



□ This year's theme for Day of the Seafarer is **Faces of the Sea**. It is a natural evolution from last year's successful theme of "It came by sea and I can't live without it". Fundamentally it moves the theme to bringing the campaign back to the unsung heroes of shipping – the seafarers themselves and literally spotlights the human face of shipping and the sacrifices that seafarers make.

Like in previous years, your participation is key to the success of the campaign and you are invited to voice your support using social media.

For example: If you are an individual or an organization - Post a picture of your favourite product brought by sea and say #thankyouseafarer on [Twitter](#) or [Facebook](#) .

Campaign Background

In 2010, the Diplomatic Conference which met in Manila to adopt milestone revisions to the

International Convention on Standards of Training, Certification and Watchkeeping for Seafarers (the STCW Convention) and its associated Code, also agreed that the unique contribution made by seafarers from all over the world to international seaborne trade, the world economy and civil society as a whole, should be marked annually with a 'Day of the Seafarer'. The date chosen was 25 June, the day on which the amendments were formally adopted.

The campaign objectives are:

- to increase awareness among the general public of the indispensable services you render to international seaborne trade, the world economy and society at large;
- to send a clear message to you that we recognize and appreciate your services; that we understand the extraordinary conditions and circumstances of your profession; that we do care about you; and that we do all that we can to look after and protect you when the circumstances of your life at sea so warrant; and
- to redouble our efforts at the regulatory level to create a better, safer and more secure world in which you can operate.

Additional links:

- [Day of the Seafarer](#)
- [International Maritime Organization \(IMO\)](#)