



**GULF OF GUINEA  
MARITIME INSTITUTE**



# **THE BLUE MENTORSHIP PROGRAMME**

## BACKGROUND

### The Role of Youth in Developing Africa's Blue Economy

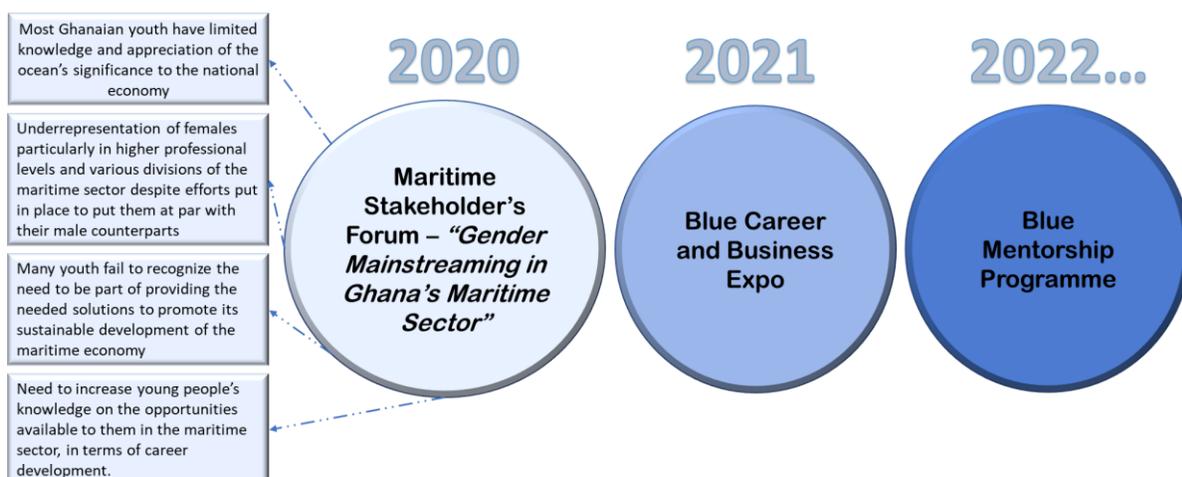
“Blue” resources linked to Africa’s extensive aquatic bodies are core to the continent’s economic growth and will continue to be a crucial driver for strategic development of the national economies. The commitment to develop Africa’s blue economy is demonstrated in the various national and regional strategy documents including: Africa's Blue Economy: A policy handbook; Africa Blue Economy Strategy and its Implementation Plan (2021 – 2025); and various country-level blue economy strategies. The next generation of young maritime leaders will play an important role in driving innovation and change as the continent strives for socio-economic advancement through a vibrant blue economy.

To be able to truly transform Africa’s ocean economy, we need a future workforce that is more digitised, innovative and diverse, and that requires actively employing and leveraging on the unique skills of Africa’s youth today. The revitalisation of existing ocean sectors and the industrialisation of emerging ones have highlighted the great need for cooperation towards technology and innovation transition.

In a post-COVID era, youth bear great potential to contribute to the: co-creation of international frameworks and guidelines to protect the blue environment; investment in innovation, technologies and human capital for developing ocean sectors; actions geared towards effective biodiversity and environmental conservation as well as mitigation of the effects of climate change; shaping of national visions for sustainable blue economy; enhancement of entrepreneurship within the blue economy; and provision of maritime domain awareness solutions to improve monitoring, control and surveillance of activities in the blue space.

Creating a viable platform for youth to engage in Africa’s blue economy trajectory has been at the heart of the Gulf of Guinea Maritime Institute’s Blue Mentorship Program.

### GoGMI’s Youth Engagement in Africa’s Blue Economy Trajectory



In November 2021, the Gulf of Guinea Maritime Institute (GoGMI) held its flagship Blue Career and Business Expo (BCBE) as a response to concerns raised at a stakeholder forum organized by the Institute in 2020 to deliberate on the topic, 'Gender mainstreaming in Ghana's maritime sector'. At this forum, participants highlighted that most Ghanaian youth have limited knowledge and appreciation of the ocean's significance to the national economy, and fail to recognise the need to be part of providing the needed solutions to promote its sustainable development. The under-representation of females in the maritime sector, despite efforts put in place to put them at par with their male counterparts in the sector, was also echoed. Participants further indicated the need to increase young people's knowledge on the opportunities available to them in the maritime sector, in terms of career development.

BCBE thus created multi-opportunity exchange platforms for young people to learn from maritime industry leaders across the country and to gain an appreciation of the range of opportunities within Ghana's blue economy sectors. The Expo was attended by over 200 individuals, including high profile personalities, maritime industry practitioners, students and other relevant stakeholders. The BCBE was not meant to be a single event, but rather, the first in a series of events aimed at actively engaging African youth in the path towards building a resilient blue economy for the continent.

As intended, the BCBE was used to initiate a Mentorship Programme for which several of the participating youth showed interest. This year, GoGMI intends to go a step further by selecting thirty young individuals to be engaged in its Blue Mentorship Programme – a full mentorship and grooming experience intended to prime them for blue success.

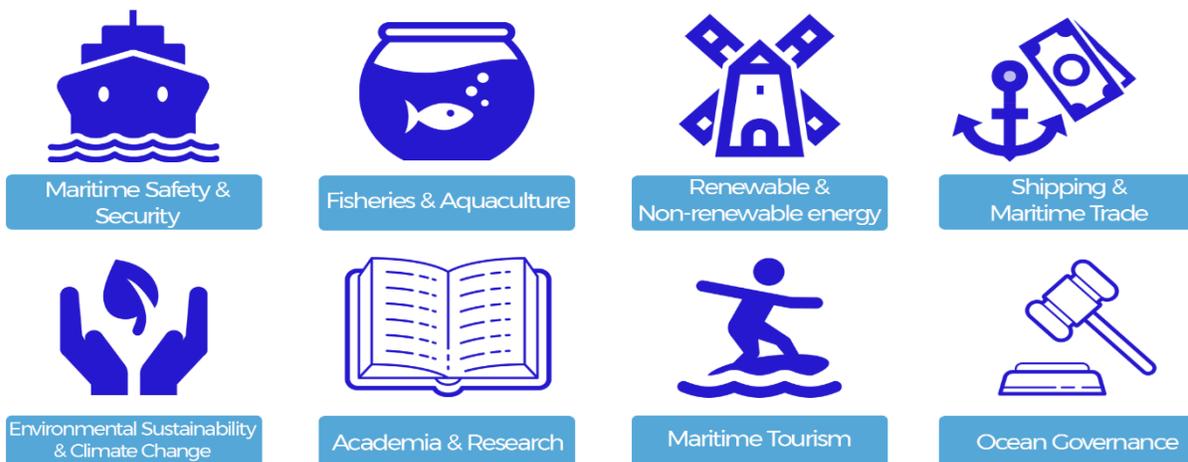
## About the Programme

The Blue Mentorship Programme is an African maritime accelerator intended to encourage youth to engage in sustainable blue economy careers and to offer them support through their business, entrepreneurial or career progression journey. The entire programme is intended to have the following impacts:



Beyond mentorship, the programme aims to achieve this by offering a wide range of curated platforms for young people who have an interest in maritime careers or businesses to meet, share and collaborate on different fronts while expanding their skill-set and knowledge base.

## Blue Mentorship Programme Thematic Areas



## About the Programme

### ***Youth in Africa's Blue Economy: Developing Sustainable Blue Careers and Businesses (A Capacity Development Session)***

As a crucial preliminary activity for the programme, a training course will be held on *Youth in Africa's Blue Economy: Developing Sustainable Careers and Businesses*, to expose the cohort to various career opportunities in Africa's Blue Economy and guide them through the variegated pathways for developing related sustainable careers.

The training course will lay the foundation for the broader activities that will be engaged in under the programme. It will be conducted on a virtual platform over a series of ten (10) online sessions (including interactive sessions), covering four (4) modules from 8<sup>th</sup> – 18<sup>th</sup> November, 2022. The forum will be open to allow the participation of diverse Early Career Ocean Professionals (ECOPs) across the African continent, who can contribute meaningfully to rich dialogue and facilitate the progressive exchange of knowledge and skills throughout the course.

Recordings of each session will be made available online to ensure that the crucial discussions engaged in will remain perpetually available not only to the cohort and participants, but also to individuals who may have missed the sessions.

The course will have the following objectives:

- To grant the cohort first-hand knowledge about the various blue economy sectors and associated career and business opportunities
- To build the capacity of the cohort to actively engage in the creation of ocean-based industries and economic activities to drive long-term value to the continent
- To expose participants to successful cases of blue economy businesses in different sectors across Africa
- To guide the cohort through practical steps in starting their career and business journeys across the various blue economy sectors.

### **1. Blue Mentorship Programme Launch 2022**

On October 25<sup>th</sup>, 2022, the Gulf of Guinea Maritime Institute will host a virtual launch of the first phase of the blue mentorship programme project. The event will host the first cohort of the Blue Mentorship Programme, who are hoping to bring their blue ideas to life and transform them into solutions for the benefit of their local communities.

The launch will include an introduction to the aims of the programme and will give the members of the new cohort the opportunity to share their expectations of the programme, the support they hope to receive, as well as their ambitious ideas for transforming Africa's blue economy agenda. Ultimately, this information will be looped back into GoGMI's fluid design for implementation of the programme to ensure that it is able to truly address the needs of the cohort in a manner consistent with the overarching goals of the programme.

## **2. *Capacity Development Programme for Early Career Ocean Professionals In Africa- Youth in Africa's Blue Economy: Developing Sustainable Careers And Businesses***

Youth in Africa's Blue Economy: Developing Sustainable Careers and Businesses is a virtual training course package that will be conducted as part of GoGMI's Blue Mentorship Programme designed to encourage youth to engage in sustainable blue economy careers and also build their capacity along their business, entrepreneurial and career progression journey.

Following the success of the virtual ECOP training programme organized by GoGMI with support from UNESCO in March 2020, and recommendations made for sustenance of such engagements, this training package has been designed to expose ECOPs to the various career opportunities in Africa's Blue Economy and guide them through different pathways for developing related sustainable careers. It will provide essential insights into engaging young people in the creation of ocean-based industries and economic activities to drive long-term value whilst mitigating negative impact on marine ecosystems.

The training course will serve as an important preliminary activity for enrolling participants upon completion of the course, onto the broader Blue Mentorship activities hosted by the Institute.

The course titled: *Youth in Africa's Blue Economy: Developing Sustainable Careers and Businesses*, will be conducted on a virtual platform over a series of ten (10) online sessions, covering four (4) modules from 8<sup>th</sup> – 18<sup>th</sup> November, 2022. An online forum will allow the participation of diverse ECOPs from across the African continent, who can contribute meaningfully to rich dialogue and facilitate the progressive exchange of knowledge and skills throughout the course.

A mixed method comprising of presentations and interactive sessions will be used in delivering the course.

Recordings of each session will be made available online to ensure that the crucial discussions engaged in will remain perpetually available not only to participants, but also to individuals who may have missed the sessions.

### **Highlights of the Course**

The course will allow participants to gain first-hand knowledge about the various blue economy sectors and associated career and business opportunities. It will further create the opportunity for participants to be exposed to successful cases of blue economy businesses in different sectors across Africa. Participants will also be guided through practical steps in starting their career or business journeys in the various blue economy sectors. Furthermore, participants will be given the opportunity to ask questions, allowing them to delve deeper into the backstory of some well-established entrepreneurs.

### **Course Participants**

The course will be open to 30 ECOPs from across Africa who will be selected through an assessment process.

### **3. *Blue Success Speaker Series (BLUESSS) 2022***

The BLUESSS platform is intended to create the opportunity for young people to hear first-hand accounts from successful blue economy entrepreneurs, ocean innovators and other ocean professionals across a broad range of blue economy industries. The speakers will share insights into their career and entrepreneurial journey, including their notable successes and failures.

Mentees will be given the opportunity to ask questions, allowing them to delve deeper into the backstory of these well-established entrepreneurs. Attending this event will provide young individuals a great chance to network with like-minded individuals who share their passion for various maritime careers and entrepreneurship.

The mentees will be clustered into groups on the basis of blue economy sector categories so that they can receive specialised advice tailored to their interests.

### **4. *Mentor-Mentee Pairing***

Following the launch of the programme, members of the cohort will be paired with mentors who will offer them personalised guidance for their journey in the programme. Mentor-mentee engagements are anticipated to span a period of six months, although this can be extended within the limits of funding available for the programme.

Mentors will include globally recognised practitioners in cross-cutting blue economy sectors whose rich expertise can assist mentees to understand the practicalities of navigating a blue career path. Cohorts will be primed through these engagements to identify and develop ideas and solutions that address Africa's sustainable blue industry and commercial market demands.

### **5. *Blue Innovation Challenge***

Mentees will be given the opportunity to work with notable industry practitioners to identify five business case problems that are critical to the advancement of Africa's blue economy. They will then be required to develop innovative solutions or business ideas to address these challenges, after being clustered into groups based on their blue economy interests. The cohort will pitch their ideas to a panel of industry experts for review and inputs, and will have unique opportunities to expand on these ideas on the basis of lessons learnt.

# Blue Mentorship Programme Activity Roadmap

1

Programme Launch  
25th Oct., 2022



2

Capacity Development  
Session  
8th to 18th Nov., 2022



Blue Success Speaker  
Series (BLUESSS)  
March, 2023

3



Mentor-Mentee  
Pairing  
Apr. to Jun., 2023

4



5

Blue Innovation  
Challenge  
Jul. to Aug. 2023



6

Looking Ahead:  
The Maritime  
Business  
Incubator



## Looking Ahead: The Maritime Business Incubator

In the longer term, GoGMI's Blue Mentorship Programme aims to expand its engagement with the youth through a Maritime Business Incubator (MBI) which will, in combination of programmes, partner with global maritime industry and practitioners to provide solutions and resources to improve career and business connections and financing for innovations in blue entrepreneurial activities in the Gulf of Guinea region. Therefore, after the Blue Economy Innovation Challenge, successful start-ups or businesses will be developed by offering a wide range of curated platforms for these young people, entrepreneurs and business men and women to meet, share and collaborate on different projects and activities while developing skills and knowledge using extensive resource hubs and directories.

Through the Gulf of Guinea Maritime Institute and partners network, successful individuals from The Blue Innovation Challenge can learn and find support throughout the lifespan of their business, career and entrepreneurial journey.

The MBI will also collaborate with academia to develop collaborative research networks across the sub-region dedicated to enhancing indigenous understanding of Africa's blue economy sectors and publish the ideas that address how to best identify, nurture, and develop careers and businesses in a publicly accessible collection. Private sector will be involved in the Incubator's programmes to help foster an innovative spirit of change for young entrepreneurs and the Gulf of Guinea region blue economy business community.

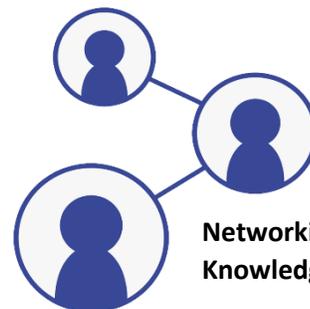
## Themes of the Incubator



Entrepreneurship



Mentorship



Networking and Knowledge-Sharing



Blue Human Capital Innovation



Maritime Innovation

## **BUDGET FOR GoGMI's BLUE MENTORSHIP PROGRAMME**

**TOTAL AMOUNT BUDGETED FOR THE BLUE MENTORSHIP PROGRAMME - \$ 54,605**

**AMOUNT CONTRIBUTED BY GoGMI - \$ 5,400**

**AMOUNT CONTRIBUTED BY PARTNERS (IOC-UNESCO) - \$ 4,400**

**AMOUNT LEFT – \$ 44,805**

### **I. PLANNING AND PROGRAMME DEVELOPMENT**

Item	Qty/ No. of People	No. of Days / Duration	Unit Price USD)	Total Amount (USD)	Contributor(s)
Transportation (project team mobility)	6	10	20	1,200	Gulf of Guinea Maritime Institute
Administrative Support (Invitations, correspondence, office consumables)	–	Per event	200	200	
Allowance for project team leads (supervisors)	2	5	100	1,000	
Allowance for project staff	6	10	50	3,000	
<b>TOTAL</b>				<b>5,400</b>	

### **II. VIRTUAL LAUNCH OF BLUE MENTORSHIP PROGRAMME**

Item	Quantity	Duration (Hrs/Days)	Unit Cost(USD)	Total Cost(USD)	Contributor(s)
Pre-event – Launch Planning and Correspondence		Per event	300	300	

Virtual Conferencing Facility (Platform, Data service)		Per event	300	200	
Technical Support During Event (Production, Recording and Editing)		Per event	400	400	
Miscellaneous				100	
<b>Grand total</b>				<b>1,000</b>	

**III. VIRTUAL TRAINING COURSE - YOUTH IN AFRICA'S BLUE ECONOMY: DEVELOPING SUSTAINABLE CAREERS AND BUSINESSES**

Item	Qty/ No. of People	No. of Days / Duration	Unit Price (USD)	Total Amount (USD)	Contributor(s)
Design and development of programme content & Structure		Per training duration	900	900.00	IOC-UNESCO under the Early Career Ocean Professionals Programme
Platform Costs & Internet Services		Per training duration	750	750.00	
Promotional Costs		Per training duration		400.00	
Remuneration to Lecturers/Facilitators	9	Per training duration	250	2,250.00	
Miscellaneous Administrative Expenses		Per training duration	100	100	
<b>TOTAL</b>				<b>4,400</b>	

**IV. BLUE MENTORSHIP PROGRAMME SUMMIT – BLUE SUCCESS SPEAKER SERIES (BLUESSS): 2 – DAY EVENT**

**V. BLUE MENTORSHIP MENTOR-MENTEE PAIRING (3 MONTHS)**

Item	Qty/ No. of People	No. of Days / Duration	Unit Price (USD)	Total Amount (USD)	Contributor(s)
<b>PLANNING</b>					
Event Management (Services of an event planner)	–	Per event	500	500	
<b>TRAVEL LOGISTICS FOR PARTICIPANTS</b>					
Flight tickets for International participants	14	Per event	1200	16,800	
Visa fees	14	Per event	70	980	
Accommodation for International participants	14	4	60	3,360	
Dinner for International participants	14	3	15	630	
Local Transportation	14	4	15	840	
Transportation for Field Trip	40	1	300	300	
<b>CONFERENCE</b>					
<b>Facility Usage</b>					
Conference venue	1	2	600	1,200	
Round Tables for networking session	6	2	10	120	
Honorarium for Speakers	20	1	200	4000	
Master of Ceremony	1	1	400	400	
<b>Feeding</b>					
Coffee break Day 1	70	1	10	700	
Coffee break Day 2	40	1	10	400	
Lunch pack Day 1	70	1	15	1,050	
Lunch pack Day 2	40	1	15	600	
Water	140	2	1	280	
Interactive Networking cocktail (Fruit Juice/Local juice)	4 packs	1	20	80	
<b>Conference Materials</b>					
Banners (backdrops)	2	Per event	50	100	
Banners (pull-ups)	3	Per event	75	225	

Stationery (Customized Pen, notepad and bag)	70	Per event	12	840	
Sticker notes, markers, cardboard papers, pins)	10 packs	Per event	15	150	
Covid-19 PPEs (Nose masks & hand sanitizer)	100	2	1	50	
T-shirts	40	Per event	10	400	
<b>Media</b>					
News, Video Coverage and Still Pictures	1	2	550	1,100	
Miscellaneous				100	
<b>Grant total</b>				<b>35,205</b>	
Item	Qty/ No. of People	No. of Days / Duration	Unit Price (USD)	Total Amount (GH Cedis)	Contributor(s)
Administrative Cost - All miscellaneous administrative and logistical expenses		3 months	100	300	
Virtual Conferencing Facility - Virtual Platform and Data Services		12 virtual mentorship sessions	1,200	1,200	
Mentor/Mentee Management by iMentor Ghana - Mentor acquisition, monitoring & evaluation, and reporting	30 Mentees / 30 Mentors	8 hours per month for 3 months	20	1,800	
Miscellaneous				100	
<b>TOTAL</b>				<b>3,400</b>	

**VI. BLUE MENTORSHIP PITCH EVENT (1 DAY VIRTUAL EVENT)**

Item	Quantity	Duration (Hrs/Days)	Unit Cost (USD)	Total Cost (USD)	Contributor(s)
Pre-event – Pitch Planning and Correspondence	Per event	Per event	300	300	
Virtual Conferencing Facility – Virtual Platform and Data Services		Per event	300	300	
Remuneration for Jury	4 Member Jury	Per event	50	400	
Technical Support During Event – Production, Recording and Editing		Per event	400	400	
Miscellaneous				100	
<b>Grant total</b>				<b>1,500</b>	

**VII. BLUE MENTORSHIP CHALLENGE EVENT (1 DAY VIRTUAL EVENT)**

Item	Quantity	Duration (Hrs/Days)	Unit Cost (USD)	Total Cost (USD)	Contributor(s) )
Pre-event - Challenge Planning and Correspondence		Per event	300	300	
Virtual Conferencing Facility - Virtual Platform and Data Services		Per event	300	300	
Remuneration for Jury	4	Per event	50	400	
Technical Support During Event - Production, Recording and Editing		Per event	400	400	
Awards - Monetary awards for challenge winners	1st Prize		1000	1000	
	2nd Prize		700	700	
	3rd Prize		500	500	
Miscellaneous				100	
<b>Grand total</b>				<b>3,700</b>	