



**SHIPPING
MOVES
the WORLD**



Shipping moves the world with competent and experienced people.

Ensuring a steady supply of competent and well trained seafarers is vital for the industry. How should industry and policy makers respond to the increasing international lack of educated seafarers and how can seafarers be equipped to enter the workforce of the future?

Challenges

There is a need to raise public **awareness of the importance and value of the shipping industry**. By association, awareness of politicians, government bodies, trade associations, academic institutions, charity & welfare organizations should increase.

In order to secure the future of the maritime workforce, a **ready supply of experience and competent sea and shore staff** needs to be developed.

The public at large, including young generations, should be made aware of the career opportunities available in the maritime industry.

Actions

- **Raise the profile and image of the industry** with an engaging idea like ‘Shipping Moves the World’.
- **Identify and encourage “shipping ambassadors”** from inside and outside the industry.
- **Coordinate messaging** with international maritime organizations, (e.g. Young Ships International).
- **Develop approaches of attraction, engagement and retention** suitable to regions, countries and states internationally with a common message.
- **Break the molds of traditional training** and career path models to accelerate the time to experience/competence.
- **Offer incentives** for, and positively recognize, trade organizations and companies who create opportunities for cadets.
- **Assess what you are doing** to advance the profile and opportunities of the industry and its workforce. Is it good for the industry or only good for you?
- **Raise awareness of the activities of the industry** (e.g. Blue Denmark).