

Information campaign to schools and teachers

Next BlueGeneration

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Project Summary

The Blue Economy faces significant challenges due to an aging workforce, with employers struggling to fill vacancies. To address this, it is essential to enhance the appeal of Blue Careers and provide younger generations, who often have outdated perceptions of the sector, with a clearer understanding of the opportunities across various fields within the Blue Economy. The Next BlueGeneration Project (NBG) aims to bridge the gap between the Blue Economy industry and the education sector by targeting young people and delivering essential information through tools provided directly from experts to educators. The project will offer educational content, training, and resources across six key Blue Economy sectors: Nautical Tourism, Maritime Transport, Shipbuilding and repair, Marine Biotechnology, Aquaculture, and Marine Conservation/ Ocean Literacy. These resources will take the form of:

- An Interactive Blue Career Pathway Tool: This tool will provide individualized career guidance and self-assessment features to help students explore their fit within the Blue Economy.
- The Next BlueGeneration Game: Designed to attract young people through an engaging gaming format, this game will assess their soft skills and tailor their career options to these results.
- A MOOC (Massive Open Online Course): This “train-the-trainer” course will equip teachers with accessible background information and resources, empowering them to guide students in exploring Blue Economy career paths.

The project prioritizes embedding these tools within the existing educational frameworks for teachers, leveraging established networks with schools and educational institutions to maximize accessibility. By uniting major projects and organizations, the Next BlueGeneration Project aims to create a lasting impact and secure a sustainable legacy within the Blue Economy.

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1. Introduction

As the project enters its third year, the implementation and dissemination of the tools developed is at the heart of the activities carried out by NBG's partners. To maximize the impact of the tools developed by the project, a dissemination plan targeting the main European school and educator networks is proposed. This deliverable, titled 'Information campaign', provides an analysis of what NBG can offer to these networks and how it will conduct a targeted communication campaign tailored to their needs.

The implementation phase of the NBG project is built on several pillars, including in-person seminars, online webinars, a handbook and mentoring services.

Led by ACTeon with contributions from all project partners, the Deliverable 6.2 aims to ensure that the seminars, and webinars are well disseminated across the partners network, leveraging a mix of multimedia and instructional design principles to maximize engaging with our target audience across Member States. The deliverable includes a short context explanation followed by a SWOT analysis of the needs and opportunities of the different networks, objectives of this phase of the project, a description of the target audience of this campaign, a list of key messages, actions and a timeline.

The information campaign for English webinars is primarily dedicated to reach international EU-wide networks (e.g. EU4Ocean, Network of European Blue Schools and Blue Generation). This information campaign will be built by ACTeon (strategy and contact with EU4Ocean) with the support of EMSEA (contact with NEBS) and Militos (communication development and contact with Blue Generation). It is composed of:

- A dedicated webpage on the NBG website
- A template email with a dedicated email signature
- A 1-page article to diffuse on the EU4Ocean, NEBS, and another relevant network newsletter
- A dedicated Social Media campaign (December 2025 to February 2026)

For the local language webinars, the following will be developed:

- A template email with a dedicated email signature
- a recording available on YouTube
- a reporting on social media after each event

The information campaign for on-site seminars the NBG partners will develop templates that will be adapted by each partner:

- A template email to reach out to teachers, educators and counsellors
- 2-3 template visuals
- A dedicated Social Media campaign (December 2025-June 2026) explaining what NBG brings to each country's education systems.
- A 1-page article focusing on what has been done in each country, to be added to the NBG Newsletter

2. Understanding the target audience of our campaign

2.1 Target audience: from networks - to end users

This project's products are specifically designed for teachers, career counsellors, and students aged 14 to 18, who represent the primary end users. However, the information campaign adopts a broader approach, targeting all members of the networks in which project partners are engaged. This strategy ensures that stakeholders who may either benefit directly from the project's outputs, such as webinars, toolkits, and reports, or contribute to their dissemination, are effectively reached.

2.1.1 Networks

The campaign prioritizes engagement with professional networks, educational institutions, and partner organizations associated with the project. These networks serve as critical multipliers that will help expand visibility of the NBG game and pathway tools. The networks covered are BlueGeneration, EU4Ocean Platform and Youth4Ocean Forum), the Network of Blue Schools and the Mentor Project network (descriptions below). These networks enable targeting education professionals, schools, young people and marine professionals.

By leveraging these connections, the project ensures that its impact extends beyond immediate participants, enabling broader and future use.

- 1) **BlueGeneration:** The BlueGeneration Project brought together schools, youth organisations, employment services, NGOs, industry associations, and public authorities to inspire young people aged 15–29 to explore opportunities in the Blue Economy. As one of Europe's strongest youth-oriented Blue Economy communities, it has already reached more than 17 million people through social media and directly engaged over 45,000 girls and boys across 6 countries. More than 14,000 young people have been supported in active job search, while over 3,500 have enrolled in training and mobility schemes through its activities. Working in cooperation with more than 1,300 organisations, the network continues to connect educators, counsellors, and youth with practical tools, mentoring, and credible sector insights. Its outreach spanned Bulgaria, Greece, Poland, Portugal, Romania, and Spain, helping thousands discover emerging maritime professions in coastal tourism, aquaculture and fisheries, marine biotechnology, ocean energy, maritime transport, and shipbuilding. MILITOS and SEATEACH will capitalise their established networks in Greece and Spain showcasing the NBG project into this well-established ecosystem, to ensure large-scale visibility and meaningful impact.



NEXT BlueGeneration



Co-funded by the European Union

Iceland
Liechtenstein
Norway grants

Norway grants

BlueGeneration project | Our achievements so far



www.bluegeneration.org

The Blue Generation project is funded by Iceland, Liechtenstein and Norway through the EEA Grants and Norway Grants Fund for Youth Employment

- 2) **EU4Ocean:** The European Ocean Literacy Coalition (EU4Ocean) brings together diverse organisations, projects, and individuals as well as young ocean advocates and blue schools, dedicated to promoting ocean literacy and sustainable ocean management. EU4Ocean activities are driven by the annual Challenge of the Year, such as the Call for Collective Action and the #MakeEUBlue: cities in Action! campaign. By offering funding and expert support, the Coalition fosters innovation and collaboration, bringing impactful ideas to life. The Coalition is composed of three communities. The Platform gathering individuals and organisations, the Youth4Ocean forum gathering 16-30 young ocean passionate and the Network of European Blue Schools (NEBS). In the frame of Next BlueGeneration, we will aim at the Platform and the Youth4Ocean Forum (both are ocean oriented but not specifically at educators) as one target group and the Network of European Blue Schools (educators not only ocean oriented) as a second target group.
 - a. The EU4Ocean Platform and Youth4Ocean Forum: The Coalition is now composed of more than 1.200 members (in November 2025) including 215 professional organisations and individuals who subscribed to the EU4Ocean Platform and 565 Young Ocean Advocates aged between 16

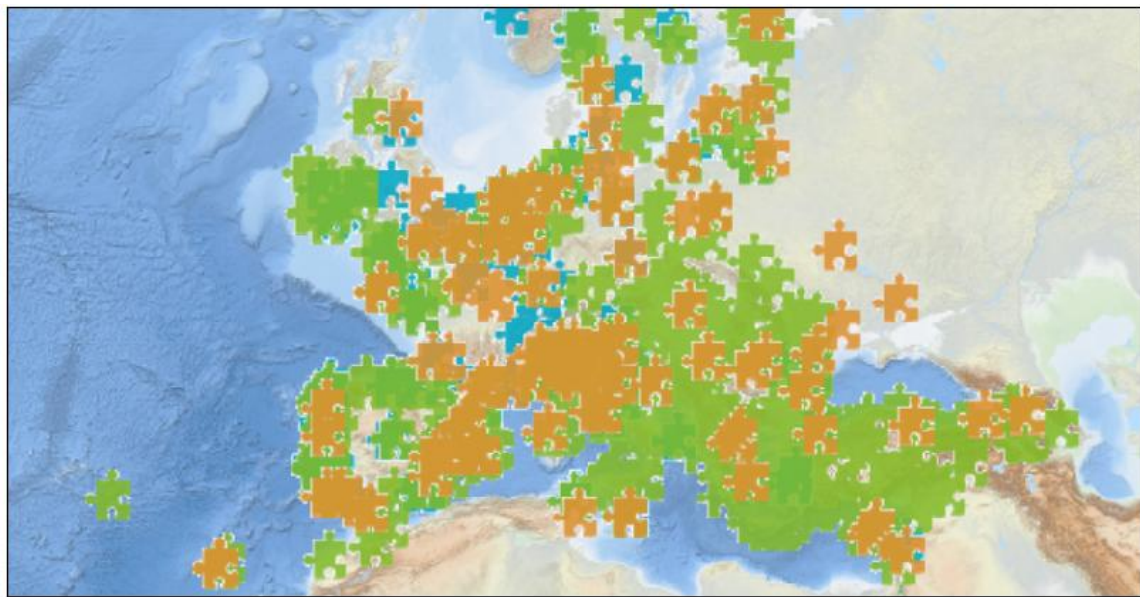


Co-funded by the European Union

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and 30. This network spans through all European countries and beyond. Within the framework of NBG, EU4Ocean will bring significant added value by enabling the targeting of young people and professional organisations that are not educators, thereby diversifying the targets reached by the information campaign.

- b. **The Network of European Blue Schools** is composed of 1200 schools. A European Blue School brings the ocean into the classroom. It's a school that, through project-based learning, engages students with marine- and maritime-related topics to create awareness and a feeling of responsibility for our ocean. Together, these schools form the Network of European Blue Schools (NEBS) - one of the three pillars of the EU4Ocean Coalition. NEBS is a hub for all schools and teachers that strive to engage students with oceanic topics and raise awareness on marine issues. NEBS aims to empower schools and teachers who are agents of change for the ocean and support them in educating the new generation of more aware, responsible, and engaged ocean-literate citizens.



November 21, 2025

1:73.957.190

Projects of Young Ocean Advocates

Year: 2024



Network of European Blue Schools

Year: 2020-2025



EU4Ocean Coalition for Ocean Literacy – EU4Ocean Platform members

Year: 2025

0 1000 2000km

Powered by Esri

Figure 1 Members of EU4Ocean in November 2025 @Emodnet

- 3) **The Mentor Program:** The Mentor project created one of the first structured career-guidance ecosystems for Blue Economy professions in the Eastern Mediterranean and Black Sea. Bringing together universities, research centres, training providers and industry, it developed a personalised methodology to align candidates' skills with current and future needs of Blue Careers and labour market. It delivered mentoring and career guidance to students (age 15-18) in 200 schools across Cyprus, Greece, Bulgaria and Romania whilst Blue Career Fairs and supported mobility were established for 39 students and 26 project staff within the region. Through its Career Centre, it supported students, graduates, unemployed people and workers seeking to reskill or advance within maritime sectors such as shipping, ports, cruise tourism, aquaculture and offshore energy. The project mapped regional maritime education/training offers, developed retraining schemes, introduced five introductory e-learning courses across key blue sectors. Its results and tools were exploited directly by the Sea of Experience project, adding blended and digital formats such as technical workshops, summer schools and mentoring schemes, reaching more than 10 university students and young professionals in real-life job-shadowing placements in Greece and Cyprus. Within the context of NBG, the Mentor project network will be leveraged to expand outreach across the Eastern Mediterranean, connecting schools, universities, training centres and Blue Economy employers with the project's activities. Its established partnerships, tools and guidance methodologies will support wider dissemination, ensure strong engagement of youth and professionals, and facilitate smooth integration of NBG actions into an already active regional ecosystem for Blue Careers.

2.1.2 Teachers, educators and counsellors

As the primary intermediaries, **teachers, educators and career advisors** play a pivotal role in integrating the project resources into educational and counselling practices.

Some schools and teachers have already been engaged in NBG in 2025 during the beta-testing of the game and pathway tool. While strongly focusing on the networks, the information campaign (D6.2) keeps on working with this audience. Indeed, the information campaign will have a dedicated focus on teachers, education services and counsellors during the first semester of 2026.

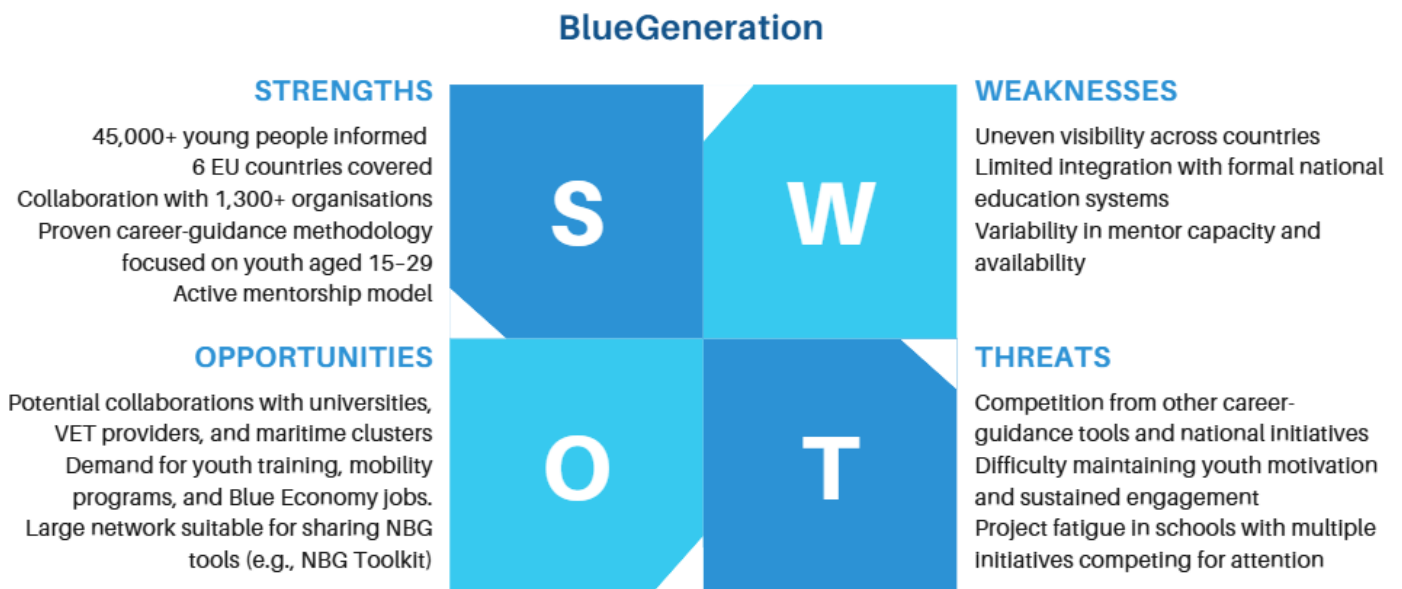
Although high-schools (15-18 years-old) remain the main target, certain Year-10 classes may be targeted for integration into vocational secondary schools, particularly maritime schools.

While some of the results of the project are aimed at students from 14 to 18, this information campaign is not targeting them directly but rather the intermediaries that can bring the game to the classrooms and other learning places.

2.2 A SWOT analysis to better target our campaign for networks

To identify each network specificities, streamline the communication and seize opportunities, we carried out a SWOT analysis of Blue Generation, the EU4Ocean coalition (Platform/Youth4Ocean and NEBS) and the Mentor Program.

2.2.1 BlueGeneration



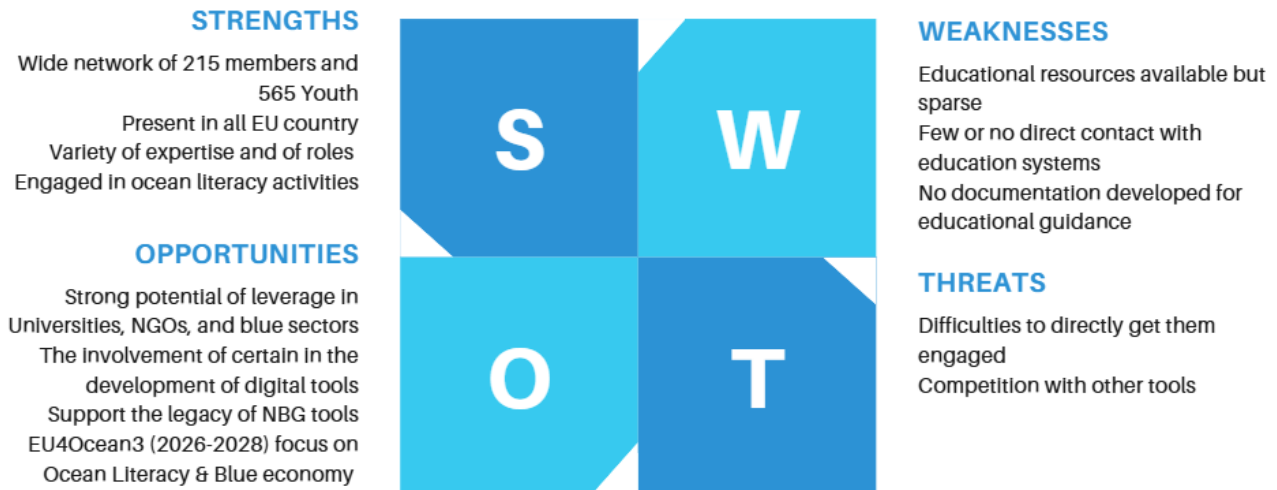
Through this SWOT analysis of the BlueGeneration project, we noticed:

- A **proven-experience and a wide network** with career-guidance of youth in blue economy
- Potential collaboration to share NBG tools
- But, a competition with other tools and initiatives for schools

2.2.2 EU4ocean

a. EU4Ocean Platform and Youth4Ocean

EU4Ocean Platform and Youth4Ocean Forum

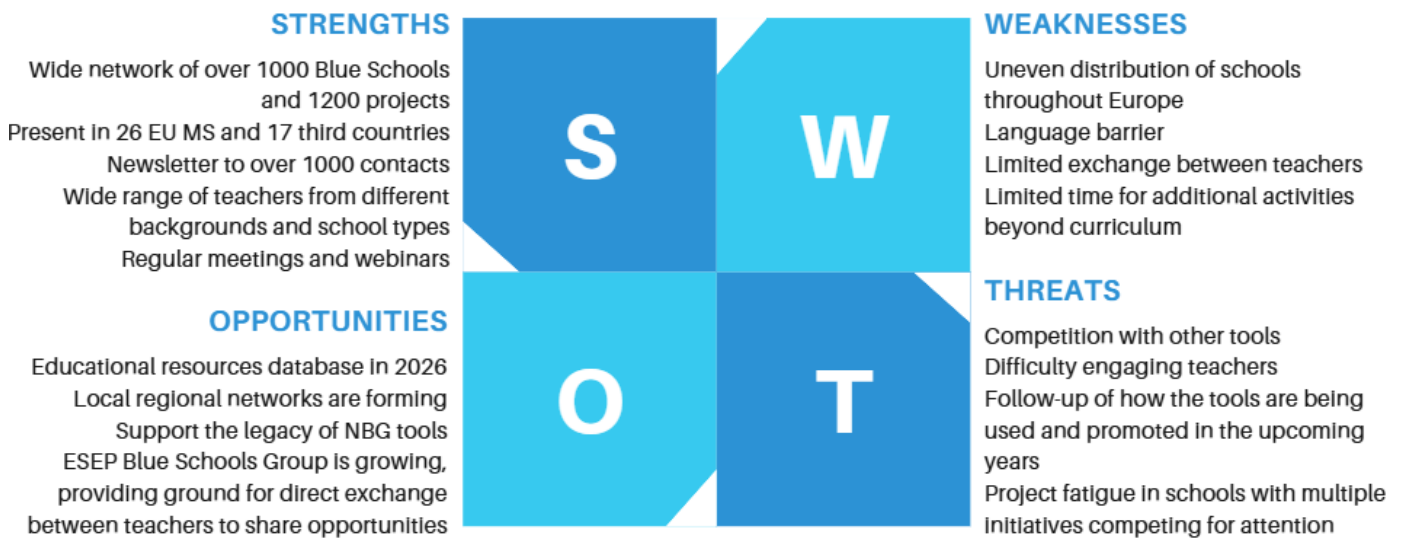


Through this SWOT analysis of the EU4Ocean Platform and Youth4Ocean, we noticed:

- **A timeline:** the importance to involve and communicate with the network as soon as possible, as well as communicating with them by the end of the project to facilitate legacy and long-term use of NBG tools
- **A wide network:** with a diversity of representatives and of geographical coverage.
- But, the importance to have a **tailored communication** to make each stakeholder feel directly involved and concerned about the opportunities in blue careers and counselling.

b. Network of European Blue Schools

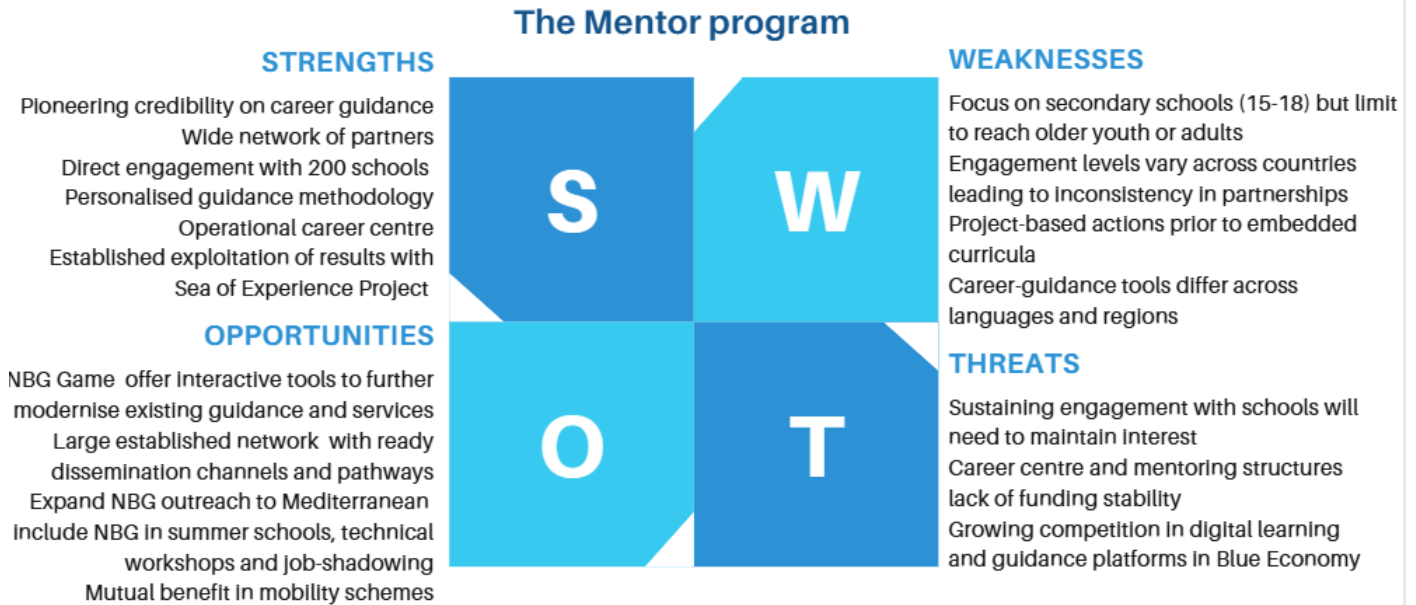
EU4Ocean Network of European Blue Schools



Through this SWOT analysis for the EU4Ocean/ NEBS initiative, we noticed:

- **Timeline:** communicate with NEBS as soon as possible to establish the organisation of a webinar in cooperation with NEBS
- **Wide network** with a diversity of schools and large geographical coverage

2.2.3 The Mentor program



Through this SWOT analysis for the Mentor program, we noticed:

- A strong career guidance expertise, network and a concrete experience with an operational centre in the Mediterranean basin
- Opportunity to include NBG tools into summer-schools, workshops and existing career guidance
- But, a growing competition in digital learning and difficulties to sustain schools' engagement

3. Objectives of the dissemination campaign

The dissemination campaign, running from December 2025 to June 2026, aims at disseminating the Next BlueGeneration game and pathway tool through a wide network of educators, career counsellors and ocean professionals with the goal of developing awareness of blue careers throughout the European Union.

The SWOT analysis carried out, brought an understanding of the major European education network's strengths and opportunities as well as the weakness and threats they are facing to present NBG as a potential solution.

The three main objectives for the dissemination campaign are:

- developing and maintaining the NBG project visibility,
- supporting the integration of NBG tools into national education/career counselling systems
- and recruiting participants to its webinars and seminars (and thus ensure the widest use of NBG tools possible).

To ensure clarity and enable effective tracking, each objective has been defined using the **SMART** methodology, making them **Specific, Measurable, Achievable, Relevant, and Timebound**.

3.1 Develop and Maintain Project Visibility

- **Specific:** The campaign will ensure visibility for the Next Blue Generation implementation activities throughout 2026 by:
 - Sharing updates on project activities (seminars, webinars, mentorship, handbook) and tool availabilities (translated games, MOOC, pathway tool).
 - Promoting key dates and success stories from pilot sessions.
 - Encouraging networks to disseminate project outputs and news through their own channels.
- **Measurable:** activities will be recorded in reports and through evaluations
- **Achievable:** by providing ready-to-use communication kits partners are enabled to leverage the strength of their networks and organisations).
- **Relevant:** The objective focuses on activating existing Strengths (S) and Opportunities (O) (large networks, support from NBG heritage).
- **Timebound:** from December 2025 to June 2026

KPI targeted for the campaign on online webinars

KPI: Social media engagement, metrics of the specific webpage visits and views and email open rates.

These KPIs are for the main campaign and for NBG Social Media and the webpage.

LinkedIn 2500 impressions

Facebook & Instagram 2500 reach

Interactions 600

Views on the website dedicated page: 1000

Website 1500 page views and 800 users

Email sent out to 1500 recipients NBG list | 1000 recipients from partners' contacts | EU4Ocean newsletter sent to about 1500 recipients

3.2 Integrating NBG tools into national education/career systems

- **Specific:** Actively communicate on the integration of NBG tools into national education/career counselling systems through national seminars, demonstrating the project's local adaptation.
Documenting the local adaptation of the project against national regulations in pilot countries. Through seminars and the mentorship program, we will demonstrate how a European project adapts to local contexts for practical, scalable impact
- **Measurable:**
 - Publish 1-page article documenting the local adaptation of the project about specific national regulations in pilot countries, add quotes & pictures from event
 - Attendance of each onsite seminar
 - Engagement of each seminar attendee to share the tools with a considerable number of students
- **Achievable:** the seminars planned from December 2025 to June 2026 provide the raw material (the facts) for this communication.
- **Relevant:** this objective is essential for countering the Weaknesses of limited integration and lack of direct contact with formal education systems.
- **Timebound:** December 2025 to June 2026

As each partner will set up their communication campaign on their own social media with support of NBG social media, no specific KPIs are targeted, each partner will report their SoMe engagement.

3.3 Recruit Participants for English and local language Webinars

- Specific: Actively recruit European participants for English and local-language webinar sessions (February to June 2026) by focusing on practical value and a preview of NBG tools.
- Measurable:
 - Recruit a minimum of 90 participants in the webinars
 - Measure the overall efficiency of the information campaign by adding a line in the registration survey about “where did you hear about this webinar” with a dropdown menu listing: website, Social Media, networks...
- Achievable: by using the vast network of partners
- Relevant: the focus is on engaging a targeted European audience, having a chance to directly engage through Q&A
- Timebound: From December 2025 to June 2026, the campaign will focus on promoting project webinars and seminars. These events will showcase project advancements and tools while engaging a diverse European audience.

4. Information campaign content

The actions undertaken target at the audience previously defined, using the key messages outlined to meet the objectives of the info campaign. To align with the SWOT analysis carried out, the campaign is mostly dedicated to **educators and career counsellors**. However, some messages will target **ocean-professionals and ECOP** that could support direct connection with blue careers.

The campaign follows a clear, structured communication path that guides the audience from **awareness** → **interest** → **engagement** → **participation** in the implementation phase in the frame of WP6 promoting the onsite seminars and online webinars. Each post builds on the previous one, reinforcing the message, introducing the tools, and preparing educators to join.

The flow is gradual, starting with **inspiration and curiosity**, then introducing **new methods**, and finally moving toward **calls to action** and **event-specific announcements**.

As the onsite seminars and online webinars progress, the **communication flow may be adapted or expanded based on real-time needs**, feedback from teachers, partners updates, newly confirmed dates, and the material generated during implementation (photos, quotes, insights, etc.). The information campaign content is therefore flexible by design, allowing us to maintain consistency while adjusting to the evolving progress of the project.

This section presents social media templates and core messages. The full information campaign is available in Annex 1.

4.1 Seminars

4.1.1 Email template

To ensure timely distribution and a coherent message, we encourage all partners to follow the **template** below, to be adapted by each partner. The dissemination for local seminars will run from November 2025 to April 2026 depending on opportunities.

Seminar organisation: Discover the NBG Tools – Inspiring Blue Careers for the Next Generation

Dear XXX,

We invite you to participate in an innovative workshop in **City** in **Date**, specially designed for teachers and career guidance professionals, which aims to raise awareness (and promote) professions and careers related to the sea and the ocean.

Why this workshop?

- To present and offer you ready-to-use teaching tools: A serious game to initiate or enrich discussions on teamwork, self-confidence and student attitude. Career fact sheets to discover careers in the blue economy and a career guidance tool.
- For you: to offer concrete resources to help with post-secondary career guidance, complementing **Parcours Avenir**.
- For your students: A fun approach to exploring careers related to the sea and the ocean (research, tourism, transport, environmental education, etc.) and discovering their soft skills.

Practical information:

Target audience: Teachers and career guidance counsellors from 5 different schools for a total of a minimum of 15 people

Format: In-presence

Duration: 1.5 to 2 hours.

Date and place :

Discover: Are you interested in the subject? Watch a video presentation of the game here (2 mins) or try out the online version: Innopixel.

About us:

ACTeon is a company seeking to make our relationship with the natural world the key to a successful transition. We are reaching out to you as part of Next BlueGeneration, a European project developed in nine countries that aims to encourage secondary school students aged 13 to 18 to explore the opportunities offered by a career in the blue economy.

We need committed young people to transform the blue economy in a sustainable way, and the participation of education and guidance professionals is essential to reach young people in training.

If you are interested in this topic, would it be possible to organise a 10–15-minute meeting to present the programme to you and discuss how it could be implemented?

Kind regards,

4.1.2 Post templates

This section presents 3 examples of social media posts and visuals for seminars. The full social media campaign is available in Annex 1. In total, 8 posts have been developed, this section provides an overview of posts 1,2 and 4.

Post 1 Seminars

Step 1 — Introduction & Inspiration

Goal: Capture attention. Introduce the new journey in an inspiring, emotional way. This post sets the stage.

It announces that something new is starting within the Next BlueGeneration project.

Key messages introduced:

- A new phase is beginning
- This phase is for teachers and career advisors
- Two formats will be available: onsite seminars + online webinars
- Link to learn more

Post:

“A Blue Journey Is About to Begin”

Learn. Explore. Inspire

As an educator/ career advisor you can participate at our:

- ✓ **Onsite seminars**
- ✓ **Online webinars**



Post 2 Seminars

Step 2 — Identifying the Need

Goal: *Establish why this initiative matters now.*

This post addresses the challenge that traditional career guidance no longer motivates many students.

Key message:

- Students are losing interest in traditional methods
- A new, more engaging approach is needed
- Career counselling can be fun, interactive, and modern
- The NBG Toolkit is ready to support educators

This phase positions the project not just as a provider of activities — but as a **solution to a real need** in the education sector.

POST: New Ways to Guide Students to Blue Careers
Are students losing interest in traditional career guidance?
Career counseling can be interactive, engaging, and fun.

NBG toolkit is ready to support you towards this direction.



Post 3 Seminars

Goal: Show what educators will gain from participating.

This is an *engagement* post.

Key message:

- Opportunity to test the NBG Toolkit
- Clear value proposition

This prepares the audience for participation.

Post: “Bring Blue Careers to Class”

Join the NBG onsite seminars

Test the toolkit to further support your students to select careers in the Blue Economy



4.1.3 Seminars announcement

a. Articles on local partners website

Given the specificity of the communication for local partners, each seminar article and related social media will be published on the responsible partner website and social medias. NBG social medias will support communication (e.g. with posts summarising the main take-away from each seminar).

Each partner’s article will summarise the main take-away of the seminar it organised, explaining how NBG tool can be implemented in their national education system and how it can support blue careers development.

A visual template (mirrored to the one developed for webinars) is available for each partner to support their communication.

b. Newsletter communication

Upon completion of all seminars, a newsletter will be published and distributed to NBG subscribers. The objective is to highlight the key accomplishments and insights gained on the education system, as well as best practices for integrating NBG tools, as discussed during the onsite seminars. A template for the newsletter layout is available in Annex 2. This newsletter is to be published before June 2026.

4.2 Webinars

4.2.1 Email template

In order to spread awareness around the project webinar phase, we will circulate an email to all contacts inside the project and the networks.

To ensure timely distribution and a coherent message we encourage all partners to follow the **template** below. The distribution for webinars will run from January (with 6 weeks of anticipation) to March 2026.

Webinar: Discover the NBG Tools – Inspiring Blue Careers for the Next Generation

Join us for an interactive webinar introducing the **Next BlueGeneration (NBG) Toolkit** – a set of innovative, free resources designed to help teachers, job counsellors and youth workers to engage students with the exciting world of the **blue economy**.

During this session, we will present the main NBG tools:

- **The NBG Game:** a fun, interactive way for students to explore their **soft skills** and discover how these connect to real career paths in ocean-related sectors.
- **The Pathway Tool:** a personalised exploration platform that links students' skills to specific **blue economy careers**, showing opportunities for **cross-sector mobility** across fields.
- **The Massive Open Online Course (MOOC):** a resource for teachers and career counsellors. Through videos, expert interviews, and interactive quizzes, the MOOC offers practical insights into diverse career opportunities within six key blue economy sectors: Nautical Tourism, Maritime Transportation, Shipbuilding & Repair, Marine Biotechnology, Marine Conservation & Ocean Literacy, and Aquaculture.

The webinar will include an introduction to each tool, practical tips on how to use them in educational settings, and a short Q&A session with the NBG project team.

This session will equip you with inspiring and easy-to-use resources to **motivate young people to explore sustainable blue careers**.

Date: Monday 9 March 2026

Time: [Insert time and time zone]

Format: Online webinar (link provided upon registration)

Register here: [Insert registration link]

4.2.2 Social Media posts

This section presents three examples of social media posts and visuals for webinars dedicated to educators. The full social media campaign is available in Annex 1. In total, 8 posts have been developed, this section provides an overview of posts. This section presents example from posts 1, 2 and 3 on English and local-language webinars (other posts are available in Annex 1).

In addition to this campaign, two extra posts have been developed to reach at ocean professional who could have an interest to join and include the NBG tools in their development strategy (e.g. The EU4Ocean Platform and Youth4OceanForum members).

Post 1 Webinars (for educators)

STEP 1 — “COMING SOON” (Awareness Phase)

Goal: *Announce that something new is coming, without details. Create awareness.*

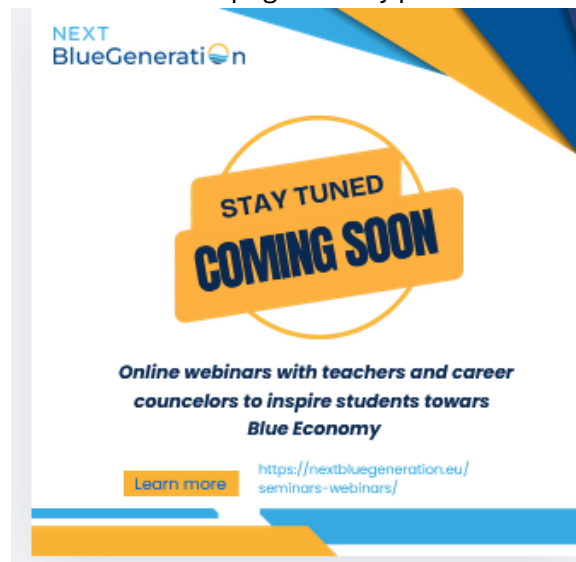
Key Messages:

Webinars are coming soon

They target teachers and career counsellors

They aim to inspire students toward Blue Economy careers

Direct link to webpage already provided



Post 2 Webinars (for educators)

Step 2 - "What The Online Webinars Offer" (Value Phase)

Goal: Explain WHAT educators will gain from attending.

Key message:

- Learn from experts
- Network with peers
- Become involved with Blue Careers
- Educators & career advisors benefit directly
- Maintains "Learn. Explore. Inspire." brand language

Function: Introduces the value proposition before giving structure or dates.



NEXT
BlueGeneration

What the ONLINE WEBINARS offer

Learn. Explore. Inspire.

As an educator/career advisor you can:

- Hear from experts
- Network with peers
- Get involved with blue careers

Learn more <https://nextbluegeneration.eu/seminars-webinars/>

Post 3 Webinars (for educators)

Step 3 — Reaching a wider European Audience (structure phase)

Goal: *Reveal the complete structure of the webinar programme.*

Key message:

- 3 English webinars
- 4 local-language webinars (ES, NL, FR, GR)
- Participation of experts from project partners
- Emphasis on European-wide reach



The graphic features a laptop displaying the 'NEXT BlueGeneration WEBINAR' logo. A hand is shown pointing at the screen. A yellow banner across the laptop reads 'REACHING A WIDER EUROPEAN AUDIENCE'. Below the laptop, there are icons for '3 english webinars' (UK, US, AU) and '4 Local Language Webinars' (ES, NL, FR, GR). A checkmark icon is followed by the text 'With participation of experts from project partners'. At the bottom, a 'Learn more' button is next to the URL <https://nextbluegeneration.eu/seminars-webinars/>.

Post 1 Webinars (for ocean professionals)

POST 1 — Ocean & Maritime Community Involvement

Goal:

Inform the Ocean & Maritime professionals and ECOP community about the new implementation phase and invite them to remain engaged and to include the NBG tools in their development strategy.

Target Audience:

Professionals, practitioners, NGOs, researchers, coastal actors, divers, sailors, marine workers, maritime service providers, networks etc.

Message Focus:

- They hold experience and insight with real value.
- Their perspective enriches the work educators will now deliver.
- They are relays for incorporating NBG into the education system through other means (e.g. NGO awareness sessions in schools, universities and researchers counselling).

Our ocean and maritime community carry experience that can shape the future. As Next BlueGeneration enters its new phase of seminars and webinars, we invite those working on or for the sea to stay connected with us. Your work, insights, and lived understanding of the ocean help create real pathways for young people who want to protect and innovate for our seas. With educators now being trained across Europe, this is the moment to help them bring authentic Blue Economy stories into the classroom. If you wish to support the education system in developing blue careers, NBG tools are an opportunity.

#NextBlueGeneration

#OceanCommunity

#BlueCareers

#BlueFutures



Post 2 webinars (for ocean professionals)

POST 2 — Getting Ocean & Maritime Community to use NBG tools

Goal:

Encourage the Ocean & Maritime community to include the NBG tools in their development strategy.

Target Audience:

Ocean & maritime professionals, marine conservation actors, practitioners, seafarers, marine engineers, port actors, blue NGOs, networks.

Message Focus:

- They are relays for incorporating NBG into the education system through other means (e.g. NGO awareness sessions in schools, universities and researchers counselling).
- They can attend webinars to get inspired on innovative education and digital tools

Feel motivated to share knowledge, support outreach, engage with content, amplify the message.

The new phase of Next BlueGeneration is beginning, with seminars and webinars now being implemented across Europe. As the people who work, study various sectors and get engaged with blue economy and careers, you have various connections with young students and can help bring them onboard of blue careers.

This is the moment to stay involved. If you wish to support the education system in developing blue careers, NBG tools are an opportunity. They can provide you with a turnkey digital solution to engage the young people you are in contact with and support them in pursuing a blue career.

If you want to support this phase, follow our updates and help us spread the message.

#NextBlueGeneration #OceanCommunity #BlueFutures #BlueCareers #OurOcean



4.2.3 Newsletters

Six weeks before the launch of the webinar series, a newsletter will be published and distributed to NBG subscribers. This newsletter will include the dates for both the English and non-English webinars. It will also outline the main objectives of the NBG tools, the target audience, and the seminar dates. The template for this newsletter is available in Annex 3.

The text and headlines provided in Annex 3 may be adapted for communication with external networks. Each partner responsible for engaging with networks (Blue Generation, EU4Ocean, and the Mentor Program) will customize the template to suit their respective audiences.

4.2.4 Webpage

A [dedicated webpage](#) has been developed on the Next BlueGeneration website to support webinar dissemination and registration. It is composed of four sections: a description of pilot on-site seminars, a description and registration link for online webinars, the blue career handbook and the mentorship description.

This page (overview available below) will support the implementation of seminars by providing a common information and mean to follow-up with participants.

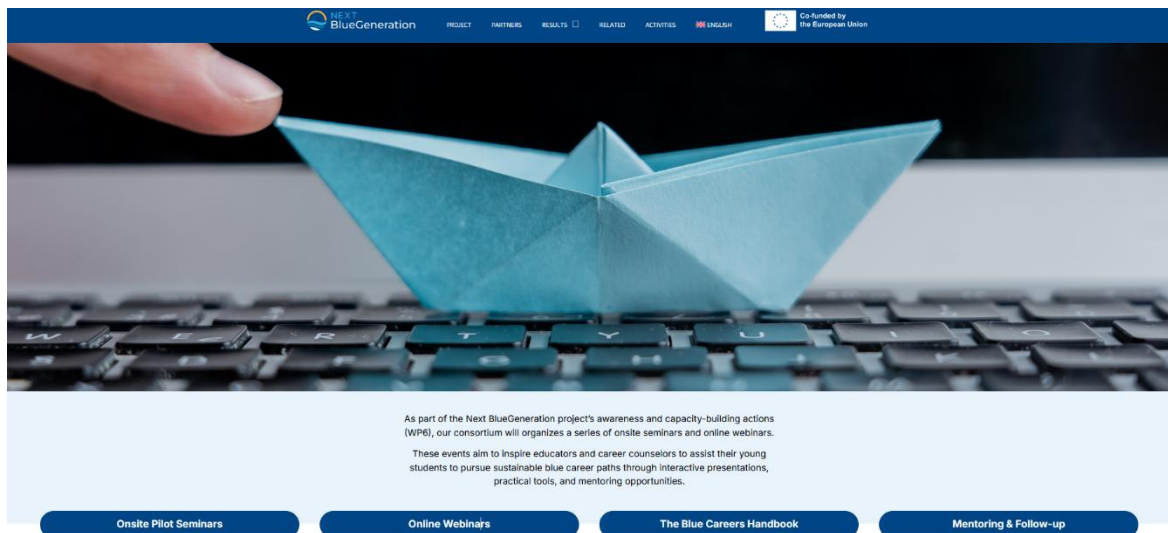


Figure 2 Webpage layout for webinars and seminars

5. Timeline

Given that the specific dates for on-site seminars, local language sessions, and English-language webinars remain to be determined, we shall define a **standardized operational framework for the dissemination of information**:

1. Onsite Seminar (each partner) – November 2025 to March 2026

- General communication on the implementation phase – Social Media & email
- Post communication after seminars with either videos, pictures or quotes from participants to local seminars

2. English Webinars (Militos) – January to May 2026

- 3 weeks prior, save the date on Social Media & Emailing to networks
- 1 week prior, reminder on social media
- 1 day prior, last minute reminder, & email to participants

3. Local language Webinars (Each partner) – January to May 2026

- 3 weeks prior, save the date on Social Media & Emailing to local networks
- 1 week prior, reminder on social media
- 1 day prior, last minute reminder, & email to participants

4. Mentorship – February to June 2026

- Posts following mentorship sessions showcasing a picture & quote

5.1 Seminar campaign timeline

WEEK 1 – Step 1: Inspiration / Phase Launch

Post 1: “A Blue Journey Is About to Begin”

Goal: Introduce the new phase in an inspiring, emotional way.

Messages:

- A new phase of implementation begins
- Target: teachers & career advisors
- Onsite seminars are coming

WEEK 2 – Step 2: Why a new approach is needed

Post 2: “New Ways to Guide Students to Blue Careers”

Goal: Highlight the need for this initiative.

Messages:

- Traditional career guidance is no longer engaging
- A more interactive, inspiring approach is needed
- NBG supports this shift

WEEK 3 – Step 3: Teaser for Seminars

Post 3: “Coming Soon – School Seminars”

Goal: Build anticipation.

Messages:

- Seminars will start soon
- Country teams preparing implementation

WEEK 4 – Step 4: Introducing the Toolkit (Carousel)

Post 4: “The NBG Toolkit – Simple. Inspiring. Engaging.”

Goal: Present the core tools used in the seminars.

Carousel slides:

- Cover – Toolkit
- NBG Game
- Pathway Tool
- MOOC

WEEK 5 – Step 5: Toolkit Benefits

Post 5: “Why Explore the Toolkit”

Goal: Explain the value of the tools.

Messages:

- Simple
- Inspiring
- Engaging

WEEK 6 – Step 6: Seminar Value (Later in the logic)

Post 6: “What the Onsite Seminars Offer”

Goal: Show what educators gain by joining.

Messages:

- Turn exploration into motivation
- Connect learning with Blue Careers
- Practical, useful activities

WEEK 7 – Step 7: Save the Date

Post 7: “Save the Date – School Seminars”

Goal: Move from information → action.

Messages:

- Dates coming
- Target audience: teachers & advisors

WEEK 8 – Flexible Week (For real seminar updates as the implementation takes place and gives updates)

(No predefined posts — waiting for real content from seminars.)

Possible insertions as implementation begins:

- ✓ NBG Teams Visiting School Teachers in XXXXX”
- ✓ Highlights from XXXX First Seminars
- ✓ Teacher’s Feedback
- ✓ First Impressions from XXXXX

5.2 Webinar campaign timeline

WEEK 1 — Awareness / Teaser

Post 1 — “COMING SOON – Stay Tuned”

Goal: Raise awareness that a webinar phase is coming.

Visual: *Stay Tuned – Coming Soon*

This post announces the existence of the webinar series without giving details.

WEEK 2 — What Webinars Offer (Value Introduction)

Post 2 — “What the ONLINE WEBINARS Offer”

Goal: Explain the value for educators & advisors.

Visual: *Learn. Explore. Inspire. / Hear from experts / Network / Blue Careers*

This post shows WHAT people gain before we show HOW the webinars are structured.

WEEK 3 — Structure & Reach

Post 3 — “Reaching a Wider European Audience”

Goal: Reveal the webinar programme format.

Visual: *3 English webinars + 4 Local-language webinars + European flags*

This is the structural announcement (total number, languages, accessibility).

WEEK 4 — Access & Inclusiveness

Post 4 — “Watch Our Webinar (EN)”

Goal: Show that English webinars are open to everyone.

Visual: *British flag – No seminar in your country? No problem!*

This positions the English webinars as a solution for all countries, including inland regions.

WEEK 5 — Engagement Benefits

Post 5 — “Join Our Webinars”

Goal: Strengthen personal motivation to participate.

Visual: *Gain insights / Connect with Europe / Blue careers future*

This is the engagement/benefits reinforcement before registration opens.

WEEK 6 — Registration Announcement

Post 6 — “WEBINAR – Don’t Miss It / Register Now”

Goal: Push to action with a specific date & time.

Visual: *Register now button + April 16, 2026*

This is the conversion post.

WEEK 7 — FLEX SLOT (Real Implementation Content)

Use depending on partner timelines.

- ✓ “Webinar Starts Tomorrow – Reminder”
- ✓ “Meet the Speakers”
- ✓ “Behind the Scenes of the Webinar Setup”
- ✓ “What You’ll Learn Tomorrow”

WEEK 8 — OPEN SLOT (Post-Webinar)

- ✓ Key Takeaways from Today’s Webinar
- ✓ Recording Now Available

Annex 1: Full Social Media campaign

Seminars

Step 1 — Introduction & Inspiration

Goal: *Capture attention. Introduce the new journey in an inspiring, emotional way. This post sets the stage.*

It announces that something new is starting within the Next BlueGeneration project.

Key messages introduced:

A new phase is beginning

This phase is for teachers and career advisors

Two formats will be available: onsite seminars + online webinars

Link to learn more

Post:

“A Blue Journey Is About to Begin”

Learn. Explore. Inspire

As an educator/ career advisor you can participate at our:

Onsite seminars

Online webinars



Step 2 — Identifying the Need

Goal: *Establish why this initiative matters now.*

This post addresses the challenge:

Traditional career guidance no longer motivates many students.

Key message:

Students are losing interest in traditional methods

A new, more engaging approach is needed

Career counselling can be fun, interactive, and modern

The NBG Toolkit is ready to support educators

This phase positions the project not just as a provider of activities — but as a solution to a real need in the education sector.

POST: New Ways to Guide Students to Blue Careers

Are students losing interest in traditional career guidance?

Career counselling can be interactive, engaging, and fun.

NBG toolkit is ready to support you towards this direction.



Step 3 — Teaser of Upcoming Actions

Goal: *Announce what is coming next without revealing all details.*

This acts as the bridge between awareness and concrete activities.

Key message:

Onsite seminars are coming

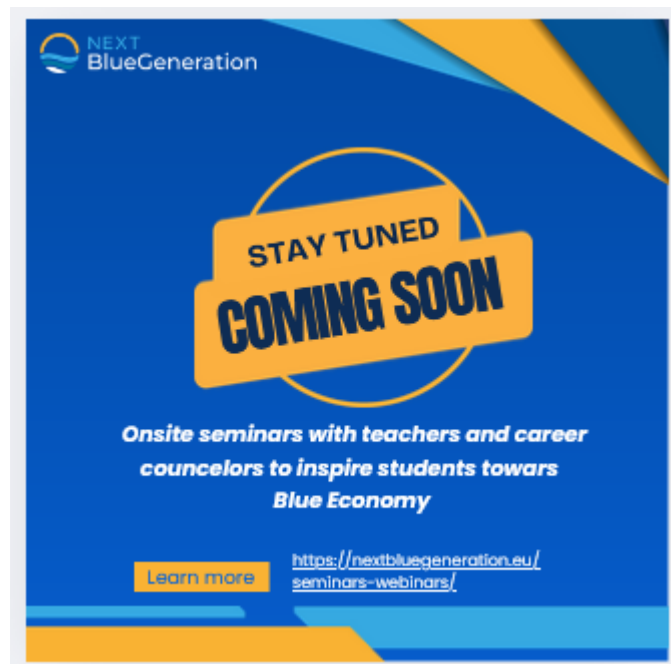
They are specifically for educators, school career advisors and ocean professionals

Purpose: inspire students toward Blue Careers

This teaser signals that implementation is about to begin, preparing the audience for more specific announcements.

Post: “Coming Soon – Stay Tuned”

Onsite seminars with teachers and career advisors to inspire students towards Blue Economy careers.



Step 4 — Benefits

Goal: Show what educators will gain from participating.

This is an *engagement* post.

Key message:

Opportunity to test the NBG Toolkit.

Clear value proposition

This prepares the audience for participation.

Post: “Bring Blue Careers to Class”

Join the NBG onsite seminars

Test the toolkit to further support your students to select careers in the Blue Economy



Step 5 — Event-Specific Calls to Action

Goal: *Move from awareness to participation.*

This post introduces concrete timing and purpose.

Key message:

Save the date for upcoming onsite seminars

Experience the toolkit in real settings

Explore practical methods to guide students

This is where the campaign becomes action-driven.

Post: “Save the Date – Onsite Seminars”

To experience the NBG toolkit in action

To explore practical ways to guide students toward Blue Careers.



Step 6 —Details of the Benefits

Goal: Reinforce why educators should join.

This post closes the introductory campaign sequence.

Key message:

Educators discover opportunities that inspire students
 They learn how to connect skills with Blue Careers
 The seminars transform exploration into motivation
 This final step cements the seminars as useful, relevant, and practical

Post: “What the Onsite Seminars Offer”

As an educator/school career advisor you can:

- ✓ Discover opportunities that turns exploration into real motivation
- ✓ Connect classroom learning with Blue Economy professions.



Step 7 The NBG Toolkit (Carousel)

Goal: *Introduce the digital tools that support seminars and webinars, and show educators what they will learn to use.*

Key message:

- The NBG Toolkit makes career exploration practical and easy to integrate
- Each tool brings a different dimension to teaching and guidance
- Educators will learn how to use these tools hands-on during the seminars and webinars

This step helps the audience understand *what exactly they will gain access to* — shifting the campaign from awareness to practical value.

It shows the structure of the toolkit and builds excitement for using it.

Post: “The NBG Toolkit” (Carousel Overview)

IMAGE 1 — Cover

THE NBG TOOLKIT

Learn how to connect your lessons with the world of the Blue Economy
(*Game | Pathway Tool | MOOC*)

The Next BlueGeneration Toolkit helps you bring the Blue Economy into your classroom with practical, ready-to-use digital resources.

In this toolkit you’ll find:

- a game that turns self-assessment into fun
- a pathway tool that links skills to real Blue Economy jobs
- a MOOC that supports your teaching and career guidance work

Swipe to explore each component and discover how you can apply them in your lessons and counselling sessions.

IMAGE 2 — NBG Game

Explore skills through play

Purpose: To point out that self-assessment can be enjoyable, motivating process that sparks curiosity.

IMAGE 3 — Pathway Tool

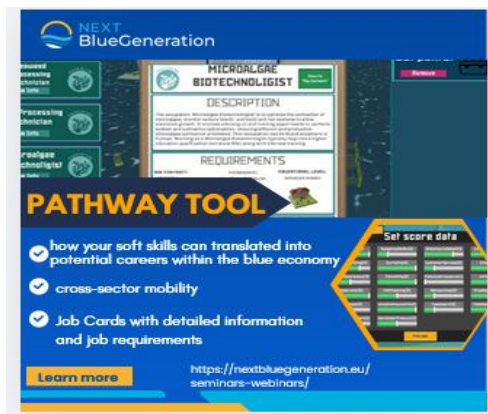
From skills to Blue Careers

Purpose: To show educators how to make career pathways clearer, more personalised, and easier to explain.

IMAGE 4 — MOOC

Your guide to the Blue Economy

Purpose: To give educators confidence and ready-made content to bring Blue Careers into their everyday teaching.



Step 8 Benefits of the Toolkit

Goal: Convince educators why the toolkit is worth using — show its simplicity, inspiration, and engagement value.

Key message:

- The toolkit simplifies the teaching and guidance process
- It introduces an inspiring approach that motivates students
- Its interactive nature makes career learning engaging and accessible

This step communicates the value of the tools, motivating educators to want to use them during the seminars or webinars.

It builds readiness for participation and strengthens the project’s educational tone.

Post: “Why Explore the Toolkit”

On-image text:

WHY EXPLORE THE TOOLKIT

Simple • Inspiring • Engaging



8-Week Campaign Timeline (Seminars Only)

WEEK 1 – Step 1: Inspiration / Phase Launch

Post 1: “A Blue Journey Is About to Begin”

Goal: Introduce the new phase in an inspiring, emotional way.

Messages:

A new phase of implementation begins

Target: teachers & career advisors

Onsite seminars are coming

WEEK 2 – Step 2: Why a new approach is needed

Post 2: “New Ways to Guide Students to Blue Careers”

Goal: Highlight the need for this initiative.

Messages:

Traditional career guidance is no longer engaging

A more interactive, inspiring approach is needed

NBG supports this shift

WEEK 3 – Step 3: Teaser for Seminars

Post 3: “Coming Soon – School Seminars”

Goal: Build anticipation.

Messages:

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Country teams preparing implementation

WEEK 4 – Step 4: Introducing the Toolkit (Carousel)

Post 4: “The NBG Toolkit – Simple. Inspiring. Engaging.”

Goal: Present the core tools used in the seminars.

Carousel slides:

Cover – Toolkit

NBG Game

Pathway Tool

MOOC

WEEK 5 – Step 5: Toolkit Benefits

Post 5: “Why Explore the Toolkit”

Goal: Explain the value of the tools.

Messages:

Simple

Inspiring

Engaging

WEEK 6 – Step 6: Seminar Value (Later in the logic)

Post 6: “What the Onsite Seminars Offer”

Goal: Show what educators gain by joining.

Messages:

Turn exploration into motivation

Connect learning with Blue Careers

Practical, useful activities

WEEK 7 – Step 7: Save the Date

Post 7: “Save the Date – School Seminars”

Goal: Move from information → action.

Messages:

Dates coming

Target audience: teachers & advisors

WEEK 8 – Flexible Week (For real seminar updates as the implementation takes place and gives updates)

(No predefined posts — waiting for real content from seminars.)

Possible insertions as implementation begins:

- ✓ NBG Teams Visiting School Teachers in XXXXX”
- ✓ Highlights from XXXX First Seminars
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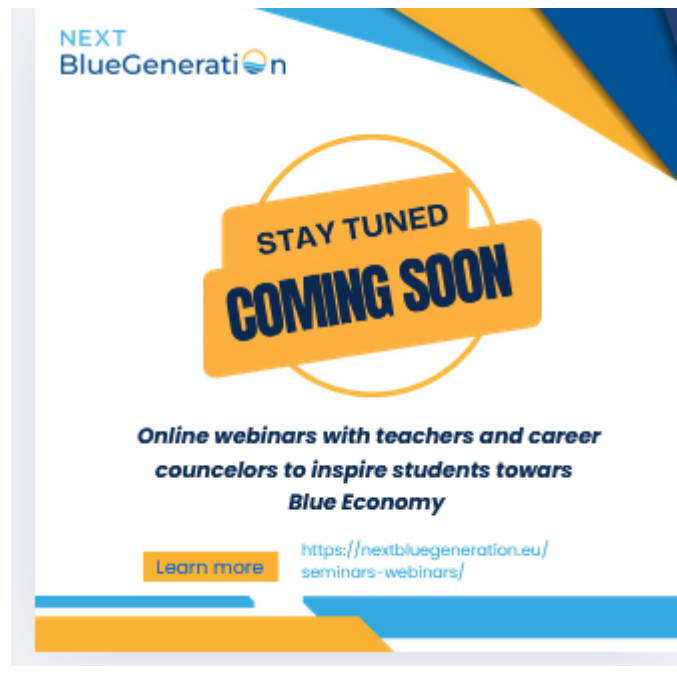
Webinars

STEP 1 — “COMING SOON” (Awareness Phase)

Goal: Announce that something new is coming, without details. Create awareness.

Key Messages:

- Webinars are coming soon
- They target teachers and career counsellors
- They aim to inspire students toward Blue Economy careers
- Direct link to webpage already provided



STEP 2 — “WHAT THE ONLINE WEBINARS OFFER” (Value Phase)

Goal: Explain *WHAT* educators will gain from attending.

Key Messages

- Learn from experts
- Network with peers
- Become involved with Blue Careers
- Educators & career advisors benefit directly
- Maintains “Learn. Explore. Inspire.” brand language

Introduce the value proposition before giving structure and dates.



NEXT
BlueGeneration

What the ONLINE WEBINARS offer

Learn. Explore. Inspire.

As an educator/career advisor you can:

- Hear from experts
- Network with peers
- Get involved with blue careers

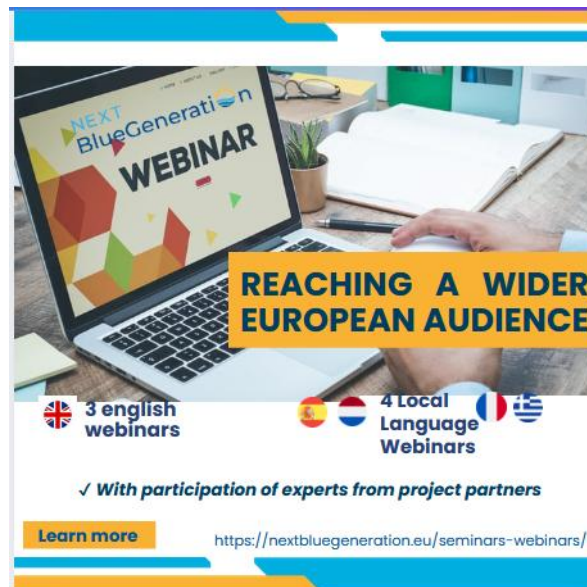
[Learn more](https://nextbluegeneration.eu/seminars-webinars/) <https://nextbluegeneration.eu/seminars-webinars/>

STEP 3 — “REACHING A WIDER EUROPEAN AUDIENCE” (Structured Phase)

Goal: *Reveal the complete structure of the webinar programme.*

Key Messages:

- 3 English webinars
- 4 local-language webinars (ES, NL, FR, GR)
- Participation of experts from project partners
- Emphasis on Europe-wide reach



The graphic features a laptop displaying the 'NEXT BlueGeneration WEBINAR' title. A hand is shown pointing at the screen. A yellow banner across the laptop reads 'REACHING A WIDER EUROPEAN AUDIENCE'. Below the laptop, there are icons for '3 english webinars' (UK, US, AU) and '4 Local Language Webinars' (ES, NL, FR, GR). A checkmark icon is followed by the text 'With participation of experts from project partners'. At the bottom left is a 'Learn more' button, and at the bottom right is the URL 'https://nextbluegeneration.eu/seminars-webinars/'.

STEP 4 — “WATCH OUR WEBINAR” (Access Phase)

Goal: Position the English webinars as the solution for countries without seminars.

Key Messages:

- “No seminar in your country? No problem!”
- English webinars are for *everyone*
- March–May timeline
- Gateway to Blue Economy knowledge
- Watch here → direct call to action



The graphic features the NEXT BlueGeneration logo at the top left. Below it, the text 'Watch Our WEBINAR' is displayed with a UK flag icon. A central image shows a woman in a white shirt gesturing while speaking on a laptop screen. To the right of the screen is a 'WATCH HERE' button with a right-pointing arrow. Below the screen, two overlapping callout boxes contain the text: 'No seminar in your country? No problem!' and 'Our English-language webinars (March to May) are your gateway to the Blue Economy, no matter where you are.' At the bottom left is a 'Learn more' button, and at the bottom right is the URL <https://nextbluegeneration.eu/seminars-webinars/>.

STEP 5 — “JOIN OUR WEBINARS” (Engagement Phase)

Goal: Deepen engagement by showing concrete benefits.

Key Messages:

- Gain insights from project leaders & industry professionals
- Connect with peers across Europe
- Explore how Blue Careers shape the future

Strengthens personal motivation for joining.



JOIN OUR WEBINARS

- ✓ Gain insights from project leaders, educators, and industry professionals
- ✓ Connect with like-minded individuals across Europe to share ideas and best practices
- ✓ Explore how blue careers can shape the future and how you can be part of the movement.

Learn more
<https://nextbluegeneration.eu/seminars-webinars/>

STEP 6 — “WEBINAR – DON’T MISS IT” (Action Phase)

Goal: Drive registration.

Key Messages:

- Webinars are starting soon
- Discover blue economy occupations
- Learn from education + industry experts
- Clear date & time
- Register Now

Converts interest → attendance



WEBINAR

Blue Economy webinars are just around the corner, your chance to discover the variety of occupation of the blue economy, insights from education and industry experts.

DON'T MISS IT

REGISTER NOW

April 16, 2026
14:00 CET

Learn more <https://nextbluegeneration.eu/seminars-webinars/>

Approx. 8-Week Webinars Campaign Timeline

WEEK 1 — Awareness / Teaser

Post 1 — “COMING SOON – Stay Tuned”

Goal: Raise awareness that a webinar phase is coming.

Visual: *Stay Tuned – Coming Soon*

This post announces the existence of the webinar series without giving details.

WEEK 2 — What Webinars Offer (Value Introduction)

Post 2 — “What the ONLINE WEBINARS Offer”

Goal: Explain the value for educators & advisors.

Visual: *Learn. Explore. Inspire. / Hear from experts / Network / Blue Careers*

This post shows WHAT people gain before we show HOW the webinars are structured.

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Post 3 — “Reaching a Wider European Audience”

Goal: Reveal the webinar programme format.

Visual: *3 English webinars + 4 Local-language webinars + European flags*

This is the structural announcement (total number, languages, accessibility).

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Post 4 — “Watch Our Webinar (EN)”

Goal: Show that English webinars are open to everyone.

Visual: *British flag – No seminar in your country? No problem!*

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Post 5 — “Join Our Webinars”

Goal: Strengthen personal motivation to participate.

Visual: *Gain insights / Connect with Europe / Blue careers future*

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Post 6 — “WEBINAR – Don’t Miss It / Register Now”

Goal: Push to action with a specific date & time.

Visual: *Register now button + April 16, 2026*

This is the conversion post.

WEEK 7 — FLEX SLOT (Real Implementation Content)

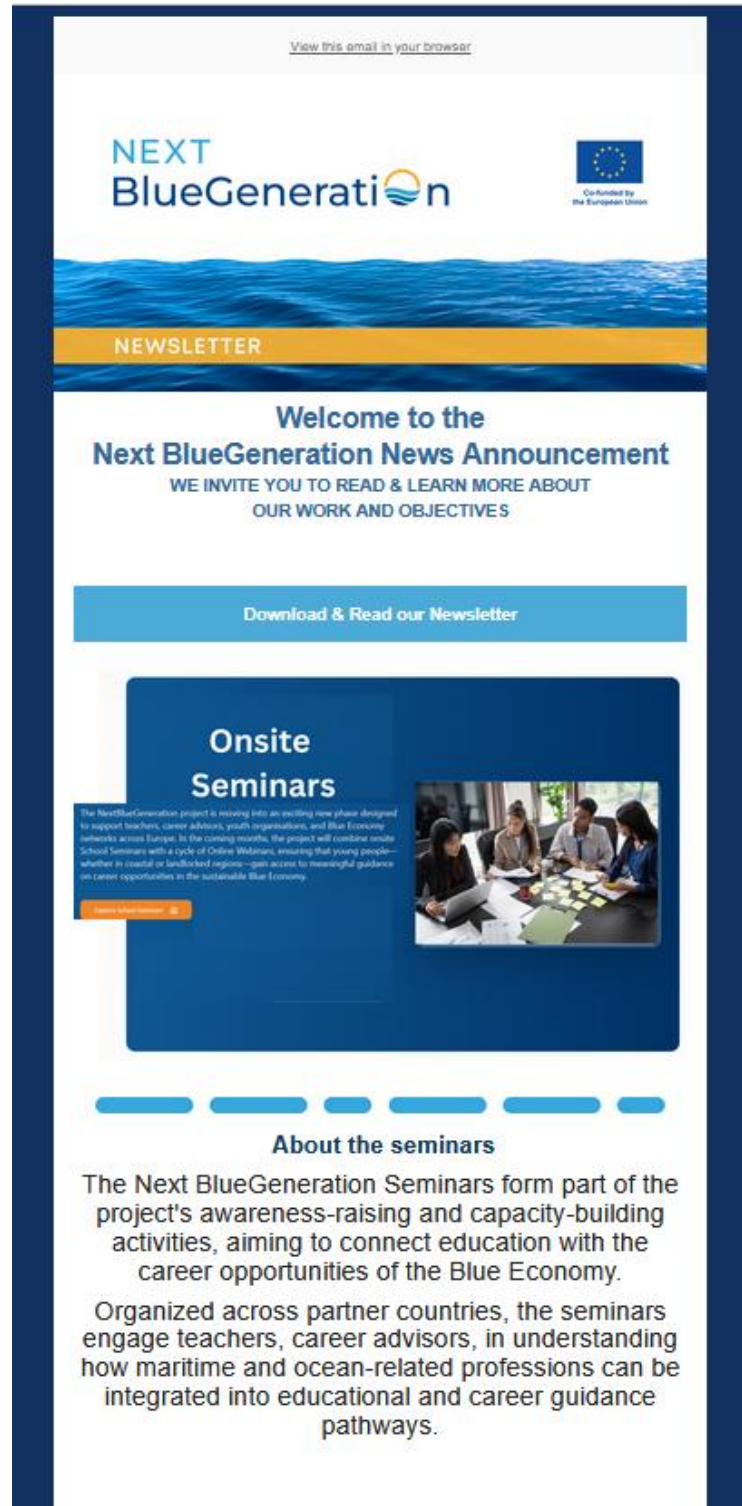
Use depending on partner timelines.

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- ✓ “Meet the Speakers”
- ✓ “Behind the Scenes of the Webinar Setup”
- ✓ “What You’ll Learn Tomorrow”

WEEK 8 — OPEN SLOT (Post-Webinar)

- ✓ Key Takeaways From Today’s Webinar
- ✓ Recording Now Available

Annex 2: Layout for Seminars newsletter





NEXT BlueGeneration



Co-funded by the European Union

NBG TOOLS

Each seminar will combine practical demonstrations of tools and interactive discussions. Participants are introduced to the project's three key educational tools:



MOOC (Massive Open Online Course):

A comprehensive online learning environment offering teachers and career advisors foundational knowledge of the Blue Economy and resources for integrating it into their teaching context.



Blue Career Game:

A classroom-friendly digital game that helps students identify their skills, interests, and potential alignment with Blue career paths, with guidance from their teachers.



Blue Career Pathway Tool:

A digital guidance tool that connects personal competences with real professions in the Blue Economy, supporting both teaching and career advisory functions.

Onsite School Seminars: Bringing Blue Careers Into Classrooms

Our teams have started visiting schools in Greece, Spain, France, and Cyprus to deliver interactive School Seminars. These sessions give teachers, counsellors, and students hands-on exposure to the Blue Economy through classroom demonstrations, reflection exercises, and activities that help young people understand how their skills link to emerging Blue career paths. By working directly with schools, these seminars provide immediate engagement, practical insights for educators, and inspiring experiences for students discovering the world of Blue professions.



Interactive Sessions

Hands-on classroom demonstrations with teachers, counsellors, and students



Reflection Exercises

Activities helping students link their skills to Blue career paths



Practical Insights

Real-world exposure to emerging Blue Economy professions



On-Location

Visiting schools across Greece, Spain, France, and Cyprus



Co-funded by the European Union

Co-funded by the European Union. The Next BlueGeneration project receives funding from the EUROPEAN MARITIME, FISHERIES AND AQUACULTURE FUND (EMFAF), under the grant agreement number 101124924 managed by the EUROPEAN CLIMATE, INFRASTRUCTURE AND ENVIRONMENT EXECUTIVE AGENCY (CINEA). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.



NEXT BlueGeneration



Co-funded by the European Union

TARGET GROUPS

Who the seminars primarily address



Teachers

Teachers in secondary and vocational education interested in enriching their career guidance to their students with Blue Economy jobs and the required skills.



Career Advisors

Career guidance professionals and school advisors who support students in career exploration and skills development.



4 Countries

Greece, Spain, France, Cyprus

Get Started with Next Blue Generation

Explore our toolkit, enroll in the MOOC, and help guide the next generation toward sustainable Blue Economy careers.

Explore Toolkit

Enroll



Stay Tuned for Updates

Updates, results, and testimonials from seminars and webinars will be shared soon. Subscribe to receive the latest news about Next BlueGeneration events and tools.

Enter your email address

Subscribe

By subscribing, you agree to receive updates about Next BlueGeneration seminars and activities.



Co-funded by the European Union


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Ready to Empower the Next Generation?





Join educators and organizations across Europe in guiding young people toward sustainable, future-oriented Blue Economy careers.

Get Involved Today →
Contact Our Team ✉

VISIT OUR WEBSITE HERE











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MILITOS CONSULTING SA
Acharon 335
Athens 111 45
Greece



[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).



Annex 3: Layout for Webinars newsletter

[View this email in your browser](#)

NEWSLETTER

Welcome to the
Next BlueGeneration News Announcement

WE INVITE YOU TO READ & LEARN MORE ABOUT
OUR WORK AND OBJECTIVES


Download & Read our Newsletter

Online Webinars

Supporting educators and youth professionals across Europe with practical tools and methods for Blue Economy careers

February 2026
-
April 2026

Free
Participation



About the webinars

The Next BlueGeneration project is launching a series of online webinars to support teachers, career counsellors, youth organisations, and Blue Economy stakeholders across Europe.

From February 2026 to April 2026, these sessions will introduce practical methods and digital tools that help young people explore future-oriented careers in the sustainable Blue Economy.

These webinars complement our onsite School Seminars that will also take place, extending access to wider European networks.



Each Webinar Provides

- ✔ A guided introduction to the NextBlueGeneration Toolkit (NBG Game, Pathway Tool, MOOC)
- ✔ Practical examples of how to use the tools in teaching and counselling
- ✔ Tips for implementation in classrooms
- ✔ Live Q&A with the NBG project team and invited experts

Recordings of all sessions will be available in multiple languages.

Who Should Join?

Teachers and Educators

- Secondary and vocational education professionals looking to integrate Blue Economy topics
- Career counsellors and school advisors
- School advisors supporting students in career exploration

Youth workers and education networks

- Education network professionals working with young people

Blue Economy Professionals

- Stakeholders from maritime and ocean-related sectors

English-speaking and international schools

- English-speaking and international education instructors

Blue Schools and EU4Ocean communities

- Blue Schools and EU4Ocean communities and networks



NEXT BlueGeneration



Co-funded by the European Union

Upcoming Webinars (Feb 2026 – Apr 2026)

(Dates confirmed progressively; updates will follow)

English Webinars

- 1 webinar specifically for Blue Schools
- 2 webinars for English-speaking and international schools

National Webinars

Scheduled once dates are finalised by each partner
 Spanish, Greek, French, Dutch, and additional languages where needed

Planned Sessions (dates subject to final confirmation):

Organisation	Language	Date & Time	Platform	Expert Support
EMSEA	Dutch	11 Feb 2026, 14:00 CET	ZOOM (EMSEA)	Submariner
EMSEA	English	9 March 2026, 16:00-17:00 CET	NEBS platform	EBI + Innopixel
Sea Teach	Spanish	15 April 2026, 14:00 CET	ZOOM (Sea Teach)	EBI (Spanish)
NTUA	Greek	17 April 2026, 15:00 CET	CMMI (Greek)	CMMI
NTUA	English	21 April 2026, 14:00 CET	PFRi platform	PFRi + Innopixel
EMSEA	English	8 May 2026, 14:00 CET	ZOOM (EMSEA)	Submariner + Innopixel
ACTeon	French	June 2026	ZOOM (ACTeon)	EBI (French)

Registration

A dedicated registration form will be available soon

[Registration coming soon](#)

Stay Tuned for Updates

Updates, results, and testimonials from seminars and webinars will be shared soon. Subscribe to receive the latest news about Next BlueGeneration events and tools.

Enter your email address

By registering you agree to receive emails about Next BlueGeneration events and webinars.



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Join educators and organizations across Europe in guiding young people toward sustainable, future-oriented Blue Economy careers.

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