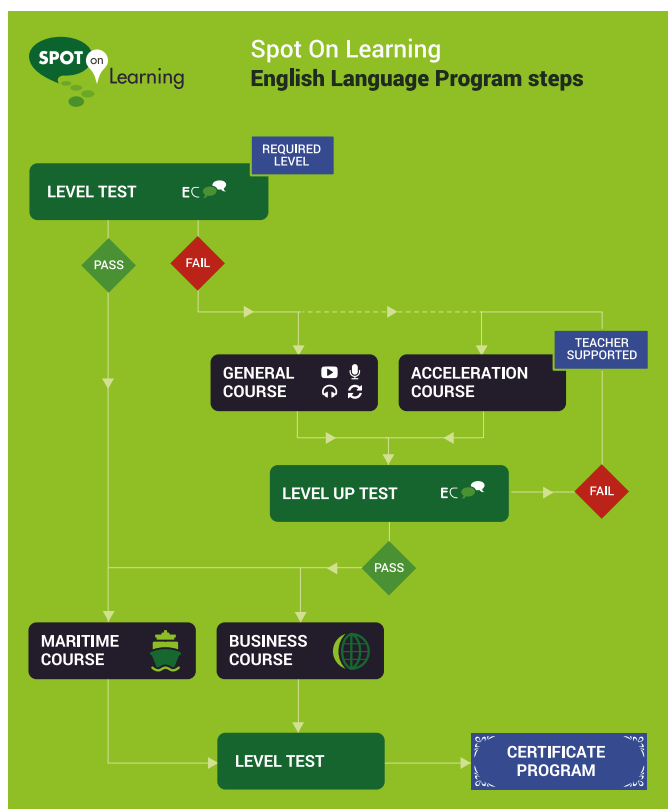


SPOT ON LEARNING

Tailor made online English program for all Seatrade's employees worldwide



Seatrade uses e-learning to improve English communication skills of their office employees and seafarers worldwide.

Improving English communication has been proven necessary within Shipping.

Incidents and accidents happen, because of the lack of communication and misunderstandings while working with different nationalities and cultures on board and ashore. Therefore, English communication is of paramount importance for the company and the safety on board. Being able to communicate effectively in English can be a matter of life and death.

Seatrade stimulates continuous advancement of business and the development of their people both ashore and at sea and gives all employees the opportunity to upgrade their level of English in two years. Seatrade facilitates all their employees with the Seatrade online English program.

The Seatrade online English program will help all employees to comply with the Seatrade Standard.

Spot On Learning Amsterdam

Spot On Learning develops online training programs and language courses to help organisations with international teams and crews to be more successful. They work for and with internationally operating businesses, their recruiters, crewing agents, other HR-intermediaries and specialised professionals who work in international industries.

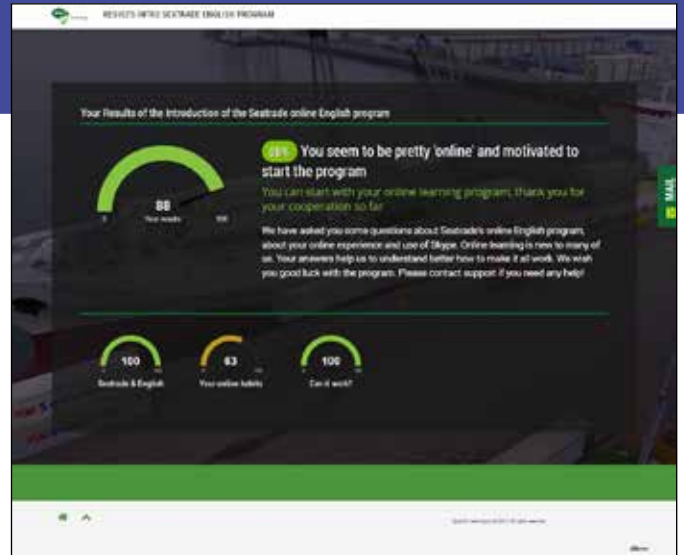
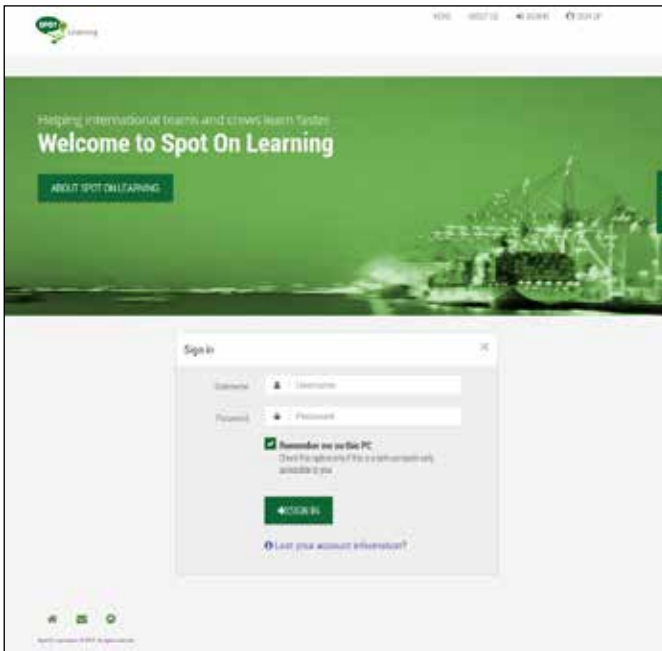
The ability to learn faster is becoming more and more important to work safely, comply with international laws, regulations and to improve efficiency and quality.

E-learning is a perfect tool to achieve these goals: considerably lower costs, flexibility and measurability of commitment.

The start of a good cooperation

Seatrade started working with Spot On Learning at the beginning of 2016 with two groups of online English students: Seatrade HQ Staff ashore and Management level on board.

Over the last year, 650 Seatrade employees who are based in Holland, Russia and the Philippines have followed.



Specialised Maritime English Communication

Spot On Learning developed specialised Maritime English Courses in cooperation with Seatrade: The Cargo and Cargo Handling Course and the Engine Room Communication Course.

All video material of both courses was recorded on board of the Elvira.

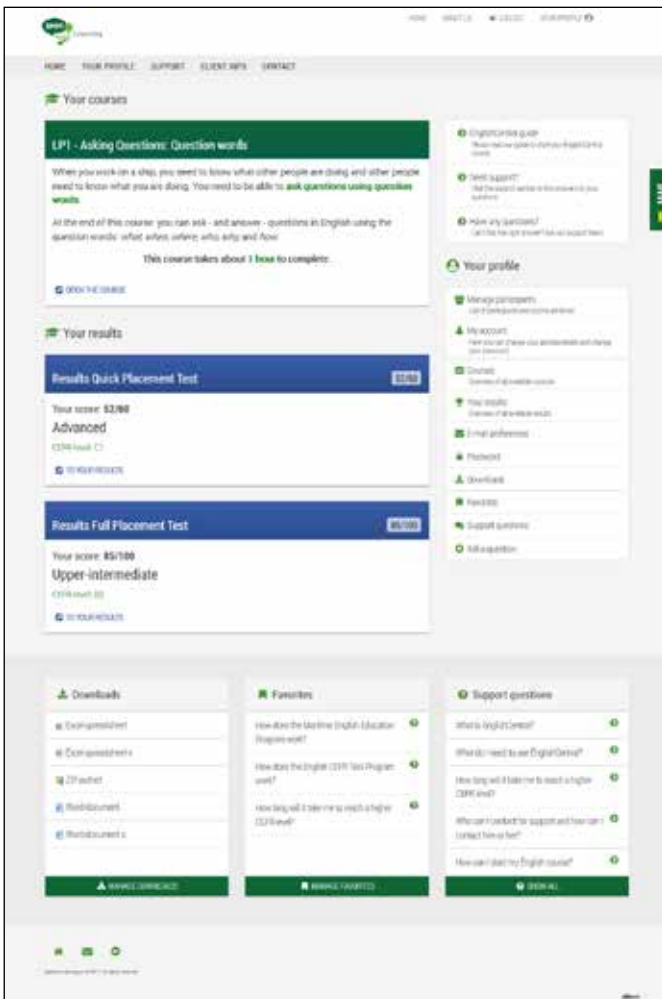
Elco Kraefft, Manager Business Development, Spot On Learning: *"All video material for the Maritime English Course Cargo & Cargo Handling was recorded during a long day on board of the Elvira, in the Port of Vlissingen (Flushing). While the Elvira was being unloaded our team shot enough material to produce 24 short videos containing important vocabulary for maritime professionals. We used a drone to shoot some nice views from above. Several crew members turned out to be true 'movie stars'. At the end of the day we felt even more respect for Seatrade officers and crew members. We experienced ourselves how difficult it can be to make clear what exactly is expected from all involved, to improve where necessary, work safely and efficiently towards a high quality outcome. We figured this is exactly what seafarers and other maritime professionals do all the time. Hopefully our hard work helps all Seatrade workers communicate even better and enjoy working together in multinational and multicultural teams."*

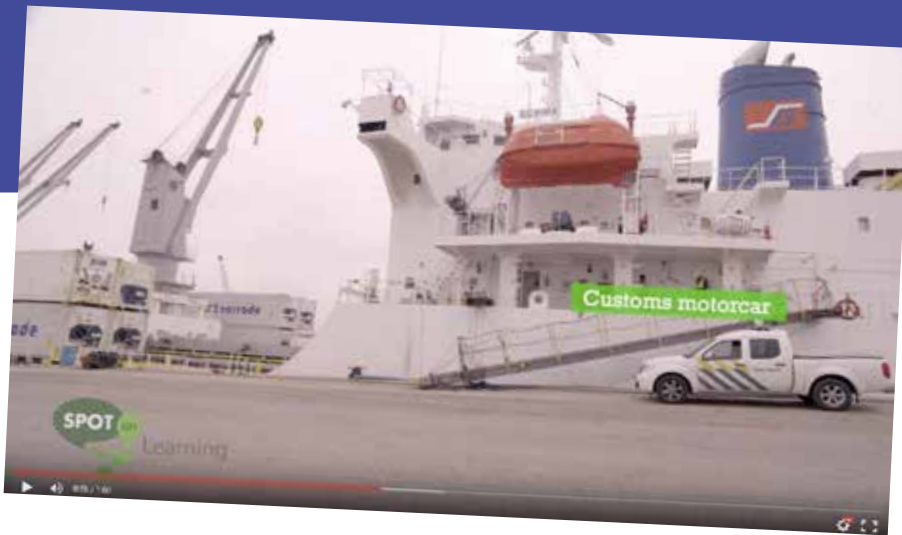
The Maritime English Courses help seafarers improve their English pronunciation and increase their Maritime English Vocabulary.

In these series of videos words and phrases are used that are important in order to work safely, efficiently and communicate with colleagues ashore and officials in ports. Many words are taken from the SMCP list by IMO.

Short online learning interventions which are called "Learning Paths" are developed to help maritime professionals to acquire different English language skills supported by local teachers.

Carlo Mikko Soleta, Able Seaman at Avior Marine Inc.: *"The online English Program is very helpful to us since we learned a lot from the teacher and from the videos. We will be able to apply it once we work and meet other people, we can communicate and speak better English! The Cargohandling course is very beneficial and helpful especially to us seafarers, because it improves our skills and safety onboard."*





How does the Seatrade online English program work?

For the online English program, Spot On Learning uses the EnglishCentral platform. This platform provides video courses and combines speech assessment technology together with online learning.

Skills in English are assessed individually during a 20-minute Skype interview with an English teacher at the start of the online English Program to determine a participant's CEFR level in English.

After the interview, the participants start with General English Courses that match their English CEFR Level. When they are finished, they have another Skype interview with an English teacher to check if they have reached the level of English required by Seatrade.

All seafarers then can start with the Maritime English Courses.

The courses can be done with any mobile device, or smartphone, which allows participants the opportunity to practice their English any time and any place.

If they practice on a regular basis, it is possible to upgrade their level in English in 6 to 8 weeks. Spot On Learning recommends doing 12-15 videos a week.

Viktor Kazmin, Chief Officer at Avior Kaliningrad: *"I find the learning method with the videos very interesting; some of the videos I find personally interesting and some not. I learn when I wake up, because my head is clear. I do 2 videos every day after breakfast."*

Spot On Learning also works with a network of teachers to coach and teach participants who need extra help and additional learning material during the online English program. Local teachers sometimes provide classroom sessions, if necessary.

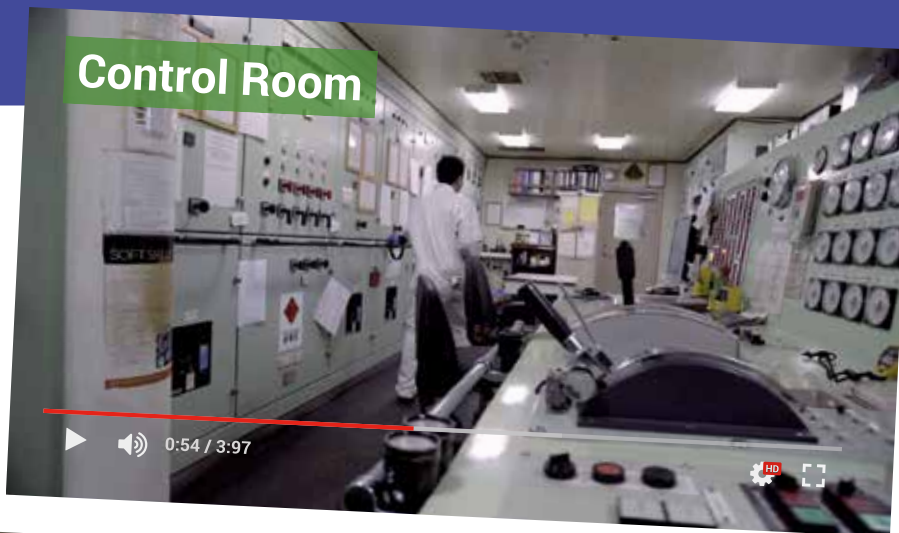
Information about learning results is shared online

Participants work and learn online. Spot On Learning's support desk monitors progress and results and helps participants to go through the program smoothly on their way to their personal learning targets. Management and Client's coordinators can follow progress and results of the participants as well. Teachers also take decisions about necessary support and learning interventions based on the online information: **All On The Same Screen.**

Captain Ferdinand Capalihan, Training Coordinator at Career Philippines Shipmanagement Inc., Manila: *"Aside from the SOL system for online enrollment and monitoring the progress of the Career participants, my commitment is to bring up every Career*



Safety Measures



Control Room



Dunnage bag



Grigory Dryuk (Fescontract) with Mijs Verhoeven

participant to sense the coordinator guidance to them. The questions of WHY they are taking this online English courses before the WHAT they are expecting from these courses and HOW they will be part of these courses are my key tools as a coordinator. I introduce the Career participants to the courses that are required by the company and I support them to level up their communication standard for effective performance, standard communicator while working on board."

Grigory Dryuk, Financial Director of Fescontract International, Vladivostok: "The best motivation of our crew to follow the Seatrade online English program, is our personal example. When they see that the management of the company is starting the program themselves, it makes big sense to them to start to do it also. I did the English Level Test myself and I am doing the online English courses. Plus we explain to our seafarers that it is a requirement of the company and it is obvious that if they want the jobs they have to fulfill company requirements. Also the world market: if you want to work on the vessels which are sailing all over the world, you are supposed to know the language that everybody is speaking: English. If our seafarers do not want to learn English, they can only work on Russian fleet. And for me personally, if I improve my English with the online videos, I can use even more words to explain them. I think this online method is really innovative, with the possibility of learning English on your smartphone your "English teacher" is always in your pocket! I really like how the program is made, actually for me, it is much easier to remember the words when I see the pictures. It is much more easier

to learn the vocabulary when you are typing the words and when you make the pronunciation. And the very good thing is that you have your "personal teacher" with you, because when you are in a class the teacher's attention is spread over all the classmates. We are looking forward to see the final results when all our seafarers are doing the online English program, but for now I find it good, interesting and entertaining."

The Seatrade online English program is an effective, easy and even fun way to improve English communication!

Mijs Verhoeven