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21.05.2021

**Konu** : 2021 Dünya Denizciler Günü: "Gemi Düdükleri  
Denizciler İçin Çalsın Kampanyası" Hk.

Sirküler No: 505

Sayın Üyemiz,

Uluslararası Deniz Ticaret Odası'ndan (International Chamber of Shipping - ICS) alınan  
12.05.2021 tarihli Ek'te sunulan yazıda;

Gemi insanların kilit çalışanlar olarak tanınması, personel değişim krizi ve gemi  
insanlarının aşılama önceliklendirilmesi hususlarına dikkat çekmek amacıyla 25 Haziran Dünya  
Denizciler Günü kapsamında "Gemi Düdükleri Denizciler İçin Çalsın Kampanyası"nın başlatıldığı  
ifade edilmektedir.

Kampanyaya katılıma ilişkin detaylı bilgi Ek'te sunulmaktadır.

Bilgilerinize arz/rica ederim.

Saygılarımla,

Cengiz ÖZKAN  
Genel Sekreter V.

**Ek:**ICS'ten alınan 12.05.2021 tarihli yazı ve Eki. (7 sayfa)

Dağıtım:

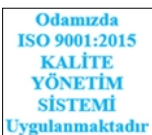
Gereği:

- Tüm Üyeler (WEB sayfası ve e-posta ile)
- Türk Armatörler Birliği
- S.S. Gemi Armatörleri Motorlu Taşıyıcılar Kooperatifi
- GİSBİR (Türkiye Gemi İnşa Sanayicileri Birliği  
Derneği)
- VDAD (Vapur Donatanları ve Acenteleri Derneği)
- TÜRKLİM (Türkiye Liman İşletmecileri Derneği)
- KOSDER (Koster Armatörleri ve İşletmecileri Derneği)

Bilgi:

- Yönetim Kurulu Başkan ve Üyeleri

**Bu belge, 5070 sayılı Elektronik İmza Kanuna göre Güvenli Elektronik İmza ile İmzalanmıştır.**



Evrakı Doğrulamak İçin : <https://ebys.denizticaretodasi.org.tr/enVision/Dogrula/NUKSL7>

Bilgi için: Esat Emre ERDOĞAN Telefon: 0212 252 01 30/485 E-Posta:

emre.erdogan@denizticaretodasi.org.tr

Meclis-i Mebusan Caddesi No:22 34427 Fındıklı-Beyoğlu-İSTANBUL/TÜRKİYE

Tel : +90 (212) 252 01 30 (Pbx) Faks: +90 (212) 293 79 35

Web: www.denizticaretodasi.org.tr E-mail: iletisim@denizticaretodasi.org.tr KEP: imeakdto@hs01.kep.tr



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12 May 2021

**COMMUNICATIONS(21)17**

**TO: COMMUNICATIONS LEAD**

**CC: ALL FULL AND ASSOCIATE MEMBERS  
INDUSTRY ASSOCIATIONS**

### **SOUND YOUR HORNS CAMPAIGN – 25TH JUNE 2021**

**Action Required: Comms leads, members and associations are encouraged to take note of the impending sound your horns campaign to #ShoutOutForSeafarers that will take place at ports around the world a noon on 25 June, the Day of the Seafarer.**

Comms leads, members and associations are encouraged to get involved in this year's Sound Your Horns campaign to #ShoutOutForSeafarers that will take place on 25 June on the Day of the Seafarer.

After last year's successful campaign, this year's goal is to draw attention from media and national governments to the ongoing crew change crisis. The two key calls for the campaign are to urge governments to declare seafarers as keyworkers and to prioritise them for vaccinations.

We need your support to make your members and shipping companies aware of this year's plans and to encourage and coordinate them to take part. The more ships involved the greater the impact this campaign will have.

Attached in Annexe A is a short presentation about the Sound Your Horns campaign that you can share with your members.

We will send out a short call to action video, press release, social media cards and key messaging document next Monday the 17<sup>th</sup> June to help you spread awareness of the campaign and to encourage people to join in.

We urge comms leads to disseminate the video and press release to members, national press and via social media utilising the social cards and the hashtag #ShoutOutForSeafarers. Additional hashtags to use include #SoundYourHorns and #VaccinateOurSeafarers

Annex: ICS Sound Your Horns campaign

For any queries, please contact [tanya.blake@ics-shipping.org](mailto:tanya.blake@ics-shipping.org)

Tanya Blake  
Communications Manager

# Day of the Seafarer 2021 - Sound Your Horns campaign #ShoutOutForSeafarers



# #ShoutOutForSeafarers

## Date

- Day of the Seafarer, Friday 25<sup>th</sup> June, 12 noon local time

## What will happen?

- Ships around the world will sound their horns at 12 noon local time
- Seafarers and companies will film the event and share footage on social media with the #ShoutOutForSeafarers hashtag
- Additional hashtags #SoundYourHorns #SeafarersAreKeyworkers and #VaccinateOurSeafarers should be used as part of key messaging

## The goal

- To utilise the IMO's Day of the Seafarer to raise awareness of the continued plight of seafarers
- To put pressure on governments to declare seafarers keyworkers and prioritise them for vaccinations
- Campaign aligned with ITF



# Campaign timeline

**ICS will provide the following collateral to promote the campaign ahead of Day of the Seafarer**

## **17 May 2021**

- Call to action short video
- Key messaging document
- Call to action press release
- Social cards

## **7 June**

- Longer campaign video to be used on the Day of the Seafarer with seafarer interviews
- Press release

## **5 July**

- Round-up video showing the success of the campaign to promote on social media



# What we need from you

## This week

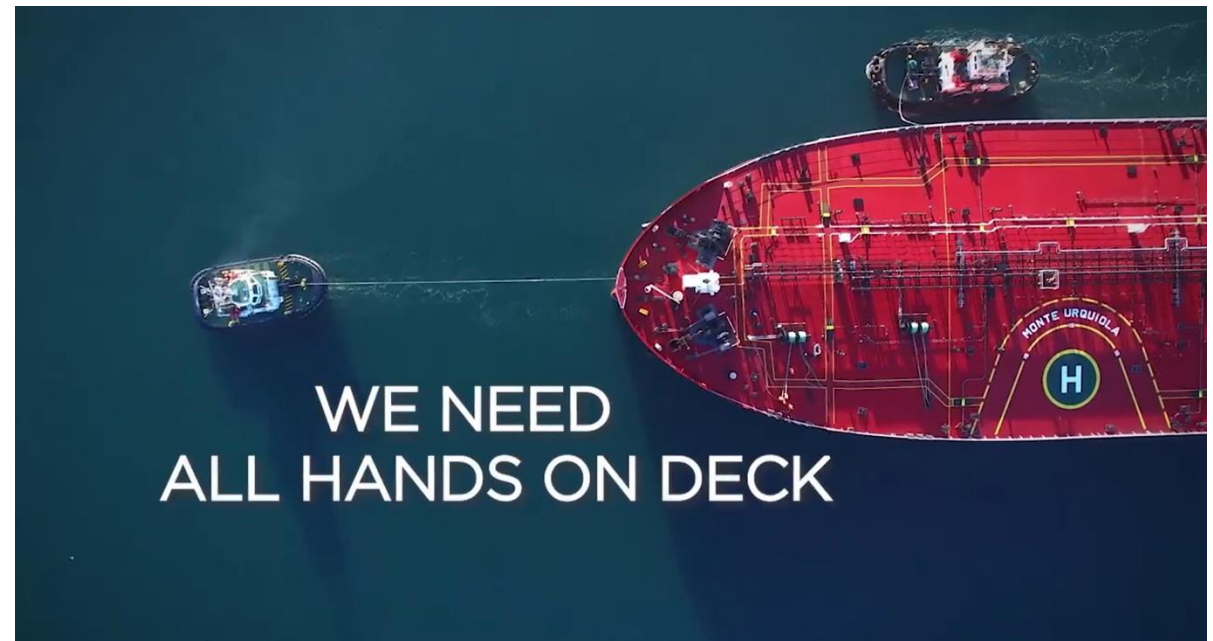
- Contacts of seafarers that will be willing to film themselves reading a script for the Day of the Seafarer video

## 17 May

- To promote the campaign among your membership and on social media utilising the Call to Action video that will be sent to you via circular ahead of 17 May
- To encourage your members to take part in sounding their horns and film the footage throughout May and June
- To encourage your members to tweet photos and videos of crews taking part in the campaign on the Day of the Seafarer using #ShoutOutForSeafarers hashtag
- National Associations to run events in their ports and invite health ministers to attend to ensure campaign is seen by decision makers

## 25 June

- To tweet out the campaign video on the Day of the Seafarer using #ShoutOutForSeafarers hashtag, as well as #VaccinateOurSeafarers and #SeafarersAreKeyworkers
- To disseminate the press release to your national press contacts



# Any questions?

Main point of contact for the campaign

[tanya.blake@ics-shipping.org](mailto:tanya.blake@ics-shipping.org)

