

2010-04-08

The full report (only Swedish) can be downloaded at [www.sjofartsverket.se/rekryteringsuppdraget](http://www.sjofartsverket.se/rekryteringsuppdraget)

## RECRUITMENT IN THE MARITIME SECTOR – ENGLISH SUMMARY

*In late 2008, the Swedish Maritime Administration was commissioned by the Government to gather a group of experts from the maritime sector in order to provide an action plan for the recruitment situation. The report was published in April 2010.*

For the Swedish maritime cluster it is a challenge to ensure future needs of competence as we are facing a generation shift with increased retirement along with global mobility on the labor market. During the last year we have experienced a the financial crisis and an economical regression, which augmented the uncertainty for the future of the maritime business, but our starting point is the vision that there will still be an internationally competitive Swedish maritime sector with a continuous need for recruitment of skilled people. The maritime cluster is made of business oriented companies with great potential for development combined with environmental concern and respect and has faith in the future.

Forming this action plan, maritime sector has been given a wide definition according to EU; it includes manufacturing, transport, resources, services and operations, leisure and tourism as well as the public sector and research. A total of 65 representatives attended the first meeting in January 2009.

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### THREE THEMES FOR CHANGE

The global maritime community fears a substantial shortage of officers onboard. The Swedish group of experts also focused on this issue, although the situation for shipping companies reversed during 2009. During the initial meeting, participants performed workshops and brainstormed ideas. It was clear that suggested actions could be divided into three themes; attitudes, education and regulations.

#### **Attitudes -**

an overall poor image and lack of knowledge about the maritime sector are perceived as the main problems according to the group. Political debate and media news are characterized by negative messages that rule out any attempts of positive communication. There is a wish for coordination of the planned communication and several action points are suggested.

#### **Education -**

the maritime sector is recruiting people with very various educational background and different competencies, but the group focused on the maritime academies. There are 10 maritime high schools in Sweden and two maritime academies. Sweden is also hosting the UN World Maritime University (WMU). Maritime educational institutions continuously strive to increase the number of applicants and to achieve a higher level of female students as well as an increased diversity, reflecting today's society with multiple ethnical backgrounds. However, an increased number of students have led to problems providing the mandatory vocational training onboard and a solution is required immediately.

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### Regulations -

all action points concerning rules and regulation refer to duty onboard and mainly for the coastal sea traffic and in the archipelago.

## THE ACTION PLAN

### Attitudes

Action	Improvement	Implementation	Responsibility	Time	Cost estimation
A common brand for the maritime cluster	A common identity, a common vision and a common communication plan	The vision will be established within the open process run by Maritime Forum	A formal network with maritime communicators	Year 1 and on	100 000 euro/year
A project organization for student communication	Coordination of resources for communication and profiling	A website for maritime careers, school visits, students fairs, promotion material	The Swedish Maritime Administration (if commissioned by the Government)	Year 1-3	300 000 euro/year
Formal networking	Joint investments and coordination of public relations	Cooperation by networking for communicators and for HR personnel	Maritime Forum and the Swedish Maritime Administration	Year 1 and on	70 000 euro/year
Workshop days	Internal communication	Meetings between shore based and sea based personnel	Cooperation within the maritime sector	Year 2 and 3	40 000 euro/year

### Education

Action	Improvement	Implementation	Responsibility	Time	Cost estimation
Immediate, but temporary solution for vocational training onboard	Ensure the quality in ongoing education	Ministry of Enterprise and SUI	Ministry of Enterprise and SUI	Now	60 000 euro/year
Vocational training onboard	Increase of available training	SUI, maritime academies and the Swedish Transport Agency	SUI, maritime academies and the Swedish Transport Agency	Year 1	
Vocational training onboard	Overview, coordination and adaption to demand	Maritime academies	Maritime academies and relevant authorities	Year 2	
Development of theoretical subject fields	More possible master level studies	Maritime academies	Maritime academies and relevant authorities	Year 1 and 2	

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### Regulations

Action	Improvement	Implementation	Responsibility	Time	Cost estimation
Demand changes for endorsement for sheltered trade	Increased attraction for working in coastal and archipelago traffic	Shipping companies, trade unions and relevant authorities	Sweref (employer organization)	Year 1-3	
Demand changes for vocational training in the archipelago	Shortened and more efficient education	Shipping companies, trade unions and maritime education	Sweref (employer organization)	Year 1-3	
An education for sheltered trade based on a quality system.	An obvious education choice for the coastal and archipelago sea traffic	Shipping companies, trade unions, relevant authorities and maritime education	Sweref (employer organization)	Year 1-3	

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### IMPLEMENTATION

The report was submitted to the Ministry of Enterprise on March 31, 2010. It will be referred for consideration to different bodies, allowing them to make statement on the matter. The Government will then take action.

Meanwhile, the work towards a national maritime vision and strategy is an ongoing, open process run by Maritime Forum. The result will be presented in the summer 2010.