

featured article



Click the image to watch a YouTube vid on INFORM's Millennials in Maritime



Millennials in Maritime

by **Matthew Wittemeier**, *Marketing & Sales, Logistics Division, INFORM*

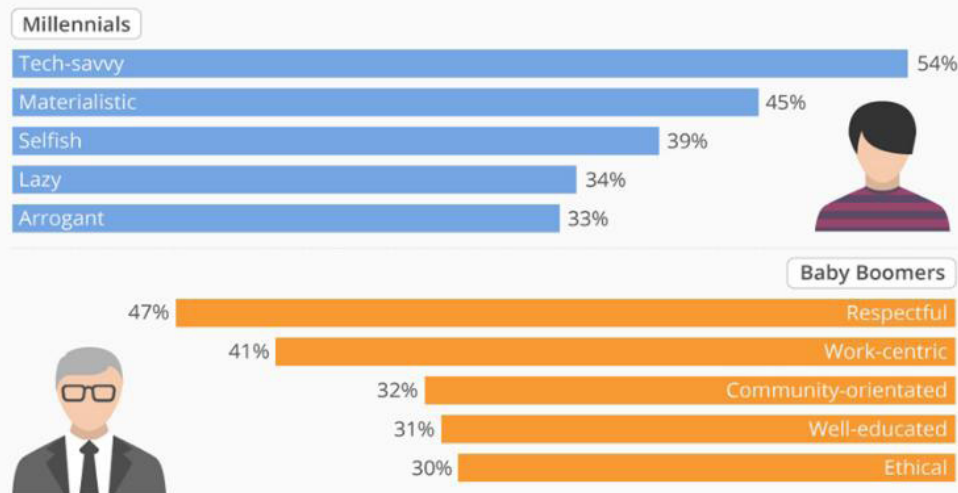
Something different happened at TOC Europe this year, going mostly under the radar. A quick session on Wednesday (19/06) morning took place on the TECH TOC stage, and while it was only a brief, 75 minutes in duration, it was undoubtedly different from everything else that cropped up during the three-day event. The meeting, organised by INFORM and titled “Millennials in Maritime” (MiM), solely featured Millennial-aged panellists debating topics across four main categories: people, environment, industry, and technology. Challenged by the session’s moderator, Dirk Schlemper of INFORM’s Logistics Division (distinctly not a Millennial), many of the answers offered a unique perspective on our industry, its role in the broader global marketplace, and the role of Millennials therein.

“ Millennials,” “Generation Y,” “Digital Natives,” “Generation Avocado Toast.” These are just a few terms used to describe a group of people born between 1981 and 1996. Today, they are the largest generation on this planet, and, by 2025, they will make up 75% of the global workforce.

However, one only needs to take a look around to see that in our industry Millennials are underrepresented. Take, for example, the Tech Talk sessions at TOC Europe. Having gone through the list and counted the number of Millennial speakers across all three days (excl. our session), the number of Millennials was 7 vs. 65 Baby Boomers or Generation Xers. What’s worse, many of these industry veterans are going to retire in the next decade, and we need to attract younger people to fill the gaps their retirements will create. In short, the Millennials are about to inherit the legacy of the Baby Boomers. But, is it the legacy that they would want?

War of the Words: Millennials vs. Baby Boomers

Words most often used to describe the 'Millennial' and 'Baby Boomer' generations*



N=18,810 aged 16 and over in 23 countries. Conducted September to October 2016
Source: Ipsos Mori



statista

What's extremely important, too, the MiM session looked beyond the stereotypes commonly held for Millennials – that they're materialistic, arrogant, lazy, and selfish people. Instead, it focused on their use of, impact on, and relation to other people, the environment, the transport & logistics industry, and finally, of course, technology, the tissue that binds these elements together.

The panel comprised six Millennials stemming from across the maritime industry. The aim was to build a representation that reflects the diversity of our industries' makeup. As such, the MiM team included Elliot Benjamin (Tideworks Technology, the Supplier perspective), Eslie Vrolijk (Royal HaskoningDHV, the Port Planner), Dr. Jennifer Sommer (HPC Hamburg Port Consulting, the IT Consultant), Anastassios

Adamopoulos (Llyods List, the Journalist), Marius Waldum (Maersk, the Carrier), and Krzysztof Zalewski (the Port of Gdańsk, the Port). Behind these six individuals was a range of backup panellists and other experts who also added tremendous value along the way. What follows is a series that offers a snapshot of the MiM session enriched with anecdotes and supporting interview content where appropriate. ■

CLICK THE IMAGES BELOW TO READ MORE ABOUT MILLENNIALS' APPROACH TOWARDS OTHER PEOPLE (ROUND 1), THE ENVIRONMENT (ROUND 2), THE TRANSPORT & LOGISTICS INDUSTRY (ROUND 3), AND TECHNOLOGY (ROUND 4), AS WELL AS THE "MILLENNIALS IN MARITIME" CLOSING THOUGHTS

