



European Training Foundation

# EUROPEAN TRAINING FOUNDATION

Employers' survey – *second and third pilot*



# PILOT SURVEY DESIGN

## 2<sup>nd</sup> PILOT SURVEY

- Agri-food sector across all regions
- Random stratified sample of 387 employers
- Online and telephone interviews
- Fieldwork from June to October 2020

## 3<sup>rd</sup> PILOT SURVEY

- All economic sectors across all regions
- Census of around 10,000 employers
- Online and telephone interviews
- Fieldwork from end December to February 2021

# METHODOLOGY AND FIELDWORK – COLLECTION OF CONTACTS

## 3<sup>RD</sup> PILOT SURVEY

- ➔ **BEIRUT AND MOUNT LEBANON CHAMBER (9,000)**
- ➔ **ZAHLE AND BEKAA CHAMBER (800)**
- ➔ **SAIDA AND SOUTH LEBANON CHAMBER (500)**
- ➔ **TRIPOLI AND NORTH LEBANON CHAMBER (550)**

## METHODOLOGY AND FIELDWORK – DATABASE

Sector of Activities	Mount					Total
	Beirut	Lebanon	South	North	Bekaa	
Construction activities, equipments & materials	415	1146	88	71	131	<b>1851</b>
Food products	422	1021	84	67	215	<b>1809</b>
Industrial & domestic machinery & equipments	396	693	56	29	42	<b>1216</b>
Diverse trading	253	353	41	17	47	<b>711</b>
Chemicals, paints, detergents, cosmetics	143	383	39	12	19	<b>596</b>
Clothing - Textiles	212	316	10	14	15	<b>567</b>
Motor , boats, vehicles, escalators and elevators	102	289	12	14	55	<b>472</b>
Furniture	90	286	34	19	28	<b>457</b>
Agriculture - live animals	61	133	29	10	139	<b>372</b>
Computer, office machinery & communication	174	174	5	2	12	<b>367</b>
Medical activities, equipments & products	104	237	4	4	13	<b>362</b>
Books, newspapers, periodicals, stationery	131	170	4	5	6	<b>316</b>
Others	497	864	82	283	87	<b>1813</b>
<b>Total</b>	<b>3000</b>	<b>6065</b>	<b>488</b>	<b>547</b>	<b>809</b>	<b>10909</b>

## METHODOLOGY AND FIELDWORK – RESPONSES COLLECTION



TWO VERSIONS VIA MONKEY SURVEY: **AR/EN**



EMAIL CAMPAGIN (GENERAL EMAIL + CRM CONTACTS)

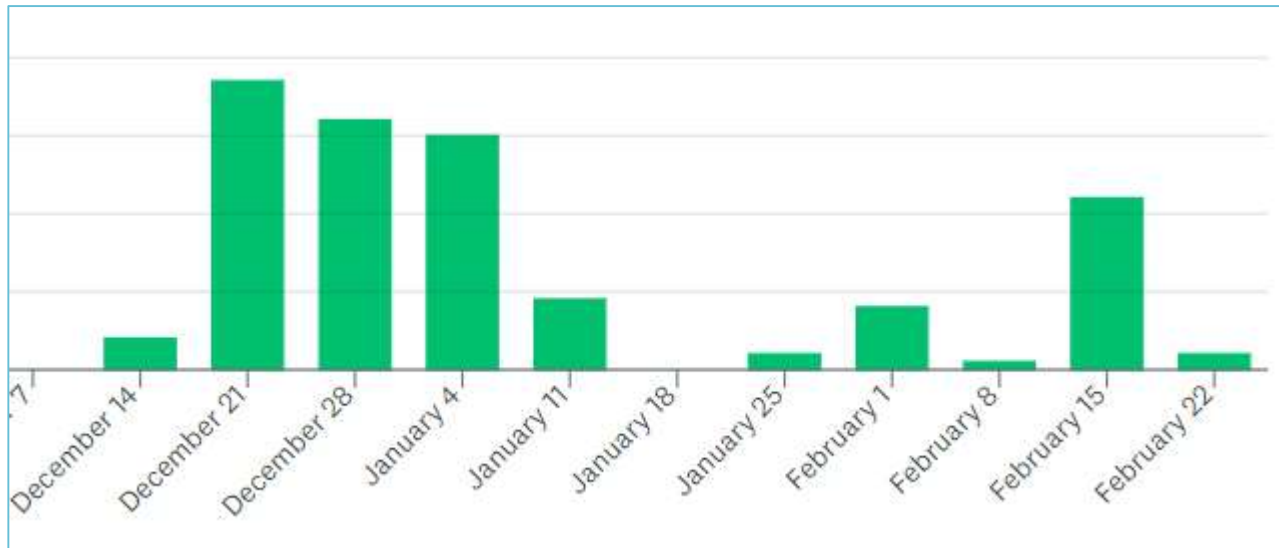


SMS CAMPAGIN (CRM CONTACTS)



OUTBOUND CALLS FROM THE CALLCENTER

## METHODOLOGY AND FIELDWORK – EVOLUTION OF RESPONSES

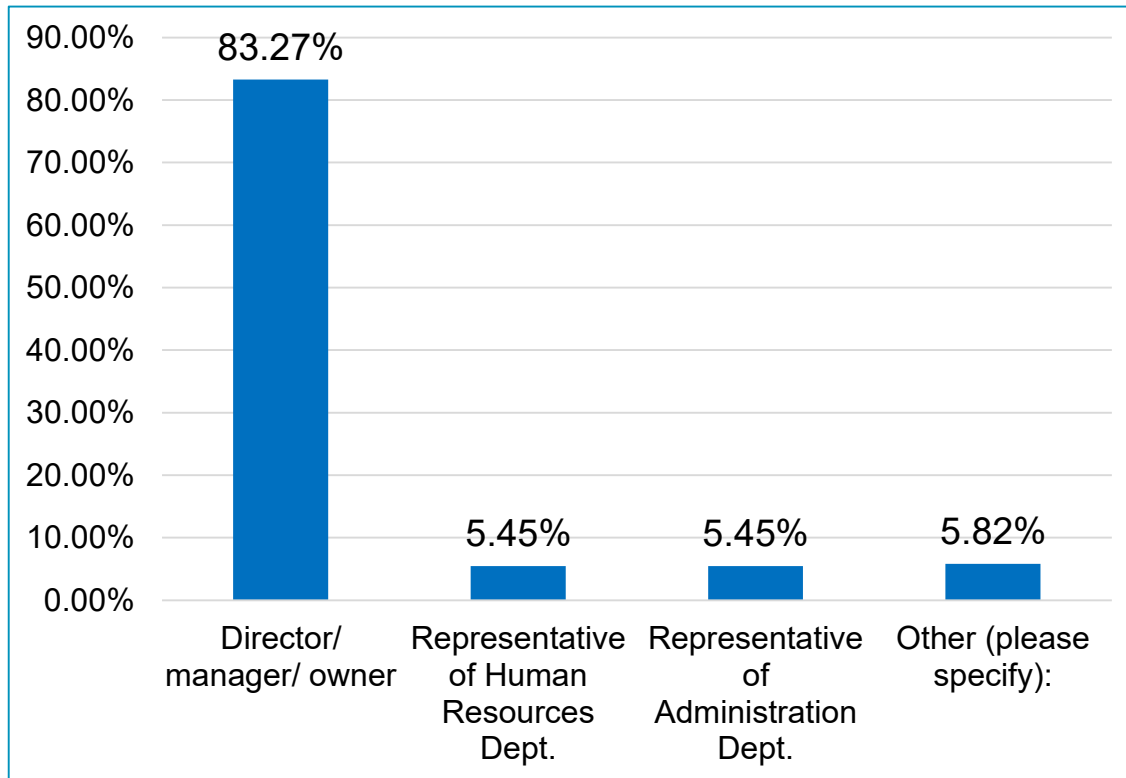


**TOTAL RESPONSES : 295**

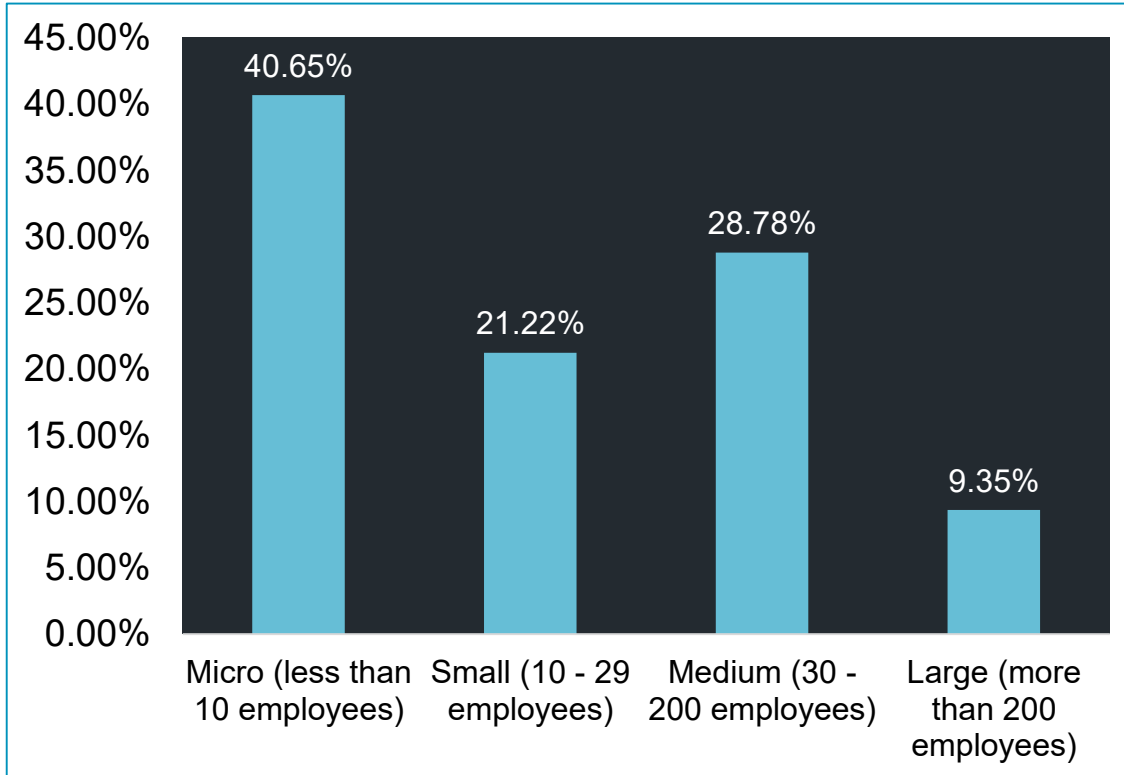
**ENGLISH : 147 Responses**

**ARABIC : 148 Responses**

**METHODOLOGY  
AND  
FIELDWORK –  
WHO FILLED  
THE SURVEY?**

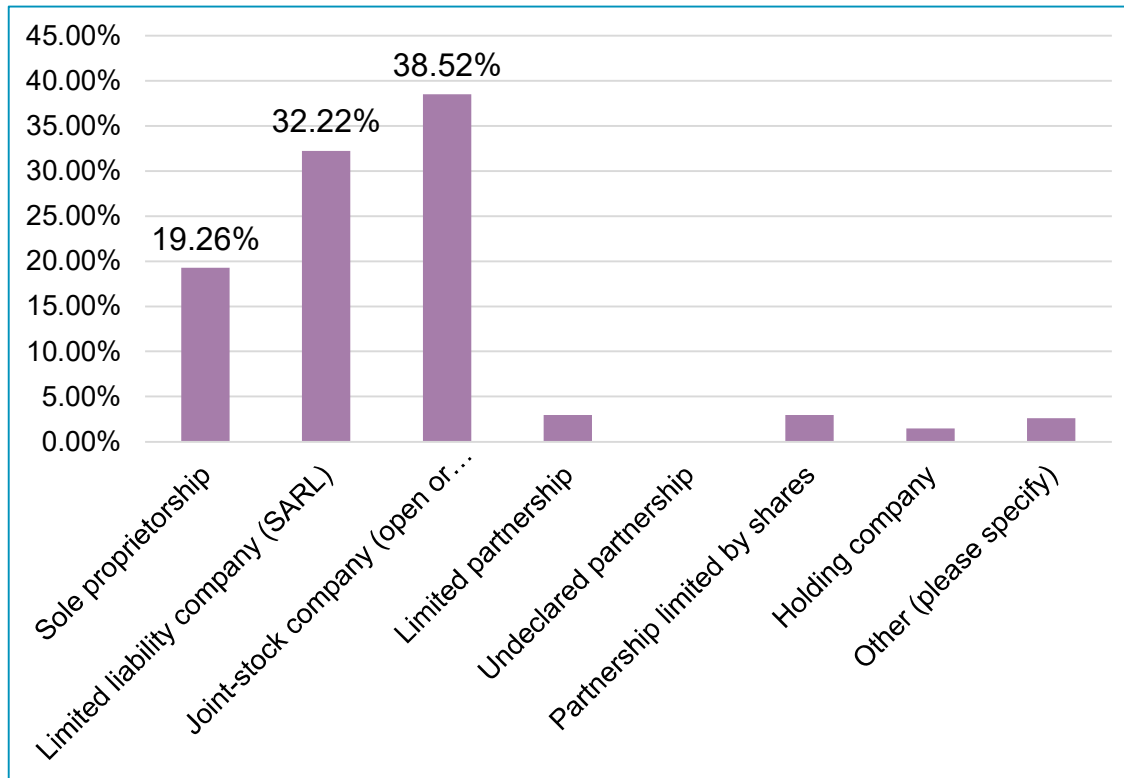


**CHARACTERISTICS  
OF COMPANIES –  
BY COMPANY SIZE**

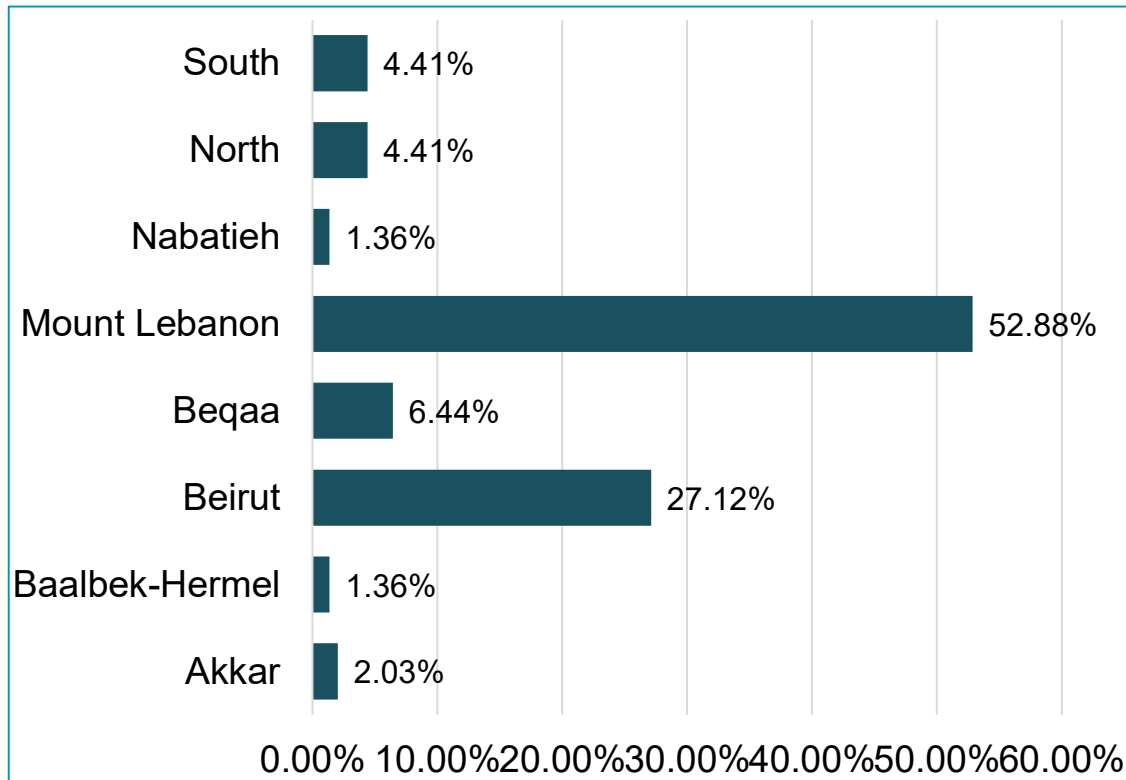




## CHARACTERISTICS OF COMPANIES – BY LEGAL FORM

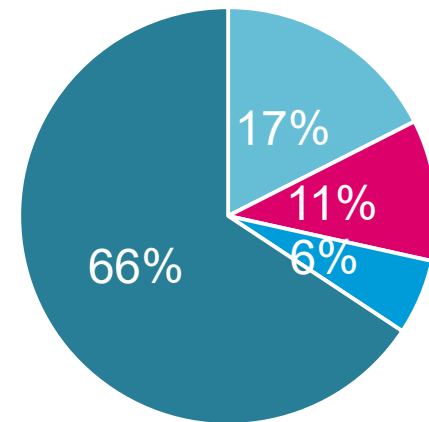


**CHARACTERISTICS  
OF COMPANIES –  
BY AREA**



**CHARACTERISTICS  
OF COMPANIES –  
BY SECTOR OF  
ACTIVITY**

- Food products
- Agriculture - Live animals
- Construction activities, equipments and materials



# DIFFERENT CRISES IMPACT BUSINESS STRATEGIES AND CHOICES

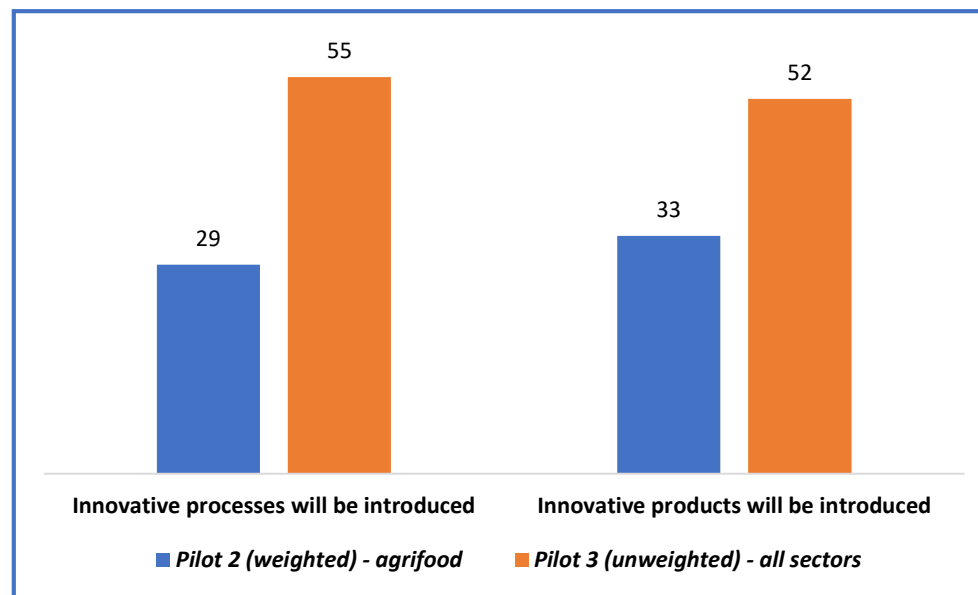
Liquidity shortages

Cancellation of orders

Difficulty to import raw materials/supplies

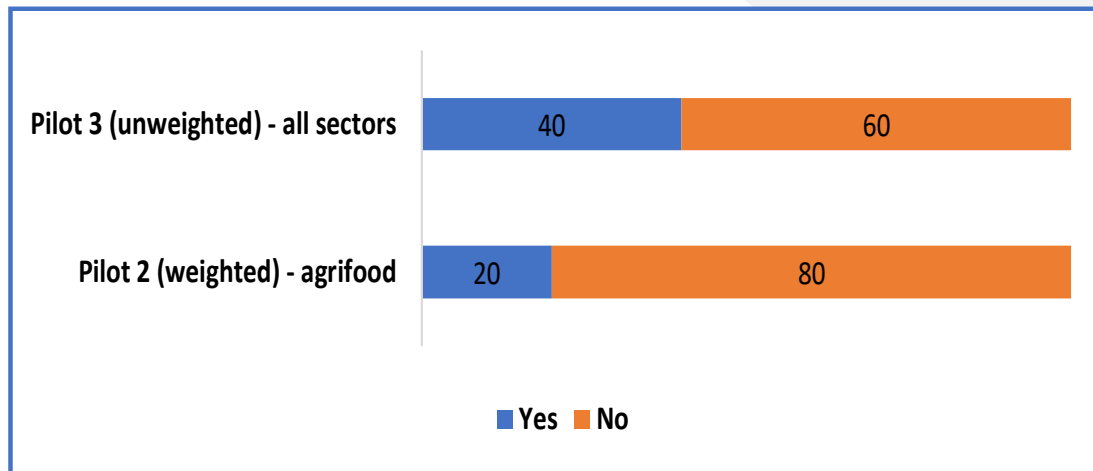
Business activities suspended by public authorities

Likelihood to happen in the next 6 months (likely/very likely, %)



# COMPANIES FACE LACK OF SKILLS

Do you face lack of skills among your current employees? (%)



Small and  
Medium-sized  
Companies  
(SMEs)

# LACKING TECHNICAL AND GENERIC SKILLS

**TECHNICAL SKILLS**

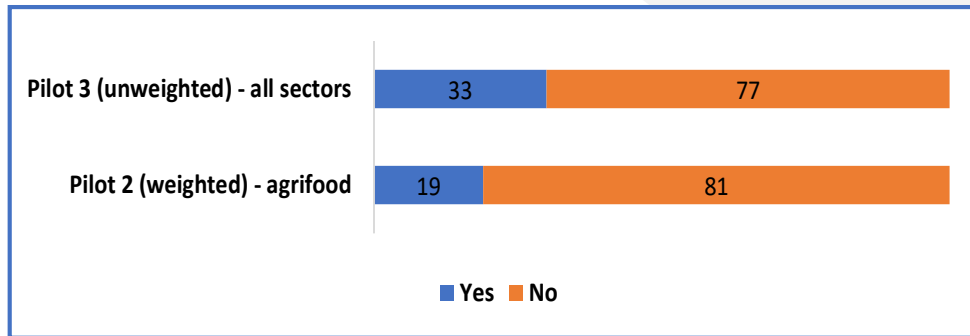
- Maintenance of machinery
- Marketing and e-commerce
- Advanced IT or software skills
- (Efficient) use of materials, technology, equipment and tools

**GENERIC SKILLS**

- Problem-solving skills
- Leadership
- Team-work
- Ability to perform multiple tasks

 Further training

# ONLY A MINORITY OF EMPLOYERS PLAN TO HIRE NEW WORKERS



***Most needed occupation profiles***

- Sales and marketing workers
- Business and administration workers
- Machinery mechanics and machine operators
- Science and engineering professionals
- Elementary professions (packaging)



## RECRUITMENT MOTIVATION AND STRATEGIES

- *Why to recruit?*
  - Expansion of production
  - Export opportunities
- *How to recruit?*
  - online job portals
  - advertisements on their own website
  - personal relationships or word of mouth



# EMPLOYERS ARE ACTIVE IN PROVIDING TRAINING FOR THEIR EMPLOYEES

About half of employers provided training to their employees



Medium and large companies

## *WHY YES*

Covering particular skills gap  
Career advancement of employees

## *WHY NO*

No budget available for training  
Training too expensive  
No training available in relevant subject areas



# LESSONS LEARNT AND WAY FORWARD

- **Decide on the survey institutional “home”**
- **Ensure required resources for survey implementation, in particular human resources**
- **Support survey visibility and follow-up**
- **Combine different data collection strategies**
- **Ensure the improvement of a sampling frame and the coverage of enterprises**

