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04.02.2022

Konu : ICS'in 8 Mart Dünya Kadınlar Günü Kampanyası için Video Çağrısı Hk.

Sirküler No: 103

Sayın Üyemiz,

Ulusallararası Deniz Ticaret Odası'ndan (ICS) alınan 1 Şubat 2022 tarihli Ek'te sunulan yazıda;

2022 yılı 8 Mart Dünya Kadınlar Günü temasının toplumdaki kalıplaşmış yargılarla mücadele etmek için #BreaktheBias (Önyargıyı Kırın) olarak belirlendiği, ICS'in de söz konusu tema doğrultusunda denizcilik sektöründeki kalıp yargılarla mücadele etmek istediği ve Dünya Kadınlar Günü'nü kutlamak üzere "This is What a Seafarer Looks Like" ("İşte Bir Denizci") kampanyasını başlattığı ifade edilmektedir.

Yazıda, ICS'in söz konusu kampanya kapsamında, denizcilik sektöründe kadınların artan varlığını vurgulamak ve iş olanaklarındaki çeşitliliğe ışık tutmak amacıyla kısa bir film yayınlacağı bildirilmekte olup, kadın denizcilerden kısa film için video göndermeleri talep edilmektedir. Bahse konu filmin, erkek egemen denizcilik endüstrisindeki deneyimlerini anlatan kadınlarla yapılan röportajların bir derlemesi olacağı, kadın denizcilerin söz konusu röportajlarında yaşadıkları zorlukları, fırsatları ve sektörden beklentilerini anlatabilecekleri ve denizcilik sektöründe kariyer planlayan genç kadınlara tavsiyelerde bulunabilecekleri ifade edilmektedir.

Kadın denizcilerin kaydettikleri röportajlarını en geç 11 Şubat 2022 tarihine kadar ICS'e (tanya.blake@ics-shipping.org) gönderebilecekleri ifade edilmekte olup, denizcilerin videolarında yanıtlamaları beklenen sorulara ve video çekimine ilişkin detaylar Ek'te sunulmaktadır.

Bilgilerinize arz/rica ederim.

Saygılarımla,

*e-imza*İsmet SALİHOĞLU
Genel Sekreter**Ek:**ICS'ten alınan 1 Şubat 2022 tarihli yazı ve Eki. (4 sayfa)

Dağıtım:

Gereği:

- Tüm Üyeler (WEB sayfası)

Bilgi:

- Yönetim Kurulu Başkan ve Üyeleri

Bu belge, 5070 sayılı Elektronik İmza Kanuna göre Güvenli Elektronik İmza ile İmzalanmıştır.

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- Türk Armatörler Birliği
- S.S. Armatörler Taşıma ve İşletme Koop.
- GİSBİR (Türkiye Gemi İnşa Sanayicileri Birliği Derneği)
- VDAD (Vapur Donatanları ve Acenteleri Derneği)
- KOSDER (Koster Armatörleri ve İşletmecileri Derneği)
- WISTA TÜRKİYE DERNEĞİ

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1st February 2022

COMMUNICATIONS(22)07

TO: COMMUNICATIONS LEAD

COPY: ALL FULL & ASSOCIATE MEMBERS

Call for videos for ICS International Women's Day campaign.

Action Required: ICS kindly requests support in call for videos from women in maritime for its 'This is What a Seafarer Looks Like' campaign for International Women's Day on 8th March.

8th March is International Women's Day (IWD). The 2022 IWD theme is #BreakTheBias, developed to challenge stereotypes across society. In keeping with this, we want to challenge stereotypes in the maritime sector. So, to celebrate with IWD, we are launching the 'This is What a Seafarer Looks Like' campaign.

As part of this, the International Chamber of Shipping will create a short film to highlight the increasing diversity within maritime and shine light on the variety of roles that are available.

The film will be a collection of interviews with women speaking about their experience in what was, and remains, a male-dominated sector. They can talk about challenges, opportunities and aspirations, and offer advice to young women considering a career in maritime.

ICS has created a toolkit document outlining the questions we would like women to answer in their videos and tips on how best to film them. This can be found in Annex A.

ICS kindly asks that comms leads and members circulate this request among your own member companies and contacts.

[COMMUNICATIONS\(22\)07 - Annex A - International Womens Day ICS 2022 Toolkit](#)

For any further information contact tanya.blake@ics-shipping.org

Tanya Blake
Communications Manager

International Women's Day 2022 'This is What a Seafarer Looks Like' Campaign Guide

OVERVIEW

8th March is International Women's Day (IWD). The 2022 IWD theme is #BreakTheBias, developed to challenge stereotypes across society. In keeping with this, we want to challenge stereotypes in the maritime sector. So, to celebrate with IWD, we are launching the 'This is What a Seafarer Looks Like' campaign.

As part of this, the International Chamber of Shipping will create a short film to highlight the increasing diversity within maritime and shine light on the variety of roles that are out there. The shipping industry looks different; jobs are no longer restricted to certain people.

We pinpoint seafarers in the campaign name, as this is a profession that carries some of the biggest stereotypes; however, the campaign is open to the whole maritime sector. We welcome partners from the naval, insurance, port, and education sectors to join our showcase of women across the maritime industry. For anyone in other maritime sectors taking part in the film, they can feel free to add their own job role e.g. "This is what a [insert job role here] looks like"

The film will be a collection of interviews with women speaking about their experience in what was, and remains, a male-dominated sector. They can talk about challenges, opportunities and aspirations, and offer advice to young women considering a career in maritime.

SEARCHING FOR FILM PARTICIPANTS

For the IWD short film, we are looking for women in maritime to speak about their experiences, responding to questions outlined in Appendix B. The aim of this film and campaign is to promote diversity. Therefore, we're looking for a mix of participants in regard to age, ethnicity, nationality, gender identity and sexual orientation.

We want to showcase women from all walks of life, in different jobs, from CEO to cadet, with different stories to tell. If you or someone you know is willing to contribute, we'd love to hear from you.

For participants on board vessels, contributions will need to be filmed yourself because of Covid-19 restrictions. There will be simple questions to answer in **Appendix B**, and **Appendix A** gives some tips on how to shoot their videos.

For onshore participants, we can look to organise Zoom interviews and record remotely, or organise filming to be done on location.

We are also looking for general footage of the women sending in their interviews carrying out typical tasks of their job, on location, for example a seafarer navigating on the bridge. This footage can be recorded by a colleague using a mobile phone, should be shot horizontally and no more than 60 seconds worth of footage.

Please liaise with tanya.blake@ics-shipping.org to provide contacts of anyone willing to take part or to send over videos from seafarers.

Ideally, we'd need all videos sent back over to us by **Friday 11th February at the latest**.

APPENDIX A

Recording Cheat-Sheet

Framing

Please ensure that you are centrally framed, in landscape orientation, and without anything too distracting in the background, though shipping imagery is welcome so long as you can record without too much background noise.

- Ensure some space around your face so your head is fully inside the frame with a little bit of visible border around the edges.
- If you are able to position yourself in a way where there is lots of space between yourself and the background wall, that's also desirable.
- Put the device at eye level, so you are not looking up or down into the camera. This one can really make a difference to how you look, and your engagement with the audience. Laptops can be placed on books to achieve this if needed!
- Ensure you maintains eye contact with the camera as much as possible.

Wardrobe

- Ideally wear your seafarer uniform or plain clothes. No intense patterns, and muted colours.
- Please try not to wear headphones

Audio

- Please try to find as quiet a space as possible for the recording! Be aware of the noises around you, especially things like hammering or banging.

Lighting

- Ensure your face is well lit
- Try to sit opposite the main light source in the room, without the light shining directly into your face

APPENDIX B

Script:

Before answering the questions, please say 'This is what a [your job title] looks like' in your native language.

Tips:

To ensure smooth, flowing dialogue, we recommend writing answers out beforehand in note form so you have a clear idea of what you're going to say. You can answer the questions in English but if you prefer, please answer in your native tongue. Please keep your whole video to 3 minutes maximum.

Questions

Here are the questions we would like answers to.

1. What does it mean to be a [insert job title]?
2. What made you want to work in maritime?
3. What challenges and opportunities have you encountered in your job?
4. What has been your experience in breaking down stereotypes in maritime?
5. How is the maritime sector changing for good?

6. What would be your message to people considering a career at sea?