



We pledge to recognise and respect seafarers whose skill, professionalism and service sustain our way of life and connect us to the world.

Seafarers work globally, often far from home and under demanding conditions. Their actions underpin global trade, national resilience and the prosperity of our communities.

We honour the service, heritage and continuing importance of the Merchant Navy and those at sea, and pledge to promote safe, fair and respectful working environments founded on equality, teamwork and mutual support.

Through this Pledge, we affirm the vital role of seafarers in global commerce and society, committing ourselves to enhancing their dignity, opportunity, wellbeing and long-term prospects.

### **Putting the Pledge into Practice**

Recognising that signatory organisations differ in role, scale and influence, we will take practical steps, where we are able, to:

- improve seafarer welfare
- strengthen employment and career pathways
- support transition between sea and shore employment
- promote recognition of maritime skills and experience
- increase awareness of the value and importance of seafaring

Each year, we will reflect on our progress, share lessons learned openly and seek to learn from good practice across the maritime community.

## **What signing means**

Every organisation is different. Signatories choose practical steps that fit their role and capacity, and reflect on progress once a year. Typical actions include:

- Improving seafarer welfare.
- Strengthening employment and career pathways.
- Supporting transitions between sea and shore roles.
- Recognising maritime skills and experience.
- Increasing public and sector awareness of seafaring.

There is no audit or ranking. The emphasis is on credible, proportionate action and shared learning.

## **Who it's for**

The Pledge is open to:

- Shipping companies and fleet operators.
- Maritime services (pilotage, towage, ports, crewing, surveyors).
- Wider maritime organisations (insurers, legal, HR, technology, finance, training).
- Civic and public bodies (local authorities, charities, community groups), and individuals who wish to show support.

Organisations become signatories. Individuals can join as supporters.

## **Why it matters**

- Elevates seafarers' visibility and public recognition.
- Encourages small, practical steps that add up across the sector.
- Builds a safer, fairer, more respectful working culture.
- Helps recruitment, retention and skills recognition.
- Creates a simple annual rhythm to keep focus on seafarers year after year.

## **How it works**

1. Sign up
  - Complete a short online form.
  - Receive an onboarding pack and access to the Pledge badge.
  - Appear in the public directory of signatories.

### 2. Put it into practice

- Choose actions that suit your context (toolkit examples provided).
- Share stories and examples when you're ready.

### 3. Reflect annually

- A brief 5–7 question review.
- Option to publish a short statement of achievement.
- Insights are used to share sector-wide themes and good practice.

## Origins and stewardship

The Seafarer Pledge began with a call to recognise, in a visible and practical way, the contribution of those at sea, inspired by the spirit of the Armed Forces Covenant but shaped for the maritime community.

MNWB stewards the Pledge, supported by partners across the sector. Its neutrality, welfare focus and convening role help ensure the Pledge remains credible, inclusive and useful in practice.

## Timeline and momentum

- **Founding moment:** celebrating early adopters and setting the roadmap.
- **Year One:** onboarding, stories from practice, toolkit refinement, alignment with national moments such as Merchant Navy Day.
- **First impact showcase:** London International Shipping Week 2027 — sharing participation, examples and cultural progress.

The goal is steady visibility and practical stories.

## Badge and identity

Signatories may display the Pledge badge and receive a certificate. The identity is linked to a Sea Griffin, a symbol rooted in maritime heritage, representing vigilance, guardianship and service at sea. Core colours: deep navy (trust, tradition), sea teal/green (the living ocean), and brass/gold (navigation and honour).

## Resources for signatories

- Starter toolkit with role-specific examples.
- Welfare and skills signposting directory.
- Optional webinars and informal learning sessions.
- Annual reflection guidance and optional public wording templates.

**Join the Seafarer Pledge**

- Become a signatory (organisations) or supporter (individuals).
- Add your voice to a sector-wide commitment that honours seafarers and turns respect into action.

**Sign up and Directory of signatories link will be circulated when the Seafarer Pledge webpage goes live**

## **Frequently Asked Questions**

### **What is the Seafarer Pledge?**

A simple, maritime industry commitment to recognise, respect, value and support seafarers. Turning respect into practical, proportionate actions organisations can take and revisit each year.

### **Who can join?**

- Organisations become signatories (shipping, ports, services, training, insurers, legal, tech, charities, public bodies).
- Individuals can join as supporters to show solidarity.

### **Is there a cost to sign?**

No. There is no fee to become a signatory or supporter.

### **What does signing commit us to?**

Three commitments:

1. Practical actions suited to your role and capacity.
2. Reflection once a year via a short 5–7 question review.
3. Share examples to support collective learning.

### **Is this a compliance scheme or audit?**

No. There are no audits, rankings or penalties. Credibility comes from visible stories and an annual reflection.

### **What kinds of actions count?**

Examples include:

- Improving seafarer welfare and access to support.
  - Strengthening employment and career pathways.
  - Supporting transitions between sea and shore roles.
  - Recognising maritime skills and experience (at sea and ashore).
  - Raising awareness of the value and importance of seafaring.
- Actions can be small; consistency matters most.

### **We're a small organisation — is this for us?**

Yes. The Pledge is designed to be accessible. You choose actions that are realistic for your size and influence.

### **Does this only apply to the Merchant Navy?**

The Pledge honours the heritage and continuing importance of the Merchant Navy while embracing “those at sea” broadly, inclusive of the wider commercial maritime community and fishers.

However, signatories and supporters are encouraged to be as explicit in their focus as they feel appropriate or desirable,

### **How visible will our participation be?**

Signatories appear in a public directory and may use the Pledge badge. You can also publish an optional annual statement of achievement.

### **What support do signatories receive?**

- Certificate, starter toolkit with role-specific examples.
- Annual reflection guidance and optional public wording templates.
- Brand assets and badge usage guidance.

This will grow to also include welfare and skills signposting directory, webinars and informal learning.

### **How do we sign up?**

Complete a short online form. You’ll receive an onboarding pack and be added to the public directory.

### **Can individuals sign?**

Yes. Individuals can join as supporters. There’s no annual review expectation for supporters. However, all are encouraged to share, and engage in the stories.

### **How will our annual reflection be used?**

MNWB will take themes and examples to share learning across the community. You can opt in or out of attribution, but visible and vocal engagement is encouraged.

### **Is there a deadline to join?**

No. Organisations can sign at any time. Founding signatories will be highlighted around the first celebration milestone. So, there is a benefit to being in this first wave.

### **How does this help our organisation?**

- Strengthens culture and wellbeing.
- Supports recruitment, retention and skills recognition.
- Provides credible CSR/ESG evidence through stories and an annual statement.
- Connects you to a recognised, sector-wide initiative.

**Where can we find examples of good practice?**

The toolkit and MNWB channels will share short case studies from signatories. The annual review also surfaces new examples each year.

**Can non-UK organisations participate?**

Yes in future. The model is designed for international adaptation; interested partners can register interest now while the UK model beds in.

**Who stewards the Pledge?**

MNWB serves as steward, maintaining consistency, supporting signatories, and curating shared learning, with partners across the sector.

**How do we use the badge and brand?**

You'll receive assets and guidance in the onboarding pack. Use the badge on websites, reports and social media to show your commitment.