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NEXT BlueGeneration

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Next BlueGeneration

D7.2 – Website and Social Media

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Summary

Deliverable D7.2, prepared by Militos Consulting S.A., falls within the scope of work package 7, hereinafter referred to as "WP7." Its purpose is to introduce the project website and the associated social media accounts, with a primary emphasis on the website as it serves as the project's central digital identity.

The deliverable is structured into the following parts:

1. Summary; It provides preliminary information about the deliverable, offering an overview of its content and objectives.
2. Website; It discusses the project website, encompassing both content and graphic design aspects. This section focuses on elucidating the website's key features and its role as the primary digital representation of the project.
3. Social media; It presents a comprehensive list of the project's social media accounts.

Website

This section introduces and discusses the Next BlueGeneration website (EN version) as presented during the kick-off meeting in Mallorca in November 2023[1].

Content

Fixed Elements

The project website contains fixed elements that:

1. Enable the visitor to easily navigate the inner pages, ensuring a user-friendly approach:

   - The visitor can gain more insights about the project by visiting one of the five interior pages depicted below, namely “PROJECT”, “PARTNERS”, “RELATED”, “ACTIVITIES”.

Figure 1

   - The visitor can learn more about the project partners by selecting one of the ten logos depicted in the following figure:

Figure 2

2. Ensure project compliance with programme’s guidelines, by adding the EU logo and disclaimer at a fixed position. More specifically, the EU logo is positioned in the top right corner (Figure 1), and the disclaimer is placed visibly at the bottom of the website:

Figure 3

3. Encourage the visitor to join the Next BlueGeneration community:

   - The visitor can easily subscribe to the project newsletter (after reading to the data protection notice):

[1] Potential future additions might have not been included in this version.

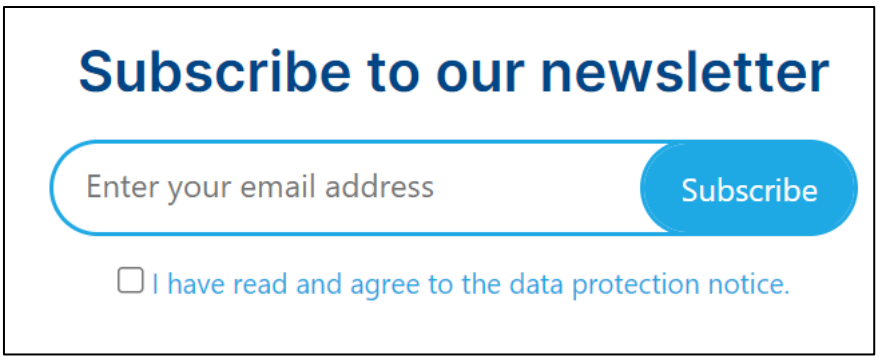

Figure 4

- The visitor can visit project's social media accounts by selecting one of the icons depicted in the following figure:

Figure 5

Subpages

As depicted in the header of the project website (Figure 1), the website consists of five internal pages (PROJECT, PARTNERS, RESULTS, RELATED, ACTIVITIES) and an introductory page. Visitors can access the introductory page by clicking on the project logo located at the top left corner of the website.

INTRODUCTORY PAGE

The introductory page includes:

1. The key project features, namely the project background, the partners, and the project results. Each of them is presented in a way to (a) lead the visitor to the respective subpage, enabling him/her to learn more and (b) engage the visitor through graphs, offering a playful and interesting overview of the project.

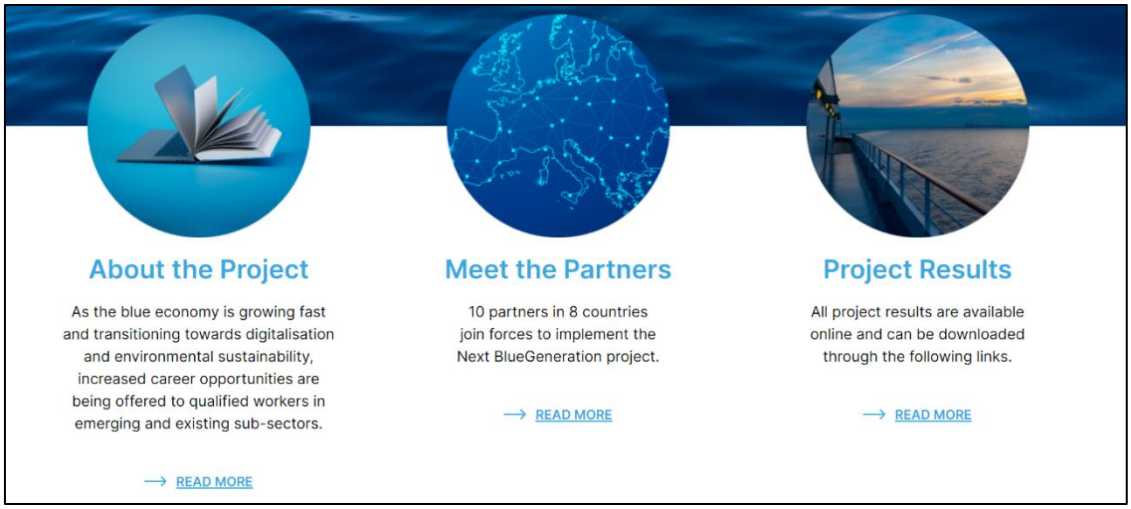

Figure 6

2. Three graphs specifically designed to highlight key project results and facilitate easy and quick access to them (when available). If necessary, the accompanying explanatory text for each project result will be revised at a later stage to provide visitors with additional details as well as prompt them to take action.

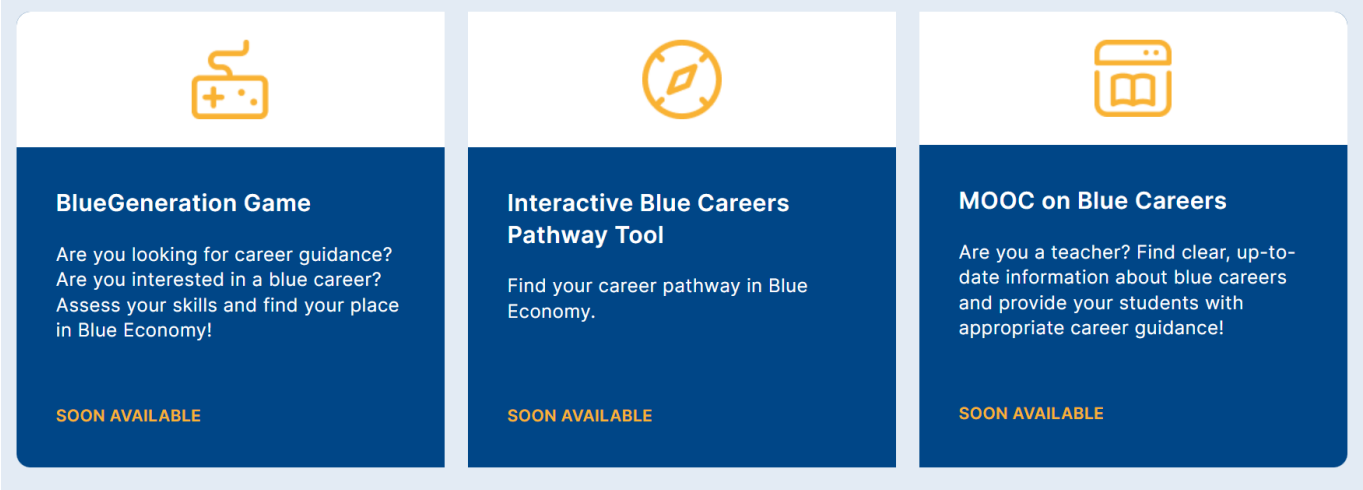

Figure 7

PROJECT

The internal page "Project" consists of two parts, presenting information on:

1. The project background, explaining the need for such an initiate (Figure 8):

PROJECT BACKGROUND

As the blue economy is growing fast and transitioning towards digitalisation and environmental sustainability, increased career opportunities are being offered to qualified workers in emerging and existing sub-sectors. Indicatively, between 2010 and 2030, employment in ocean-based industries is expected to double. However, market data shows that the existing workforce is aging and industries are struggling to attract and retain young talent. The 2021 Seafarer Workforce Report warns that the seafaring industry must significantly increase training opportunities to avoid a serious workforce shortage by 2026. Many young people find blue economy rather unattractive, associating it with fishing and ship building. For this, starting at school level is key to educate youth on ocean literacy and inform them about existing and emerging blue career opportunities. Teachers and educators shall be ready to accomplish this mission and, thus, contribute in achieving a balance between supply and demand in qualified workforce for the Blue Economy while lowering youth unemployment rates.

Sources:
– The EU Blue Economy Report (2022)
– Seafarer Workforce Report (2022)
– How to build "blue" skills for the ocean economy (Economist, 2022)
– Skills needs in an evolving maritime green economy (Erwes, 2017)

Figure 8

Next BlueGeneration receives funding from the EMFAF programme under grant number 101124924

2. The project goal and objectives, presenting how the Next BlueGeneration project responds to the challenges explained in the previous paragraph:

GOAL AND OBJECTIVES

Goal and Objectives

The goal of this project is to improve the age balance of the blue economy workforce and lower youth unemployment by providing teachers, educators, and instructors in secondary, vocational, and tertiary education with the adequate tools and data. The goal will be met by achieving the following objectives:

- Build an up-to-date dataset on career and training pathways in 5 sectors of the Blue Economy (Nautical Tourism, Maritime Transport, Marine Biotechnology, Aquaculture, Marine Conservation)
- Provide career guidance to youth in the 5 blue sectors of focus by creating a gamification tool for skills self-assessment
- Support students and teachers in finding individual career pathways in Blue Economy through the development of a data-based interactive tool
- "Train the trainers" by providing teachers, educators, and instructors with background knowledge on Blue Careers through an open, online course (MOOC)
- Train 200 teachers and educators through webinars and seminars

Figure 9

PARTNERS

The internal page "PARNTERS" introduces the consortium. With a total of 10 partners, each is succinctly presented. For those seeking more information, visitors can explore the respective partner's website by clicking on the provided URL:

Project Partners

10 partners in 8 countries join forces to implement the Next BlueGeneration project.

SEA TEACH

→ sea-teach.org

Sea Teach SL is a Spanish SME located on Mallorca. It operates as a sea school providing a variety of vocational training courses in nautical tourism to students from all over Europe. As initiator of the BlueGeneration, the Next BlueGeneration and the We are Blue Schools projects, Sea Teach focuses on inspiring youth for the Blue Economy and Ocean Literacy.

Figure 10

RESULTS

The "RESULTS" subpage will serve as the platform for hosting all project deliverables (main and complementary) intended for the project audience:

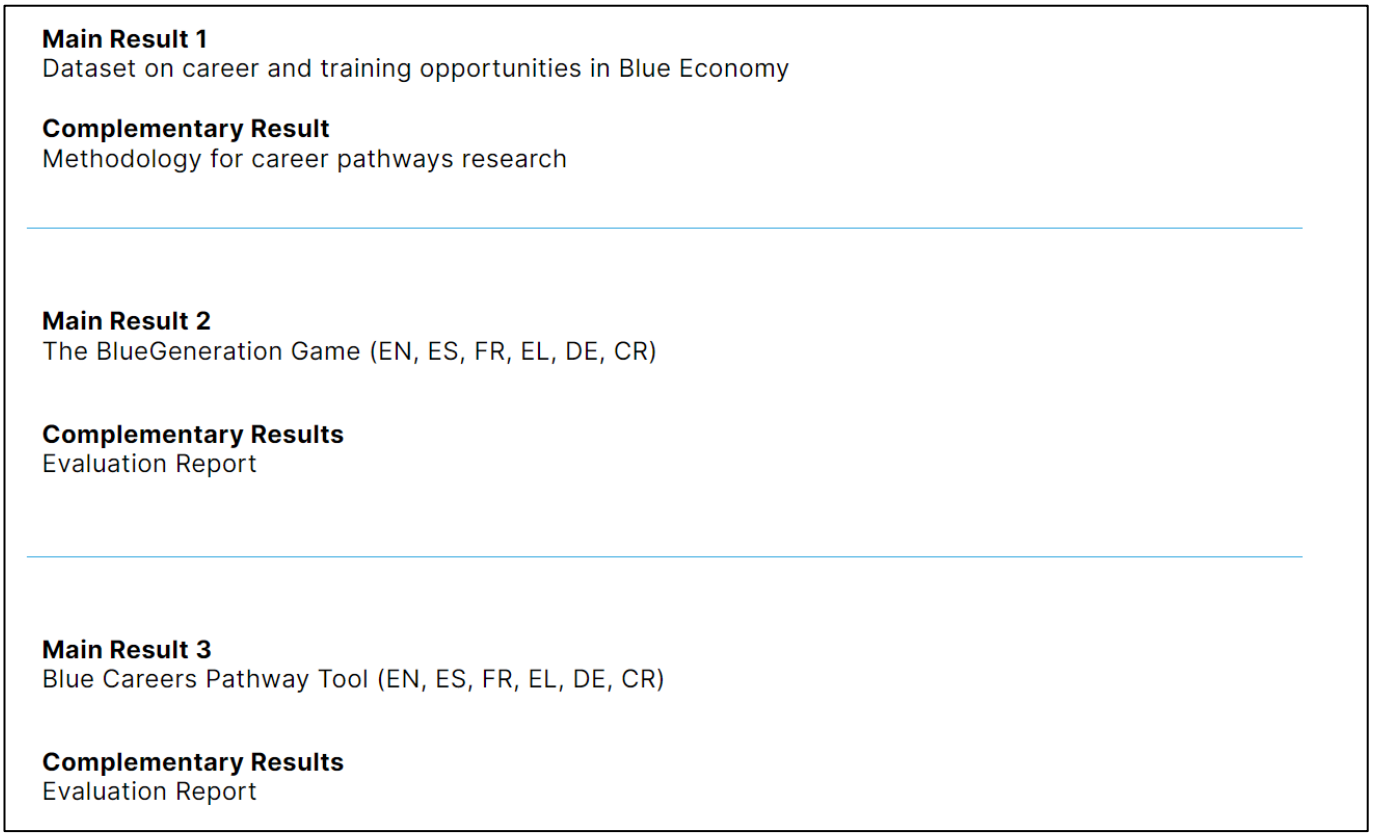

Figure 11

RELATED

This subpage presents projects that are thematically relevant to the Next BlueGeneration project:

Figure 12

ACTIVITIES

This subpage will contain compelling details about project news and activities, with continuous updates planned throughout the project lifecycle.

Graphic

In terms of graphical design, two key points were taken into consideration:

1. The color palette will reflect the essence of the blue economy. Accordingly, various shades of blue constitute the foundational color scheme for the entire website.
2. Students will be invited to visit the project website to access the Next BlueGeneration game and the career pathway tool. Consequently, it has been determined that both the introductory page and the specific sections guiding to these tools will feature a playful tone, with an emphasis on concise content, avoiding extensive text (Figure 7).

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Social Media

According to the Grant Agreement, a profile for the Next BlueGeneration project has been created by Militos Consulting S.A. on the following channels:

1. Facebook

https://www.facebook.com/profile.php?id=61553830383316

Targeting: All groups

2. LinkedIn

https://www.linkedin.com/company/next-bluegeneration-project/?viewAsMember=true

Targeting: Teachers & Trainers

3. YouTube

https://www.youtube.com/@NextBlueGeneration

Targeting: All groups

4. Instagram

https://www.instagram.com/next_bluegeneration/

Targeting: Students

5. Tik Tok

https://www.tiktok.com/@next_bluegeneration

Targeting: Students

Social media profiles are aligned with the project website in terms of graphics for two main reasons:

- To build and reinforce project recognition: Using consistent colors and logos across all channels and dissemination materials makes it easier for users to remember and recognize the project. This visual cohesion contributes to a stronger and more memorable project identity.
- To build credibility of the project: Maintaining the same palette and style across all channels enhances the credibility of the project. This uniformity reflects a unified and professional approach to presenting the brand, instilling confidence in stakeholders and audiences.