



„Image Campaign“

The European Shipyard Week 2006: A successful example

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European Sectoral Social Dialogue Committee on Shipbuilding and Ship repair

Established in September 2003

to implement LeaderSHIP 2015 recommendations

to strengthen the dialogue between social partners

to develop a European vision

First formal Sectoral Social Dialogue Committee (SSDC) in the metal sector

EMF and CESA

Constructive and successful cooperation between social partners and DG EMPL

Pionary meeting of the Sectoral Social Dialogue Committee on Shipbuilding and Ship Repair

14th December 2006

AGENDA




- 1) Opening and introduction: François Bluet
 - 2) Minutes of the shipbuilding social dialogue committee work groups on 2nd September 2006
 - 3) Market and Policy Developments to shipbuilding.
 - Presentation by Reichard I. Iken, CESA Secretary General
 - 4) EUROSTER
 - Presentation by Marek Butzowski and Dr. Renata Pleska, Development Initiative (European Social Fund)
 - 5) Flexibility.
 - Presentation of "Contract Principles on Flexibility: Involvement of European EMPL
 - 6) Tool Box Work Group
 - Report from Chairmen
 - Follow-up
 - 7) Qualification Work Group.
 - Chairing presentation of a proposed project and time table for HR Workshop 2007 (CESA)
 - Discussion and decision on further steps
 - 8) Image Work Group
 - Decision on date for image campaign / shipyard week in first half 2008
- A. G. B.**
- Green Paper on labour law (info from the Commissioner)
 - Reaching presidency 2007
 - China project (EMF)
 - SSCC meetings in 2007 / Priority meetings (Commission) / Work programme 2007
 - Next Meeting (time agenda)



 March 2006

-  Kick-off event in European Parliament
-  50 promotional activities and events in 10 different EU-Member States






-  Attract young people
-  Improve image
-  Inform public and political level





The objective of the event was

-  to reinforce and spread the message of LeaderSHIP 2015,
-  to improve the attractiveness of shipyards as a workplace for young graduates and highly-skilled people and
-  to portray the right image of the sector.



By addressing the challenges arising from the impending shortage of qualified people and an ageing workforce the social partners wanted to contribute to ensuring productivity, innovation, competitiveness and employment for the sector in the future.

➤ **Parallels to the steel industry are obvious!!!**



SOCIAL PARTNERS' MANIFESTO

The Social Dialogue process

The European Social Committee on shipyards was formed in September 2002. It represents the trade unions. The development of the European social dialogue in shipbuilding and repair followed the successful cooperation of EMF and CESAZ prior to the EU-Treaty.

Supported by the European Commission DG Employment and Social Affairs, the Committee has concentrated its work in its first two years on:

- preparing a report on the production of a survey-based skill development and training; starting work on an inventory of tools on how to cope with the ups and downs of industry demand cycles while maintaining skills and employment in a forward-looking industry.

Looking ahead, the Committee will be continuing its work, and taking actions in line with Commission initiatives.

Introduction to the industry

Shipyards are of great importance to Europe in a number of ways. The European Social Partners in shipbuilding share the joint commitment to emphasize and spread this key message.

It provides a safe and environmentally-friendly means of transport. The European Social Partners are committed to global security. It develops and applies advanced technologies that are beneficial to other industry sectors.

The shipbuilding industry contributes to the achievement of Europe's growth and employment objectives by virtue of its high tech industrial base and its demand for a high skill level from its workforce.

The European cluster of shipyards, equipment suppliers, research centres and providers of advanced technologies and services covers some 9,000 businesses and provides a workforce of some 350,000 people.

Good prospects for the future of the sector are listed here:

- A concentration on building high added value merchant ships which means that demand for merchant ships is not in jeopardy.
- Merchant ships are sold in a globally growing market.
- Industry spending of 10% of its turnover every year on research, development and innovation.
- Member States place to order some €100 billion of naval ships and support ships in the next 3-5 years.

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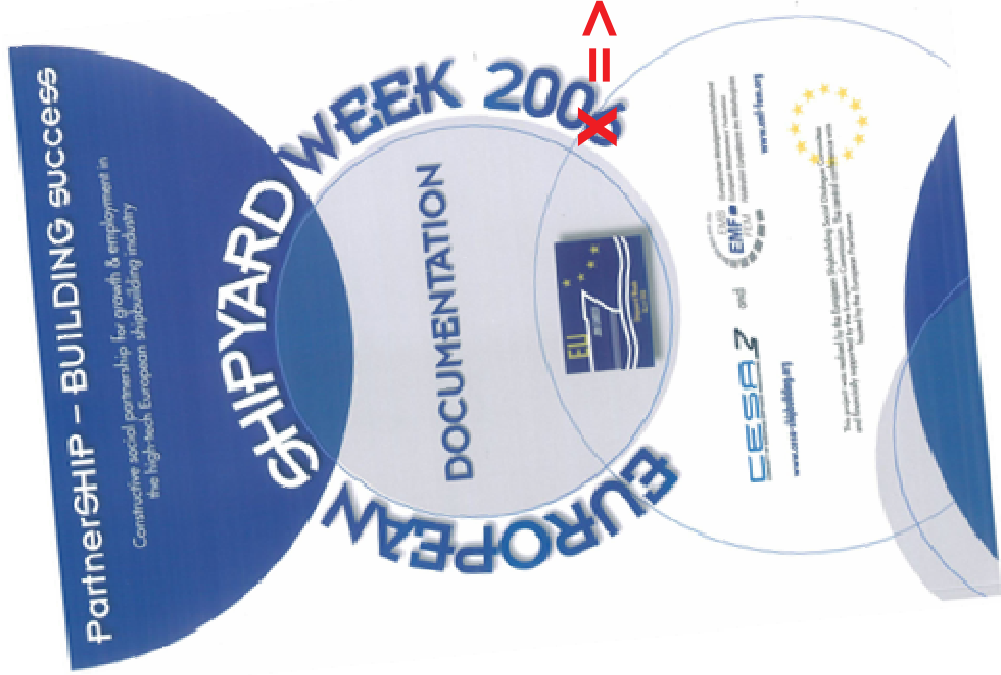
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National programmes





Tue, 21 March » Germany Hamburg	Gemeinsame Pressekonferenz VSM and IC-Metall zur Situation des deutschen Schiffbaus und Vorstellung der Aktionswoche
Fri, 24 March » Germany Wismar	KinderUni Wismar in Kooperation mit Aker Yards Germany „Warum schwimmen Schiffe?“ Vortrag von Prof. Dr. Wolfgang Timm von der Fachhochschule Wismar Volkswert: Vorstellung des Ausbildungszentrums, Informationsveranstaltungen und praktische Einführungen in den Beruf des Fertigungsmechanikers im Rahmen einer feierlichen Kiellegung und anschließenden Schiffstaufe
Sat, 25 March » Italy various locations	Open doors at Fincantieri, with its 8 yards, and Nuovi Cantieri Apuania
Mon, 27 March » Denmark Copenhagen Frederikshavn	The Danish Society for Naval Architecture and Marine Engineering: Lecture: Lobbyism in Brussels MAN B&W Diesel, Alpha Diesel - open house.
» Germany Bremen	Schülertag mit Vorstellung des Unternehmens und der beruflichen Möglichkeiten und Perspektiven mittels Vorträgen und Rundgang durch verschiedene Produktionsbereiche. (ATLAS Elektronik)
» Spain Straßburg	„Girls-Day“ (Volkswert)
Madrid	Shipyard Conference at CEHIPAR, High Level Research, Tech. Development and Tech. Assistance State Centre. This centre contributes to develop projects to build more and better tech. competitive ships, optimizing them to save consumption and be safer regarding their appropriate response capabilities on waves
» The Netherlands Rotterdam	Conference: Opening of shipyard week and presentation of European LeaderSHIP2015 by C.M. Wortmann- Kool, member of the European Parliament. Seminar at and tour of STC (school of sea/harbour transports and shipbuilding)
» Germany Göttingen	Innovation LeaderSHIP 2015 Students of STC telling their story Changes for students in the shipbuilding industry
» Malta Göttingen	Tour of Damen Shipyards Gorinchem
» Poland Gdansk Gdansk Gdansk	Joint press communication by General Workers' Union and the Malta Shipyards Co. Ltd. on the Shipyard Week and the importance of the sector in the present and the future.
Tue, 28 March » Denmark Naestved	Conference "Polish Naval Industry - glance in future" (Gdansk Technical University - Politechnika Gdanska) Session of Council of City Gdansk and tour of the shipyard Meeting of representatives of naval industry with students of Gdansk Technical University
» Germany Lindsø	Information day, Damcos Ltd., Novenco Ltd., Atlas Incinerators Ltd., Foreningen til Søfartens Fremme and Technical University of Denmark. "From apprentice to engineer" Presentation of a new combined education. Arrangement closed for non- invited. The University of Southern Denmark, Odense University College of Engineering, Dansk Metal, Danish Industry
» Germany Rendsburg	„open house“ at Danish Shipowners' Association; visits to AP Møller and DFDS cruise ferry "Grown of Scandinavia". Informationsveranstaltung über die Ausbildungs- und Berufsmöglichkeiten auf einer Werft, inkl. Werftbesichtigung, Besichtigung der Ausbildungswerkstatt; Vorträge (Lürssen Rendsburg, Kröger Werft GmbH & Co. KG)

50 promotional activities and events in
 10 different EU-Member States such as

-  joint press conferences of the social partners,
-  open doors at yards & associations
-  seminars, conferences, round tables
-  information about studies, apprenticeship etc.



~~X~~ => 2008!

-  Big success!
-  Organising the European Shipyard Week 2008
-  More than 10 states
-  National Shipyard Weeks in addition





!!! Thank you for your attention !!!

more info at: <http://www.emf-fem.org>

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