

European IWT Platform



CCNR WORKSHOP ON THE LABOUR MARKET IN INLAND WATERWAY TRANSPORT (IWT) AND ITS ATTRACTIVENESS

Overview and discussions IWT-P addressing IWT labor shortage

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Branding and recruitment Initiative



□ Context

- IWT-P initiative "Branding and Recruitment," launched Sept. 2022.

□ Aim

- Collaboratively identify EU-level solutions for the labor shortage in the IWT sector.

□ Tasks

- Assessing past and ongoing national/EU initiatives and projects on jobs, skills, and labor shortages in the IWT sector.
- Analyzing factors contributing to labor shortages at national and regional levels.
- Gathering pertinent data for designing a focused recruitment campaign within the IWT sector.

Branding and Recruitment Initiative



Long-Term Measures

- EU Flagship Project : Concept Development & Implementation

Short-Term Measures

- Identifying and implementing measures within a reasonable timeframe to attract and improve the personnel situation at short notice.

Branding & Recruitment : Long term measures

EU Flagship project development and implementation

Geographical Scope

Addressing labor shortage in European IWT sector, with focus on :

- EU, EEA,
- 3rd countries, especially in the Danube region, but possibly also other.



Branding & Recruitment : Long term measures

EU Flagship project development and implementation

Focus

- People : employees and entrepreneurs
- Fleet : recruitment efforts will focus on different market segments (freight and passenger)
- Companies : diverse range of companies and entrepreneurs

Target group

- Everyone who is interested in work, training and lateral entry in inland navigation.



EU Flagship project development and implementation - Objectives



- Analyse IWT labour shortage.
- Analyse past and ongoing initiatives.
- Assess market needs - short and long term.
- Assess the impact of automation and remote control.
- Enhance industry image.
- Identify potential candidates to join the sector.
- Provide information about career opportunities in IWT.
- Evaluate legal framework
- Identify Funding and Financing for studies and campaign.
- Develop and implement effective solutions.

EU Flagship project development & implementation

OVERCOMING THE IWT LABOUR SHORTAGE

WP1: IWT LABOUR MARKET
ANALYSIS & LABOUR
SHORTAGE AND MODAL
SHIFT OBJECTIVES

WP2: IWT WORKING
CONDITIONS ANALYSIS

WP3: LEGAL FRAMEWORK
ANALYSIS & REFORMS TO
BOOST RECRUITMENT AND
ENTREPRENEURSHIP

WP 7: FUNDING &
FINANCING REQUIREMENTS
AND OPPORTUNITIES

WP 4: TRAINING AND
EDUCATION PROGRAMMES
ANALYSIS & REQUIREMENTS

WP 5: PAST & ONGOING
INITIATIVES, STRATEGIES &
PROGRAMMES ANALYSIS

WP 6: IWT IMAGE ANALYSIS &
ENHANCING IMAGE
STRATEGIES

WP 8: SOLUTIONS
DEVELOPMENT (Strategy &
Action Plan),
IMPLEMENTATION &
MONITORING

WP 9: STAKEHOLDER CONSULTATION & ENGAGEMENT

WP 10: PROJECT MANAGEMENT & COMMUNICATION ACTIVITIES



Branding & Recruitment - Short-term measures (1/4)



Dedicated web page on the IWT-Platform Website

- ❑ **Objective:** Timely availability of relevant information on work and training opportunities on board inland waterway vessels.

- ❑ **Features:** Detailed information - prepared by the Social and Education Committee - about the various options for entry and career pathways in the various Member States.
 - ✓ At first as a "prototype" for Belgium, Germany, the Netherlands and France.
 - ✓ Presentation of vocational training programmes in the relevant Member State
 - ✓ Highlighting the opportunities for lateral entrants from the maritime sector and other professions.
 - ✓ Links to schools and training institutes in the respective Member State.
 - ✓ Links to further information pages in the respective Member State.

Short-term measures (2/4)



❑ **Target group:** Addressing separately and in detail

- ✓ everyone who is interested in working in inland navigation,
- ✓ young people interested in vocational training,
- ✓ persons interested to enter by sailing time,
- ✓ lateral entrants from the maritime sector, to show them the ways their qualifications or sailing time can be recognised and enable a faster attainment of qualifications in IWT,
- ✓ people with other training or professional experience, to show them how to enter the sector with shortened training.

❑ **Language:** English and the language of the respective Member State

❑ **Timeline:** 2024, jointly managed by the SEC Secretaries (content) and Brussels team (webpage design)

Short-term measures (3/4)



Standalone Website Development and Implementation

□ Objectives:

- ✓ Centralized Platform for IWT employment and training opportunities
- ✓ Matching supply and demand
- ✓ Promote professions in inland navigation

□ Features:

- ✓ General information on IWT professions (f.e. on salaries, career opportunities, working conditions, cross-border working, work-life balance, social security, shift systems and changing phases on board and at home).
- ✓ Testimonials (text or videos) from sector employees.

Short-term measures (3/4)

□ Features (continued)

A job board

- ✓ For companies to post openings, apprenticeships, offers and programmes for career changers.
- ✓ For people interested in work or training to post job applications, present themselves or ask for support.

An “about us”

- ✓ News from the IWT sector,
- ✓ news from the schools,
- ✓ Information from the national associations,
- ✓ contact persons,
- ✓ information about ships and technology,
- ✓ picture gallery from all branches of inland navigation.

Short-term measures (4/4)

□ Next steps:

- Bringing together partners with different competences and skills, including market research.
- Concrete definition of the scope (target group, reach, languages to be used)
- Finding an appropriate technical solution
- Establish a business model for long term functionality
- Integration of the short-term measures into the long-term strategy developed during the project

Last but not least!

□ **Additional measures that could facilitate entry into inland navigation:**

- Some more positions for deckhands in the tables, as this is where the majority of lateral entry comes from,
 - to be discussed at short notice for the RPN and national crewing regulations.
 - to be discussed in the long term for European manning requirements in CESNI/QP

- Adaptation of Directive 2017/2397 with regard to the sailing time requirement for boatmen (perhaps as a temporary pilot measure) before the evaluation of the Directive planned for 2028.

THANK YOU !



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