

Project: Central European Knowledge Platform for an Ageing Society

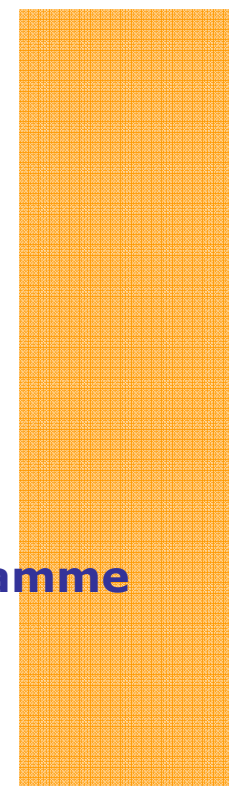
"Entrepreneurs are the economic DNA which we need to build competitiveness and innovation in Europe"

Günter Verheugen,
*European Commission Vice-President,
responsible for Enterprise and Industry*

CATI RESEARCH
EMPLOYERS



**This project is implemented through the CENTRAL EUROPE Programme
co-financed by ERDF**



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What does prognosis say?

EU

According to forecasts, the population in 27 Member States will increase from 495 million in January 2008 to 521 million in 2035, and then gradually will decrease to 506 million in 2060, the annual number of births will fall in period from 2008 to 2060, while in the same time is expected continuously increase the annual number of deaths. According to forecasts, the population of the European Union will grow old. It will increase participation people 65+ in the population from 17.1% in 2008 to 30.0% in 2060 and those over 80 years, from 4.4% to 12.1% in the same period.

POLAND

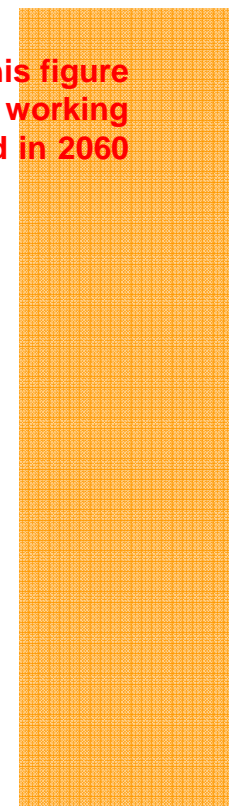
In 2007, on 1,000 people of working age, there were an average of 248 people in retirement age, in 2035 this figure - in line with demographic forecast - will rise to 464, and in 2060 already 772. In 2007 on 1,000 people of working age, there were an average of 553 persons in non-working age, in 2035, this number will rise to 736, and in 2060 already 1070.

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Research characteristic

Research have used standardized questionnaire surveys

A total of 43 questions interviewers asked

Including 26 open-ended questions

Metric questions

Questions detailing respondent data

Quantitative analysis included all questions in five functional sections

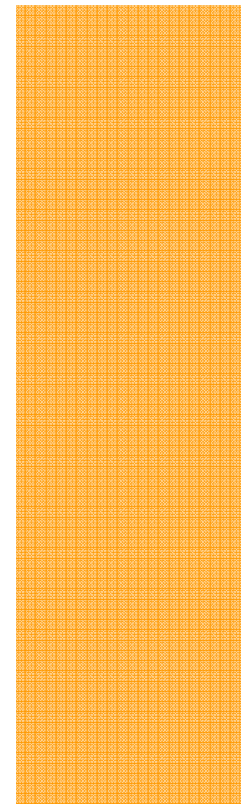
Quantitative analysis was carried out taking into account statistical measures, such as

Statistical average, weighted average, median, dominant, standard deviation

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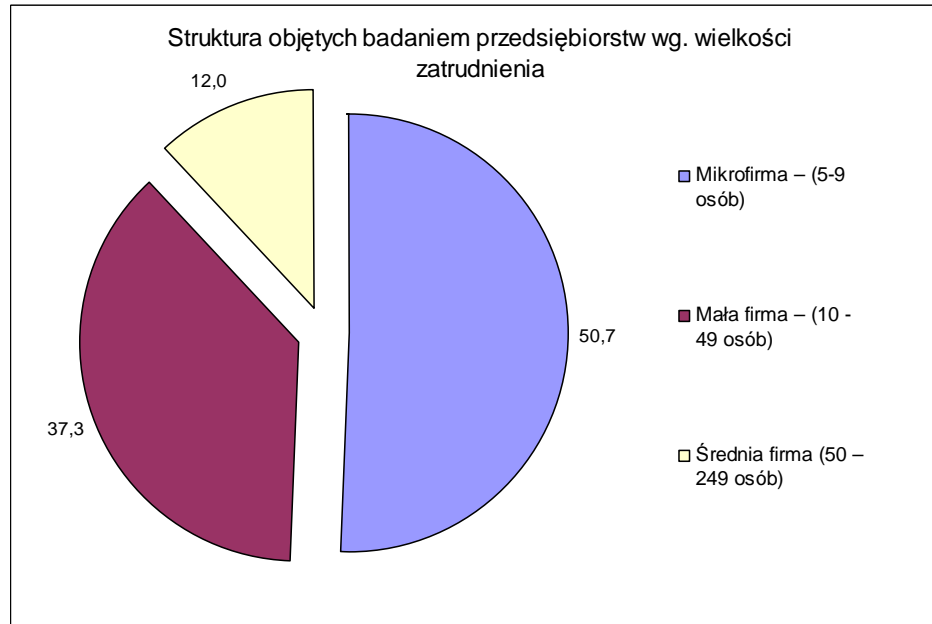


Research methodology and sample

Quantitative research on unemployed 50 + situation on regional labour market

- Research was conducted in March - July 2012
- **Technique:** CATI (Computer Assisted Telephone Interviewing) - is a telephone surveying technique in which the interviewer follows a script provided by a software application. It is a structured system of data collection by telephone that speeds up the collection and editing of data and also permits the interviewer to educate the respondents on the importance of timely and accurate data. Main advantages are: short execution time, bigger control possibilities, lower cost than F2F interviews
- **Employer** – firm owner or person responsible for employment and trainings in firm from SME sector
- **Sample:** N=225 Selection criteria: Size of employment: 5-9 persons (51%), 10-49 persons (37%), 50-249 persons (12%); Branch: Construction (7%), Trade (37%), Manufacturing (14%), Public sector (17%), Transport (3%), Services (23%); FIRM Location: Bielsko-Biała (9%), Bytom (8%), Częstochowa (16%), Gliwice (12%), Katowice (28%), Rybnik (9%), Sosnowiec (10%), Tychy (7%). Quota-random sample.
- Companies were selected for the research according to the following criteria:
 - size of employment
 - branch
 - firm location (Bielsko-Biała, Bytom, Częstochowa, Gliwice, Katowice, Rybnik, Sosnowiec, Tychy).
- **Average duration** of interview: about **17 minutes**

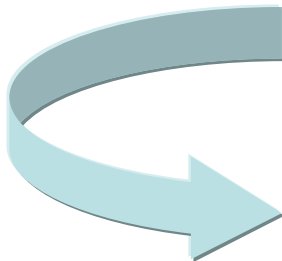
Research methodology – sample structure CATI



Besides recruiting questions employers were asked additional metric questions, which allowed for a more accurate characterization of respondents.

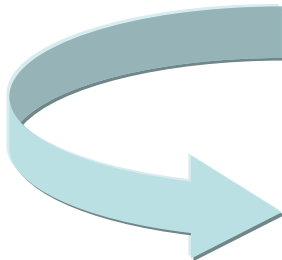
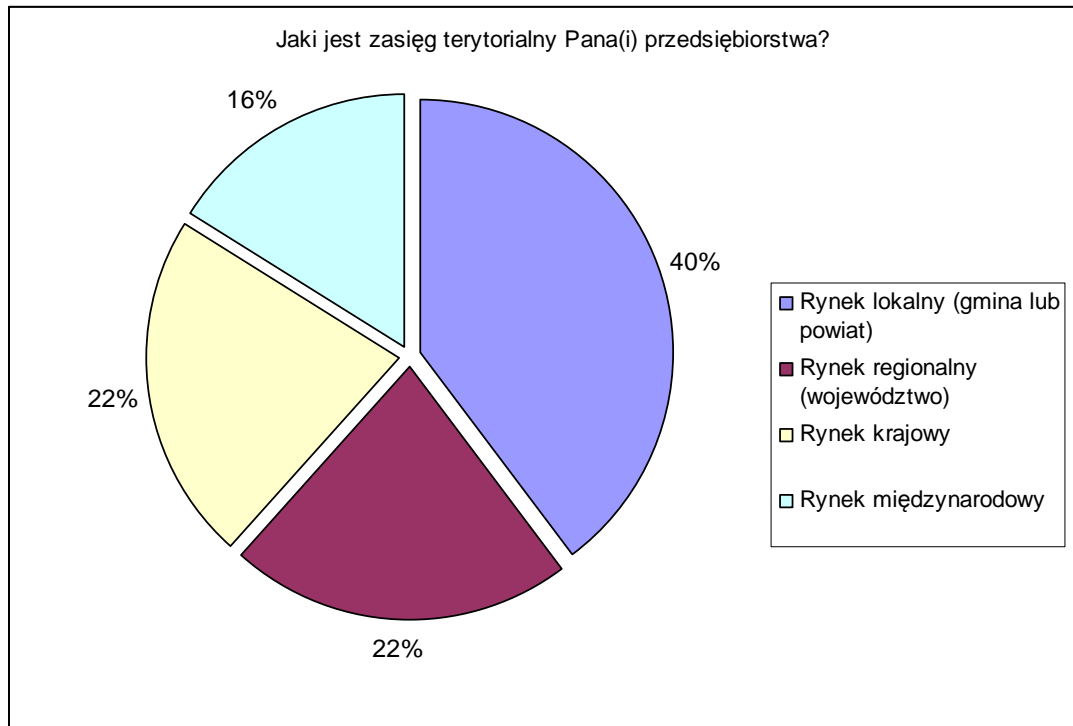
These questions are related to:

- territorial coverage of firm
- size of employment
- year of establishment
- branch
- legal form of company



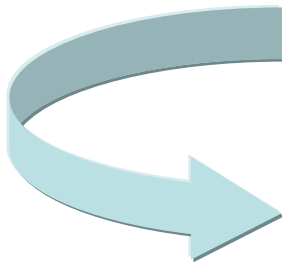
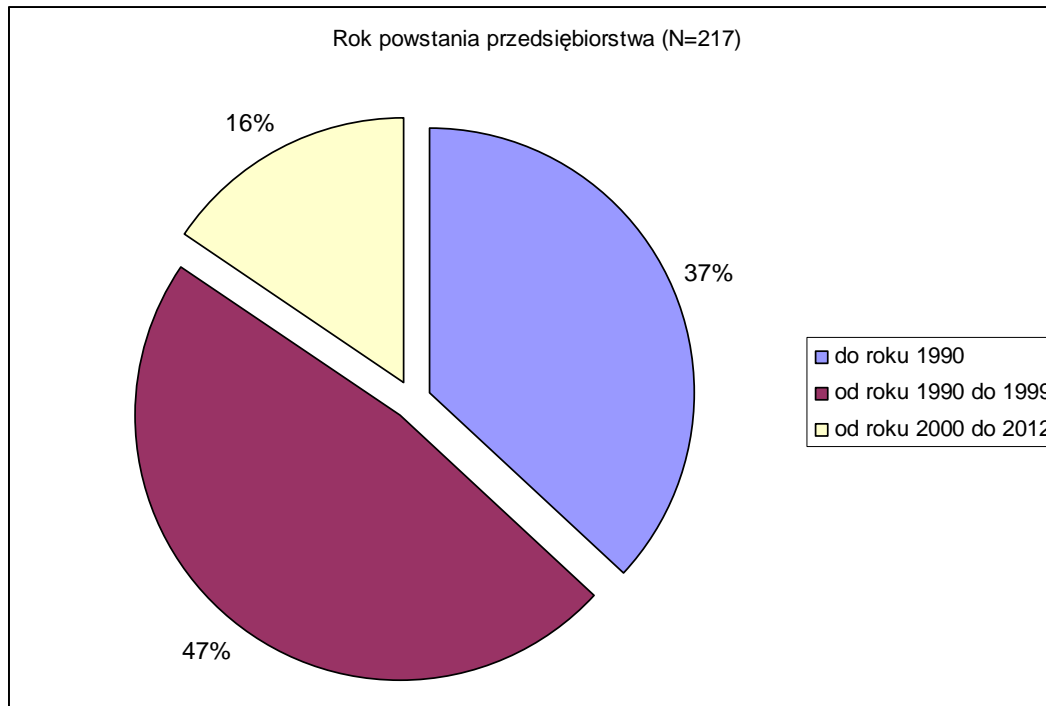
More than half of survey respondents are micro businesses, so businesses employing 5-9 people. However, nearly every fourth that small company (10-49 people). Medium-sized enterprises (50-249 persons) constitute 12% of the surveyed population. On the basis of obtained from respondents (N = 225) information on the number of people working on a contract, we can assume that in all the surveyed companies working a total of 2,995 people. The minimum number of people employed was 5 and maximum is 160. Statistical value that occurs most often (dominant) was five.

Research methodology – sample structure CATI



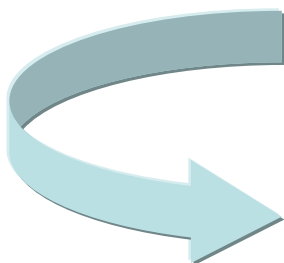
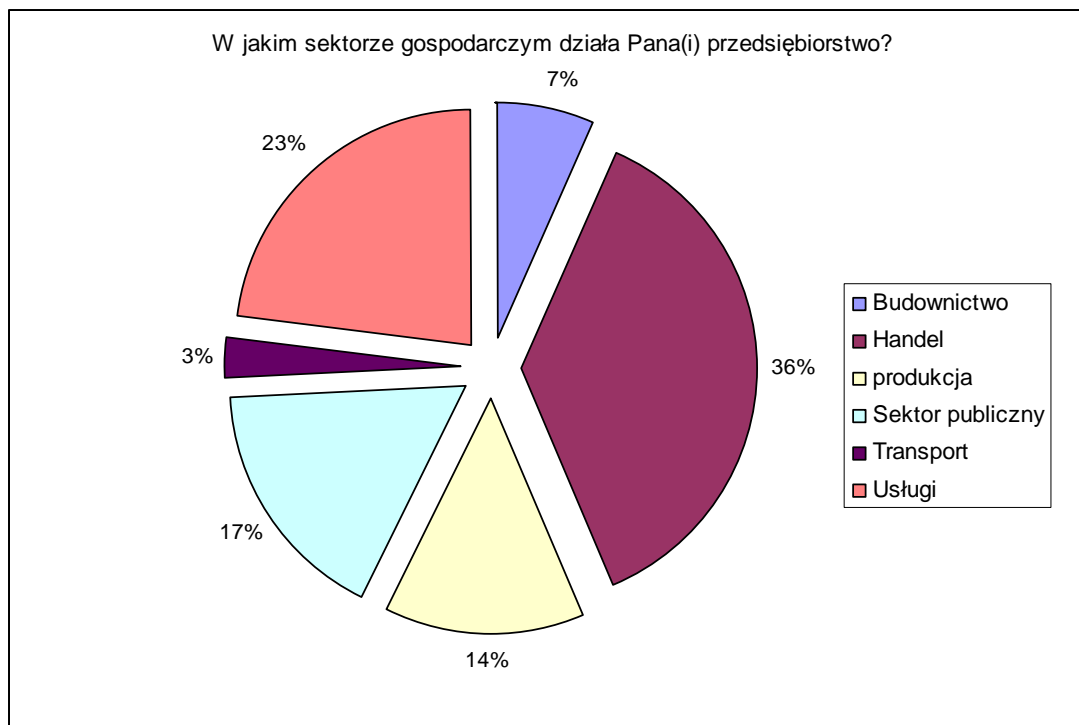
In response to the question of the territorial scope of activity, employers more often indicating a high internationalization activities. More than half of the companies have a regional, national and international coverage of economic activity (60%). Other (40%) of enterprises operate in the municipality or county, so locally.

Research methodology – sample structure CATI

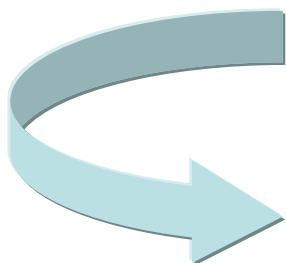
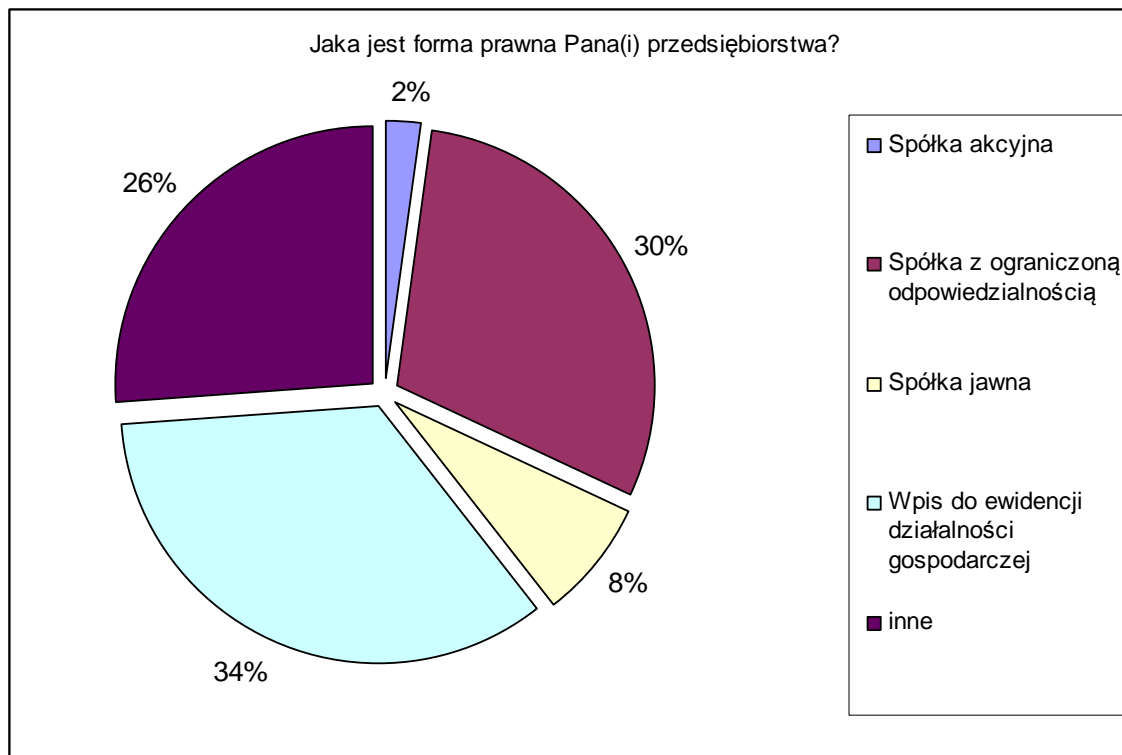


Next question of survey describing company was year of its establishment. The oldest company was founded in 1990, was a medium-sized company and the youngest was founded in 2011, and it was a micro-enterprise. In sample dominate the company created in 1991-2000 so in a full market economy. The chart shows structure of business due to age, using compartments here. 37% of surveyed companies were established on the market since 1990, 47% from 1990 to 1999 and 16% from 2000 to 2012. These are, in dominant part, company with a stable market position.

Research methodology – sample structure CATI



Due to business sector where company functioning dominated by trade and services companies (59%). The major proportion of entrepreneurs indicated sectors: a) public sector and b) production (31%). The lowest share was transport and construction companies (10%).



Most often indicated legal form of companies were: entry into register of economic activities (34%) and limited liability company (30%). The smallest part in survey had limited companies (2%).



RESEARCH AREA

LAW AND ECONOMY → key questions: is legislation is a barrier or determinant of persons 50 plus employment increasing? Is in economy is a place for job of people 50 plus?

EMPLOYMENT AND UNEMPLOYMENT → key questions: what factors determine increase or are a barrier of people 50 plus employment? What factors determine unemployment among people 50 plus?

SOCIAL POLICY AND SOCIAL EXCLUSION → key questions: is in contemporary society is a place for older people? What factors influence social exclusion among persons 50 plus from labour market? Is these persons affect discrimination problem?





CATI RESEARCH

**EVALUATION OF
LAW AND ECONOMY**



CONCLUSIONS AND RECOMMENDATIONS

CATI

- Limiting number of existing regulations and its updates, and development of solutions focused on regulations flexibility and consistency are necessary measures to reduce barriers to employment of people 50 plus in the SME sector
- Due to the extended (4 years) period of protection before retirement development of risk limiting instruments, due to its length, such as: smaller engagement in job duties, lack of employees on protection period disciplining, fear of hiring people on protection period, fear that employee on protection period will not be willing to continuing professional development, neglect of duties by the person during protection period are another activities that can reduce the barriers to employment of people 50 plus in the SME sector
- Improving situation of people 50 plus in the areas of education, innovation, availability, productivity and adaptability is another condition that may reduce the barriers to employment of people 50 plus in the SME sector
- Further areas of intervention that may reduce the barriers to employment of people 50 plus in the SME sector are: systematic identification of need for workers 50 plus, developing solutions to strengthen belief among employers that hire people 50 + is a cost-effective and efficient, and implementation of training and courses for people 50 plus corresponding to the real needs of employers

CONCLUSIONS AND RECOMMENDATIONS

CATI

- ➔ More flexible possibilities for combining work incomes and Social Security benefits can increase employment of people 50 plus. It can also contribute to exit from work in gray economy
- ➔ Tightening criteria for empowering early retirement benefits and develop mechanisms clearly showing the relationship between length of employment period and amount of future benefit that further actions that may affect level of deactivation of people 50 plus
- ➔ Based on the survey, we can conclude that tendency of people 50 plus to early retirement benefits can significantly decrease due to fact that people over 50 are more interested in continuing the work. The key determinants are aware that job loss is equal to loss of social security benefits and fear of too low pension benefits
- ➔ Motivation systems tailored to specific individuals and information that rise of qualification will help to strengthen position people 50 plus on the labour market and increase chances of finding a job



BADANIE CATI

**EVALUATION OF
EMPLOYMENT AND UNEMPLOYMENT**



CONCLUSIONS AND RECOMMENDATIONS

CATI

- Too low qualifications, lagging in technology, lack of foreign languages knowledge and sustainability implementation of people 50 plus to advanced technologies are key barriers to employment of persons in this age group in the enterprises of high-tech industries
- In the light of research carried out, we can conclude that a necessary measure to strengthen position of people 50 plus on the labour market is to promote and disseminate in forms of training and enterprise deployment methods of "Age Management" and flexicurity
- Strengthening cooperation on the line employer - labour market institutions. Lack of this cooperation will strengthen view that labour market institutions help is not conducive to growth of employment of people 50 plus. In the opinion of unemployed lack of cooperation affects low participation of people 50 plus
- Developing and strengthening factors such as qualifications, experience, knowledge, professionalism, ability to work organization, work motivation is the key actions to empower people 50 plus in the process of hiring people 50 plus
- No qualifications, access to a variety of benefits, pressure to go away from employment, low wages and creation of bad work climate at work discourages remaining employment (mobbing) is the key actions limiting the process of leaving labour market relatively young people

CONCLUSIONS AND RECOMMENDATIONS

CATI

- ➔ In order to strengthen position of people 50 plus on labour market as an important and urgent action should be directed to conduct periodic monitoring of labour market for people 50 plus, closing the training offer to employment needs, and conducting regular information dissemination campaign about situation of people 50 plus on the labour market
- ➔ Fear of unemployment and lower assessment of their own health are the two key determinants of people 50 plus to enter into a gray economy
- ➔ The solutions searching which can change the image and perception of people 50 plus in opinion of unemployed 50 plus is another important factor that may significantly strengthen the position of those people on the labour market
- ➔ Developing mechanisms to ensure sustainability and consistency of actions for people 50 plus on the labour market, regardless of the political situation changing in the opinion of the employers is a necessary condition for improving situation of this population on the labour market



CATI RESEARCH

EVALUATION OF SOCIAL POLICY AND SOCIAL EXCLUSION



CONCLUSIONS AND RECOMMENDATIONS

CATI

- Development and implementation an information campaign negating the claim that in contemporary consumer culture there is no space for old age and that elderly people are responsible for many social problems may be an important mechanism to improve their situation on the labour market
- Independence, flexibility and ability of stress minimalising are key factors for a stable position on the labour market, in the opinion of employers. Development of a campaign promoting the factors identified above may contribute to greater stability on the labour market
- The solutions searching which can change the image and perception of people 50 plus by employers is another important factor that may significantly strengthen position of those people on the labour market.
- Lack of state policy of equal opportunities on the labour market for people 50 plus, due to place of residence, may lead directly to socio-economic diversity of the people.

**IN SUMMARY ON THE BASIS OF
SME SECTOR EMPLOYERS RESEARCH
WE MAKE VISION FRIENDLY
LABOUR MARKET
FOR PEOPLE 50 PLUS**

SUMMARY

CATI

- On the labour market functioning legal system friendly, stable and predictable for employers
- Extended protection period before retirement is a factor giving positive attitude of employees towards the entrepreneur
- Education, health, innovation, flexibility, efficiency, independence, ability of stress minimizing and adaptability are the key strengths of people 50 plus on the labour market
- Systematic identification of the need for workers 50 plus and training and courses for people 50 plus corresponding to the real needs of the employers is action in cyclical and systemic dimension
- Combining work income and Social Insurance benefit is a fully authorized action and it not limited by law
- The use of methods of "age management" and "Flexicurity" in enterprises is a common practice
- Cooperation on the line employer - labour market institutions is a durable and stable element of labour market policy for people 50 plus
- Organizing work ability and work motivation are the key characteristics of people 50 plus in the labor market
- People 50 plus are seen by employers as important and significant for the company development
- For political solutions durability and consistency of actions for people 50 plus on the labour market is a standard.

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**No one is so old
to learn something new
Aeschylus**

Thank you

Ryszard Marszowski GIG



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