



Intelligence
Briefing ■

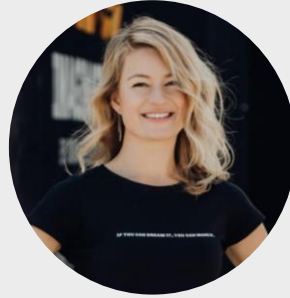
What's working?

**Attracting more women and
young people to the profession**

18 October 2023



SPEAKERS



Iwona Blecharczyk
Polish truck driver, operator and
industry advocate



Rhonda Hartman
Old Dominion Freight Lines (ATA),
America's Road Team Captain



Marco Henry
SVP Global Ground + Rail
Procurement, CEVA Logistics France



John Kidd
Associate Director
Communication & Events, IRU



Natalia Corchado
Strategic Planning and Business
Specialist, IRU



AGENDA

1. Global driver shortage context
2. Best practices to attract women and young people
3. Questions & Answers
Post your questions on the chat!

IRU Anti-trust Statement

We remind you that all discussions and statements made by participants on commercially or strategically sensitive information may fall within the scope of competition law and be considered as unlawful. We invite you to refrain from sharing any information of such nature or entering into any such discussion, including during breaks.

Driver shortage context



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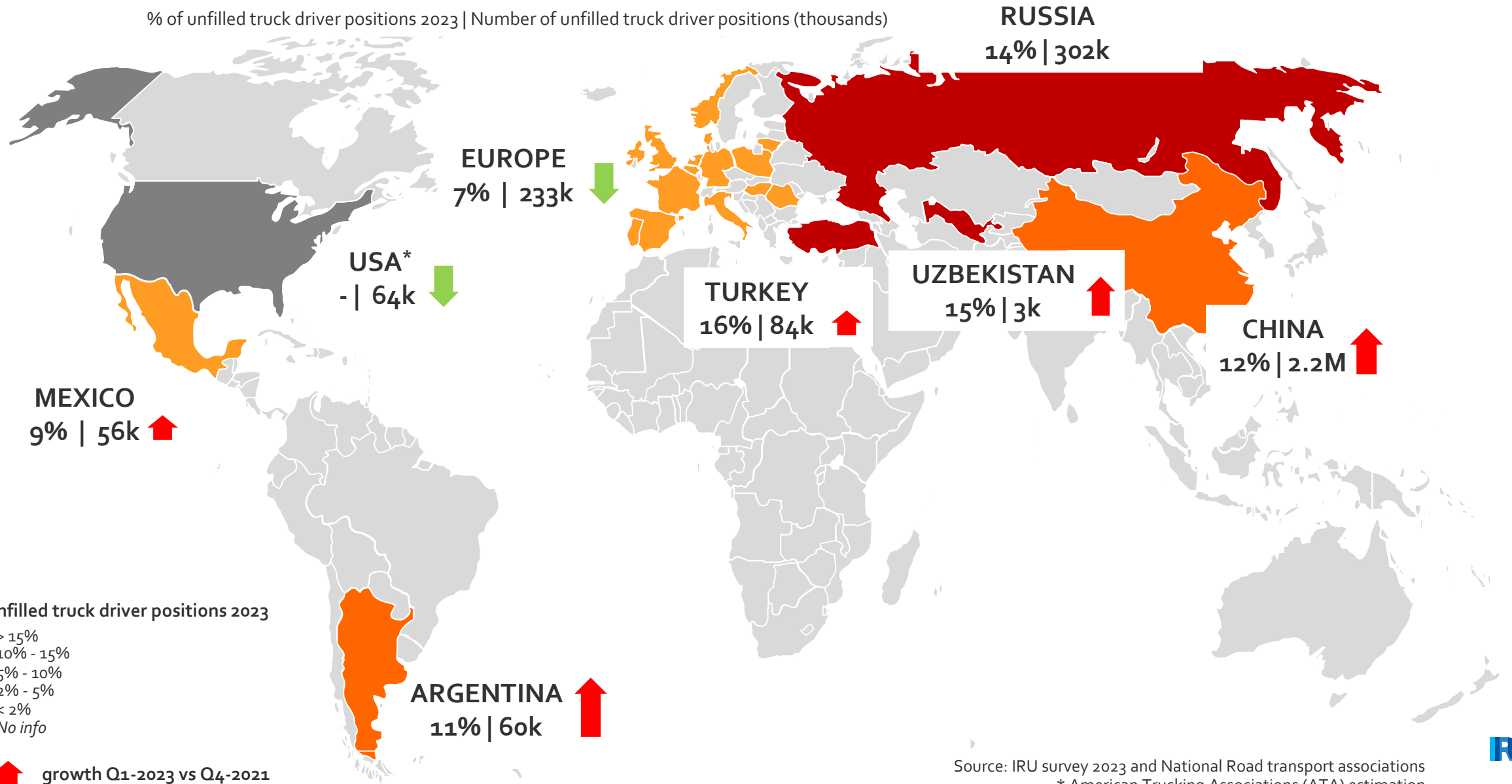
Driver shortage 2023

Over 3.0 million truck driver jobs are unfilled in 2023.

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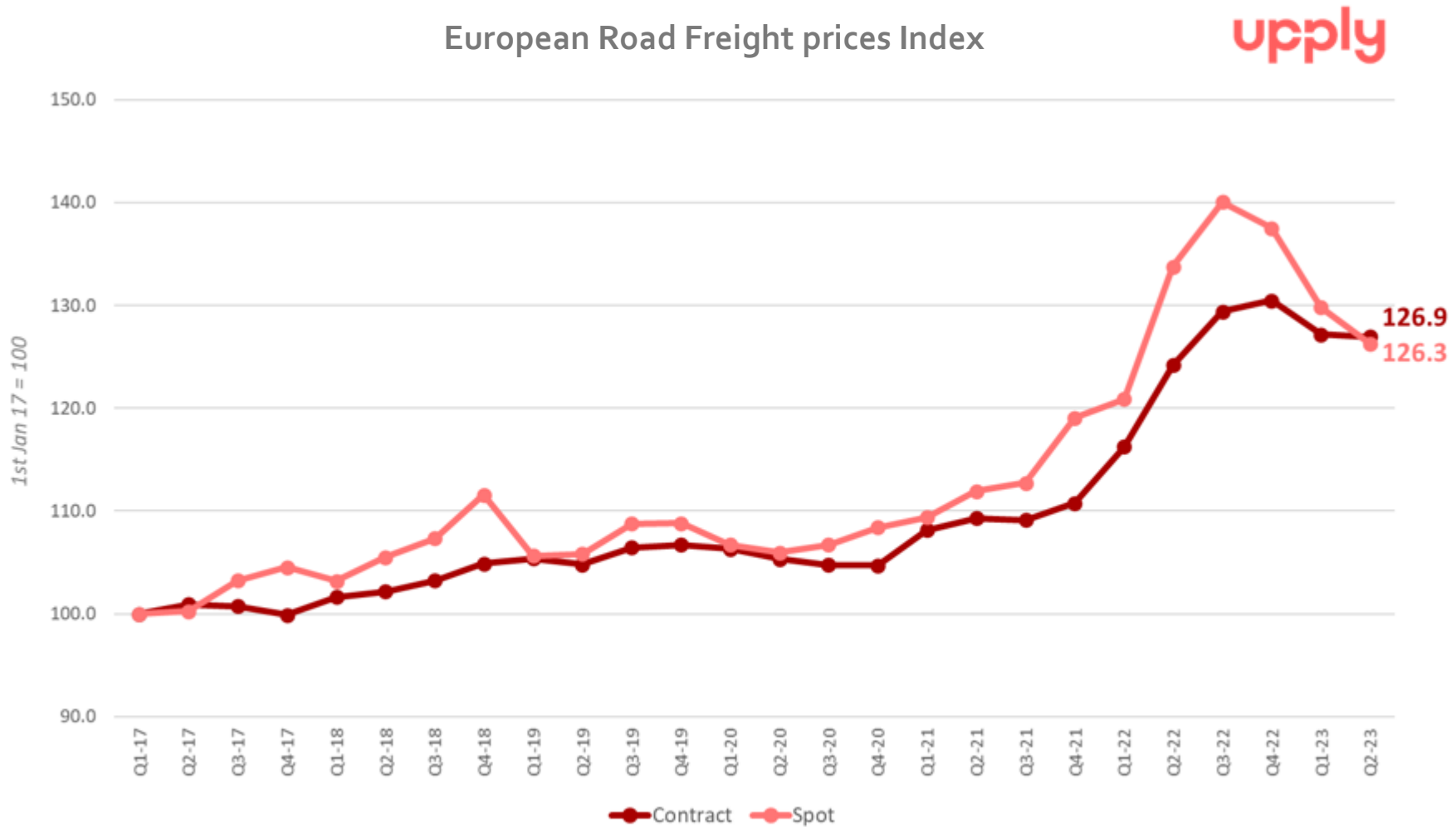
Truck driver shortage remains high and worsens significantly in certain countries

% of unfilled truck driver positions 2023 | Number of unfilled truck driver positions (thousands)



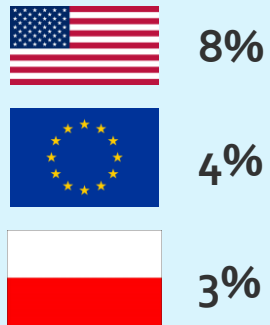
Source: IRU survey 2023 and National Road transport associations
* American Trucking Associations (ATA) estimation

In Europe, high consumer prices and lagging wages have pushed down demand and road freight rates from Q4-2023 onwards



Gender representation

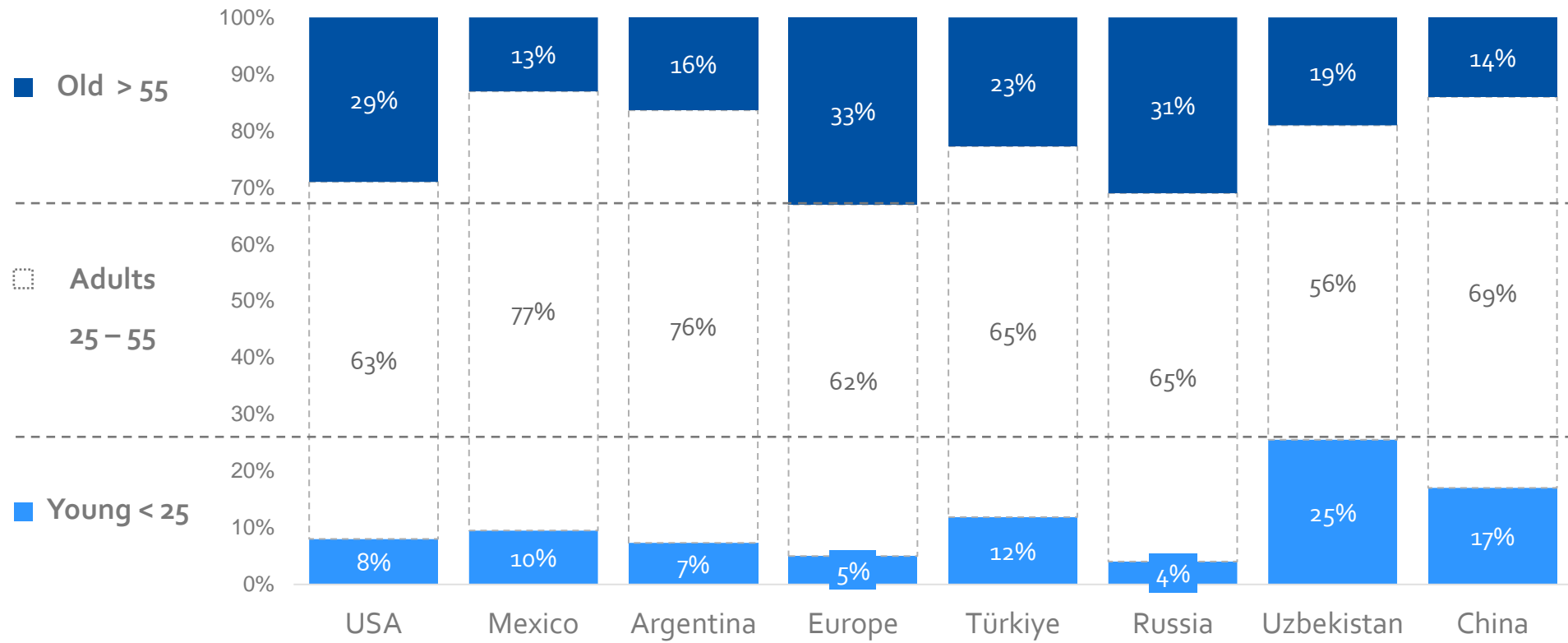
Across all regions analysed, 6% or less truck drivers are women, except in the United States (8%).



6%

Age distribution of truck drivers will lead to higher shortages, if no action is taken to ensure the replacement of older drivers

Age distribution truck drivers 2023



Driver shortage forecast 2028

By 2028, over 7.0 million truck
driver jobs could be unfilled
globally

7.0 M

**Solutions implemented
by transport operators**

**2. Attracting more
women and young
people**

SPEAKER

Iwona Bleharczyk

Polish truck driver, operator and industry advocate





What's Working?

**Attracting More Women and
Young People to Trucking**

Iwona Blecharczyk

1. On-Road Working Conditions

****Challenge:****

The daily life of a truck driver poses challenges, especially for women.

Many unsafe parkings.

Basic facilities, like gender-friendly toilets or showers, often aren't available, compromising dignity and comfort.

****Potential Solutions:****

- Modernizing rest areas to cater to the needs of all drivers, elevating industry standards.
- Champion changes at the legislative level to enforce better facilities and conditions for drivers.

2. Women's Perception in Trucking

****Challenge:****

There's a daunting perception of trucking among many women.

Concerns about safety, potential threats from other drivers, and unsafe parking areas can deter many from considering this career.

****Potential Solutions:****

- Implement sensitivity training for all drivers to foster a culture of mutual respect.

- Promote success stories of women in trucking, showcasing the possibilities and changing internal narratives.

3. Physical Capability Concerns

****Challenge:****

A lingering myth suggests that trucking requires immense physical strength, discouraging many potential female drivers due to fears of ridicule or lack of force.

****Potential Solutions:****

Establish a mentorship system, pairing new drivers with experienced ones, to provide guidance and build confidence.

4. Aligning with the Younger Generation's Expectations

****Challenge:****

The younger generation values work-life balance, comfort and environmental consciousness.

Traditional trucking routes and practices might not align with their aspirations.

****Potential Solutions:****

- Promotion of Intermodal transport
- Offer flexible routes or part-time options, catering to those seeking a more balanced trucking experience or want to go home every night.
- Highlight the environmental benefits of modern trucking, emphasizing cleaner engines and sustainable practices.

5. Supporting Driver Mental Health

****Challenge:****

Prolonged isolation, limited social interaction, and extended time away from family lead to emotional stress and loneliness, depression and burn out.

****Potential Solutions:****

- Implement regular mental well-being check-ins and counselling.
- Offer training on coping strategies and mindfulness.
- Advocate for cheaper roaming rates to promote affordable communication with loved ones.

6. Reviving the Trucking Culture

****Challenge:****

- The once vibrant culture of camaraderie, adventure, and community in trucking has weakened over time, making the profession less appealing to newcomers.

****Potential Solutions:****

- Leverage digital platforms to create virtual communities for drivers, ensuring the spirit of camaraderie adapts to the digital age.
- Organize trucking events, celebrating the essential role of truckers and reinforcing a sense of pride and belonging in the community.



Thank you

SPEAKER

Rhonda Hartman

Old Dominion Freight Lines
America's Road Team Captain (ATA)



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Marco Henry

SVP Global Ground + Rail Procurement
CEVA Logistics, France





Driver's retention: Improve communication. The Workhound partnership

October 2023



Do drivers truly feel like they are part of the Company?

The simplest and most direct answer is no.

The traveling staff is often excluded from corporate communications, typically has low-level point of contacts within the operations, and has limited opportunities to voice request, suggestion, or complains.

How can we listen to the voices of the drivers then?

Through the simplest of system: The phone. Every week, thanks to our partnership with Workhound, our drivers receive communications and can provide their feedback, complaints, or suggestions, even anonymously.



How it works



WEEKLY PROMPTS

WorkHound regularly prompts workers to share honest, anonymous feedback about their work experience. This captures key data directly from the workforce.



REAL-TIME KEY INSIGHTS

Leadership teams can review and respond to feedback as it is shared, leveraging data-driven insights to best support your frontline workers.



IMPACTFUL COMMUNICATION

Keep workers informed and engaged by sharing plans to resolve raised issues. Let them know how their feedback supports the company.



2-WAY ANONYMOUS CHAT

Managers can chat with workers to get more information about a raised issue with the convenience of an anonymous text message, chatting via text until the problem is resolved.

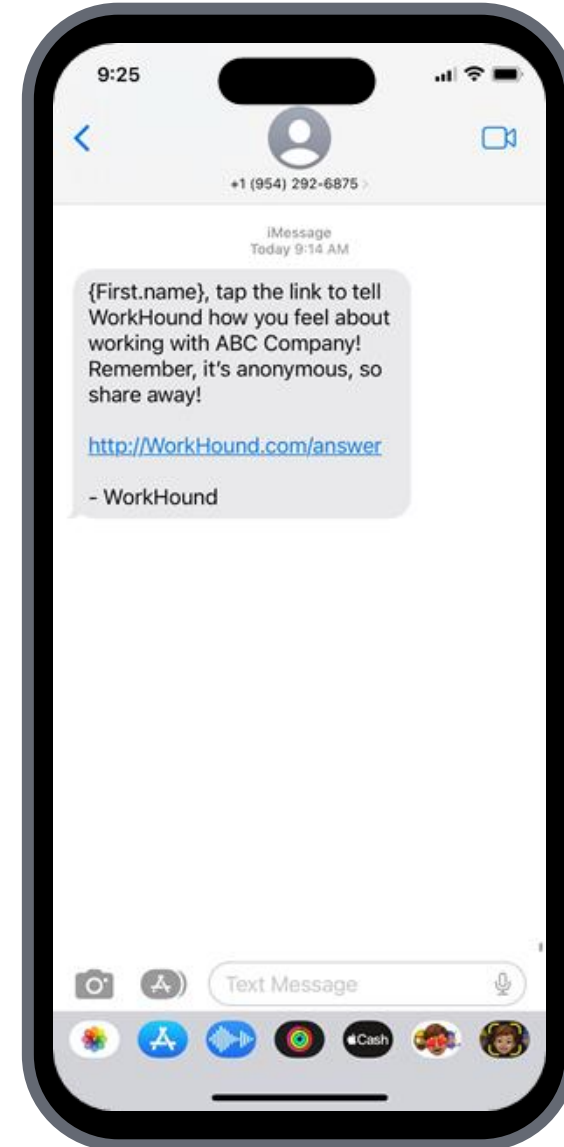


The worker's experience

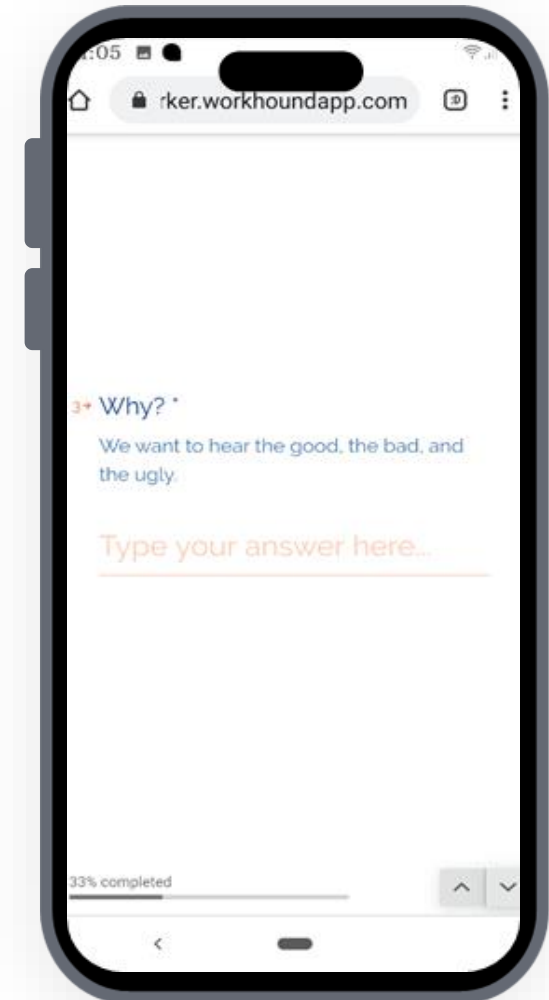
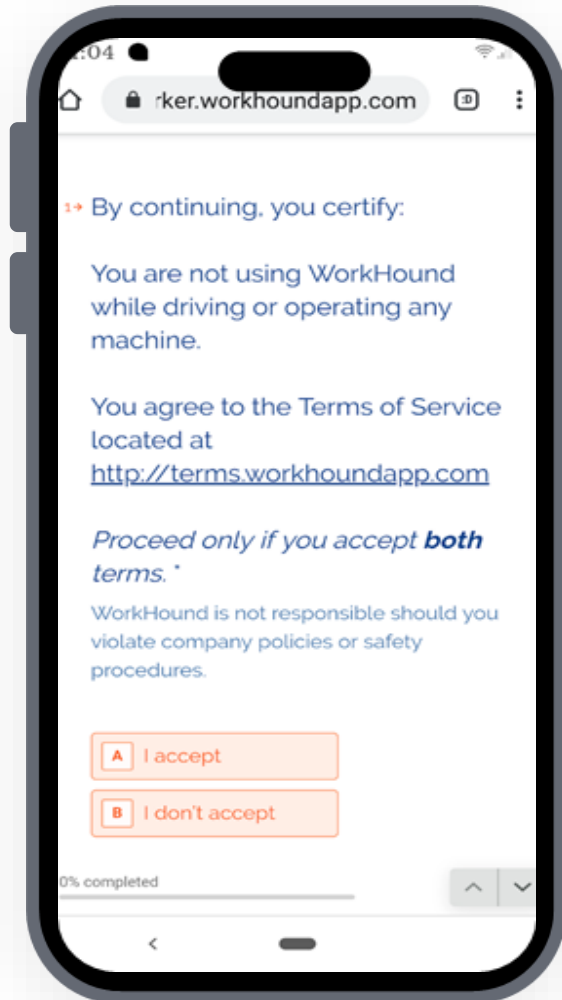
Capture Real-Time Feedback

On a weekly basis, workers will:

1. Receive a text message from WorkHound
2. Confirm they are not driving or operating machinery
3. Rate their satisfaction level on a scale of 1-10
4. Provide honest anonymous feedback in minutes



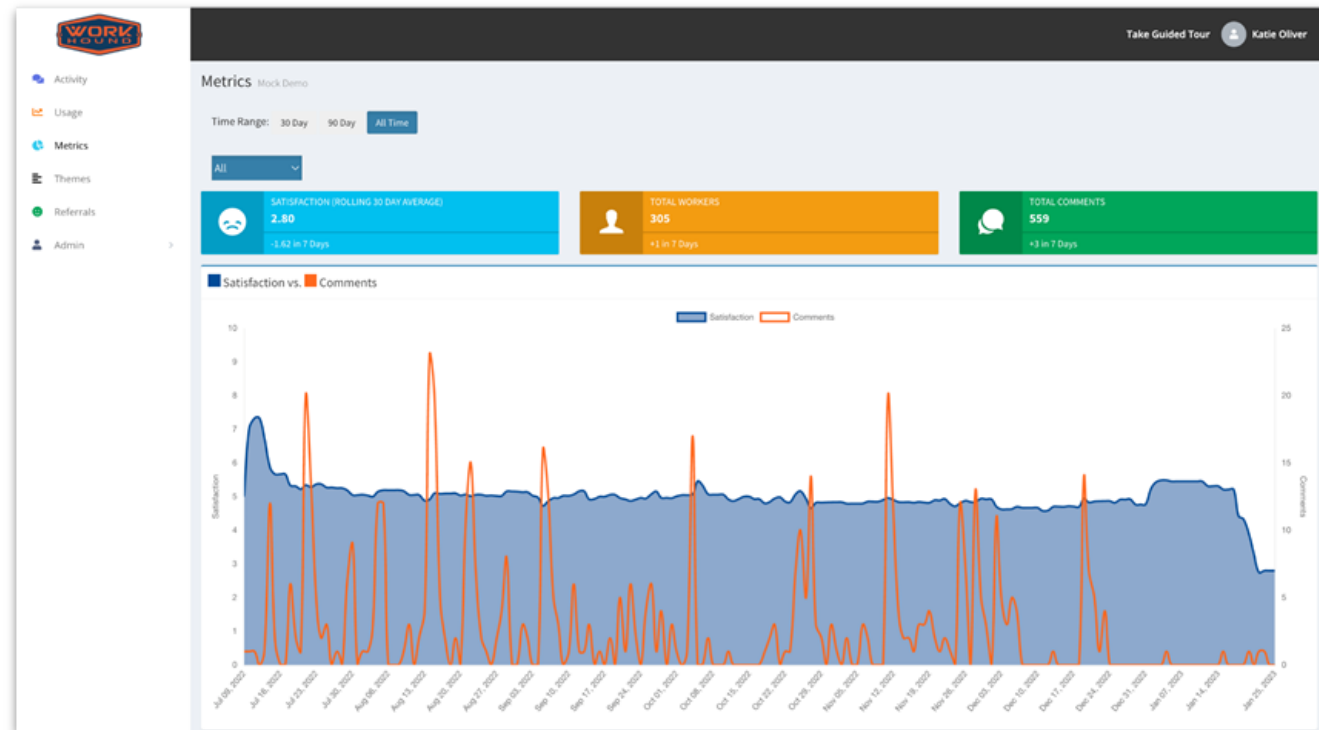
The worker's experience



The management's experience

Worker retention is tough. Continuous driver's surveys makes it easier.

- Worker Feedback
- Trends Data
- Usage Reports
- Management Dashboard
- Actionable Insights
- Intervention Tools
 - 2-Way Chat
 - Reveal Requests
 - One Time Messages
- Feedback Loop
- High Quality Referrals



Improving Company's communication

Closing the Feedback Loop

Together with our dedicated WorkHound Customer Success Manager, we craft periodical tailored response to our workforce about the impact of their feedback and the actions the company is taking as a result. This powerful addition to your routine completes the critical feedback loop.



COMPANY UPDATE

Loading Safety

We received helpful information from drivers this week regarding freight being loaded in an unsafe manner. Thank you for bring this to our attention! We are working diligently to address your experiences with shippers.

Equipment

We take your comfort very seriously! If you have questions or requests, please contact your direct manager. They are the line of communication with the shop to address all of your equipment questions and concerns in the most efficient manner.

Open Communication

Thank you to all those that have submitted feedback through WorkHound. We read every comment! Though not every concern has been addressed, we want to assure you that they are being discussed internally. We'll update you as soon as we are able. In the meantime, keep the feedback coming!



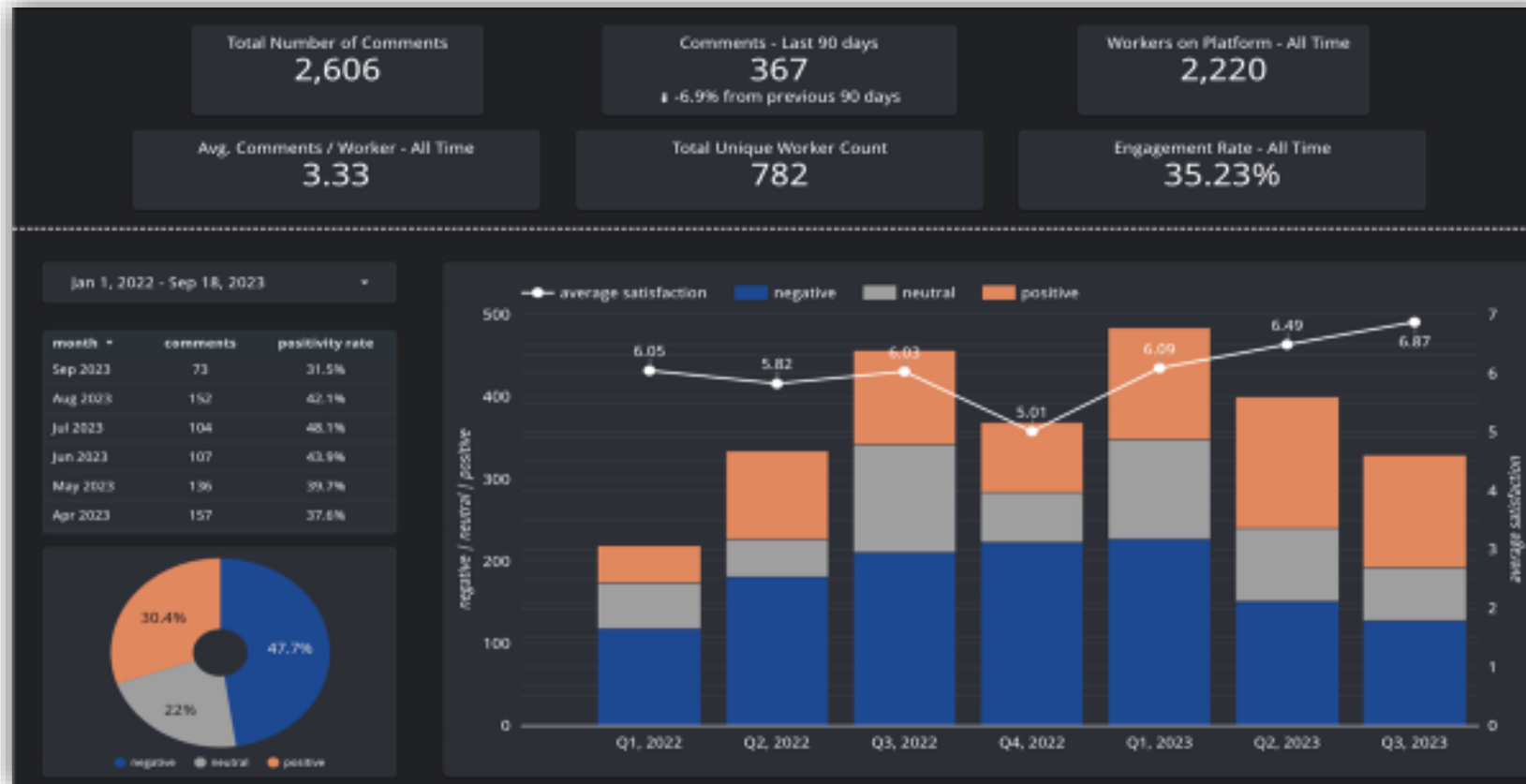
Have More Feedback?
Let us know through WorkHound!

Need a quick refresher on WorkHound?

[Watch this short video](#)



The dashboards - Overview



What's next?

Improve the utilization of survey results

- Streamline the process of survey results analysis and generate improvement actions
- Identify geographical areas / depots with higher levels of negative feedback
- Focus on what matters: Identify relevant themes and deep dive into the most meaningful
- Empower and make local stations accountable for their results

Raise the bar and set ambitious targets

- Our goal is to be an employer of choice: We are setting ambitious targets of being better than our competitors
- Quarterly results needs to be shared with the team and generate improvements actions

Further developments

- Extend geographical coverage to other regions, starting with English-speaking Countries (UK, Australia)





**Thank you for your attention.
And remember, retaining costs
much less than recruiting.
And it's way easier.**



**Any questions?
Post on the chat!**



**UPCOMING WEBINAR ON
DRIVER SHORTAGE AND BEST PRACTICES**

12 December 2023

What's working?

**Innovation and digitalisation to better attract
and retain drivers**

IRU Intelligence Platform

All Road Transport
intelligence accessible
in one single hub



Road transport intelligence

To **decode industry trends** and take more **strategic business decisions**, discover key industry and market insights through research studies, surveys and interactive datasets.

Fuel prices

Dashboards

Files & Documents



The truck driver profession in Europe: access and attractiveness

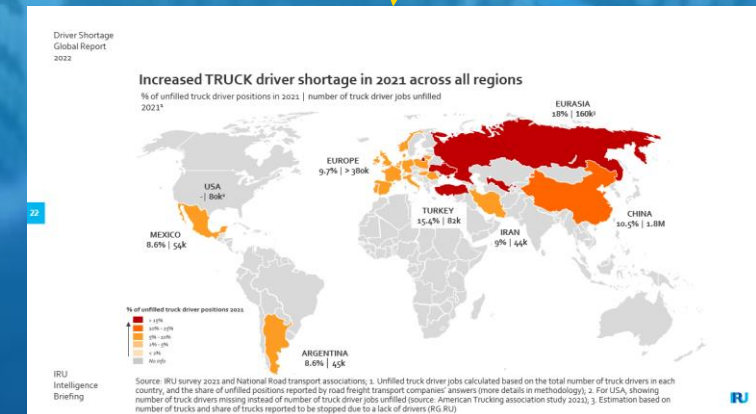
Solution: financial support to cover licence costs

astic

- In Spain, ASTIC has been asking for grants to offer financial support to young people and cover the cost of their CPC training and driving licence.
- In the Netherlands, social partners of the transport and logistics sector have (since 1973) a joint training fund (SOOB¹). Policy is coordinated together and then implemented by the Transport and Logistics Sectorinstituut (STL). Several subsidies from SOOB are available for employers to cover their drivers' training (up to 75% subsidy). The candidate can be:
 - o Their own employee (wishing to move jobs within the company to become a truck driver)
 - o An employee from another sector (wishing to become a professional truck driver)
 - o A jobseeker (currently unemployed)
 - o A migrant legally residing in the Netherlands (100% subsidy in this case, including language training). STL will also ensure the selection and testing of the candidates during the recruitment process, and organise the candidate driving and language trainings if needed.
- Additionally, a subsidy for the CPC refresher trainings can be granted to the employer or the employee (only for certain trainings related to safety/safe working).
- SOOB training fund is also providing a personal training subsidy of up to €3,000 per year for anyone working in the Transport and Logistics sector, to be spent on any trainings to improve their professional skills or to learn new ones.

IRU Intelligence Briefing

¹ Training and Development Fund for Professional Road Transport and the rental of Mobile Cranes. Commissioned by the social partners FNV Transport en Logistiek, CNV Vakmensen, De Unie, Trade Union, Verkeers Transport Association and TLN. SOOB supports optimizing the labor market and promoting good labor relations.



If you want to contact us:

information@iru.org






Intelligence Briefing

Other related IRU Intelligence Briefings

Available for IRU members

Available for non-members

DRIVER SHORTAGE

- Global report 2022
- European report 2022 
- Attractiveness of the driver profession 2022 
- Global report 2023 (*upcoming*)
- European report 2023 (*upcoming*) 

Full report ([Freight and Passenger](#)) Exec. summary ([Freight and Passenger](#))

Full report ([Freight and Passenger](#)) N/A

Full report ([Freight; Passenger](#)) Exec. summary ([Freight; Passenger](#))

Full report (Freight) Exec. summary (Freight)

Full report (Freight; Passenger) Exec. summary (Freight n/a; [Passenger](#))

DECARBONISATION

- Green Compact: Pragmatic Roadmap for decarbonisation (*upcoming*) 

Full report (Freight and Passenger) Exec. summary (Freight and Passenger)

INDUSTRY OUTLOOK

- Ti-Upply-IRU European road freight rate benchmark
- EU Road freight transport trends
- EU medium and heavy duty fleet utilization (*upcoming*)

PUBLIC ([quarterly report](#))

[Full report](#) N/A

Full report N/A



If you want to contact us:

information@iru.org



Also available for road passenger transport



IRU members get **intelligence**

Get access to more mobility and logistics market trends, data, reports, positions, to anticipate and address regulatory, business and operational opportunities or issues.

Harness the collective knowledge of our members to understand and explore the issues driving change in logistics and mobility with our industry and market intelligence reports.

IRU Intelligence Briefings explore facts, figures and views on a range of issues in road transport, in an easy-to-read format.



If you want to contact us:

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METHODOLOGY – Upply European Road freight index

Collection of **transactional transport prices** from shippers, carriers and freight forwarders

750 millions data points
€60bn. in 2022

Today analysis:

- FTL
- General cargo
- Spot & Contractual prices
- Fuel included

Other types of transport available:

- Temperature controlled
- Bulk

Upply coverage for EMEA
road freight rate benchmark

