

# SEAFOOD CENTER

Fish is fresh. Same is knowledge.

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LAPIN AMK



**Kolarctic CBC**  
EU FINLAND NORWAY RUSSIA SWEDEN



# Seafood center challenges:

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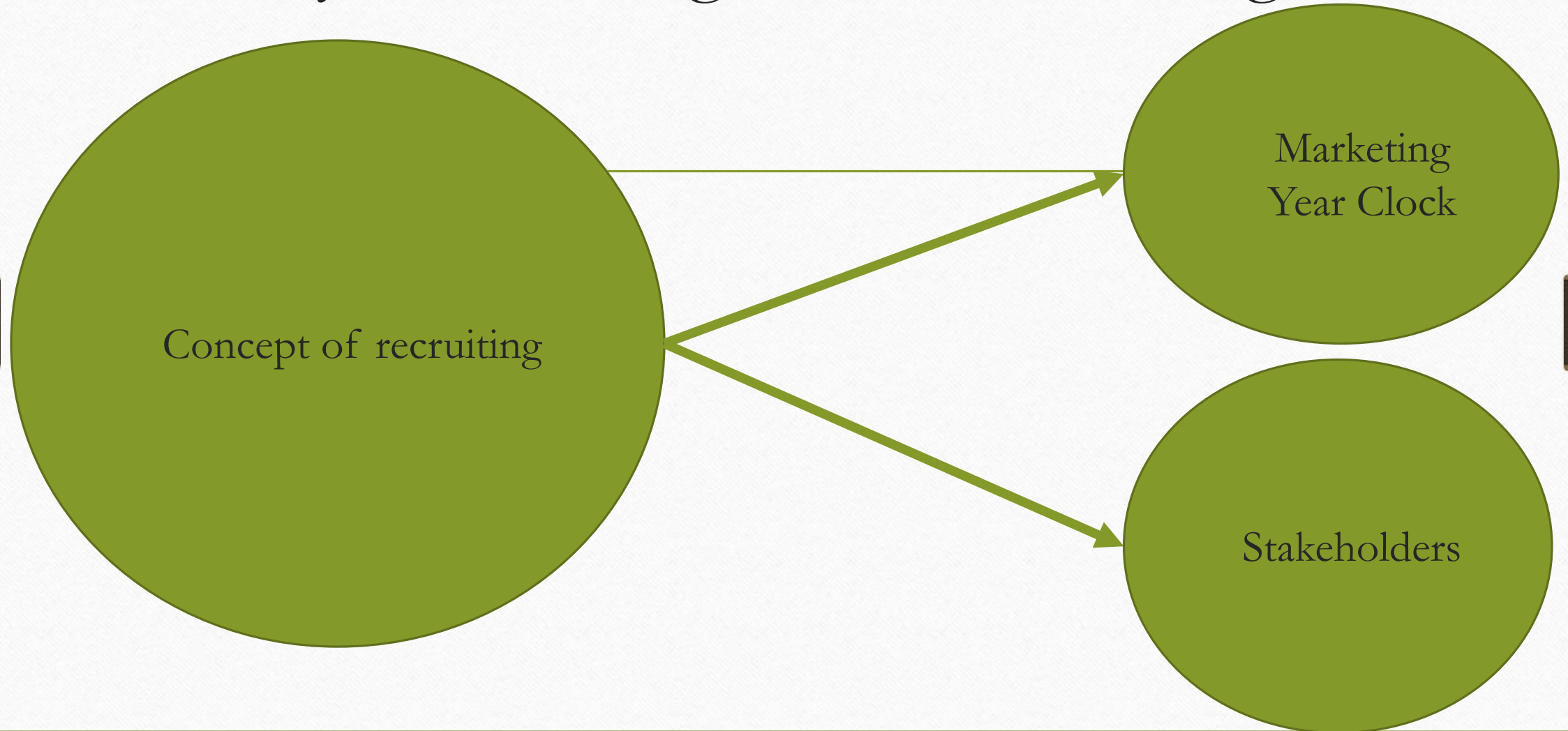
- Learn how to attract more students;
- Learn about fish-industry expectations and needs for competence and skills production.

# Why isn't fish-industry attractive any longer?

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1. Miserable information about seafood national line;
2. Parents tell their children that fish-industry is not high-status work;
3. The same problem in Ungdomsskole: career-guidance services promote pupils to study for “high-status” jobs (lawyer, etc.);
4. Lack of information about opportunities after seafood center.

# Ways of solving Seafood challenges



## “Main” stakeholder is...

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Vardø skole (Ungskollen) will be always ours main stakeholder in case of it is main place, where we can recruit potential student. In this way, we need to work back-to-back in Seafood National Line. We got prepared the list of stakeholders (Northern Europe and Asia).



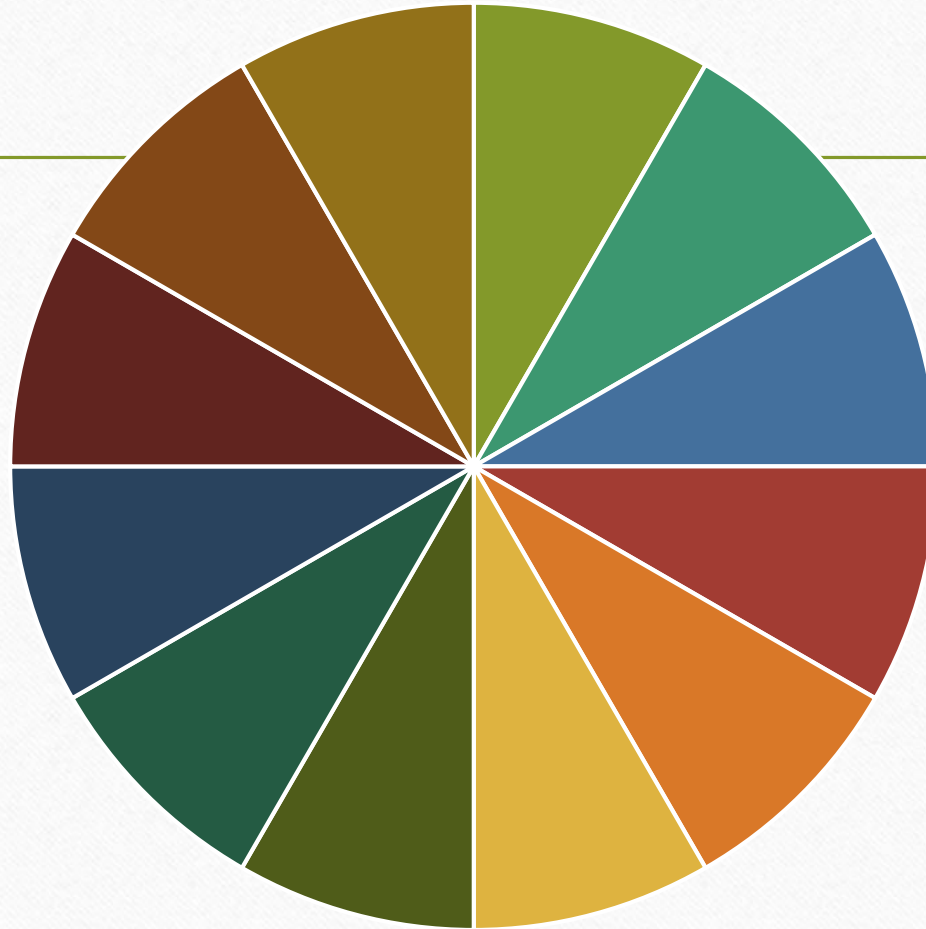
# Market year plan

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The market year plan helps us to make first steps in our recruitment campaign. What events were successful, what things do not give any results. Probably, in process of events we would change for another, more useful and powerful thing.

## Marketing plan for year

■ January ■ February ■ March ■ April ■ May ■ June ■ July ■ August ■ September ■ October ■ November ■ December



# December, January, February.

- Need to make own Seafood Center facebook page with content .
- We need Seafood Center business page on facebook to promote our school.
- Visit Student Recruitment Fair Oslo.



# March, April, May.

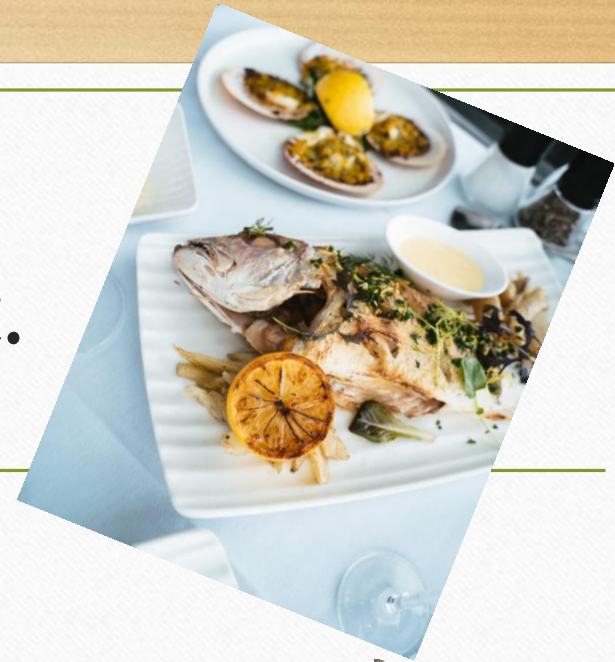
- Host workshop and invite Vardo Ungdomsskole.
- Partnership with guidance career services in case of promote Seafood Line.
- Makes Aurora Kino partnership to promote Seafood Center.





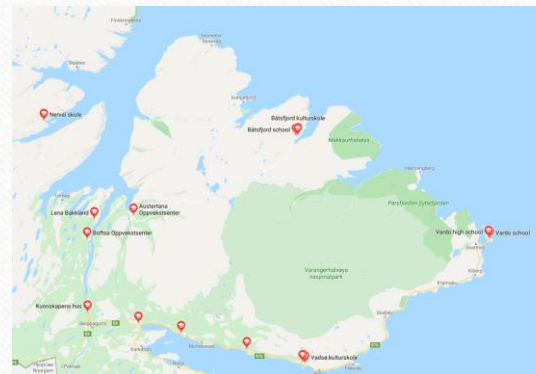
# June, July, August.

- Makes summer-school, based on Seafood Center.
- Host Seafood Festival and contact with Hurtigruten.
- New, more attractive Seafood Center brandbook.

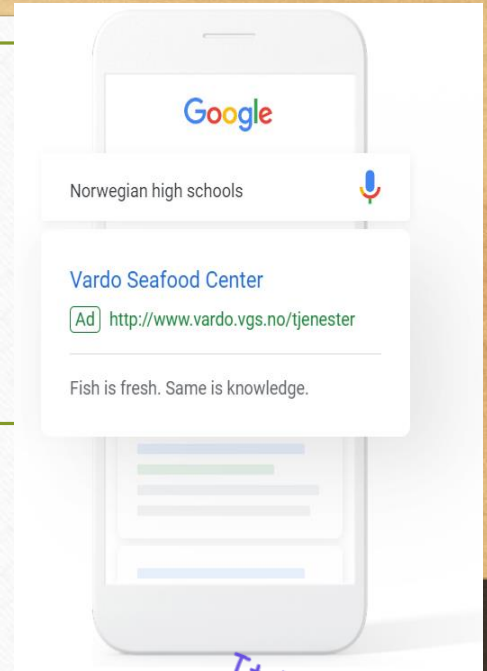


# September, October, November.

- Make Google ad of Seafood Center.
- Host workshop and invite Vardo Upper school.
- Contact with close-Vardo upper schools and discuss potential opportunity for workshop or other event to promote Seafood Center.



*It is ours main stakeholder, remember it?*





Also we can...



Use long-terms things to promote ours Seafood Center:

- On-line courses by Seafood Center (for native and foreign students);
- Partnership with private companies from Northern Europe and Asia (China mostly).  
The contacts of stakeholders in additional of e-mail. I do not see any ways to contact with South Europe and America without strong cooperation here. It can makes 2 things: promote Seafood Center and some money for Fests;
- More and more Festivals, promote through fb, Aurora Kino and other ways;



## Also we can...

- Visiting close-Vardo-towns and also Finnmark (possibly, in future whole Norway) to promote Seafood Center ;
- We hope to cooperate with some government to promote seafood line like national line to attract more and more people in this industry, to changing minds about industry;
- Use academic mobility, exchanging programs and intern-programs. It can promote Seafood Center , finding out new stakeholders and new students.

# Also we can...

## Contact with stakeholders around:

Direct	Indirect	Direct Asia
The Norwegian Association of Local and Regional Authorities Elita Cakule Head of International Projects Department at The Norwegian Association of Local and Regional Authorities <a href="https://www.facebook.com/elita.cakule">https://www.facebook.com/elita.cakule</a>	Fish is a dish <a href="https://www.seafish.org/article/fish-is-the-dish">https://www.seafish.org/article/fish-is-the-dish</a> The Fish is the Dish initiative by Seafish was designed as a hard-working digital campaign to show consumers why they should eat more seafood, more often.	United European Seafood Traders Ltd CEO: Mr. Richard Bergonje Singapore +65 9482 0098 <a href="mailto:richard@dutchfish.eu">richard@dutchfish.eu</a> <a href="http://www.dutchfish.eu">http://www.dutchfish.eu</a>
Vardo skole Nina Martinsen head of ungsollen <a href="mailto:Nina.martinsen@vardo.kommune.no">Nina.martinsen@vardo.kommune.no</a> <a href="https://skoleporten.udir.no/oversikt/oversikt/grunnskole/wardoe-skole-avd-skole">https://skoleporten.udir.no/oversikt/oversikt/grunnskole/wardoe-skole-avd-skole</a>	Public Employment Service <a href="https://www.nav.no/en/Home">https://www.nav.no/en/Home</a>	Ocean More Foods Co., Limited Sales Manager: Roger Shandong Road, Shinan District, Qingdao +8615953249299 <a href="mailto:roger@oceanmore.com">roger@oceanmore.com</a> <a href="http://www.oceanmore.com">www.oceanmore.com</a>
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Thank you for listening

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