

Danish Shipping Recruitment and retention of – female - seafarers



World Careers The Blue Denmark

- World Careers was launched in 2007
- Targetgroup: Young people, age 14-28
- Purpose: To disseminate knowledge of education and careers in the maritime industry
- Financed by the maritime funds and Danish Shipping. Administration by Danish Shipping on behalf of the entire Blue Denmark
- World Careers has expanded the knowledge of The Blue Denmark from 4% → 49%



WORLD CAREERS

Highlights of the campaign

Events

- Short Sea
- Girls at Sea
- Tech, Offshore, Trade and Ship event
- Career Fair
- Workforce of the Future
- Seven Seas board game
- E-sport tournament

Other - general

- Presentation of the campaign for other industries
- Building strong relationships
- Close cooperation with schools, organizations etc.

Digital media

- SoMe
- WorldcareersTV
- Website
- Chatbot
- Online advertising
- 60 mio. views per year
- Young CRM
- E-sport
- E-tutor

Face2face

- DM in skills
- Copenhagen skills
- Copenhagen Games (e-sport)
- Superpromoters
- Tutor events
- Seven Seas gaming
- Festivals

Other - specific

- New design
- New photo and videos
- Job portal
- Role models
- Career Magazine
- Fitness center







5 priority areas for 2019-2021

- Women: Increase efforts towards young women with the purpose that more female will choose a maritime career path
- *Diversity:* Raising awareness of The Blue Denmark among young people with different ethnic backgrounds
- "The food chain": Efforts to increase admission to the "blue"
 highschool and the ship assistant training because these are
 important food chains for the Blue Denmark's other career paths
- **Technical workforce:** Increase visibility towards the technical education and career paths, including the many educations within the maritime industry
- Attracting specialists with IT competencies: New initiatives with the purpose of attracting a completely new target group





Attracting and retaining women











The challenge:

BURNING PLATFORM

- Labor shortage
- Fewer young people in general
- All industries try to be the most attractive
- The Blue Denmark needs to increase the total talent mass
- Very few women in maritime industry
 (3%) we miss half the talentmass !!!
- Perception: A very masculine industry

The goal:

- Having women realize that there are education and career opportunities in the maritime industry that can be attractive to them
- Increase the number of women in the industry – starting in the maritime schools



Attracting and retaining women











What we do already:

- Inspiration in other industries
- More female role models on digital platforms
- Always female role models on our physical events
- Integrate the female point of view on all platforms
- New movies and photos with female role models
- Physical events, workshops etc. for women
- New blog for women
- Mentor scheme for young female seafarers
- You Tube channel with new female host
- Taskforce for more women at sea



The absolutely most effective way of telling young people about education and careers in The Blue Denmark is to

Female role models on all platforms



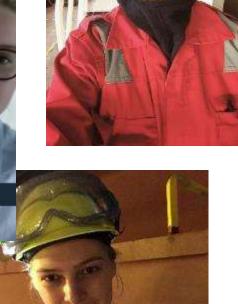
























Worldcareers stories – new blog universe





Mentor scheme for young women at sea

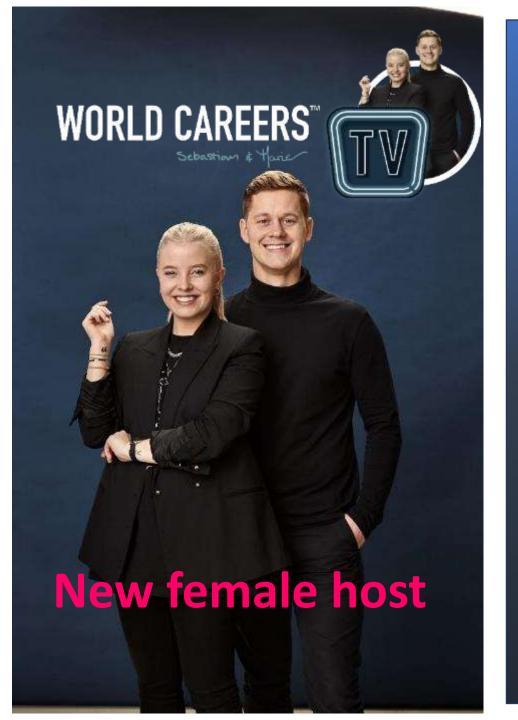
Partners: The maritime educational institutions and Danish Shipping

Purpose: Support young women in the beginning of their maritime career

What do we do: Bring mentors and mentees together – hosting a network for mentors 2-3 times a year

The intention: The maritime educational institutions will make it mandatory for all female students to have a mentor during their education, as a minimum until after the first sailing period





youtube



What will we achieve?

- Give an insight into the maritime education and career opportunities
- Tell the stories through a YouTube's perspective
- Use YouTube as a marketing platform in the campaign
- Visibility among the age of 8-18
- Create a relationship to our followers
- First mover

What have we achieved?

- The channel was launched the 3rd of march 2017
- **16.300** subscribers
- **4.290.000** views
- 42 videos have been produced
- The channel has launched 2 music videos
- The song "Bølgen Blå" reached **1.200.000** views
- Total view time on the channel: 24 years and 294 days!
- **10.000** views every 24 hour
- Created great attention on the campaign internally in The Blue Denmark.
- Great press coverage and interest in the focus area





















Taskforce for more female seafarers





Taskforce

Participants: Shipowners

Maritime Educational Institutions

Female role models

The Navy

Unions

Politicians (MP's)

First meeting: 15. May 2019

Theme: Recruitment





Taskforce

Conclusions:

Career paths – clear and lifelong

Cultural changes – **NOW**

Conflict handling

Other findinds

- Clear signal from the male side that women are wanted and needed
- ROLEMODELS ROLEMODELS ROLEMODELS
- Flexible workingperiods after maternity
- Kindergarten at sea 😃



GRL POUER Worldcareers of DET BLÅ DANMARK

Thank you for your attention