



İstanbul :

Sayı
Our Reference: 2187

21.05.2015

Konu
Subject : **IMO Denizciler Günü (25 Haziran 2015) Hk.**

Sirküler No: 394/ 2015

Sayın Üyemiz,

İlgi: Uluslararası Deniz Ticaret Odası'ndan (ICS) alınan 15.05.2015 tarih ve MT(15)10 sayılı yazı ve Eki.

İlgi yazı ile ICS Üyeleri, denizcilik mesleklerine ilişkin bilinci artırmayı amaçlayan 25 Haziran 2015 tarihli IMO Denizciler Günü'ne (IMO Day of the Seafarer) ekte yer alan IMO materyallerini kullanarak katılmaya davet edilmektedirler.

2015 IMO Denizciler Günü'nün teması olan "**#CareerAtSea**", denizde bir meslek edinmenin menfaatlerini vurgulayarak, ileride yaşanması beklenen zabıt eksikliği sorununun giderilmesine yardımcı olmayı amaçlamaktadır. Kampanya özel olarak, kariyerleri ve eğitimleriyle ilgili tercihler yaparken denizciliği ve diğer denizcilik mesleklerini hesaba katmaları konusunda gençleri cesaretlendirmeye odaklanacaktır. Bu bağlamda IMO, armatörlerin, denizde bir meslek edinilmesi hakkında güçlü mesajlar verebilecek konumda olduklarını düşünmektedir.

İlgi yazıda, ICS Üyeleri ve onlara Üye denizcilik şirketleri 2015 Yılı IMO Denizciler Gününe katılmaya davet edilmekte olup, bahse konu kampanyaya ilişkin tüm önemli bilgi ve materyaller Ek'te yer almaktadır.

Bilgilerinizi arz ve rica ederiz.

Saygılarımızla,


Murat TUNCER
Genel Sekreter

EKLER:

Ek-1: İlgi yazı ve Eki

DAĞITIM:

Gereği:

- Tüm Üyelerimiz (Web Sayfasında)
- Türk Armatörler Birliği
- S/S Gemi Armatörleri Motorlu Taş. Koop.
- Vapur Donatanları ve Acenteleri Derneği
- İMEAK DTO Şubeleri
- Türk Uzakyol Gemi Kaptanları Derneği
- Gemi Sahibi Firmalar

Bilgi:

- Ulaştırma, Denizcilik ve Haberleşme Bakanlığı
Deniz ve İçsular Düzenleme Genel Müdürlüğü
- Sn. Sefer KALKAVAN
TOBB DTO'ları Konsey Başkanı
- Meclis Başkanlık Divanı
- Yönetim Kurulu Başkanı ve Üyeleri
- Sn. Erol YÜCEL
TOBB Türkiye Denizcilik Meclisi Bşk.
- Piri Reis Üniversitesi

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15 May 2015

To: **MANNING AND TRAINING SUB-COMMITTEE** **MT(15)10**

Copy: **All Full and Associate Members (for information)**

IMO DAY OF THE SEAFARER – 25 JUNE 2015

Action required: Members are invited to note that it is IMO Day of the Seafarer on 25 June 2015, and to consider participating in the occasion using the attached materials provided by IMO.

Members are invited to note that it is **IMO Day of the Seafarer on 25 June 2015**. This is the fifth occasion on which aims to promote awareness of careers at sea.

The theme, **#CareerAtSea**, aims to help address the predicted shortage of officers in the future by promoting and highlighting the positive benefits of choosing a career at sea. In particular, the campaign will focus on encouraging young people to consider seafaring and other maritime professions when making choices concerning their careers and further education. IMO has recognized that shipowners are well-positioned to send out a strong message about careers at sea.

ICS has long supported such IMO initiatives, and therefore Members (and their member shipping companies) are invited to participate in the Day of the Seafarer 2015. All the necessary information and materials provided by IMO regarding the occasion are attached at **Annex A, Annex B and Annex C**.

Stewart Inglis
Manning and Training Adviser



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Day of the Seafarer 25th June 2015

HOW YOU CAN JOIN THE CAMPAIGN





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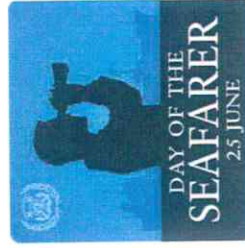
Social Media Toolkit

Thank you for supporting the Day of the Seafarer campaign.

This toolkit outlines how you can use Facebook, Twitter, Youtube, blogs and other platforms to celebrate the Day of the Seafarer.

If you have any questions or ideas, please contact Karine Langlois klangloi@imo.org

THANK YOU FOR YOUR HELP.





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Campaign Message

This year's campaign aims to inspire young people to consider a #CareerAtSea.

It will create a picture of seafaring as a viable, attractive and exciting option for those making their career or further-education decisions.





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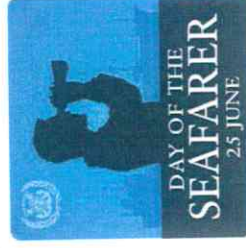
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What is Day of the Seafarer?

- An official United Nations international observance day
- Every year on 25 June
- Organized by the International Maritime Organization
- Reaches millions of people worldwide





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Aims of Day of the Seafarer 2015: #CareerAtSea

- Engage seafarers themselves to tell us about (and share photos of) their life at sea and be ambassadors for their own industry
- Promoting the materials gathered from seafarers with the aim of reaching the general global population and inspiring them to consider a career at sea
- Raising awareness of seafarers and their importance to the global economy to the general public





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How you can be involved

If you are a **seafarer** or working in the maritime industry, tweet using the hashtag **#CareerAtSea**

For example:

	 Day of the Seafarer June 25 I've just finished building a new ship. Love my job #CareerAtSea
	 Day of the Seafarer June 25 @IMOHQ Just cooked a huge meal for my amazing crew. Nothing like cooking on a rolling ocean. #CareerAtSea
	 Day of the Seafarer June 25 @IMOHQ Proud to provide seafarer centres to all those around the world who chose a #CareerAtSea
	 Day of the Seafarer June 25 @IMOHQ A shout out to all our 651 employees manning our ships on all 5 oceans. From cooks to captains and engineers #CareerAtSea





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How you can be involved

If you are a considering a career at sea or enrolled in a maritime programme – tweet using the hashtag #CareerAtSea

For example:

	Day of the Seafarer June 25 In my final year studying Naval Architecture. Learning the 3D modelling of ships #CareerAtSea	
	Day of the Seafarer June 25 Considering a degree in Marine Biology with Oceanography at Southampton Uni #CareerAtSea	
	Day of the Seafarer June 25 About to start my internship in Marine Traffic Engineering Can't wait to spend time at sea #CareerAtSea	
	Day of the Seafarer June 25 Just got a job on a cruise as a chief electrician! We set sail for the Caribbean in one week #CareerAtSea	



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“A CAREER AT SEA LOOKS LIKE...” Post on our Photo Wall

(Website address will be available from mid-June '15)





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Watch and share our videos:



Video Message from IMO Secretary-General

<http://www.youtube.com/user/IMOHQ>

(Website address will be available from mid-June '15)



Video Animation

<http://www.youtube.com/user/IMOHQ>

(Website address will be available from mid-June '15)



Seafarer Profiles

<http://www.imo.org>

(Website address will be available from mid-June '15)



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Share your “#CareerAtSea”
messages:

Our social media channels are:

<https://twitter.com/IMOHQ>

<https://www.facebook.com/IMOHQ>

<http://www.flickr.com/photos/imo-un/collections/>

<http://www.youtube.com/user/IMOHQ>



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Thank you for your
support!

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