



IMPACT: Integrated Maritime Promotion ACTION

Final Report

Public Part

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Executive Summary

This report contains the description of the IMPACT project's objectives and results, presented against the work programme, and a description of how they were achieved, exploited and contributed to EU policies. This is a document intended for general, external communication, including people who are not familiar with the sector that the project addresses. A great deal of care was given during development of this report so as to include as little jargon as possible and therefore it is readily understandable to any interested reader.

The main output of the IMPACT project was achieved by establishing the MaritimeTraining platform (www.maritimetraining.pro) where case studies of Lifelong Learning Projects (LLP) in the Maritime Education and Training (MET/MVET) sector are chosen as per the project's good practice criteria. These projects/products are promoted throughout the website, and a discussion forum per project/product is also provided. The portal includes: a web-based database, which allows more case studies to be added in the future (by people who are not necessarily IT experts), and a forum, closely linked to the portal, provides a tool for discussion of these case studies as well as generating interest in both the products themselves, and the concept of project overall. The platform allows end users to gain insight into the opinions of project target groups (including other institutions) when evaluating products to incorporate in their programmes.

The project partners are five major European Maritime Education and Training (MET) organisations. These are C4FF's Maritime Education division based in the UK, TUDEV Institute of Maritime Studies (now Piri Reis University) from Turkey, Satakunta University of Applied Sciences in Finland, The National Maritime College of Ireland and Spinaker based in Slovenia. The partners have many years of experience in developing programmes for the education and training of merchant navy officers based on the international programmes.

It was necessary to define the project target groups for the development and implementation of the project. The target groups include but are not limited to the following:

- Maritime education and training (MET) providers, and their cadets/lecturers
- MET associations (and their members) such as the International Maritime Lecturers Association (IMLA), International Association of Maritime Universities (IAMU), etc
- Industry bodies such as the International Conference on Maritime Transport and Logistics (ICMT)
- Policy makers at local level, such as port authorities, chambers of shipping, regional level, such as ship-owner/ship-builder consortiums, national level, such as chambers of commerce and licensing bodies such as the Maritime and Coastguard Agency (MCA), international level, such as the International Maritime Organisation (IMO) and awarding and accrediting bodies such as Edexcel/BTEC and IMarEST.

The MaritimeTraining platform promotes and provides access to a number of innovative Information Technology (IT) based maritime education and training (MET)

products. The selected products directly address particular problems or deficiencies in MET, and represent innovative use of computer based or online learning materials. The website (www.maritimetraining.pro) provides a range of new and novel products which are available online and where many are free of charge to use.

It is important to note that partners are committed to sustain the results of the project at the post-funding stage. The sustainability of the platform ensures that activities will continue after its period of EU funding. These activities have been identified based on the need to obtain and retain accreditation from major internationally recognised awarding and professional institutions. Global recognition of the 'MaritimeTraining' Platform and its good practice products is fundamental to its sustainability. The intention is to include further products in the platform and facilitate promotion of the products related to MET.

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1. Project Objectives

The project aims to promote the results of a number of completed MET projects which directly address particular problems or deficiencies in MET throughout Europe, and represent innovative use of ICT in lifelong learning. The project disseminates and transfers the innovative practices developed in several selected LLP projects to MET providers across Europe in order to support their valorisation and sustainability. The long term vision for the project is to expand its reach and valorise other innovative ICT projects developed for MET through its network.

The project consortium believes that by raising standards in the field of European MET, and providing institutions with tools to improve the quality of the education that they provide, the employability and mobility of European seafarers will be increased. All of the LLP projects valorised were developed according to international standards such as the International Maritime Organisation's (IMO) Standards of Certification, Training, and Watchkeeping (STCW). As the IMO is the United Nations specialized agency responsible for the safety and security of shipping and the prevention of marine pollution by ships, it is essential to follow the standards that they set. All the products promote competencies specified to these standards, and some lead to internationally recognised qualifications.

All partners' products involved in the platform were promoted initially during their funded periods such as MarTEL (www.martel.pro), EGMDSS (www.egmdss.com), NetOSKAR (www.samk.fi/netoskar), MarENG Plus (www.mareng.utu.fi) and MEP (www.deis.ie/learning/). The partners have extensive knowledge of these programmes, and combined with the fact that each partner has access to people and organisations within target groups, hence able to disseminate these programmes extremely effectively. Target groups all over the Europe were addressed. The project's impact was multiplied by the strength and influence of the consortium.

During the lifetime of the project, a number of new case studies of Lifelong Learning Projects (LLP) in the Maritime Education and Training (MET/MVET) sector were added to the platform. These projects/products were added after meeting the project's good practice criteria.

The target groups were encouraged to use the products on the MaritimeTraining platform. The other groups are targeted in order to disseminate more widely initiating a 'top down' approach to valorising the results. Since the promoted projects were initially developed in response to deficiencies in MET, the policy makers were responsive by becoming involved and addressing the issues that were highlighted.

During the life of the project, project partners submitted papers or attended major conferences such as the IMLA, IAMU, etc. All partners also attended European Maritime Day, which was organised by EU DG MARE and attended by key policymakers. Existing partner networks were utilised to disseminate the project. The proposed Online Portal and Forum are expected to involve those in key target groups by engaging them in discussions related to case studies of Best Practice projects. This was followed up by the 1st project conference, which engaged many key target groups and helped to continue these discussions.

The consortium has excellent expertise on valorisation activities, and members have already reached over 40,000 end users and a number of MET providers through their LdV projects and their networks (for instance EGMDSS, Marifuure and MarEdu). The

consortium envisages the Maritime Training platform gaining further end users and MET providers during and after the project funding period.

All partners linked to other Maritime VET providers, and brought them all together so that they are informed at a European level about the existing efforts to address MET deficiencies in an effective way, helping other METs to take advantage of what has been, or is being done. The starting point was MariFuture network which was established by C4FF and TUDEV to bring together all MET institutions which are working on innovative transnational projects such as Leonardo. The intention is also to look further afield and include some of the MET related FP7 and nationally funded projects into play with these networks and the Maritime Training Platform.

The aim behind the formation of nationally significant target groups is to maintain and foster relationships on an on-going basis at a local and national level. A project conference on IMPACT was attracted by stakeholders, national and international decision makers. The proceedings were published and distributed on paper and on the project website (<http://www.maritimetraining.pro/index.php/conference>).

It is envisaged the number of users of the Maritime Training Platform will triple in 3 years' time.

2. Project Approach

The partners have a clear vision for developing MET in their countries and throughout Europe. C4FF, together with the partners in this proposal and others, have established maritime education partnerships and networks called MariFuture (www.marifuture.org) and MarEdu (www.maredu.co.uk). MariFuture and MarEdu have established programmes of cooperation to improve education and training practices in Europe, and go about the harmonisation of merchant navy officers' education and training. The MariFuture and MarEdu networks have instigated several European and EU Funded projects to address specific deficiencies or problems in the maritime sector. The IMPACT project embraced these principles, and supported the development of further strategies. The extensive knowledge-base generated by the partnerships working on maritime projects were shared with the awarding (such as Edexcel/BTEC), accrediting (such as IMarEST), and licensing bodies (such as MCA) as well as the policy decision makers in governments (such as Ministers, Commissioners, government/EU officials) so as to enable project address the needs of education and training within MET sector.

The proposed work capitalises on the valorisation experience of the partners - see for instance www.martel.pro. Many projects developed by the partners have been incorporated into MVET programmes in partner countries and beyond – see for instance www.maredu.co.uk. The MaritimeTraining Platform uses this expertise to increase the distribution of the initially selected projects (for instance www.egmdss.com) and in future the results of additional projects. The consortium have co-operated successfully on a number of past and currently running LLP projects.

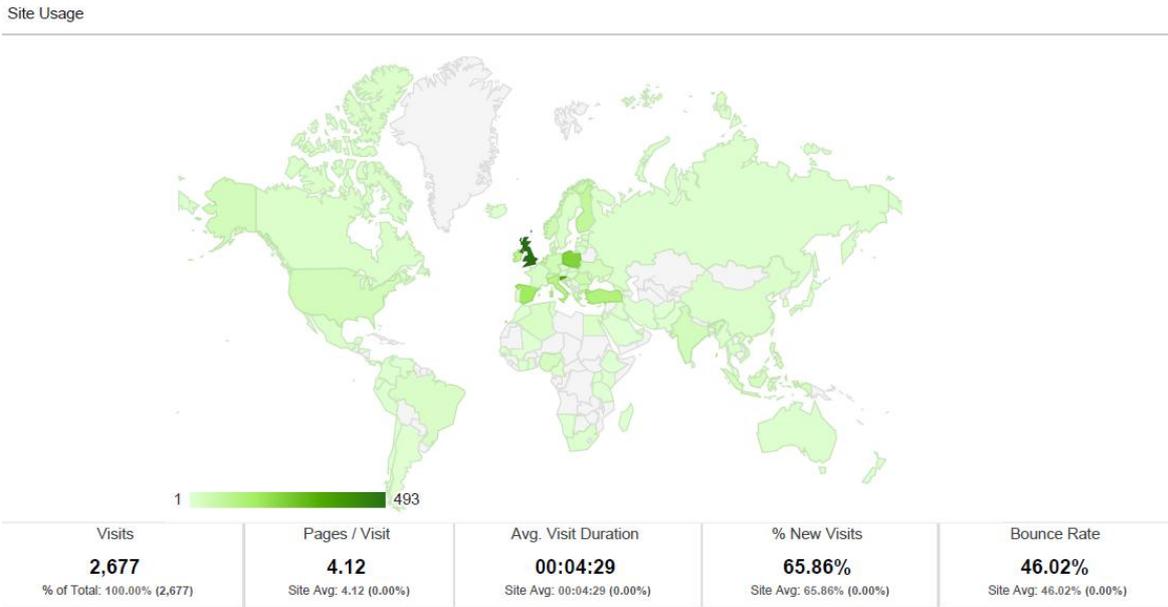
This proposal addresses many European priorities, including general, specific, and operational objectives of the LLP action. The main aim of IMPACT is to gather the results of innovative 'best practice' projects in the field of maritime education and training (MET), and encourage their use across Europe and worldwide. Case studies have identified/will continue to identify best practice in these projects, and this will be applied to identify similar projects for promotion in the future. These projects directly address current deficiencies in MET and are developed according to international standards, based on the innovative use of ICT-based content and services. The consortium has many years of experience in developing such projects. The consortium believes that ICT can improve the quality of teaching and learning in MVET, and can help raise standards and provide institutions with tools to improve the quality of their education and training programmes thus the employability of European seafarers, and the future employability of those embarking on maritime training courses. The project identifies good practice in innovative ICT based projects for MET and promotes them fully and widely to the target groups. This supports quality innovation in MET. The project also promotes collaborative projects in the field of MET with quality criteria for projects to be included in its platform (MaritimeTraining). This encourages high quality work and co-operation between partnerships across Europe and allows them to develop good working relationships with relevant bodies working towards the objective of improving MVET in Europe.

3. Project Outcomes & Results

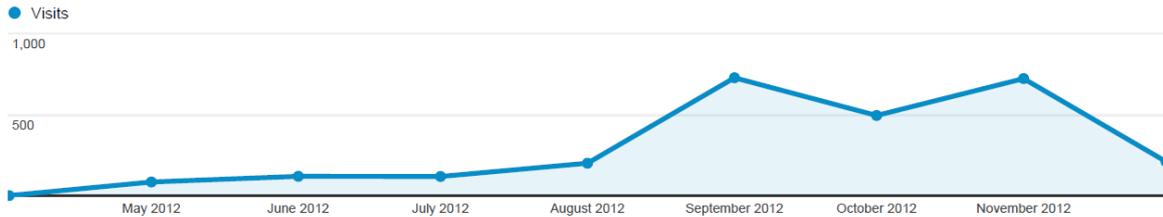
The project mainly focussed on developing a platform (MaritimeTraining – www.maritimetraining.pro). This was achieved by:

- Bringing the past and existing highly successful projects together.
- Providing a platform for dissemination of the project results and new projects and their aims and objectives.
- Unifying the projects and present them in a uniform way to policy makers at the highest level.
- Attracting attention to the projects from all areas of the maritime industry.
- Identifying projects that may be need guidance in seeking financial assistance or support with development of the projects.
- Developing new proposals and projects.

The following figure shows the visitors to the MaritimeTraining Platform during the project lifetime. The project website went live in Month 4, and over 2500 visitors visited MaritimeTraining Platform by the end of Month 12.



The following graph shows the visitors number by month during the project lifetime.



An innovative part of this project was the construction of an Online Portal and Forum for the presentation and discussion of good practice projects relating to the innovative use of ICT based products in MET. This provided a solid foundation for the 1st conference (which is now expected to be held annually). This is a novel approach, as the topics which raises in the forum following the on-line discussion of various case studies can be discussed in full at the conference.

The project promoter had discussions with the UK Government Cabinet Minister, Rt Hon Mr David Willetts MP in late March 2012 in Southampton and later on 7th April to discuss EU Projects and to evaluate potential UK Government support of the IMPACT project and MaritimeTraining Platform. These discussions were followed up and led to acceptance of one of project's components, The MarTEL standards, by the UK Border Agency, on a provisional basis. There were meetings with senior board members of bodies such as BIMCO, IMO World Maritime University, RINA and IMarEST. The key policy-maker for the IMPACT project was BTEC/Edexcel (one of the largest awarding bodies in the world) but due to problems at BTEC the senior official could not attend the meeting arranged for him during the International Maritime Training Week events organised by the partnership in Bled and London in November 2012. The good news is that BTEC/Edexcel have since resolved their internal problem and have approved three of the MaritimeTraining products by giving the go ahead to our new Higher National Diplomas which include three of the platform components and also have agreed to consider the project itself for endorsement and possible approval of future components.

4. Partnerships

The Partnership consists of five major maritime education and training organisations from five EU countries (UK, Turkey, Finland, Ireland and Slovenia). The partners were strategically chosen to cover all areas of Europe to increase dissemination and exploitation activities. Each partner has been involved in many ICT based innovative projects and at least one of their products is in this Maritime Training platform.

The partners had already have experience and expertise in developing MET in their countries and throughout Europe. C4FF, together with other partners in this proposal and others, established maritime education partnerships and networks called MariFuture (www.marifuture.org) and MarEdu (www.maredu.co.uk). MariFuture and MarEdu have established programmes of cooperation to improve education and training practices in Europe, and go about the harmonisation of merchant navy officers' education. The MariFuture and MarEdu networks have instigated several European and EU Funded projects to address specific deficiencies or problems in the maritime sector. The IMPACT project embraced these principals, and supported the development of further strategies. The extensive knowledge base generated by the partnerships working on maritime projects is shared with the awarding, accrediting, and licensing bodies as well as the policy decision makers in governments and in the EU. The EU has supported many MVET initiatives, and it is hoped that with their continued support, the IMPACT consortium can extend its ability to address the needs of education within MVET sector.

The Project supports the Lisbon treaty and the Washington Accord, and therefore endeavours to promote these treaties through its valorisation strategy. The partnership is of the view that a unified Europe respectful of its individual cultures and procedures is wholly necessary for healthy and beneficial communication, but also for the success of Europe within the international market. By promoting the results of projects which address international concerns and follow international standards, this philosophy is supported.

5. Plans for the Future

The 1st Conference (International Maritime Training Conference) held in Bled Slovenia (<http://www.maritimetraining.pro/index.php/conference>) won't be the last, and the MaritimeTraining Platform will thrive long beyond the project's lifespan. The consortium partners are highly involved in transferring and developing innovation in the MET sector, so it's extremely cost effective to maintain a common dissemination and exploitation platform in the sustainability stage. Brought together, these activities will cost less and produce better results. This is because the expected multiplier effect caused by the attendance of key target groups at the envisaged annual conferences and the exposure that the MariFuture platform will bring to the products.

Mainstreaming will happen on two levels. Firstly, the annual conference is envisaged to become a landmark conference in years to come, and continue to be supported by the MaritimeTraining Platform. Together, these will be a forum of discussion on the issues faced in maritime education and training, and a route of dissemination and exploitation for many other successfully completed research and innovation projects relating to ICT based products in MET. Increasing the popularity of the conference, and bringing together key target groups and projects in the sector from across Europe will contribute towards its lasting impact. This project has allowed the consortium to crystallise the initial conference and set up the online portal and forum, paving the way for sustained impact and results in the future.

Secondly, allowing more "good practice" products to be disseminated and promoted in the project platform will dramatically multiply their impact. This is because the conference and forum has attracted and will eventually attract many more different products, and therefore the number of target group attendees has the potential to grow in size year after year. The attendees will notice products that they may not otherwise have discovered which will facilitate the spread of 'good practice' initiatives across Europe as METs adopt them into their educational programmes.

The MariFuture Partners (www.marifuture.org) and MarEdu Partners (www.maredu.co.uk) will be invited to join the partnership as Associated Partners, which will dramatically increase the project's exposure and sustainability.

6. Contribution to EU policies

The consortium partners have been running multiple maritime Leonardo da Vinci (LdV) projects in the last few years. They are, together with their own relationships with other MET providers, able to address directly almost all European MET providers.

The project is complementary to the Europe 2020 and KA4 Programmes. It has improved and will continue improve quality and efficiency in MET by promoting projects which address key competencies (and deficiencies) in the sector according to international standards. Some products lead to internationally approved qualifications. Many ICT products are often both free and accessible online, which makes it possible for all interested people to take advantage of them, thus promoting lifelong learning to many different groups and facilitating vocational and adult education. A platform called "MaritimeTraining – www.maritimetraining.pro) for the effective exploitation of results of the LLP programme and other related sectoral projects was created. The results of the selected projects are disseminated at Regional, National, European, and International levels. The platform will collate 'best practice' products and provide a framework of dissemination which will draw interest from the target groups, ensuring that the project results are widely demonstrated, recognised, and implemented.

The IMO established and continues to revise the most important international treaty dealing with crew standards – the International Convention of Standards of Training, Certification and Watch-keeping for Seafarers (STCW). But the IMO, according to Ziarati (2003, 2009), needs governments and related industries to demonstrate the same determination to implement these standards. An investigation approved by the IMO (sub-committee minutes, 12th session, 2004) particularly focused on the causes of accidents revealed that the standards of maritime education and training programmes are not being applied correctly and in some cases vital elements of MET were being omitted. The IMPACT project worked to ensure that this is no longer the case. Key policy makers and stakeholders are targeted in the dissemination plan to influence changes in MET policy to be made.

Deficiencies in MET are an international issue. The platform (www.maritimetraining.pro) through proper mainstreaming of the products has/will have a tremendous impact on the VET systems in Europe. The platform promotes the transfer of good practice between institutions across Europe therefore help increase mobility in the international labour market and the level of safety for all seafarers. All selected products address training deficiencies at their source, and enabling the supply and demand of seafarers (OECD report, 2003 and 2005) and the quality of training they receive to be of the highest standards in line with the International requirements.

The project was developed in line with Lisbon Treaty and Bologna Process and is line with IMO (2009) Comprehensive review of the STCW convention and the STCW code, 41st session, Sub-committee on standards of training and Watchkeeping, STW 41/7/9, 5th of October and EU (2009), Maritime Transport Strategy 2009-2018, Communication on the strategic goals and recommendations for the EU's maritime transport policy from 2009-2018, Brussels.

The recent communications with senior EU/EC officials such as letters from Commissioners and DG Directors clearly state that IMPACT project components and the project itself are in line with the EC's IMP and knowledge 2020. The letters also commend the work being done by the consortium.