
IMO GOODWILL MARITIME AMBASSADOR (IMO-GMA) SCHEME

TERMS OF REFERENCE

1 Objectives

- 1.1 An IMO Goodwill Maritime Ambassador is a spokesperson or advocate for the maritime and seafaring professions in their region or nation.
- 1.2 IMO Goodwill Maritime Ambassadors are encouraged to share their passion about the maritime world with others, particularly young people who are starting out on their further education, apprenticeships and career pathways.
- 1.3 The overall objective is to reach new target audiences to educate and inform on the importance of shipping and the role of IMO, and inspire a new generation of seafarers and other maritime professionals.
- 1.4 IMO Goodwill Maritime Ambassadors are expected to promote the theme chosen for the World Maritime Day in their respective regions as well as to support the Day of Seafarers online campaign.
- 1.5 IMO may request further collaboration of the IMO Goodwill Maritime Ambassadors for other activities and/or joint efforts such as bringing awareness to their Administrations about the IMO Award for Exceptional Bravery at Sea, etc.

2 Selection and Appointment

- 2.1 Member States, intergovernmental organizations (IGOs) and non-governmental organizations (NGOs) in consultative status with IMO may nominate an IMO Goodwill Maritime Ambassador for appointment by the Secretary-General. An IMO Goodwill Maritime Ambassador should cover a nation or a region.
- 2.2 Persons nominated as IMO Goodwill Maritime Ambassadors should be distinguished persons in the maritime community, with the knowledge, expertise, resources and desire to meet the objectives of the IMO Goodwill Maritime Ambassador Scheme.
- 2.3 As IMO Goodwill Maritime Ambassadors may have frequent interaction with children and young adults during their activities, nominating entities are responsible, within their own national laws and rules, for ensuring nominees are of the highest moral character and integrity.
- 2.4 IMO Goodwill Maritime Ambassadors will be appointed for an initial term of two years, with the possibility of renewal at the end of that period subject to performance review by the IMO Secretariat and a recommendation for renewal by the nominating entity. Term renewal will be at the discretion of the Secretary-General, based on performance of the IMO Goodwill Maritime Ambassador in meeting the objectives of the Scheme.
- 2.5 IMO Goodwill Maritime Ambassadors shall serve for a maximum of six years.

3 **Activities**

Activities consistent with the objectives may include (but are not limited to):

- .1 visit local youth groups or other local community groups to deliver a presentation highlighting the importance of the maritime industry;
- .2 have a stand or give a talk at a local careers' forum, community fair or other local event;
- .3 visit local schools and further education colleges;
- .4 engage with local radio, television, or newspapers; offer a "day-in-the-life" view of the Goodwill Maritime Ambassador's profession;
- .5 give interviews or provide video clips and information about entry routes and the different seafaring education and training programmes;
- .6 write in to local or national newspapers when a story raises issues which touch on the maritime world, tell them your story "as a maritime professional"; and
- .7 develop and promote other activities, consistent with these terms of reference.

4 **Follow up and reporting**

4.1 IMO Goodwill Maritime Ambassadors should send quarterly updates of their activities to the Scheme Administrator and the nominating entity. In addition, they should regularly update their own online platforms with photographs, press clippings, articles, PowerPoint presentations, etc. so that these can be shared with other IMO Goodwill Maritime Ambassadors and the wider public via the IMO website.

4.2 The Secretariat will report periodically on the activities of the IMO Goodwill Maritime Ambassadors to the Council. Activities and reporting thereon will be considered in the renewal process described in paragraph 2.4. In providing activity reports the IMO Goodwill Maritime Ambassadors should report the following:

- .1 number of activities by type;
- .2 number of participants per conference, school visit, lecture, awards ceremonies;
- .3 number of readers/viewers/followers/listeners;
- .4 types of audience; and
- .5 number of countries covered.

5 **Limitations**

- .1 An IMO Goodwill Maritime Ambassador does not represent or speak on behalf of IMO and should avoid expressing opinions on matters of substance under discussion within the various IMO bodies.
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- .2 In carrying out activities in connection with the Scheme, an IMO Goodwill Maritime Ambassador may use the term "IMO Goodwill Maritime Ambassador", the unique IMO Goodwill Maritime Ambassador logo as well as the Day of the Seafarer and World Maritime Day logos. If the need arises for an IMO Goodwill Maritime Ambassador to use the IMO logo, prior approval must be sought from IMO.
 - .3 An IMO Goodwill Maritime Ambassador should limit his or her engagement in that role to the cited objectives and activities of the Scheme.
 - .4 Should the IMO Goodwill Maritime Ambassador, in his/her capacity, engage in activities other than the ones listed in sections 1 and 2, he/she should inform IMO prior to this engagement.
 - .5 If the Director of LED decides that the activity is outside the scope of the IMO Goodwill Maritime Ambassador Scheme, the relevant IMO Goodwill Maritime Ambassador will be informed and requested not to use his/her IMO Goodwill Maritime Ambassador title for the activity.
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