



DanishShipping

# 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



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# 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



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# 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



meet them face to face

# Female role models on all platforms

**GIRL  
POWER**  
DET BLÅ DANMARK







Female role models at physical events

**GIRL  
POWER**  
DET BLÅ DANMARK

# Worldcareers stories – new blog universe

WORLD CAREERS™  
*Stories*

FORSIDE STORIES NYHEDER

**of EMMA**  
TEAMET I MASKINDEN?

**of CAROLINE**  
MEGET MEDELENDENDE

**of INGRID MARIE**  
DRØMMEOMMØDET

**of TANYA**  
EN FEST PÅ SEAWAYS

**BLOG**

WORLD CAREERS™  
*Stories*

6. Marts 2018

## Starten på min rejse

Høj! Jeg hedder Jannie, jeg er 29 år gammel og 1. styrmænd hos A. P. Møller - Mærsk. Jeg valgte, at jeg skulle gå søvejen eller mere specifikt søvejrøbet i Søværnet, som jeg tog efter gymnasiet. Ah, hvad en fordragelse, gav på bare ni måneder for mig, og mit ansættelsesbrev sagde, at det var helt rigtigt! Jeg vil her dele glæden af mine eventyr, så jeg håber, at du vil læse med.

**Jannie**

Høj! Jeg hedder Jannie, jeg er 29 år gammel og 1. styrmænd hos A. P. Møller - Mærsk.

Populære *Stories*

# 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



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Sebastian & Håre



**New female host**

# 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

**Marie** and **Sebastian** visiting Aarhus Harbour and showing young people all the career opportunities working at a harbour.



**Hej og velkommen til den her video**





# 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 findings

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



**GIRL  
POWER**  
**DET BLÅ DANMARK**

*Worldcareers.dk  
september*



**Thank you for your  
attention**