

Smart Blue Regions

Output 4.3 - Transnational blue growth cooperation projects

Project name:

Recruitment Campaign for Maritime Industry

Challenge to be addressed:

Image and reputation of the maritime sector work is very bad at the moment and especially the SMEs have difficulties to attract workforce. On the other hand, the maritime related sectors like ship building are blooming in many BSR regions and there is a constant need for both well-educated professionals but also “new-comers” without the specific skills.

Some companies around the region are training their workers by themselves from either national or international pool of workers. Currently these actions are undertaken by individual companies with varying results. The recruiting companies are mostly huge international companies with resources to have huge marketing campaigns globally. The SMEs however don't usually have time or resources for a global recruitment campaign.

A joint recruitment campaign for the whole region could be a smart solution for attracting professional workforce to the maritime sector.

Main questions:

- How to attract new workforce to maritime SMEs?
- How to attract young people or people wanting to change their profession to consider maritime sector?
- How to improve the image of maritime related work?
- Maritime industry is not used to market themselves; adapting skills and education are not matching to the needs of the industry
- We need new methods to get people interested about maritime industry; for example we need to use modern tools and perhaps get young people to talk directly to other youngsters. Maritime industry needs to use right channels (channels of today) like social media, videos etc.

Expected results:

A well-executed joint marketing campaign attracting young people to work in the maritime industry

Target groups:

- SMEs from (maritime) industry in need for workforce

Main activities and timeframe:

1. Collecting best practices from different regions and countries. Initially several good practices have already been identified:
 - In Southwest Finland the region together with several other actors (city, universities) have launched a campaign to attract people to move and work in Southwest Finland. There is especially a need for workforce in maritime and other industry sectors. The campaign has used mainly website, videos and social media to reach especially young people and families. Not only the work opportunities itself are marketed, but also other opportunities that the region offers like vivid cultural life, good life quality, high-level social services like day-care and wide-range of studying opportunities in several universities (www.toihintanne.fi)
 - Furthermore, one of the biggest employers in Southwest Finland, the car factory Valmet Automotive in Uusikaupunki has realised a nation-wide campaign to recruit new workforce. Also here new innovative methods have been used and the recruitment tour have been visible in media (www.autotehtaansankarit.fi)
 - Industry nights have been invented in Hamburg and successfully realized also in Sweden. The aim of these campaigns has been to showcase the work opportunities in industrial workplaces and change the attitude and the image of such work

Several other good examples can be identified in BSR and in Europe.

2. Establishing (through intermediate organisations) a network of SMEs in maritime sector in need of labour force
3. Realizing a pilot campaign in BSR to test different best practices and new ways of recruitment. The aim is to especially help SMEs to find suitable workforce, however big companies can also be involved.
4. Capacity building training for SMEs on how to use new channels is needed. For example, not many SMEs are able to realise recruitment campaign effectively in social media. Recruitment processes are old-fashioned and not attracting good candidates to apply.

Three-year project?

Partnership:

Regional clusters, Business support organizations

Estimated budget:

TBC

Financing sources:

- EMFF

Other remarks for further project development:

- Where to target the campaign; who are the potential workers? Should we target BSR to boost labour mobility among BSR countries (e.g. from Poland to Nordic countries) or should we rather target the neighbouring countries like Ukraine?
- European wide project could be realized between BSR countries and Spain/Greece for example. In Southern European countries the unemployment rate is high and instead in BSR the need for labour force is big. How to match these needs?