

**World Maritime Day Observance**

**Challenges for international shipping in the Year of the Seafarer**




**Vancouver, Canada**  
**17 – 18 November 2010**

**Panel session: Attracting and Retaining Quality Seafarers**





- **Go to Sea!** Campaign, launched in November 2008 by IMO, ILO, BIMCO, ICS/ISF, INTERCARGO, INTERTANKO and ITF, to attract new entrants to the shipping industry
- Two objectives:
  - to inform young people of the attractions of a career at sea and of the variety of professional opportunities it can provide
  - to mobilize action by all involved in the training, recruitment and retention of seafarers
- Addressed to industry, Governments, training institutions and international organizations







- **Year of the Seafarer** – a continuation of **Go to Sea!** And to give further momentum to the campaign's objectives, the IMO Secretary-General spoke directly:
- **to the shipping industry:** maintain high standards; enshrine best practices; embrace corporate social responsibility; provide a clean, safe and comforting workplace; recognize and reward those on whose labours your profits depend;






- **to politicians:** work towards the ratification, entry into force and implementation of all measures that have a bearing on seafarers' safety and security and living and working conditions; show that you really are in touch with the people at the sharp end;
- **to legislators and law enforcers:** strike a fair balance in all of your actions concerning seafarers so that they do not become scapegoats caught up in the aftermath of accidents and incidents; treat them fairly and decently – they deserve every empathy and compassion;






- **to educators:** tell the younger generations about seafaring, the debt we owe to shipping and the attractions of the maritime professions; it should not take too great a leap of the imagination to stir maritime ingredients into the pot of learning through history, geography, biology, environmental studies, economics, business studies and many more;
- **to port and immigration authorities:** treat seafarers with the respect they deserve; welcome them as visitors and guests to your countries – as professionals that are also serving the interests and development of your nations and fellow citizens;




- **to those that shape public opinion,** particularly the media: take the time and trouble to seek out both sides of the story next time you report on an accident involving a ship; place the accident in its proper context, that of millions upon millions of tonnes of cargo safely delivered over billions of miles to all four corners of the earth by a talented, highly trained, highly specialized and highly dedicated workforce;





And, finally:

- **to the 1.5 million seafarers of the world:** the entire maritime community appreciates you and your indispensable services; is aware of the conditions under which you operate; shows compassion for the sacrifices you make; does care for you; and works to ensure your safety and security, praying that you always have calm seas, fair winds and a safe return.



**A sound recipe of many of the ingredients that are fundamental to attracting, recruiting and retaining quality seafarers?**



**Thank you for your attention**



**GO TO  
SEA!**

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