



Linking maritime education with the changing job market for a new generation of Baltic Sea experts

# **The Generation BALT *Foresight Study*** **Foreseeing the future of the maritime sector** **in the South Baltic Region**

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### AIMS

1. To identify the current situation of the maritime labour market
2. To foresee the most prospective segments of the maritime economy in 2017
3. To propose a strategy leading to an effective and future oriented higher education



Dark color – core area of SBR

Light color – adjacent area of SBR

A **Foresight Study** of the maritime sector in the **South Baltic Region (SBR)** was prepared by international, multidisciplinary team of GENERATION BALT project.

## FORESIGHT STUDY CONTENT

### QUESTIONNAIRE ANALYSIS

Which maritime segments are most promising / will develop emerge within next five years?

Which maritime segments will create the highest demand for skilled experts within the next five years?

### LABOUR MARKET ANALYSIS

- diagnosis of the employment structure
- present economic situation
- trends in maritime sector
- prognosis of the prospective segments development

### EDUCATIONAL OFFER ANALYSIS

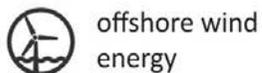
- review of educational policies
- review of educational offers
- identification of gaps in current educational offers

## CONCLUSIONS & RECOMMENDATIONS



## THE MOST PROSPECTIVE SEGMENTS OF THE MARITIME ECONOMY 2017

The successful development of maritime sector does not depend on a single or several most prospective maritime segments but on the **broad palette** of the maritime activities that are **complementary to each other on the regional scale.**



offshore wind energy



shipbuilding & ship repair



innovative maritime industries



maritime transport



offshore supply



tourism



seaports & logistics



# MARINE TOURISM

HIGH WORKFORCE DEMAND



Cruise tourism, boating and coastal tourism segment is built by **small and micro enterprises**, but they create a **high workforce demand**.

Marine tourism is a **low cost and flexible segment** and offers wide possibilities for people who have little education (soft skills are more important) or who live in places that are not industrial.

## A HINT FOR THE FUTURE:

- The process of society ageing should be considered in organization of marine tourism infrastructure.
- A fast reaction to the needs of elderly and middle-aged people is reflected in **significant increase** of the importance of a **luxury cruises**.

THE MOST PROSPECTIVE SEGMENTS :



## OFFSHORE WIND ENERGY

THE FASTEST IN DEVELOPING & GENERATING EMPLOYMENT



The segment is estimated as a proper **employer for highly educated and qualified specialists.**

According to the EU Blue Growth Strategy, by 2030 the annual installation of offshore capacity could exceed onshore capacity.

Some of experts see it as the **opportunity for enterprises that have lost their position as a result of changes within traditional maritime branches** – for example shipyards.

There is a huge difference between two parts of the SBR: the **western part** - already intensively exploiting this source of energy - and the **eastern part** - taking its first steps in this direction.



THE MOST PROSPECTIVE SEGMENTS :

# OFFSHORE WIND ENERGY

THE FASTEST IN DEVELOPING & GENERATING EMPLOYMENT



Potential areas for the offshore wind farms



Planned offshore wind farm sites



Approved offshore wind farms



Offshore wind farm in construction



Offshore wind farm in operation



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THE MOST PROSPECTIVE SEGMENTS :



## MARITIME TRANSPORT

HIGH WORKFORCE DEMAND



It gives the **opportunities to employ a wide range of experts** with different types of specialization (passenger and goods transportation, logistics, cargo handling workers, forwarders and other port service providers).

The most prospective types of maritime transport: **short sea shipping, intermodal transport.**

**Intermodal transport** is of a special importance as it responds to EU environmental requirements.



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Detailed structure of promising segments differs in each region. Every country is characterized by its own segment of special importance.

List of maritime segments expected to create the highest workforce demand in South Baltic regions.

	<b>Germany</b>	<b>Sweden</b>	<b>Poland</b>	<b>Lithuania</b>	<b>Russia</b>
1	Offshore wind energy	Adjustment of law concerning maritime areas	Offshore wind energy	Innovative maritime industries	Fisheries and aquaculture
2	Offshore supply	Offshore supply	Recreational boating	Watercraft industry	Innovative maritime industries
3	Exploration and exploitation of the seabed	Exploration and exploitation of the seabed	Coastal tourism	Seaports and logistics	Offshore wind energy
4	Innovative maritime industries	Offshore wind energy	Exploration and exploitation of the seabed	Offshore wind energy	Seaports and logistics
5	Maritime services	Maritime services	Hydro engineering	Marine equipment	Coastal protection and construction

## GAPS IN CURRENT EDUCATIONAL OFFER

Maritime educational offer in the SBR covers almost all segments of the maritime economy, nevertheless some gaps are becoming more and more urgent to be filled in.



## 4 STEPS TO LINK THE MARITIME EDUCATION WITH THE CHANGING JOB MARKET

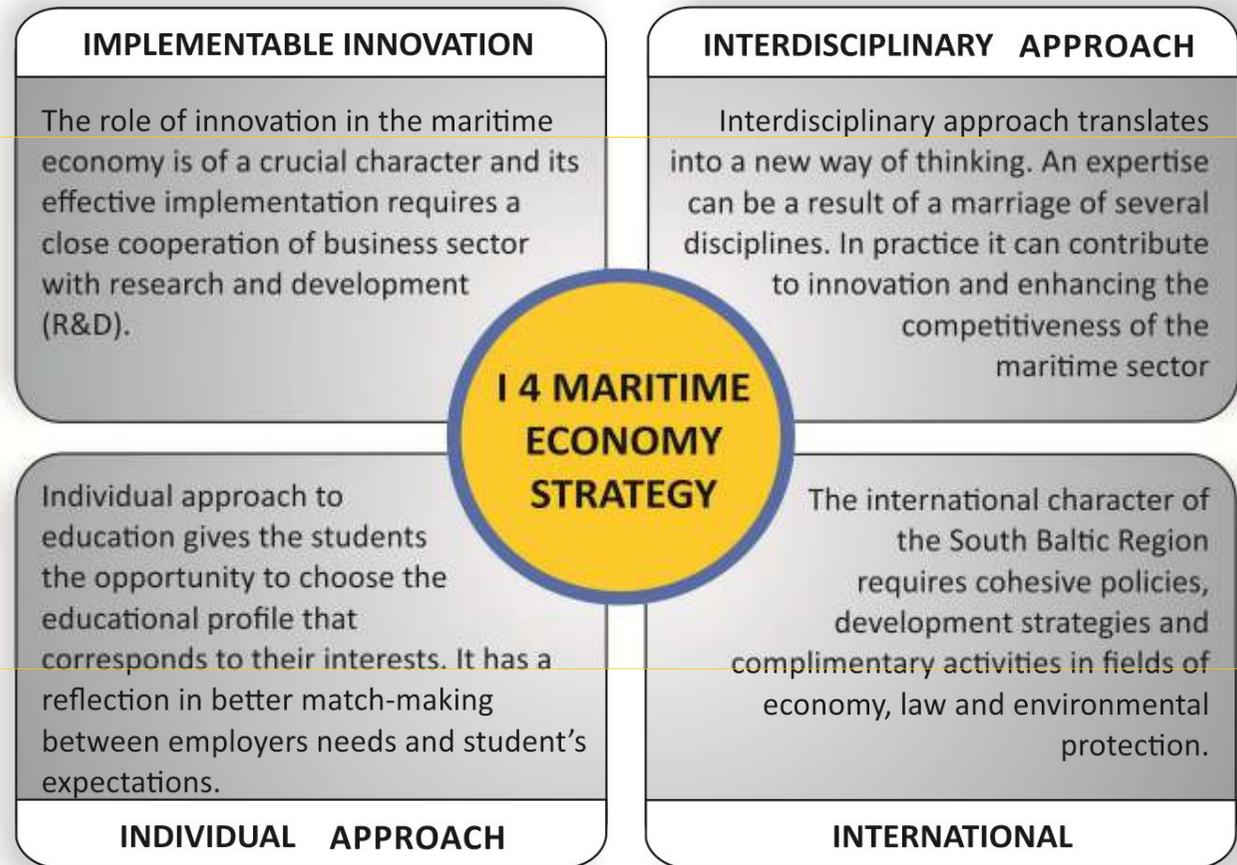
The “I 4 maritime economy” recommendation is based on four main focus areas that combine all the actions aiming at better linking maritime education with the labour market:

- **implementable innovation**
- **individual approach**
- **interdisciplinary approach**
- **internationalisation**

This recommendation is meant to answer the question:

***What can I do for the new generation of maritime experts?***

“I” can be understood in different ways and different aspects: I as a student, I as a teacher, I as a higher education institution, I as a policy maker and I as an employer.



## CONCLUSIONS

In order to fully exploit the SBR maritime sector potential it is necessary to **adjust the educational offer to the present and future maritime market demands.**

We suggest that new generation of Baltic maritime experts should be prepared for the future professional life by

**adaptation of interdisciplinary and individual approaches in teaching programmes, with special acknowledgment to innovation and implementation of innovative solutions and international cooperation.**



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**Thank you  
for your attention!**

**FORESIGHT  
OF THE SOUTH BALTIC  
MARITIME LABOUR MARKET  
2017**

GDYNIA 2013



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