



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”

D5.3.2 – AUDIO-VISUAL MATERIAL

T5.3 – Project Communication Tools and Activities (Start: M2, End: M24)

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Abstract	D5.3.2 has been developed by MCB subcontractor, in accordance with the contract, following the requirements to shoot videos demonstrating career opportunities in each of the marine and maritime sectors in the focus of the MENTOR project and the capacity of the Blue Career Centre. The videos have been performed with the support of the project partners in cooperation with maritime companies, based in the partners' countries.
Keywords	Dissemination activities, video, interview, job, shipping, shipbuilding, cruise, aquaculture, offshore oil & gas

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EXECUTIVE SUMMARY

The audio-video materials developed in the framework of the MENTOR project aimed to present the BCC-EM-BS to young students (age 15-18), undergraduates, graduates, employed in maritime sectors, workers in other sectors, unemployed, to jobseekers and business and to show the opportunities of career development in maritime sectors.

A set of promotional videos has been performed. Materials demonstrating the individual professions “on-the-site” in real working conditions in the 4 MEAs have been produced. The videos included interviews of professionals, presenting real stories and their own personal motivation that led them to choose a career in the selected blue sectors and aimed to reach the target group of young people and attract them to follow a blue career.

Seven videos presenting career opportunities in the selected MEAs (Maritime transport—including shipping, shipbuilding, ship repair and ports; Aquaculture; Cruise Tourism; Offshore oil and gas) have been shot.

Finally, a short video /trailer/ lasting 7 minutes, presenting all MENTOR sectors was completed to be presented during visits to schools and presentation events.

A video demonstrating the BCC's capacity has been produced, comprising video materials from the second edition of the Blue Career Fairs in each participating country - Cyprus, Greece, Romania and Bulgaria.

A video from the first Regional Conference of Maritime Education & Training Providers, organized in Nicosia has been shot too, devoted to the business, VET providers and decision makers related to the development of maritime education and qualifications.

All produced audiovisual materials were uploaded on the social media, and links to them are available on the project and partners' web sites.



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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 D5.3.2 “**Audio-video material**” corresponds to the Task T5.3 “**Communication Tools and Activities**” of Work Package 5 (WP5).

The main objective of the developed audio-visual material is to promote blue career opportunities and BCC capacity to the target groups, especially to the youngsters in a modern way, using social media such as You Tube channel and thus to be more attractive to the audience of students.

2. Preliminary activities

The development of audio-visual materials was led by MCB.

To achieve the aim of this activity, according to the developed project Communication and Dissemination Strategy (CDS), the project partners planned the production of two kinds of video materials: videos promoting the blue career opportunities in the four MEAs in a dynamic and attractive way/ approach, shot in real working conditions, including interviews with professionals, their motivation and true stories; videos, presenting the BCC capacity in the role of organizer and intermediary during the career fairs and similar events.

Production of seven videos, demonstrating career opportunities in shipping, shipbuilding, ship repair, ports, cruise tourism, marine aquaculture, offshore oil & gas sectors has been planned.

A short video – trailer lasting 6-7 minutes, incorporating the above videos has been foreseen that could be presented during visits at schools and events.

To introduce the Blue Career Centre capacity, five videos have been envisaged, illustrating the career fairs in Bulgaria, Cyprus, Greece and Romania as well as the First Regional Conference of Maritime Education and Training Providers organised in Cyprus.

According to the Grant Agreement (GA), the execution of the work has been subcontracted. The selection has been performed on the basis of collection of three offers and their evaluation with regards to the technical and price requirements.

3. Execution of the work

After signing the contract, a lot of preparatory arrangements have been coordinated.

The subcontracting company was responsible for the development of the preliminary script of all video materials, for the whole process of shooting the videos, providing authorizations to shoot with drones by the responsible authorities, assembling of the materials and completing with subtitles.



The WP leader, MCB and project partners coordinated the scenarios, providing access to respective marine infrastructure for filming, translating interviews from local language into English to produce the subtitles.

The production of the videos presenting blue careers was done with the active support of many companies and organizations from the marine and maritime sectors in Bulgaria, Romania, Greece and Cyprus as: Odessos Shiprepair Yard - Varna, Bulyard Shipbuilding industry AD - Varna, Port of Varna, Varna Pilot Station Co Ltd., Bon Marine - Varna, Naval Academy-Varna, Black Sea Shells Ltd, Constanta Maritime University, GSP – Constanta, Ceronav - Constanta, Dunav tours – Ruse, Laboratory of Applied Hydrobiology in Agricultural University of Athens, the Department of Fisheries and Marine Research of Cyprus, Acheloos TV, PLAGTON SA – Cyprus.

Each video has been sent to the project partners for approval before uploading on the social media.

Finally, all video materials subject to the subcontract have been produced entirely in line with planned in the project CDS, as follows:

- Seven videos, promoting blue careers in the four MEAs – shipping, shipbuilding, ship repair, ports, cruise tourism, marine aquacultures, offshore oil and gas;
- One trailer, presenting the blue careers;
- Five videos demonstrating the Blue Career Centre capacity by presenting the Career Fairs in Bulgaria, Cyprus, Greece and Romania as well as the First Regional conference of Maritime Education and Training Providers in the region of the Eastern Mediterranean and Black Sea.

Three additional videos presenting Blue Career Centre events have been produced independently by MENTOR partners.

The links to the developed videos are provided in the ANNEXES:



4. ANNEXES

4.1. Annex I

Links to the trailer and videos, demonstrating professions:

Shipping: <https://www.youtube.com/watch?v=bVej4fInz48>

Ports: https://www.youtube.com/results?search_query=blue+careers+in+port

Ship repair: https://www.youtube.com/watch?v=1W876-91v_s

Shipbuilding: <https://www.youtube.com/watch?v=N6SofIVb-XQ>

Offshore oil & gas: <https://www.youtube.com/watch?v=P2NJNn-M3IQ>

Cruise tourism: <https://www.youtube.com/watch?v=5SOJTX-tg7s>

Marine aquaculture: <https://www.youtube.com/watch?v=Oi1cXNcyh-o>

Trailer: <https://www.youtube.com/watch?v=dtJ2qm7BYBI>

4.2. Annex II

Links to the videos, demonstrating the BCC capacity:

Bulgaria: First Blue career Fair- Varna: <https://www.youtube.com/watch?v=wcy-KgyKeuo>

Second Blue Career Fair Varna: <https://www.youtube.com/watch?v=svA4jxFpl1A>

Cyprus: Career Fair Nicosia 2018: <https://www.youtube.com/watch?v=ZJ3ZUTdRCKA>

Greece: Career Fair Athens 2017 : <https://www.youtube.com/watch?v=VXoCuxFoHFc>

Career Fair Athens 2018: <https://www.youtube.com/watch?v=XV1xrz8E6cl>

<https://www.youtube.com/watch?v=az68NyNYrCl>

Romania: Career Fair Constanta 2017: <https://www.youtube.com/watch?v=UcX2IK4h3A8>

Career Fair Constanta 2018 : <https://www.youtube.com/watch?v=-gnGFLlLhHM>

https://www.youtube.com/watch?v=j1_ljtI7g2Y

First Regional Conference of Maritime Education and Training Providers:

<https://www.youtube.com/watch?v=vW9DvIFiVe4>