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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).

Next BlueGeneration supports the EMFAF objective on blue careers and skills by making Blue Economy careers more visible and attractive to young people. The project provides teachers and career counsellors with practical tools: the BlueGeneration Game, Blue Careers Pathway Tool, MOOC and supporting handbook. By linking education with labour-market opportunities in six Blue Economy sectors, it contributes to skills development, ocean literacy and the EU's transition towards a sustainable Blue Economy.

Impact for citizens and communities

Describe the impacts for EU citizens and citizen communities.

Next BlueGeneration benefits students, teachers and communities by improving awareness of future-oriented career opportunities in the Blue Economy. Students can explore their skills and discover career and training pathways, while teachers and counsellors gain ready-to-use materials for classroom and guidance settings. The multilingual toolkit, onsite seminars and online webinars broaden access across Europe and help communities connect education with sustainable maritime employment, stronger ocean literacy and more informed choices about study and work.

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

Describe the impacts for EU companies and businesses.

Blue Economy companies benefit from a stronger future talent pipeline. Next BlueGeneration helps young people understand career opportunities in sectors such as nautical tourism, maritime transport, shipping, aquaculture, marine biotechnology and marine conservation/ocean literacy. By equipping educators with guidance tools and current pathway information, the project reduces the distance between employers' skills needs and students' career choices. This can support recruitment, visibility and long-term workforce development for businesses operating in sustainable Blue Economy sectors.

Barriers and future needs *(max 100 words)*

The project's results are now publicly available, but continued impact will depend on sustained uptake by schools, counsellors and stakeholders after the project ends. Future needs include keeping career and training pathway information up to date, promoting the toolkit to wider education networks, and maintaining multilingual access to tools and recordings. Continued cooperation between educators, industry and Blue Economy organisations will be important to keep career guidance relevant to changing labour-market and sustainability needs.

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

Next BlueGeneration's core outputs, the Game, Pathway Tool and MOOC, are publicly and freely available online in seven languages, supported by downloadable materials, all on the project's website www.nextbluegeneration.eu . .

Other

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

The project has created a coherent toolkit rather than a single stand-alone result. Alongside the Game, Pathway Tool and MOOC, the project also offers a handbook for teachers and career counsellors, access to deliverables, and webinar materials. This strengthens the project's legacy by supporting continued use

beyond the funding period. Its multilingual, digital format also makes the results transferable across different education settings and countries.

EU funding statement

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