

Human Capital

How can the entire maritime industry collaborate to prepare today's workforce for tomorrow's jobs?

- What will it take to raise the profile and image of the industry to attract new talent?
- What is critical to include as we educate the next generation of change makers?
- How do we ensure that new education models break from the traditional ways we have trained in the past?
- How might industry disruptions impact employment and skills?



“If you want to know how the world works, the maritime industry is the right place to be.”

Participant in the Danish Maritime Forum.



The global maritime industry, like many other industries, is facing tough competition for the best and the brightest to join its ranks. Participants discussed a wide range of contributing factors, from a demographic deficit in many parts of the world – with notable exception of Africa – to the fact that the industry as a whole suffers from a relatively poor image.

Several groups discussed a shift in aspirations and expectations of those entering the workforce today. This includes employees on shore and at sea, where jobs today have to be seen as meaningful and provide a reasonable income and job security to attract new talent. Some groups also pointed out that the nature of many jobs is changing – through technology, regulation etc. – which has an impact on the skills required by entrants into the industry.

Ideas to take forward

- Create an innovation-focused think tank
Launch a torch relay with the purpose of ensuring that the maritime industry gets its share of emerging talent. The torch would be passed between key stakeholders in the maritime industry – industry organizations, media, leading companies, schools and universities – who each in turn take it upon themselves to launch an initiative that raises awareness about the industry and the opportunities it offers amongst the target audience.
- Raise the profile of the industry vis-à-vis the next generation entering

the workforce by sharing stories that highlight the characteristics, benefits and opportunities in the industry that are important to young people today. This includes characteristics such as ethical, challenging, experiential, connected, safe, and rewarding.

- Prioritize employee engagement and adapt company policies and practices to changing aspirations of the workforce.
- Focus on developing and attracting talent from Africa, which enjoys a large share of youth and thus a rapidly growing workforce.

Way forward

Several groups suggested that the leaders in the industry – many of the represented at the Forum – should take responsibility in this matter and work together to move some of the ideas generated in the discussions forward. Collaboration, sharing of best practices and benchmarking could also be lead by the leading industry organizations.