


# **New era in shipping: Corporate Expectations and Youthful Aspirations**

Survey results  
MAY 2025





**We'll see...  
results  
2 surveys**



Aspirations and perceptions of youth



Aspirations and needs of shipping  
companies



Communication bridge

# Research specifications

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This presentation is based on data from surveys conducted by FOCUS BARI in collaboration with the YES FORUM.

The findings were presented at the 8th Posidonia Sea Tourism Forum's Conference & Exhibition, held on May 7th, 2025, in Heraklion, Crete

Online interviews

Structured questionnaire

Population : Yes Forum members:,20 -33 years old

Representative sample : 139 persons

Conduct : 14/4 - 28/4

Online interviews

Structured questionnaire

Population: shipping company executives

Representative sample : 72 persons

Conduct : 14/4 - 28/4

# **SECTION A:**

## **Aspirations and perceptions of youth**

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# The "brain drain": more than one in two young people are attracted by the prospect of working abroad, while those already in work appear particularly positive

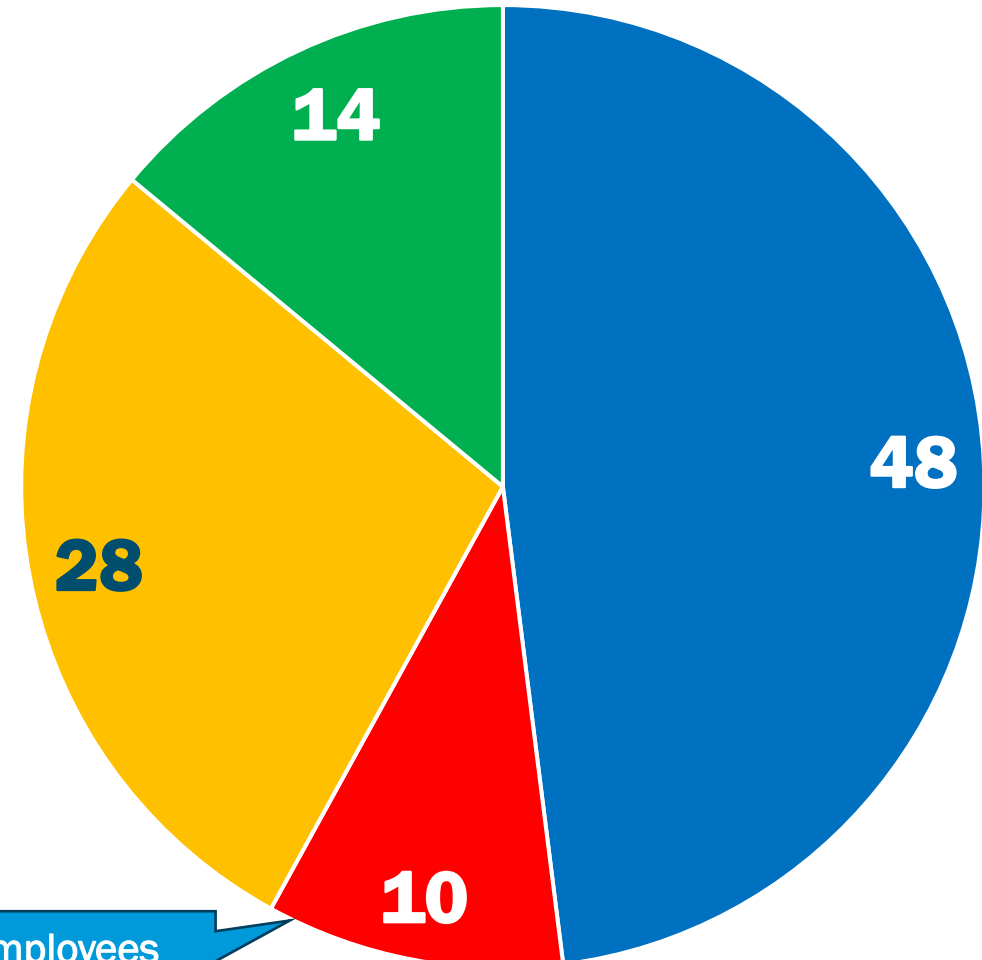
*"What is your position/desire for a career abroad?"*

Positive about living the experience abroad

Positive because I believe there are no opportunities in Greece and I don't want to stay here

If I found an opportunity in Greece, I would stay

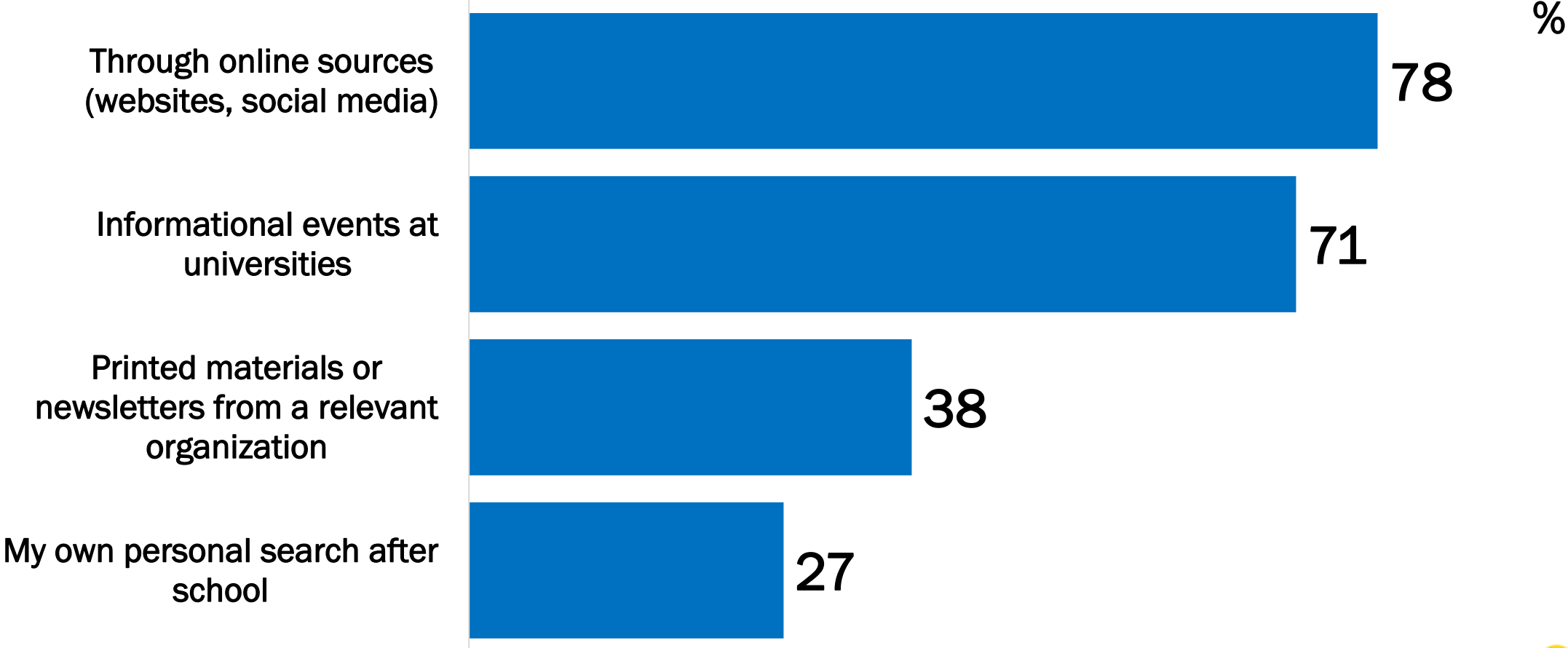
No, I don't want to leave Greece



Employees  
20%

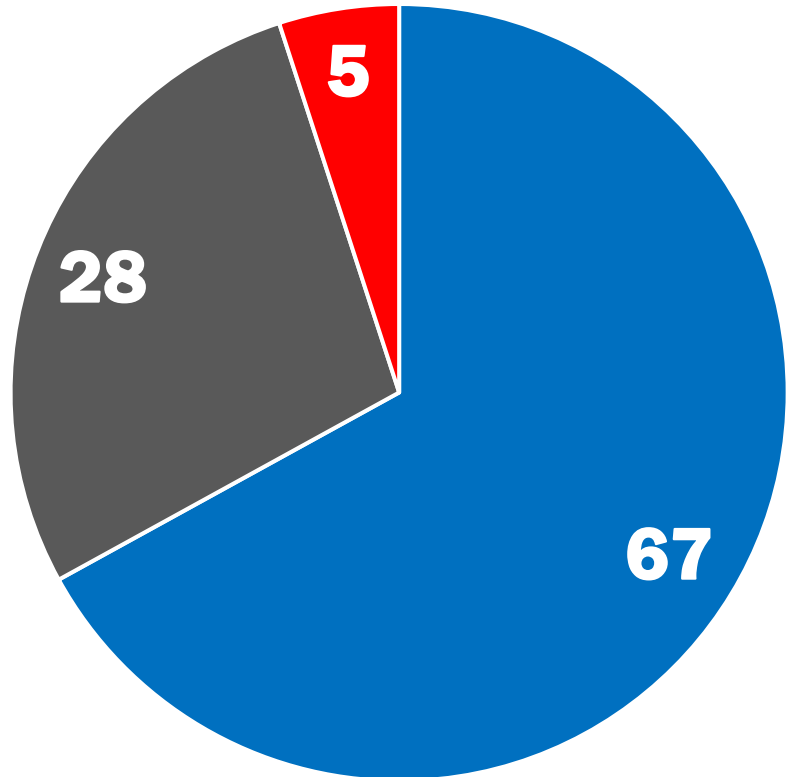
# Personal digital media and academic activities are the main sources of information for young people about shipping

*"How do you prefer to find out about career opportunities in shipping?"*



# While they feel informed about career opportunities in shipping, many attribute this to contacts

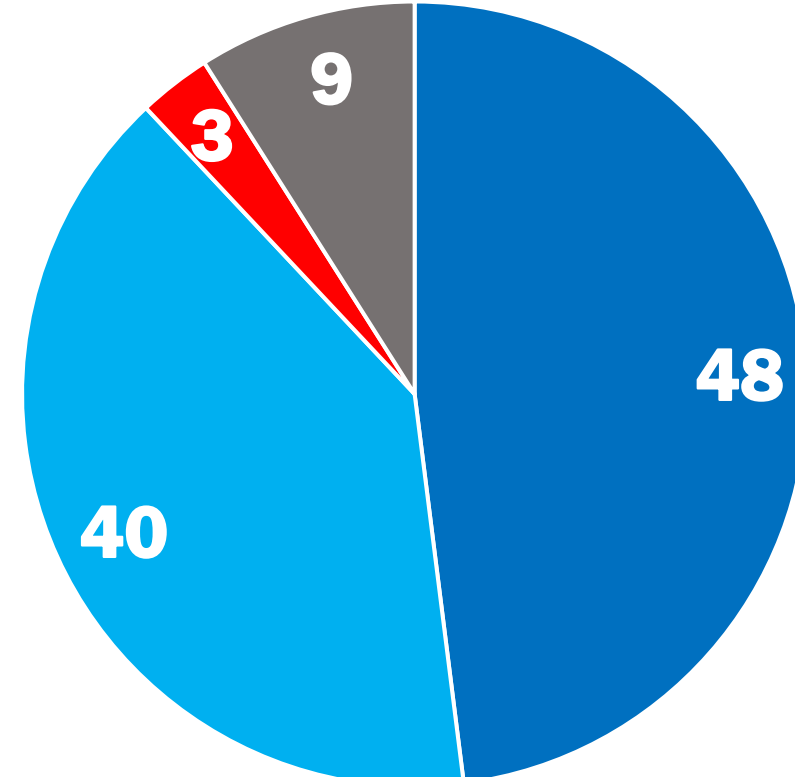
"How well informed are you about the career opportunities offered by shipping?"



- Very good/ fairly good information
- Not so good
- No information

"What do you think about career opportunities in shipping in the last 10 years?"

%

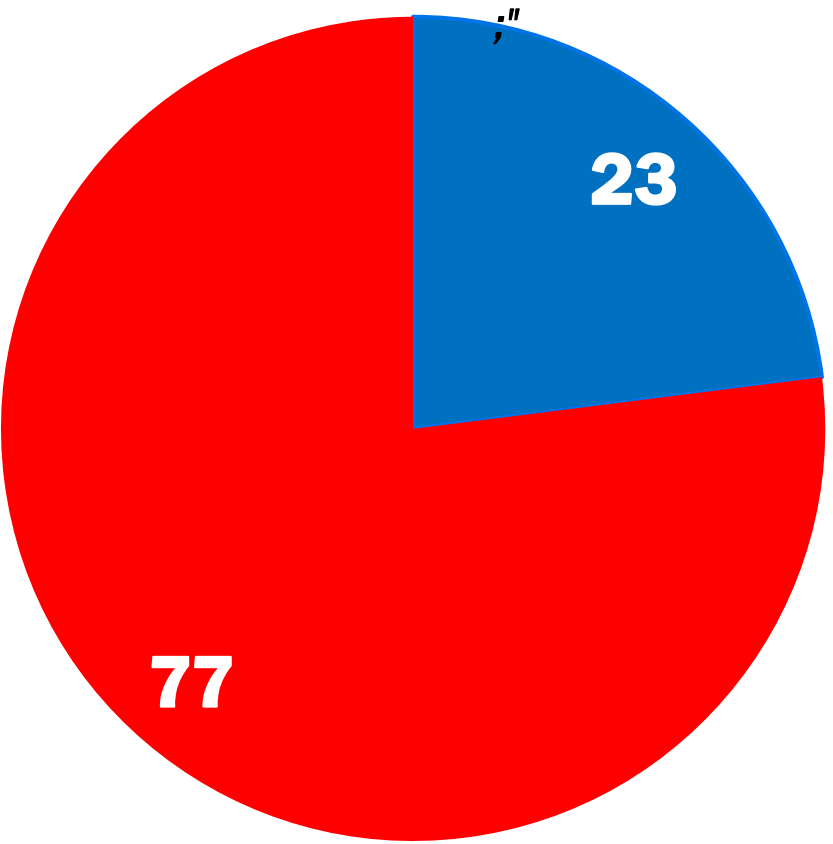


- Yes, there are many career opportunities in shipping for everyone
- There are opportunities, but they only open up if you have a contact/family in shipping
- No, I don't believe there are enough career opportunities in shipping
- D/K



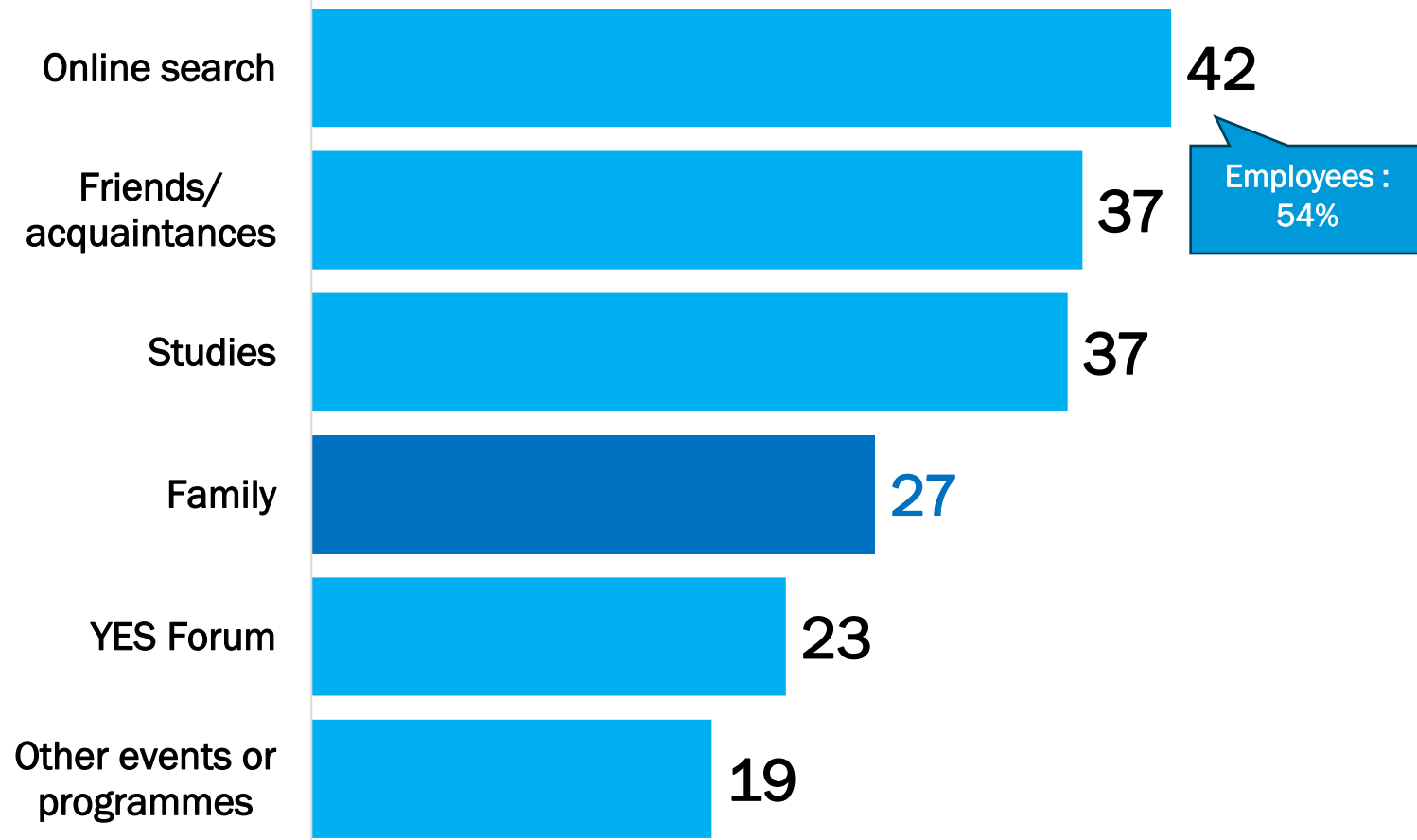
# The path in shipping begins online and continues through word of mouth and studies, but also through family tradition

"Is anyone in your immediate family involved in the shipping industry?"



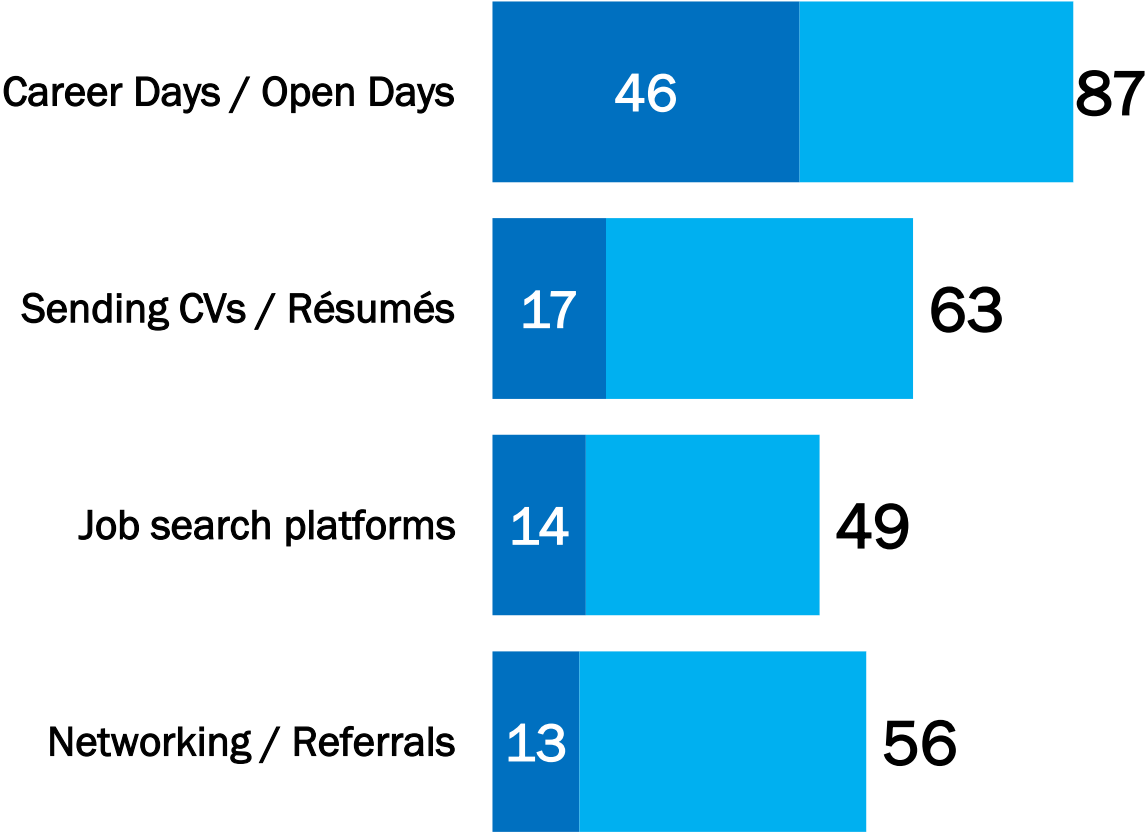
■ Yes ■ No

"How did you learn about the shipping industry?"

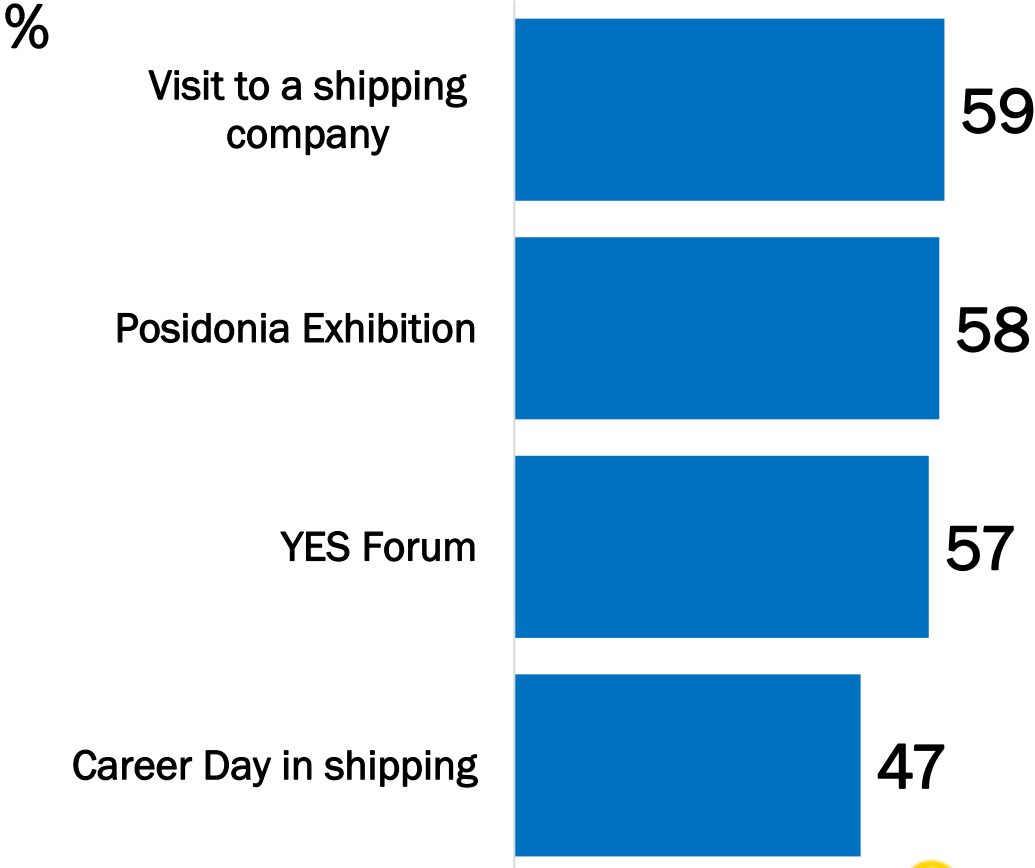


# Young people in search of opportunities: 8 out of 10 have participated in at least one initiative, with Career Days being the most impactful

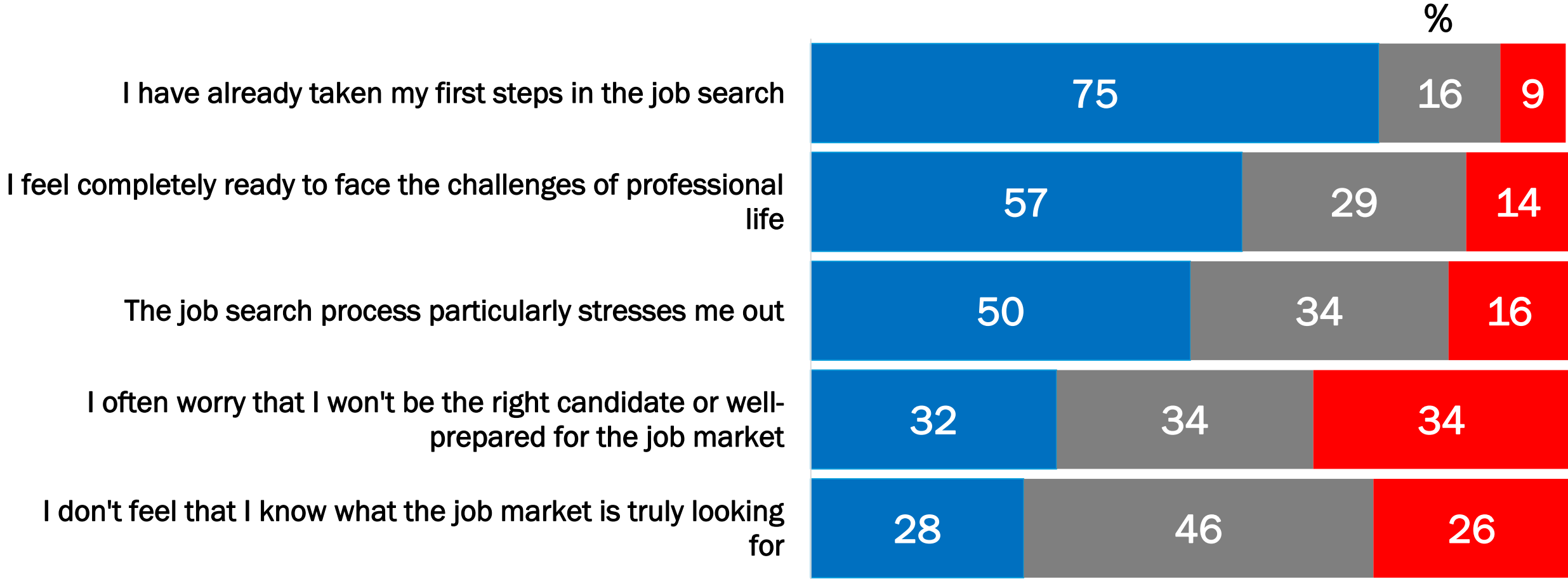
"What do you consider the most effective way to find a job?"



"Which of these events have you taken part part in either as a volunteer or as a participant?"



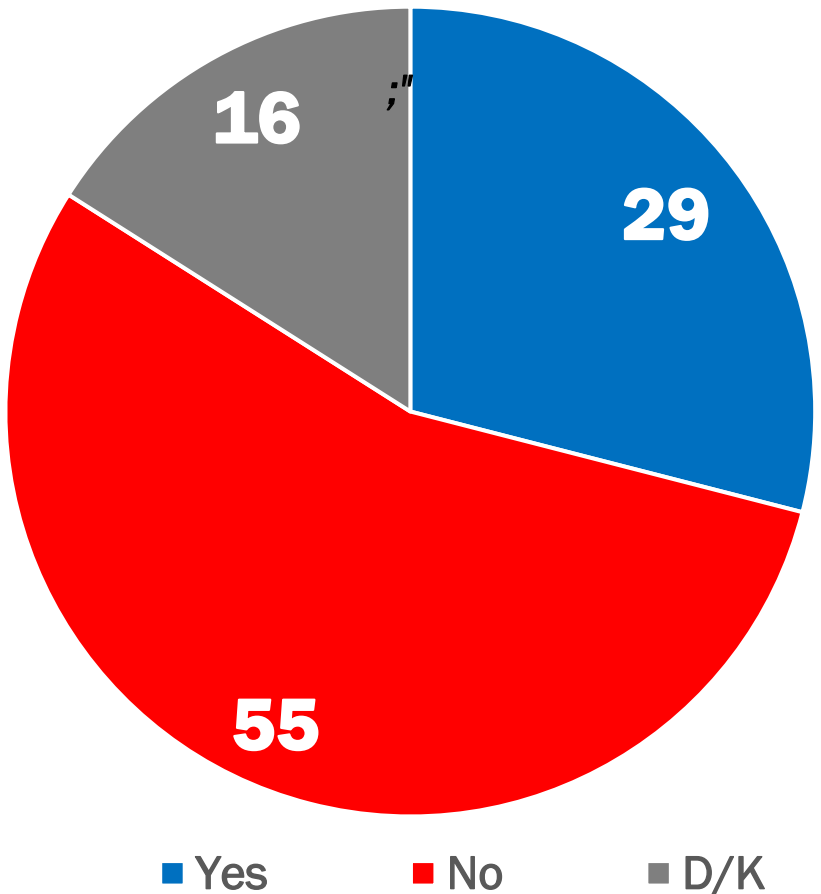
# Young people feel that they are entering the labour market with confidence, and readiness for the challenges, although many also report feeling uninformed, anxious and concerned



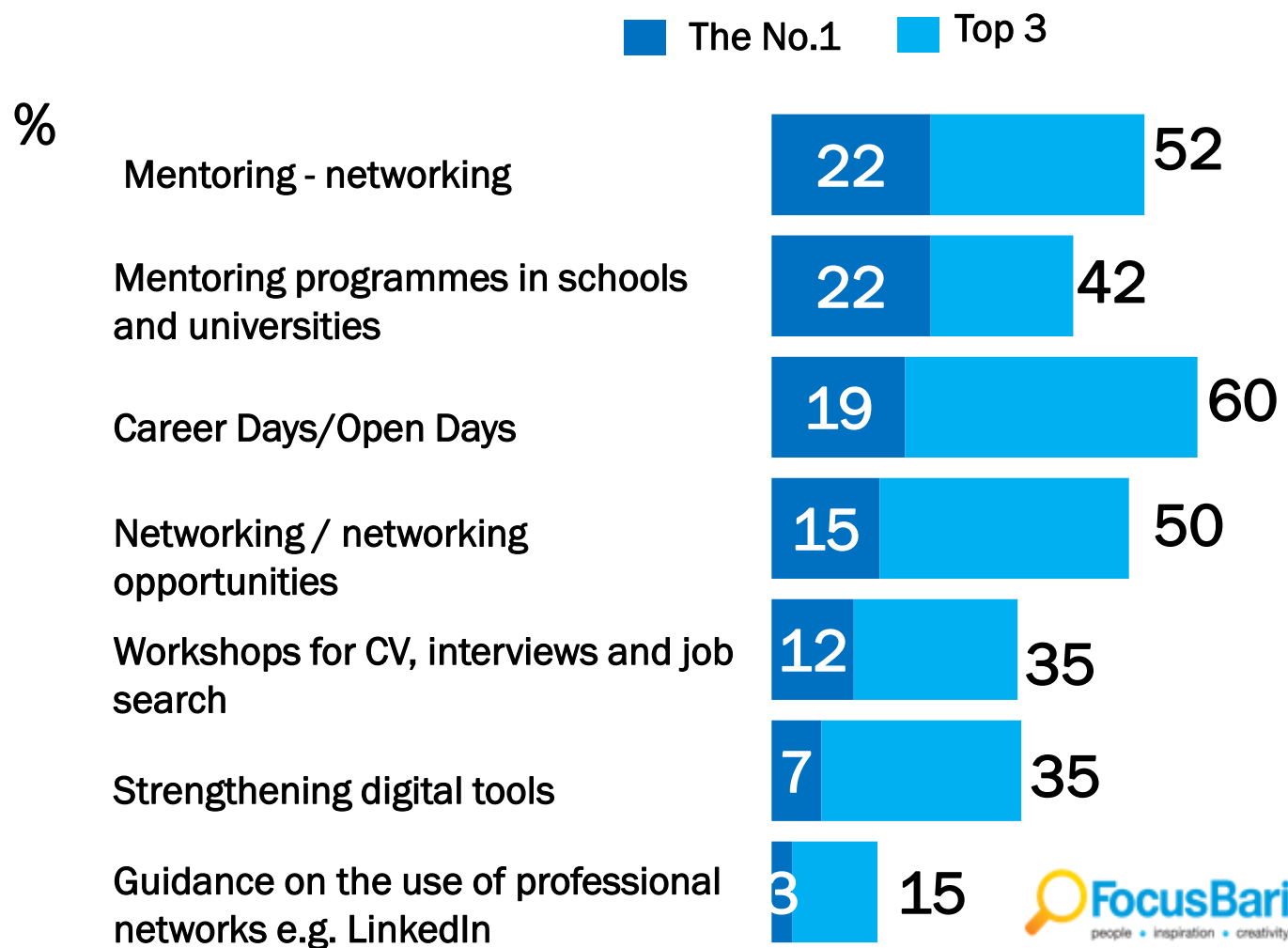
■ I agree very much/ quite a lot   
 ■ Neither agree nor disagree   
 ■ Disagree very/quite disagree

# Despite their best efforts, many young people believe they are likely under-informed about career opportunities in shipping & are seeking guidance/mentoring activities

"Are there enough sources of information about career opportunities in shipping?"



"What do you consider the most effective way of finding a job?"



# SECTION B:

## Aspirations and needs of shipping companies

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# One in two companies express satisfaction with the young people they recruit, while a similar proportion express dissatisfaction

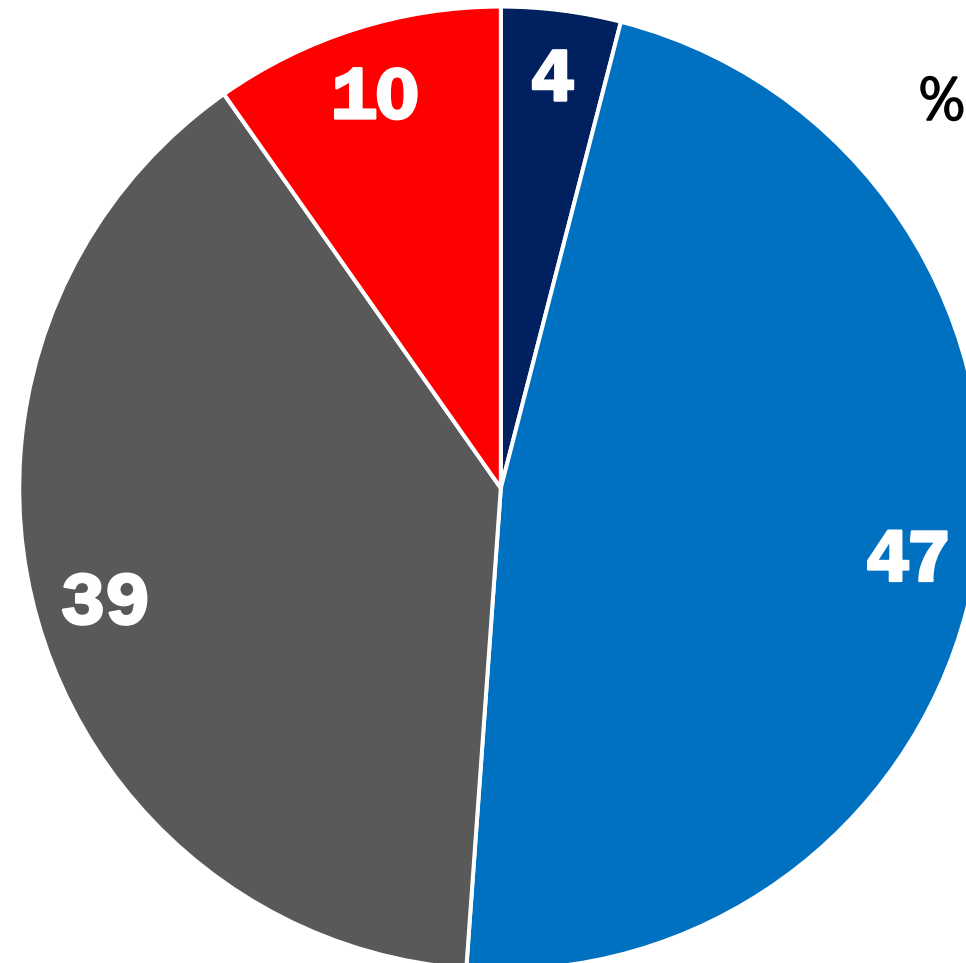
*"What would you say is the level of young people you usually recruit in recent years?"*

Very high  
(full readiness & qualifications)

Quite satisfactory  
(good theoretical training, little experience)

Medium  
(relevant theoretical training and/or experience)

Low  
(insufficient preparation for the site)



Average score.:  
**3/10**  
recruitments  
without  
experience

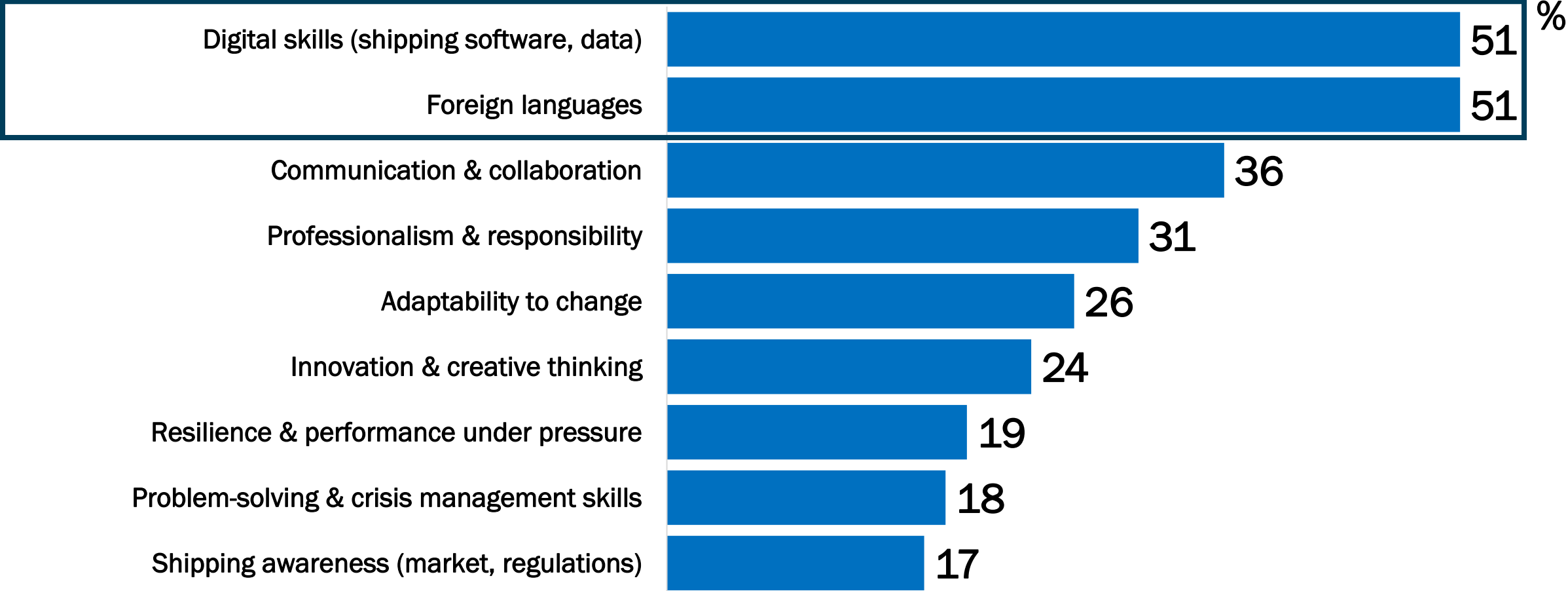
# Companies top priority: young people with strong ethics & professionalism

"What characteristics do you consider most important when hiring a young professional in shipping? "



# Employers recognise digital skills and foreign languages as key strengths of young candidates

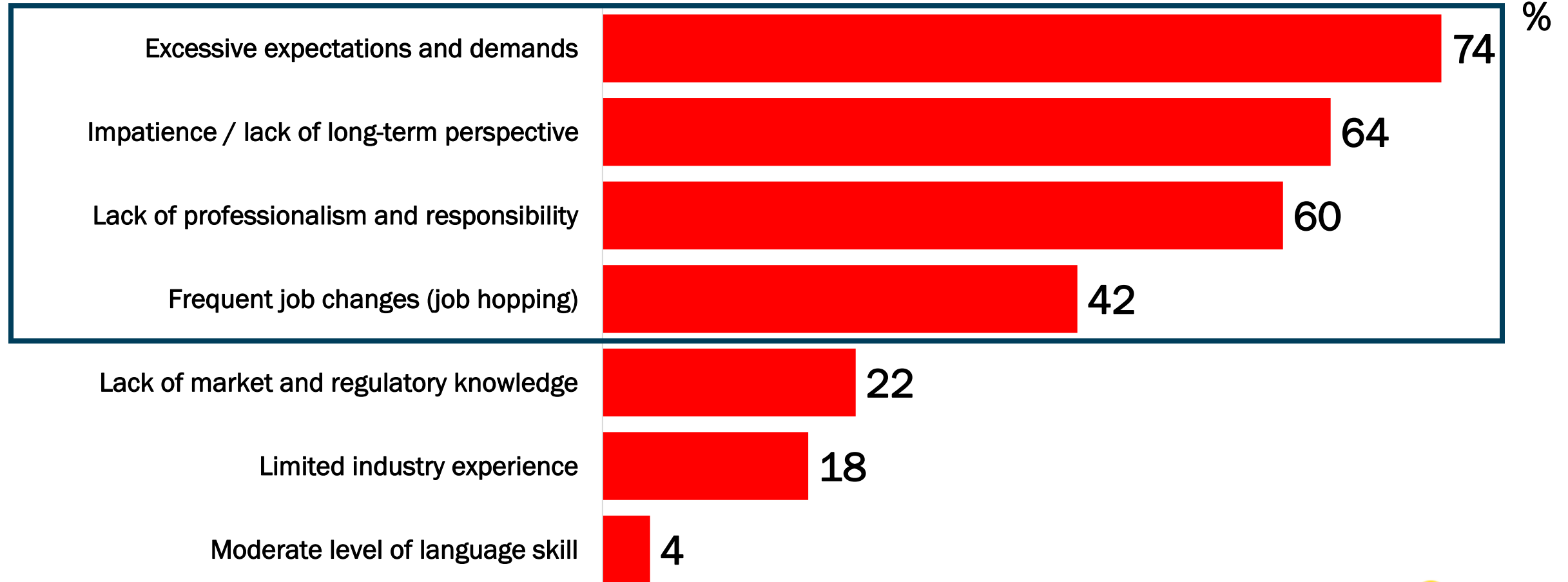
« "What do you consider to be *the biggest advantages of* young candidates in the shipping industry?"





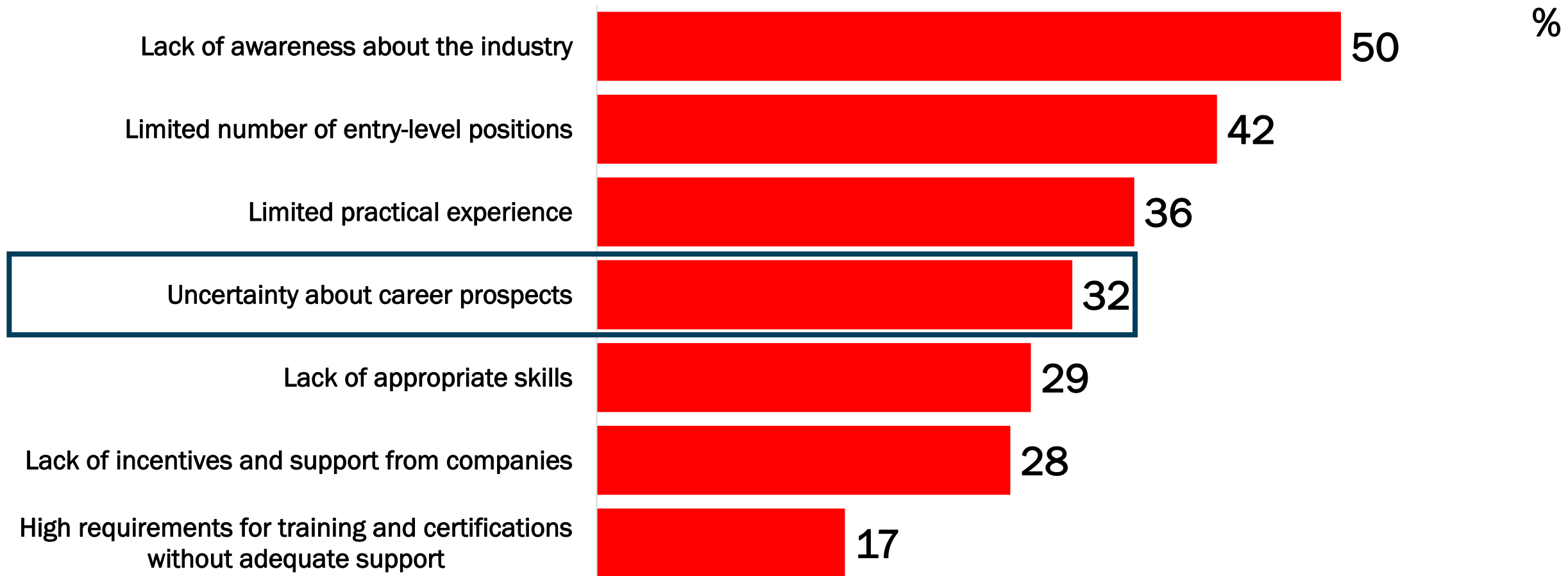
# On the other hand, they identify significant disadvantages that are more broadly characteristic of Gen Z

"What do you consider to be *the biggest disadvantages* of new candidates in the shipping industry?"



# And finally, several barriers to the integration of young people in shipping are identified : low awareness, limited entry level...

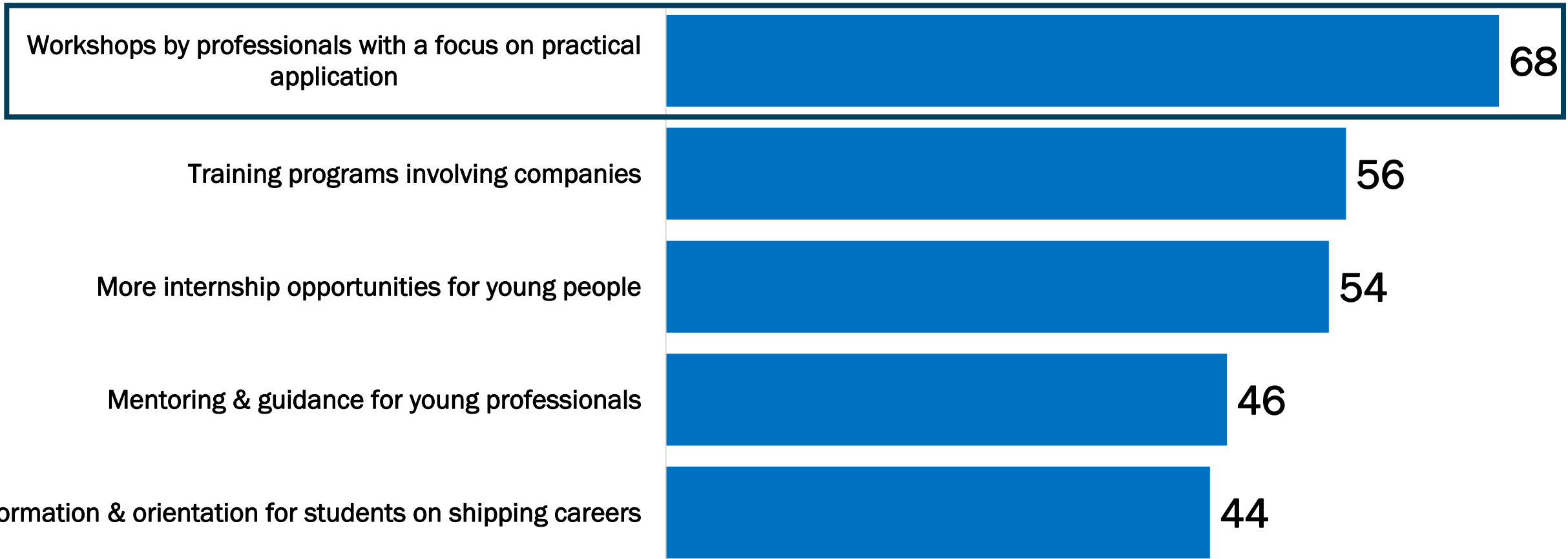
*"What do you think are the biggest barriers to the integration of young people into shipping?"*



# To address the barriers, employers propose actions focusing on training with practical application

*"Which of the following do you propose to strengthen the connection of young people to shipping and increase their career prospects?"*

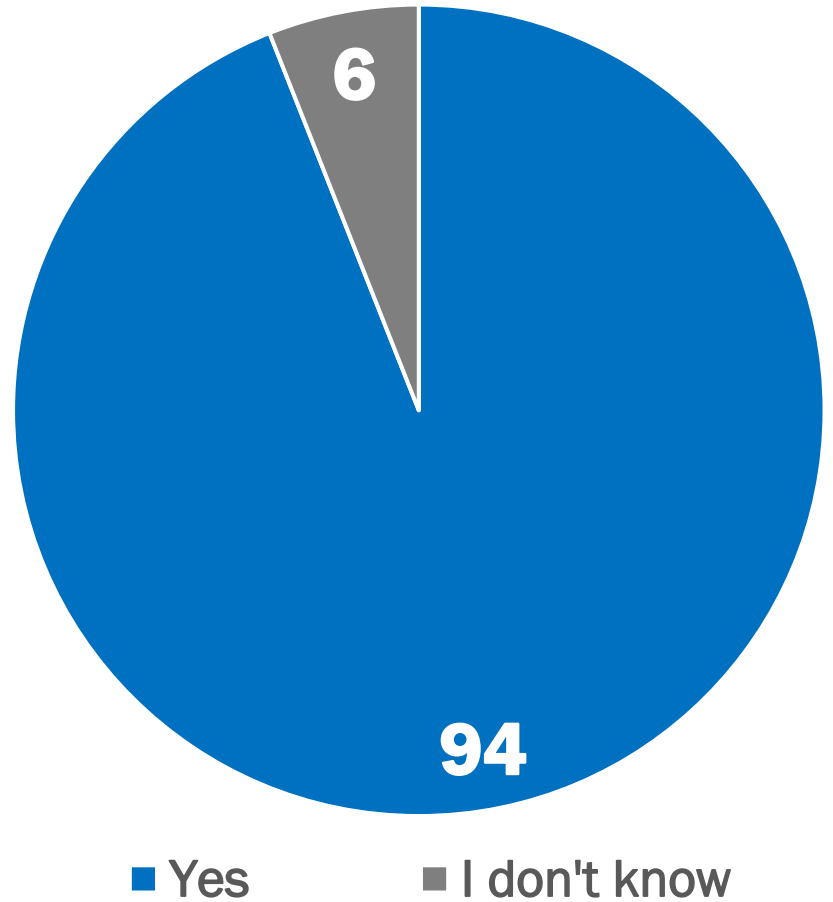
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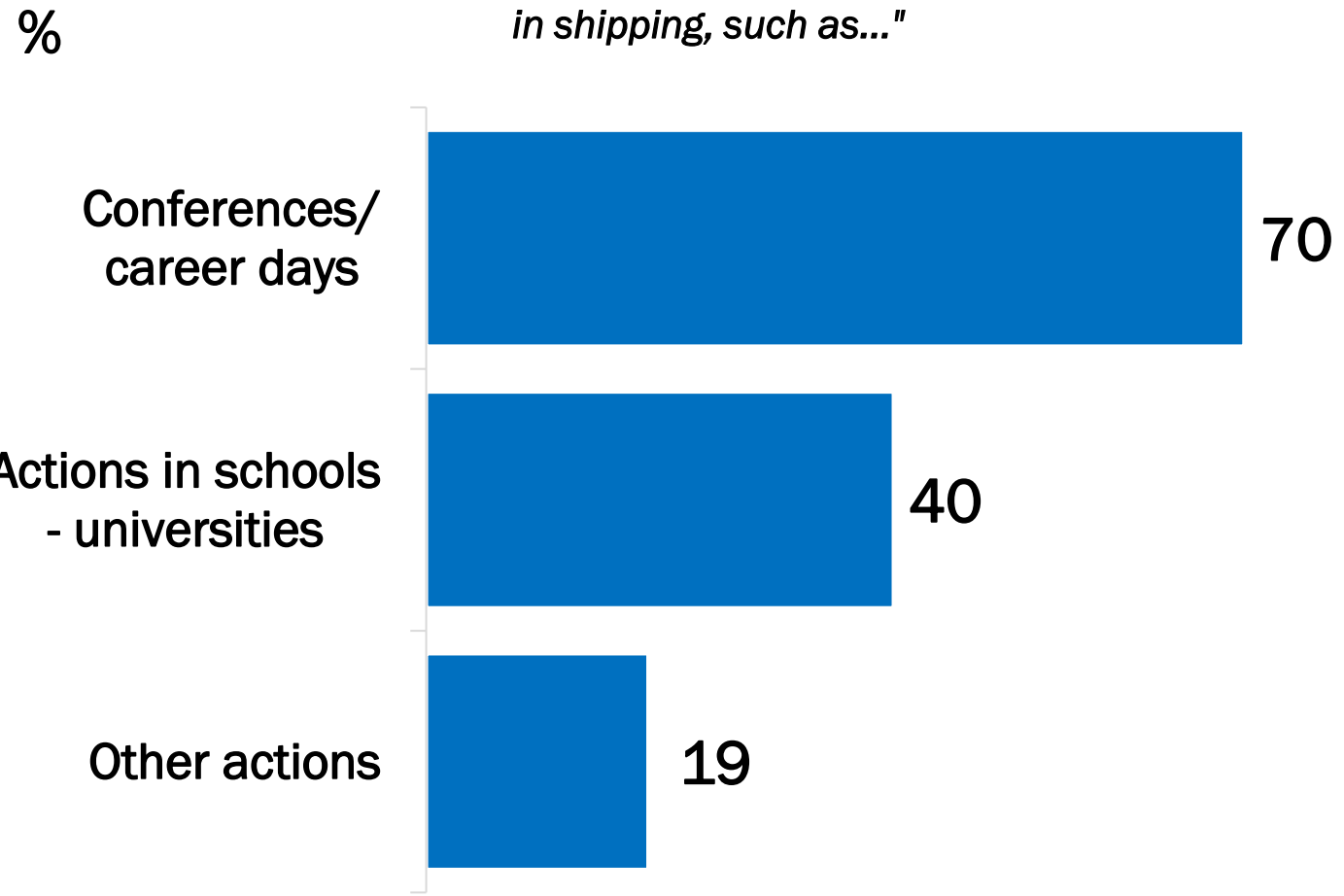
# And synergies are needed: business & education together!

## Recognizing the need, they contribute with many actions

"Is there a need for more synergies between business and education in the maritime sector?"



"Have you participated in actions to attract young people? in shipping, such as..."



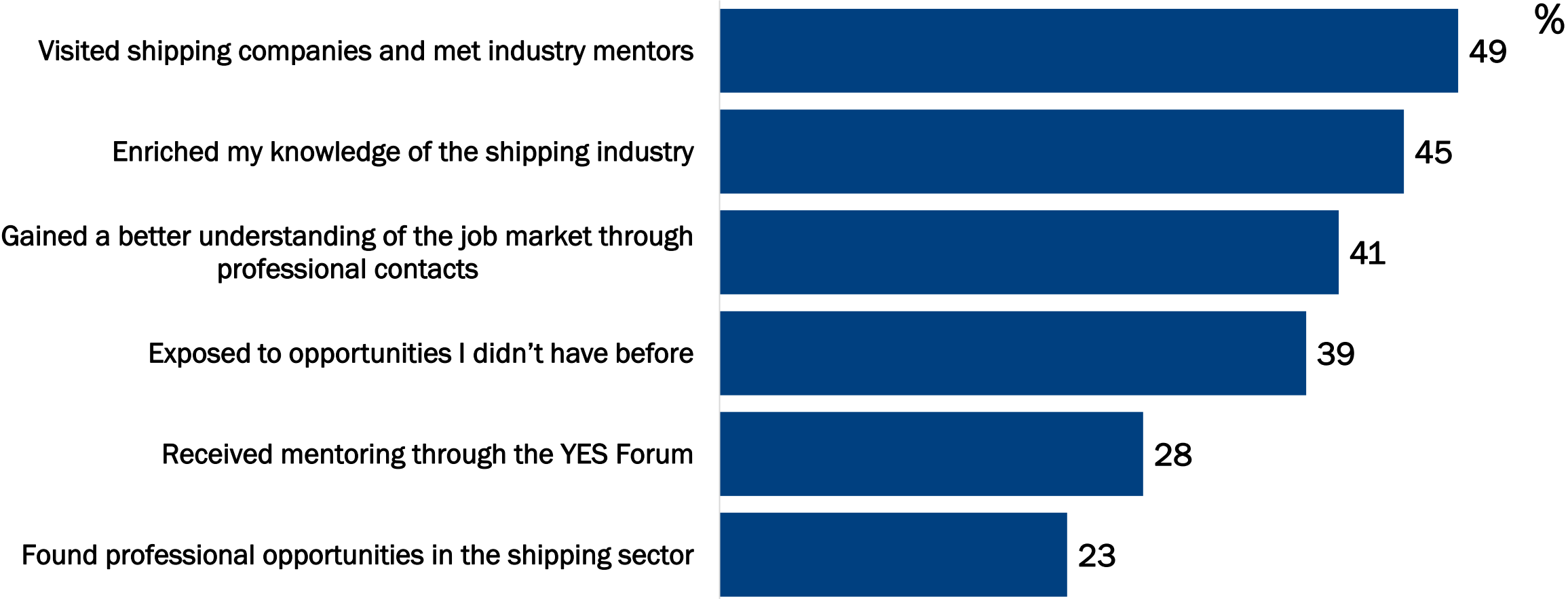
# SECTION C: Communication bridge



# YES FORUM : a professional empowerment tool for young people

## mentoring, knowledge, networking, contacts, opportunities, deeper understanding

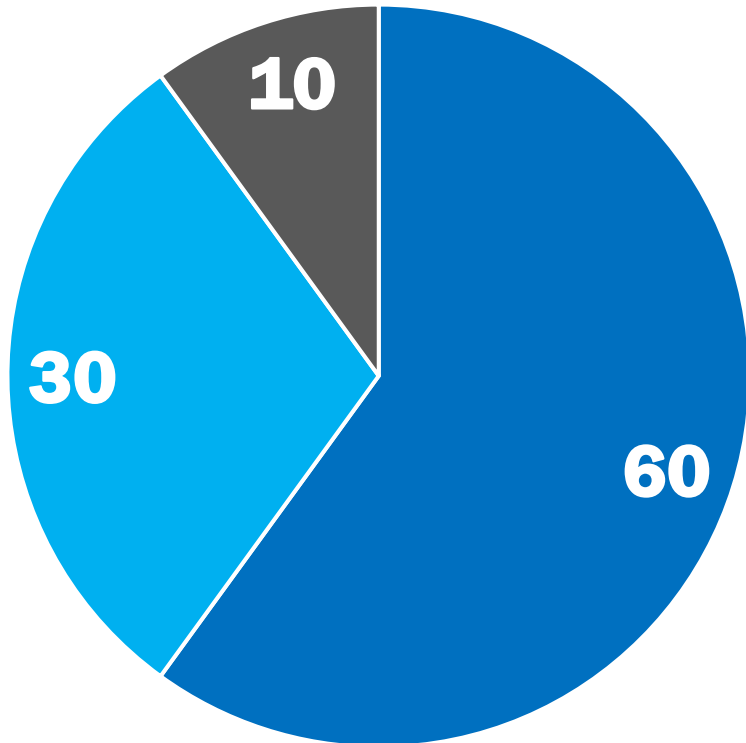
"Which of the following has your participation in the YES Forum helped you significantly?"



Base: Young people (YES forum members)

# YES Forum : Universally recognized – six out of ten companies actively participate through presentations, panels, internships, and networking receptions

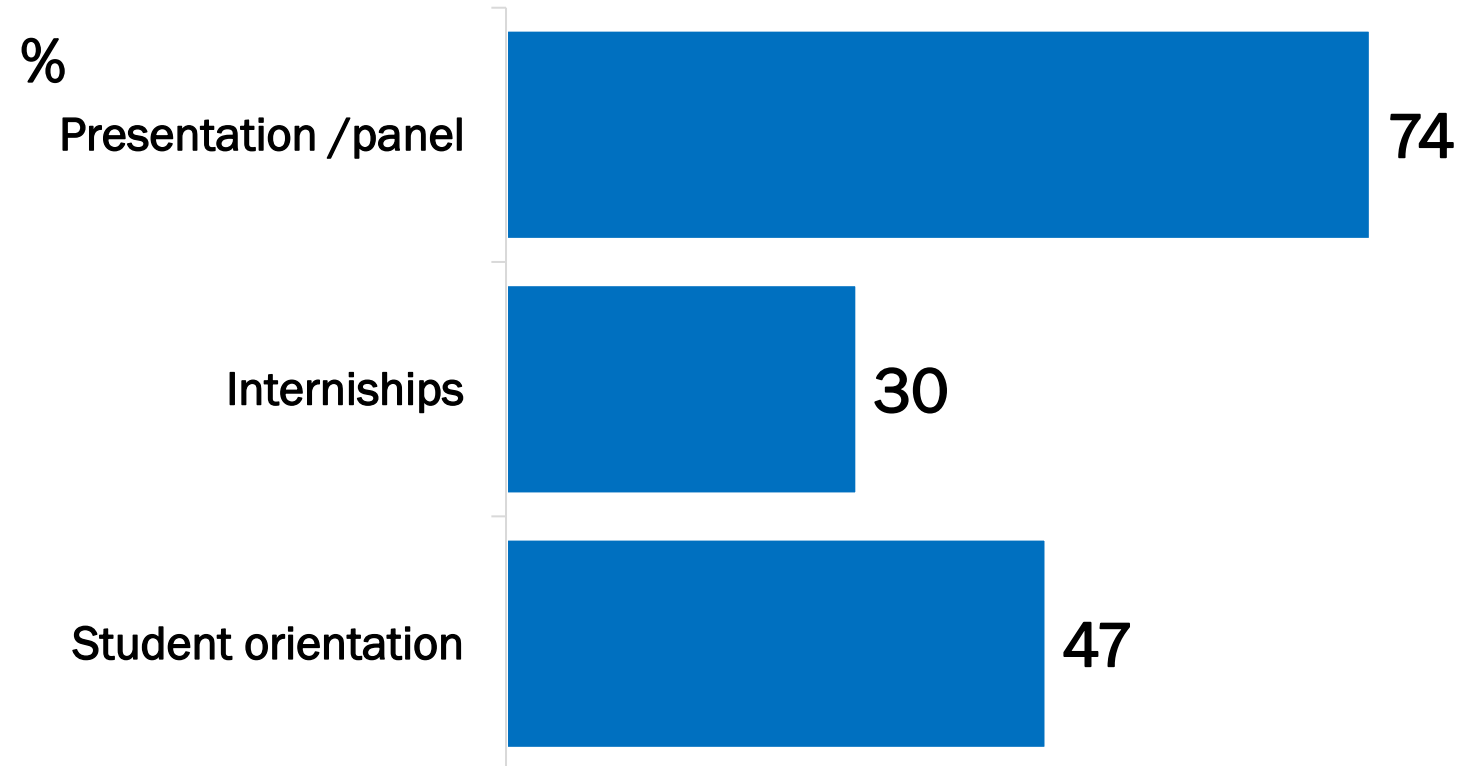
Knowledge level YES *forum*:



- Know it and have participated
- Know it but have not participated
- Don't know it

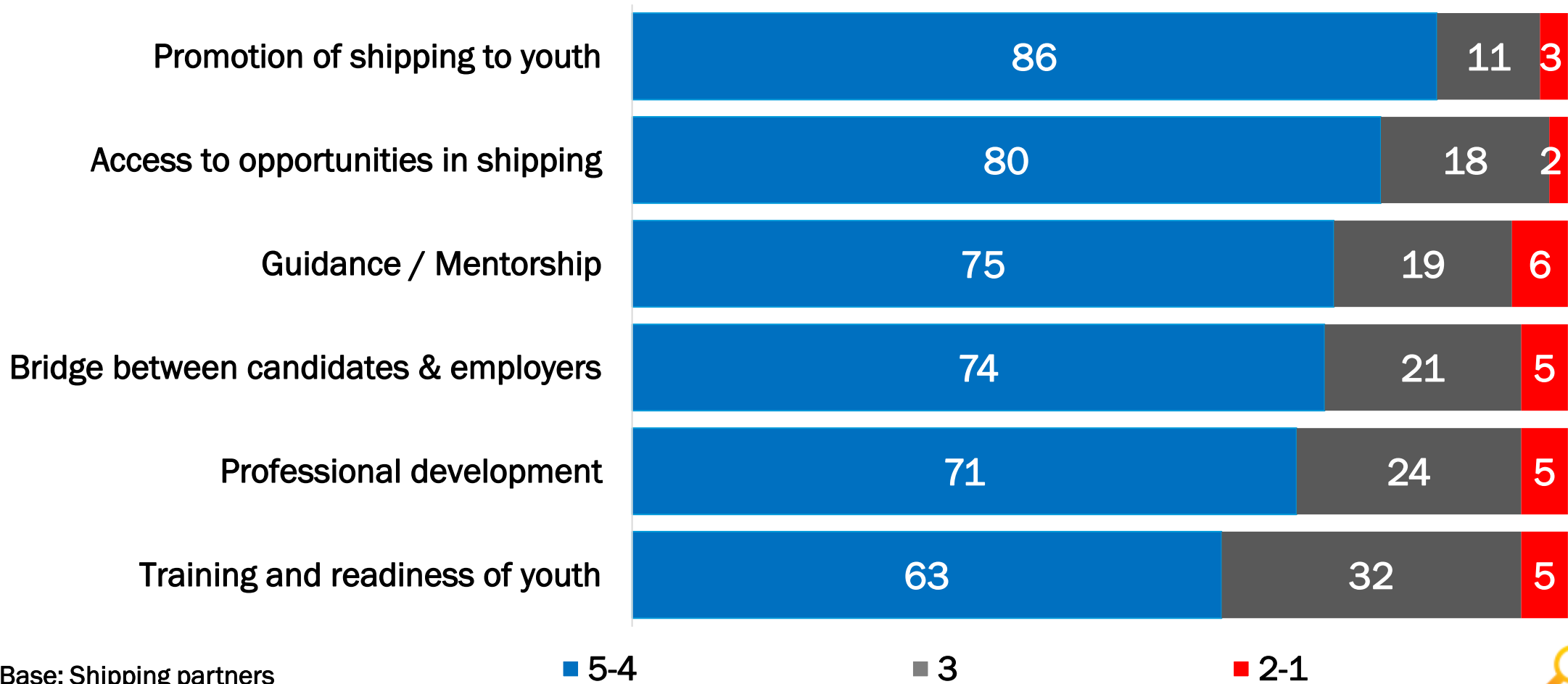
Base: Shipping partners

Form of Participation in the YES forum



# YES Forum: a decisive, substantial and multi-level influence in attracting the next generation to shipping

" How do you evaluate the contribution of the YES Forum to the development of the next generation? (Rating 1 - 5)  
%





# Key Learnings

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1

**Young people see shipping as an opportunity, but they want guidance and informations early on**

Although they are actively involved in activities and show a strong interest in the sector, many feel that **existing information does not fully meet their needs**. They emphasize **the need for mentoring, meaningful career actions and more systematic information**, starting already at school level.

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2

**There is a strong desire for a career abroad among young people.**

Many are attracted by the experience abroad, with those already working being even more positive - a trend that reinforces the debate **around the brain drain**.

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3

**The information starts online and continues through experience.**

**Digital media, studies and face-to-face contact** are the main sources of information about the shipping industry - **but contacts are often seen as a "ticket"**.

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4

**Employers recognise talent, but they also see gaps.**

While they value young people's **digital skills and language abilities**, they are **concerned about the level of professionalism and preparedness**, which are **key priorities** for companies when recruiting new staff

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5

**The bridge is cooperation**

Companies are asking for more links with education and investing in practical actions. Career days, as well as, the YES FORUM act as a catalyst: **empowerment, mentoring and meaningful networking for both young people and the shipping industry in general.**

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