



# Blue Career Centre of Eastern Mediterranean & Black Sea

*Mentoring for the Sea*

## “MENTOR” IS SAILING AHEAD – WELCOME ONBOARD!



University of Cyprus, Cyprus



Maritime Institute of Eastern Mediterranean, Cyprus



Cyprus Chamber of Commerce and Industry, Cyprus



National Technical University of Athens, Greece



Agricultural University of Athens, Greece



Marine Cluster Bulgaria, Bulgaria



Constanta Maritime University, Romania

“Blue Career Centre of Eastern Mediterranean and Black Sea” (MENTOR) is a project, implemented by a consortium of seven partners aimed at setting up a regional platform – the Blue Career Centre. This facility strives to promote the dialogue between business stakeholders, education & training institutions, research organizations, policy makers and the civic society. The Centre will support conscience-building for pursuing a career in the sectors of the Blue Economy with the development of appropriate and informative educational and life-long learning programs.

The MENTOR team welcomed 2018 with the exciting news of the establishment of the secretariat of the Blue Career Centre (BCC) of the Eastern Mediterranean & Black Sea in Cyprus registered successfully in January 2018. This facility is aimed at promoting and reinforcing the study, education, training, professional progress, research and innovation in the sectors of the Blue Economy in the wider region of the Eastern Mediterranean and the Black Sea. It will be focused on attracting students, graduate professionals and interested parties to support their re-training, upgrading and widening of skills.

The Consortium is steadily progressing at outlining important cornerstones of the project. The results of the first Blue Career Fairs held from October 2017 until February 2018 in Cyprus, Greece, Romania and Bulgaria revealed that slightly above one thousand prospective mentorees were reached through this interactive approach. The career fairs were aimed at promoting professional networking and creating premises for professional mobility between prospective

employees and employers of four marine and maritime economic activities selected as of strategic importance in the Eastern-Mediterranean and Black-Sea regions: maritime transport, cruise tourism, marine aquaculture, and offshore oil and gas.

The maritime stakeholders involved in the Blue Career Days were identified from databases of professional companies, regional high schools and collaborators of the consortium members. They were selected as appropriate to provide valuable input for the purpose of the events. The professionals benefited from coming in a direct contact with potential future employers that exposed them to actual professional opportunities. The benefit of the employers was twofold, as firstly they relayed directly their needs to the available manpower, and then they assessed directly the skill level of a sample of the available human resources.

In order to reach various categories of stakeholders, the career fair organizers planned and conducted an ample campaign of increasing awareness. Through media channels, press releases and written invitations they promoted the event and gathered together participants from different sectors having in common the willingness of developing a blue career. To allow for preparedness of the targeted audiences the events were promoted heavily through various communication channels: local newspapers, radio channels, websites of the consortium partners, Facebook, written invitations, face to face meetings and by phone. The promotion of the event was effective in time and visibility, providing stakeholders with appropriate time for preparation and maximizing their participation.

The venues and the format of the career fairs were selected and arranged by each separate organizer, but they were generally similar in their mode of conduct. Venues were mostly university campuses and event centers, and the fair format included presentations of the project purpose and informational speeches followed by extended communication between employers and future employees on the exhibitor booth area.

The successful realization of the first Blue Career Fairs would be followed by their second edition in 2018 in the four participating countries.



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More information:  
<http://www.bluecareers.org>