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POLICY BRIEF

POLICY BRIEF *(max 4 pages)*	
Project acronym and number:	Next BlueGeneration — 101124924

Policy impact *(max 100 words)*

How does your project contribute to the policy objectives indicated in the Call document (including more recent policy initiatives at EU or national level).

The Next BlueGeneration project contributes directly to the call for proposals' ("Blue careers for a sustainable blue economy" (EMFAF-2023-BlueCareers)) overall objective of "developing the next generation of blue skills and providing opportunities for attractive, sustainable maritime careers" by developing a gamified soft skills assessment and combining it with a career pathway tool for careers in the Blue Economy.

It addresses young people, and in particular school students that are in the phase of orientation and develops its tools of a game and a pathway tool to inspire them to pursue career opportunities in a variety of Blue Economy sub-sectors, including Nautical Tourism, Maritime Transport, Shipbuilding/ Ship-repair, Aquaculture, Marine Biotechnology, Ocean Literacy and Marine Conservation.

The project thereby directly supports the European Skills Agenda which aims to provide young people "with all the opportunities to develop their full potential to shape the future of our continent" and also has the objective to combat youth unemployment.

Overall, the Next BlueGeneration project aims to enhance the attractiveness of Blue Economy careers for 4.000 students by enabling at least 300 teachers in about 200 schools to introduce the BlueGeneration Game and the Career Pathway tool into their classrooms.

Impact for citizens and communities

Describe the impacts for EU citizens and citizen communities.

The Next BlueGeneration projects targets as its primary **target group** teachers and trainers, but through them the secondary target group are students and young people to be interested in careers opportunities in the Blue Economy.

The aim is to inspire the young people to seek and find occupations in the Blue Economy and thereby fill empty job positions and support the growth of a sustainable Blue Economy.

This will benefit not only the industry but also local and coastal communities by keeping its economies affluent and providing employment and opportunities to young people.

Impact for companies and businesses (if applicable) *(max 100 words)*

Describe the impacts for EU companies and businesses.

The Blue Economy Report 2022 states that "increasingly more qualified workers will be needed to work …. in many blue sectors" and "for example, around 30 % of the companies in the offshore renewable energy sector claim that needed skills are unavailable or that they face shortages." Not only is there a skills shortage, but in most sectors a general shortage of trainees and employees.

The Next BlueGeneration project aims to raise awareness in young people of Blue Career opportunities and to develop tools for this aim, which will provide teachers with the means to inform their students and thereby have a long-term sustainable impact that provides the Blue Economy with the much-needed workforce and helps to lower youth unemployment.

In more detail, the Next BlueGeneration project will contribute to the expected impact by

1.) Delivering educational content, training and tools in form of the Blue Career Pathway Tool, the BlueGeneration Game, and the MOOC to enhance the skills of teachers and students in five

sectors of the Blue Economy (Nautical Tourism, Maritime Transport, Marine Biotechnology, Aquaculture, Marine Conservation).

2.) Training the Trainer by developing and providing the MOOC for teachers, which delivers easy-to-use background information to teachers and trainers, enabling them to support the guidance that is delivered with the Blue Career Pathway Tool, the BlueGeneration Game.

3.) Setting up the BlueGeneration Game and the Blue Career Pathway Tool for individualised career guidance of students, who needs to be made aware and be attracted to career opportunities in the Blue Economy.

4.) Increasing awareness, visibility and attractiveness of blue career opportunities for students from secondary, VET and higher education. All developed tools in this project are directly designed to make students aware of the opportunities in the Blue Economy and to be attracted to start a career in one of the portrayed sectors.

5.) By engaging teachers and trainers from educational institutions a sustainable approach is being developed, which will increase the number of young people entering the Blue Economy and decrease youth unemployment.

6.) Bringing together major European projects and networks to jointly improve the image of the Blue Economy and bring awareness for Blue Careers to young people via their teachers and trainers.

In the short term, the project will mainly impact on the teachers, providing them with information and tools.

In the medium term, the project will inform youth about blue career opportunities, improve the age balance of the blue economy workforce and lower youth unemployment.

In the long-term, the project will gather major networks to work together and provide policy makers with tools and support to confront the challenge of attracting and training new talents in the Blue Economy.

The project tools can easily be transferred to all regions of the EU, they only might partly need translation, and it is also possible to add other sectors to the tools, such as fisheries, ocean energy, etc.

The ambition is therefore to add more languages and sectors to the Career Pathway Tool, the BlueGeneration Game and the MOOC and make them in the future the major tools used not only by teachers, but also employment services, recruiting agencies, NGOs, and public institutions.

Barriers and future needs *(max 100 words)*

The project so far has not faced any significant barriers or challenges as it is still in its development phase.

As the project researched 270 occupations in the Blue Economy and verified with stakeholders the most required soft skills in these occupations, it became evident that this type of data would be good to have in the ESCO database.

A large research project to assess and evaluate all current occupations in the Blue Economy in detail and determine their skills sets would be desirable to:

a) provide youth and other interested parties with the opportunities, and
b) be aware of the needed skills and able to close skills gaps early.

Market readiness and IPR (if applicable) *(max 100 words)*

NA

Other

Are there any other elements about the project relevant for being mentioned?

NA

EU funding statement

Funded by the
European Union