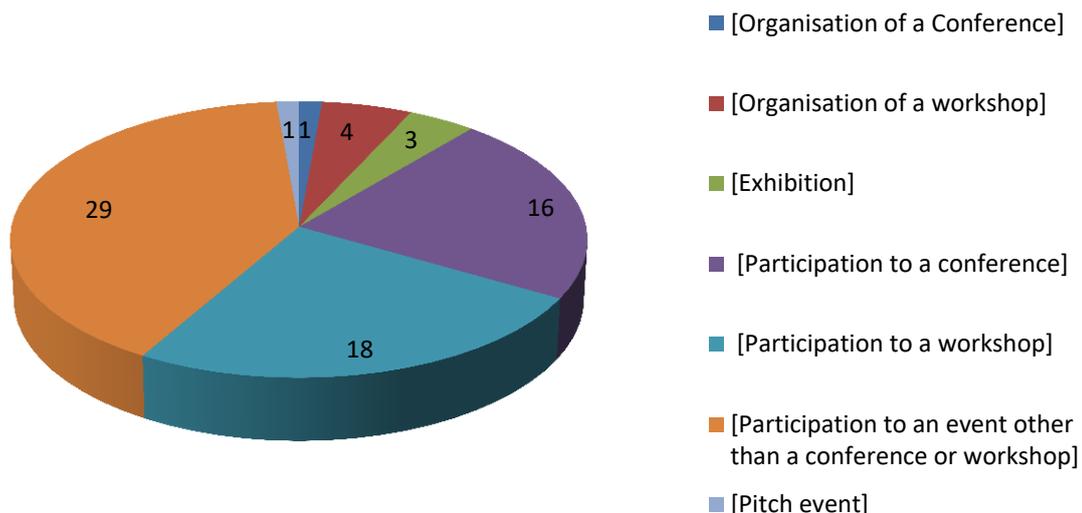
At the final stage of the project, NTUA organized a Pilot Seminar “Required soft skills and behavioural competencies for blue professionals based on practice”, on the 17th January 2019 in Athens. The aim of the event was to explain to graduate and undergraduate students about the soft skills and competencies required so to achieve successful maritime career development for maritime professionals. Special attention was given to effective communication, teamwork between multidisciplinary groups and leadership.

MCB organized a workshop entitled “Blue careers – challenges and opportunities” that gathered representatives from the maritime business, education and branch organizations related to the blue economy. The focus of the event was a new established Blue Career Center – Bulgaria /BCC /which will continue the initiations of the MENTOR project to present the blue career opportunities and attract people to work in the blue economy. The participants discussed potential opportunities for co-operation between the BCC and business, education, NGOs with purpose to enhance the knowledge of youths for professions and career development in the blue sectors. The team of MENTOR project thanked all experts and companies for their contribution to the project initiatives.

With the efforts of the project partners the project has been presented at 72 events in total, on various topics of the Blue growth sectors - aquaculture, maritime transport (including shipping, ports, shipbuilding and ship repair), cruise tourism and offshore oil& gas.

The figure below shows the promotion of the MENTOR project by type of events.

Promotion of MENTOR project at events (03.2017 - 02.2019)



Main events are listed below in chronological order:

1. MENTOR's Coordinator participated in a networking session during the European Maritime Day 2017, Poole, 18-19 May;
2. MENTOR's Coordinator participated in BLUEMED – A basin of research and innovation for sustainable growth, Sliema, Malta, 18-19 April 2017;
3. Participation in Career Fair; Venue: Building Tassos Papadopoulos, Cyprus University of Technology(MARINEM), 5 April 2017;
4. NTUA participated in career days organised by the Advisory and Counselling Centre of Galatsi, presenting to teenagers (15-18) the higher education paths related to shipping, cruise and offshore oil & gas, 6-7 April 2017;
5. Participation of MENTOR in knowledge Festival (University of Cyprus, MARINEM), 7-9 April 2017;
6. 1st Career Fair in Romania: 27 October 2017
[https://www.youtube.com/watch?v=VV1zArVmRgs](https://www.youtube.com/watch?v=VV1zArVmRgs;);
7. 1st Career Fair in Greece: 5 December 2017
<https://www.youtube.com/watch?v=4rogX8kC6FQ>;



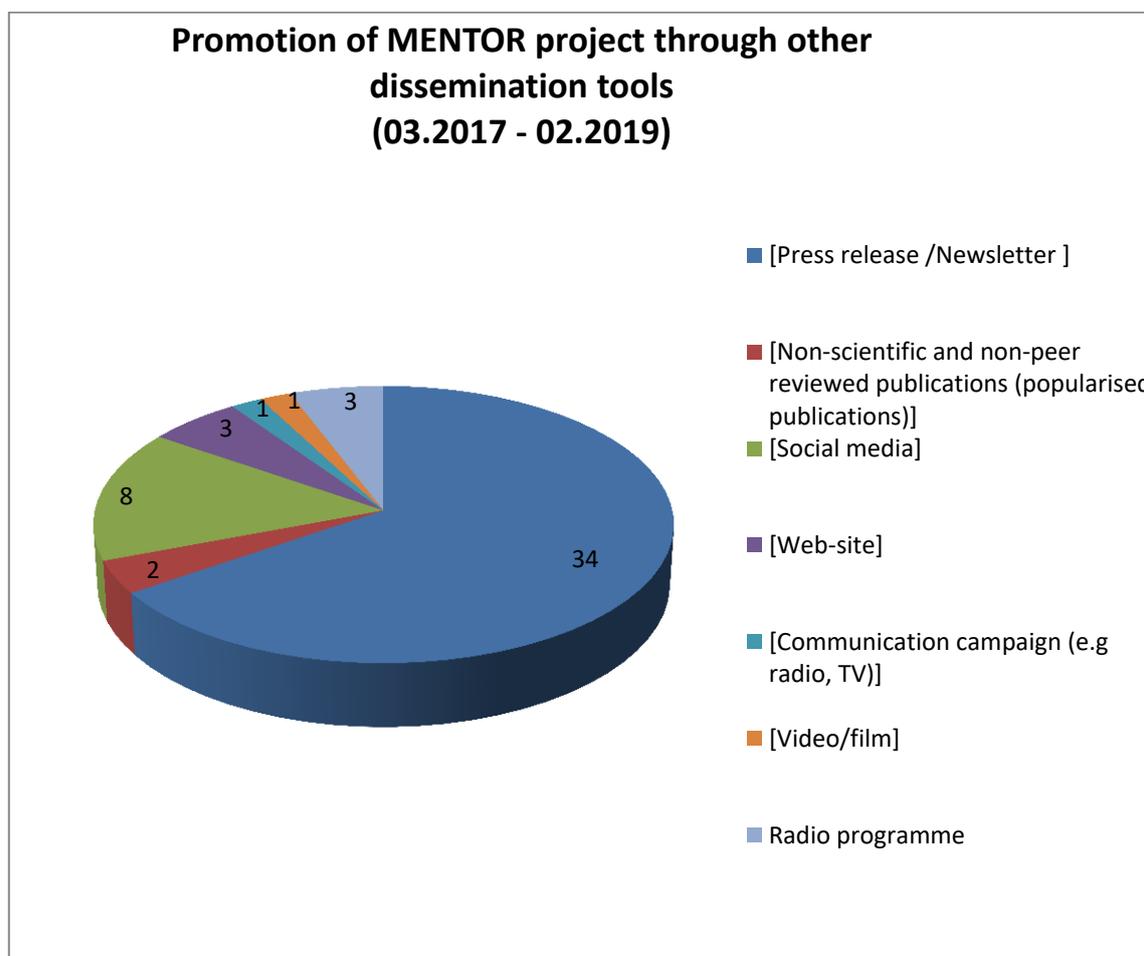
8. UfM Regional Stakeholder Conference on Blue Economy, Naples, 29-30 November 2017. MENTOR participated actively in this important conference organized by the European Commission and the Union for the Mediterranean (UfM) (<http://mentor.cubiclemon.net/2017/12/04/29-30-november-2017-ufm-regional-stakeholder-conference-on-blue-economy-naples/>);
9. 1st Career Fair in Cyprus, organized in Limassol on December 8, 2017 and in Larnaca on December 11, 2017;
10. 1st Blue Career Days in Bulgaria January 31 - February 1, 2018 (https://www.youtube.com/watch?v=D_pF9Y2Hqcw) with participation and presentations from NTUA, AUA and Mar.In.E.M.;
11. NTUA conducted a presentation concerning the blue profession of naval architect and marine engineer at the Greek French School "Saint-Paul" on the 23rd of February 2018;
12. Participation of MENTOR (AUA, Poster) in AQUACULTURE EUROPE 2017, Dubrovnik October 17-20, 2017;
13. MATES Workshop – 26.04.2018, Rotterdam.
14. MATES meeting Athens – 9 05 2018
15. European Maritime day 31 May - 01 June.2018, Burgas, Bulgaria (MCB)
16. Training Career Counsellors for the NEET project, University of Nicosia, 29 May - 04 June 2018 (CCCI)
17. Blue growth workshop, Sea days Piraeus, Greece, 6 June 2018 (NTUA)
18. Med Blue Growth Transnational Capitalization & Community Building Event, 21 June 2018, Athens, Greece (NTUA)
19. Cruise sector in the EUSAIR Area: Challenges and Future Perspectives, Olympia, Greece, 27 June 2018 (UCY, MENTOR coordinator)
20. The MENTOR project & Other Blue Initiatives in Cyprus, University of Cyprus, July 20, 2018 (UCY, MARINEM, NTUA and MCB)
21. Aqua 2018 – 25-29 August 2018, Montpellier, France (AUA)
22. International Conference "Tourism and Innovations", Coolege of Tourism, Varna, 14 September 2018 (MCB)
23. Fourteenth International Conference on Marine sciences and technologies Black Sea 2018 in Varna, Bulgaria, 10-12 October 2018
24. Seminar "The 4th industrial revolution: The Future of Work and Career Orientation", European University, Nicosia 5th October 2018 (CCCI)
25. Postgraduate studies fair, University of Cyprus, Nicosia, 11 October 2018 (UCY)
26. Second Blue Career Fair – Romania 19.10.2018 (CMU, UCY, NTUA, AUA, MCB)
27. Third International Congress on Applied Ichthyology and Aquatic Environment (HydroMediT) Volos, Greece 9-11 November 2018 (AUA)
28. Second Blue Career Fair – Bulgaria 15 November 2018
29. Cyprus Shipping Chamber Career Fair 18 November 2018, Limassol (MarInEM)
30. Information Day on the new Blue Economy call in Brussels 22 November 2018 (MarInEM)
31. Second Blue Career Fair – Greece – 30 November 2018 (AUA, NTUA, CMU, MCB MarInEM)
32. Second Blue Career Fair – Cyprus – 11th, 13th and 14th December 2018, Nicosia, Larnaca, Limassol (UCY, CCCI, MarInEM, NTUA, MCB)

33. Pilot Seminar “Required soft skills and behavioral competencies for blue professionals based on practice”, NTUA, 17th January 2019, Athens (NTUA)
34. Cyprus International “Education and Career” Fair 15-17.02.2019
35. The First Regional Conference of Maritime Education and Training Providers 18.02 2019
36. Good practices for the Blue Economy Workshop, 27 February 2019, Athens (UCY, MENTOR coordinator)
37. Workshop “Blue careers-challenges and opportunities”, 27 February 2019, Varna (MCB)

3. OTHER DISSEMINATION TOOLS

To be able to reach general public, the project team used dissemination channels as radio programs, publications, web sites, mailing information.

The figure below reveal the frequency of the above mentioned dissemination tools:



4. ANNEX

Full list of the events (excel file with Dissemination Activities).