

Atlantic Youth: Promoting maritime careers in the Atlantic Area



Marine careers in the Atlantic Area



- In 2017, the Blue Economy in the Atlantic Ocean generated **EUR 73.4 billion** of Gross Value Added (GVA) and employed **1.29 million people**. It is the largest EU sea basin representing 36% of the EU Blue Economy GVA.
- The 2020 EU Action Plan for the Atlantic Area focuses on:
 - promotion of sustainable coastal tourism
 - transition to offshore renewables
 - Green shipping and innovative port activities
 - Sustainable management of marine space and fight against plastic pollution

The EU Action Plan highlights the **high job creation potential** in Atlantic coastal communities associated with these priorities.

Maritime careers in the UK



- The maritime sector is responsible for facilitating **95% of UK global trade**, worth **£500bn per year**.
- The maritime sector represents just under **1 million jobs** and contribute around **£40bn to UK GDP** making maritime one of Britain's biggest industries.
- **Maritime UK**, of which CMN is a member, is the collective voice for the UK's maritime industries. They champion and work to enable a thriving maritime sector.
- This includes developing and running a **maritime careers taskforce** to coordinate all efforts at national level to promote maritime jobs.

Marine careers in Cornwall



- **15,052 jobs** directly supported by the marine sector in Cornwall
- Marine sector **GDP £1.12 billion** per annum to Cornwall economy
- **6.4%** (1 in 15 people) of Cornwall's employment
- **855** Business identify as Marine in Cornwall

However:

- Skills gaps in the context of an ageing workforce and emerging new technologies and industries
- Limited knowledge of the variety of jobs in the marine sector
- Limited attractiveness of the sector for young people

Our role in Atlantic Youth



- ☞ Use employers as the solution to improve young people's awareness of the sector and their employability
- ☞ Network of 105 marine ambassadors volunteering their time
- ☞ Career advice delivered to 35,000 young people over 12 years
- ☞ Vocational training delivered to 3,500
- ☞ Lead partner of the Channel Marine Academy project, aimed at developing a transnational network of marine ambassadors

Our role in Atlantic Youth:

- ☞ Involve young people in developing a video promoting marine careers across the Atlantic Area

Video to promote marine careers



- ↪ **We got students from the 5 countries to prepare questions for marine employers:**
 - ↪ What jobs are there in a marina?
 - ↪ What do you like about your job?
 - ↪ What is the role of a harbour authority?
 - ↪ When was the last time you went on the water?
 - ↪ What skills are you looking for? Enthusiasm and commitment, many transferable skills
 - ↪ What are the career opportunities in marine conservation?

- ↪ **We then selected employers to answer these questions:**
 - ↪ Female and male role models
 - ↪ Employees and volunteers
 - ↪ Based onshore and offshore
 - ↪ Illustrating the variety of jobs in the marine sector

A video to promote marine careers



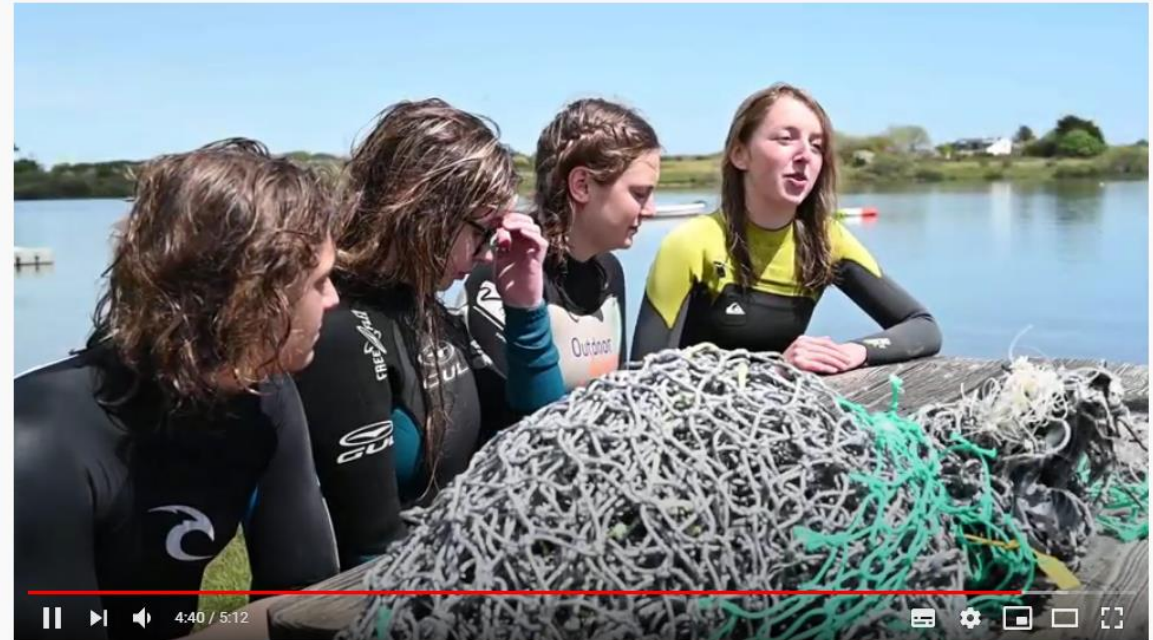
YouTube GB

Rechercher



YouTube GB

Rechercher



Rechercher



Atlantic Youth Maritime Education

2 abonnés

S'ABONNER

ACCUEIL

VIDÉOS

PLAYLISTS

CHAÎNES

DISCUSSION

À PROPOS



Vidéos mises en ligne TOUT REGARDER

TRIÉ PAR



SEA CHALLENGES
(Portuguese subtitles)

3 vues • il y a 7 mois



SEA CHALLENGES (French
subtitles)

1 vue • il y a 7 mois



SEA CHALLENGES (Spanish
subtitles)

1 vue • il y a 7 mois



SEA CHALLENGES (English
subtitles)

3 vues • il y a 7 mois



Atlantic Youth first
transnational event: County...

6 vues • il y a 10 mois



The Falmouth Pilot Cutter,
presentation of the...

20 vues • il y a 10 mois

https://www.youtube.com/channel/UCdqDaMcT0YtywE_RzEICALw/videos






Cornwall Marine Academy Stay at Home Videos


160 vidéos • 170 vues • Mise à jour il y a 4 jours





Cornwall Marine Academy


S'ABONNER


- 


1 Shark & Turtle Feed - Facebook Live (March 2020)
National Marine Aquarium
VISIONNÉE 34:40
- 

2 Underwater Adventure! What can YOU See? | Maddie Moate
Maddie Moate
UNDERWATER ADV! 9:42
- 

3 How to 3D Print with Recycled Trash! | Maddie Moate
Maddie Moate
3D Print! 9:33
- 

4 Design your own 3D Models | Kids Invent Stuff
Kids Invent Stuff
3D MODELS 4:03
- 

5 HOME CHALLENGE: 20 Easy Experiments in 5 mins for Bored Adults and Kids at School Inside
Physics Girl
7:19
- 

6 Rescue footage from Scotland's RNLI lifeboats in 2012
RNLI
4:29
- 

7 RNLI #WaterSafetyWednesdays - Episode 1
RNLI
Ep1, STOP AND THINK 15:25



Wider marine career resources



- Games & quizzes
- Job cards
- Employability resources, etc.

MARINE CAREERS

CORNWALL marine ACADEMY

Marine Electrician

*"I enjoy seeing my completed work on the yachts my team build."
CMA Ambassador*

An electrician is responsible for electrical and electro-technical installations onboard various marine craft
Salary: £18,000 - £55,000
Qualifications: Formal training through an apprenticeship or other vocational course, relevant electrical certifications in cable fitting and electrical engineering
Experience Required: Previous electrical engineering experience through an apprenticeship or cadetship

f Marine Careers With Cornwall Marine Academy Hangman Puzzle

Life lines left: 5

Conclusions



- The marine sector offers great career opportunities locally
- Transnational cooperation is key
- Maritime career promotion needs to start from a young age