

ioreSME

Survey Results

Exchange Visit, Malta
19-21 April ' 23



Corporate ID Group

Purpose – driven management advisory team, specialising in PR & Communications

Our team offer innovative ideas & evidence-based analysis to help an organisation, anticipate, understand and respond to changes within a social context

Clients from the private and public sector

Led various EU-funded projects

CDE.NEWS – our Corporate News Portal

On Demand publications – beInformed & CDPRO publication

The Project (1)

Overall Objectives

Increase Organisation Visibility

Increase in Engagement & **Membership**

Increase Capacity of Social Partners

Strengthen Social Dialogue and Representation

The Project (2)

Specific Objectives

- a) **Two surveys – SPs & Members**
- b) **Focus Group (1)**

- c) **Report** on Findings and FG (1)
- d) Design of a Template Campaign (*procurement of campaign*)

- e) Focus Group (2) – post mortem
- f) Presentation of Final Report

Information – EU Pillar of Social Rights & Green Deal

S1 - Social Partners – Survey Results

Survey through SME United

- a. 28 respondents
 - i. 11 SPs rep. less than 1000 members
 - ii. 6 SPs rep. between 1001 – 10,000 members
 - iii. 11 SPs rep. more than 10,000 members

Objective of the Survey

Current state of activity at the SP – communication channels; marketing plans, challenges etc

Most valuable services to members

- a. **Consultation with public entities and authorities**
- b. **Representation of the business sector**
- c. Networking
- d. Promoting / safeguarding the right business practices
- e. Training, Seminars, info sessions & conferences

Other services

- f. **Legal assistance**
- g. *Assistance with access to funds (EU, national)*

Least popular

- h. *Negotiations with workers trade unions*
- i. *Formation of Alliances*

Communication Channels

Most Common Channels

- a. Email – *by far the most preferred*
- b. Facebook
- c. LinkedIn
- d. Printed media

Others: Website, Intranet, Mobile Application, Chat, Podcast, Twitter, Newsletter

Membership

- 85% of respondents with recent efforts to increase membership
- 50% plan to offer new services in the next 3 yrs
- 30% are currently reviewing their services internally

Covid

- 78% say that Covid increased their relevance with authorities
- 60% of respondents - no changes in the rate of membership
- 20% - increase in membership
- 20% - decrease in membership

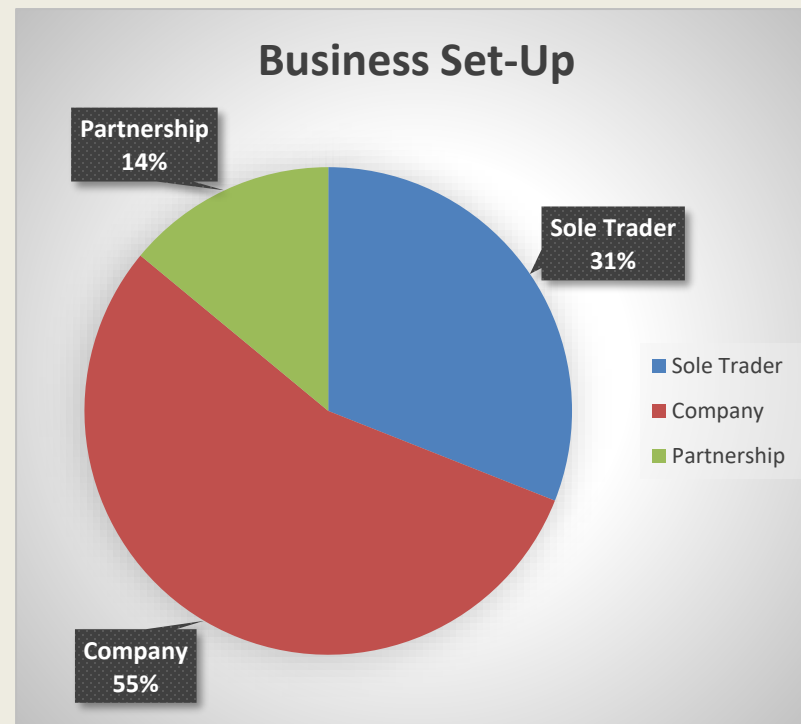
Strategies for Membership

Short-term	Long-term
Info / Awareness campaigns	New services – green / digital
Info events for non-members	Expand to other business sectors
Externalise membership sales	Custom service packages - <i>young entrepreneurs; secondary profession; freelancers</i>
New efforts – <i>LinkedIn / new website</i>	
Improve services	
Strengthen HR for sales	

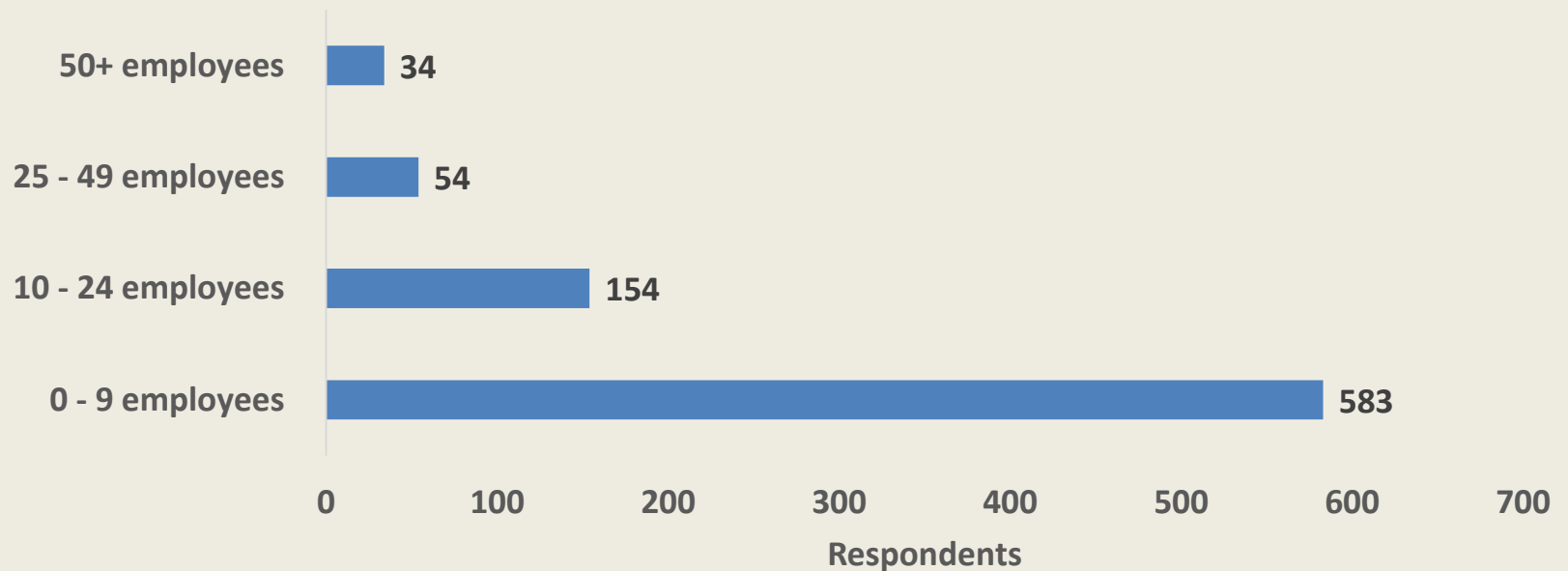
S2. Members / Business Survey

- 825 respondents
- Online replies
- March '23

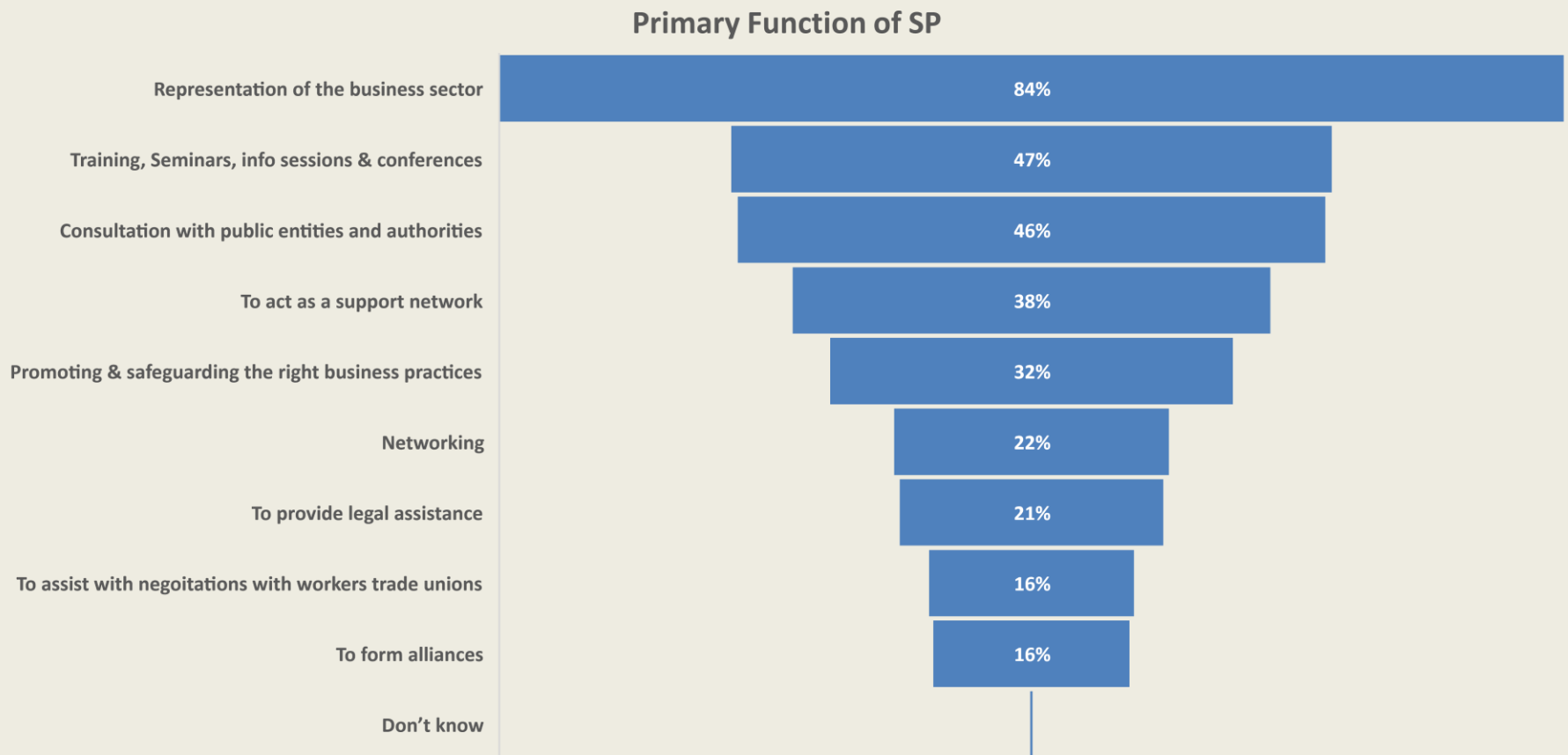
- Five countries
(Italy; Belgium; Greece; Slovenia; Malta)



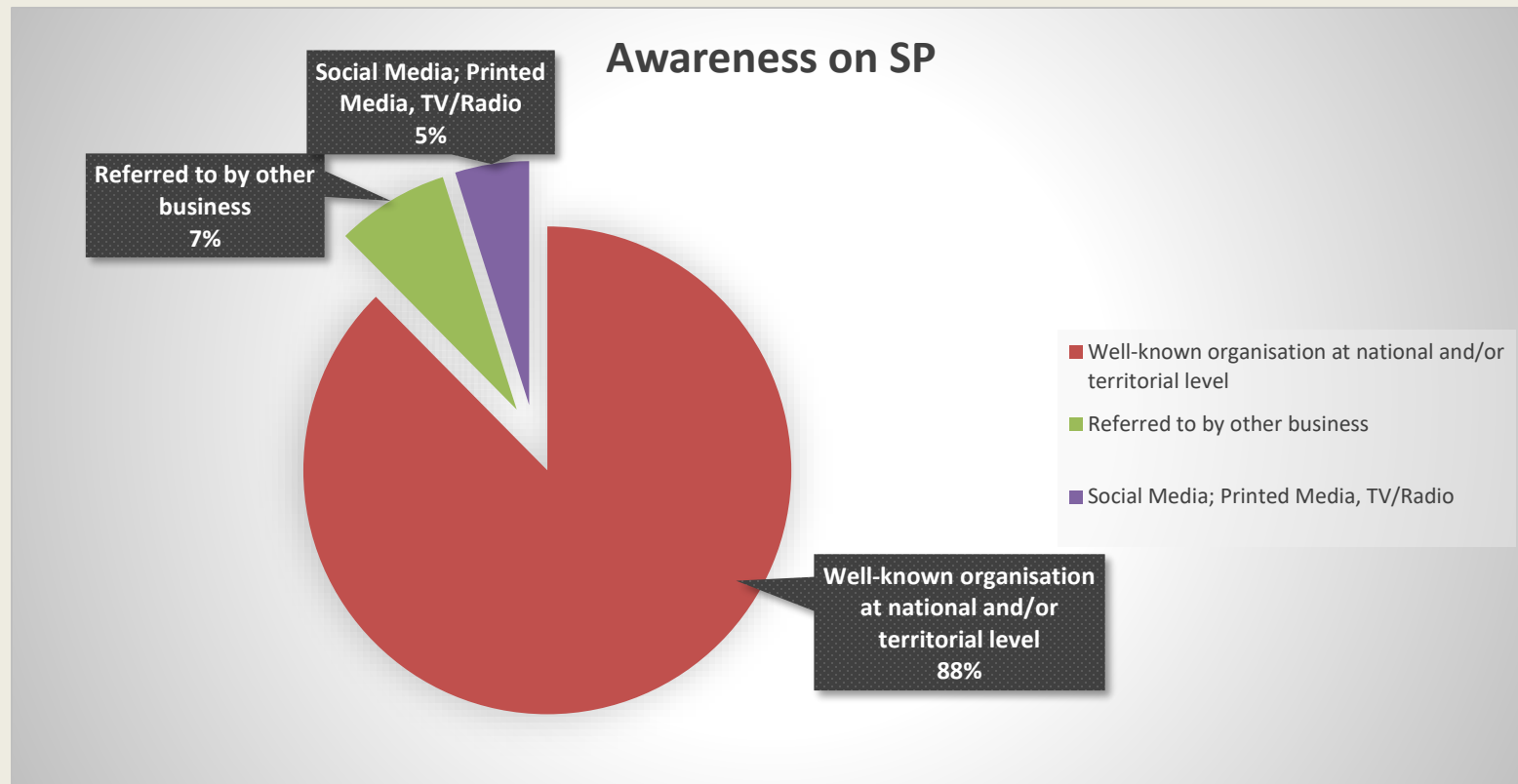
Size of Respondents



Primary Function of SP (x3)



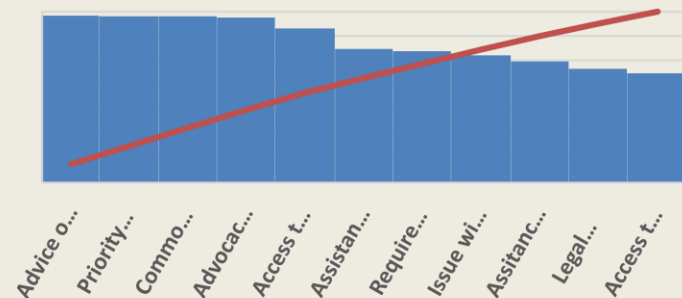
How were you made aware of this organisation?



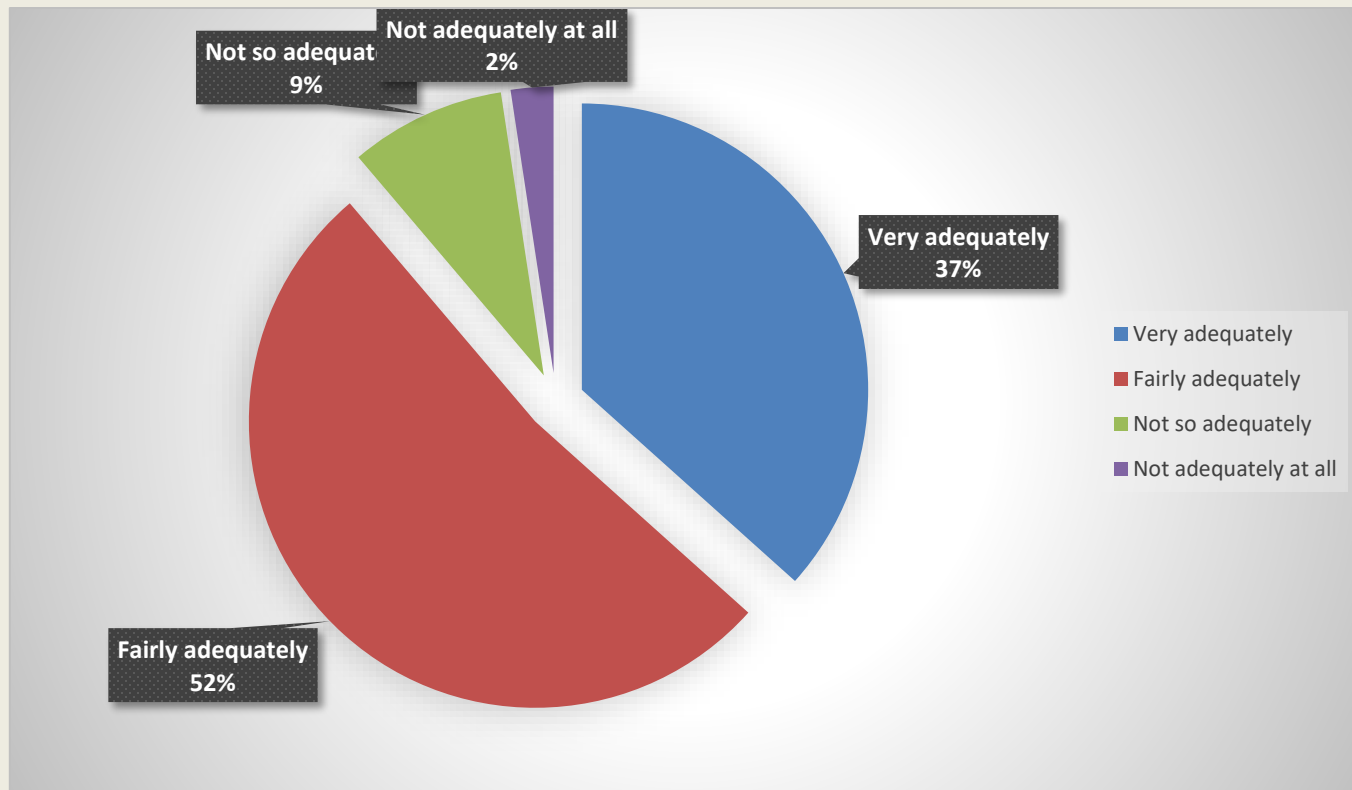
What encouraged you to become a member (rank 1 – 5)

Priority access to important info	34%
Common sectorial issues & legislation	34%
Advice on implementation of new & current legislation/policies	34%
Advocacy & Lobbying	34%
Access to training	32%
Assistance to info sessions, masterclasses & conferences	27%
Required assistance with a specific issue	27%
Issue with employment & consumer law	26%
Assistance with access to national, EU funds and Projects	25%
Legal advice	23%
Access to networking activities	22%

Objectives of Membership



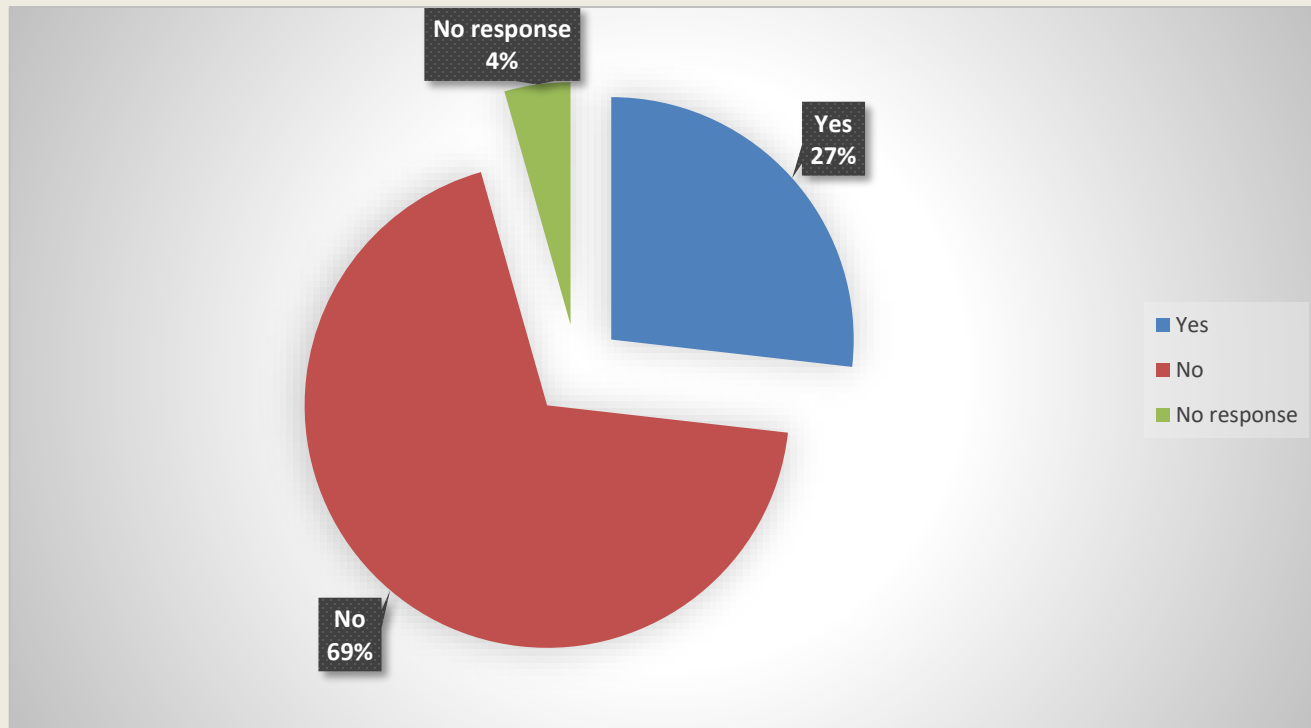
Voice on issues and adequate representation



Service mostly used by your business?

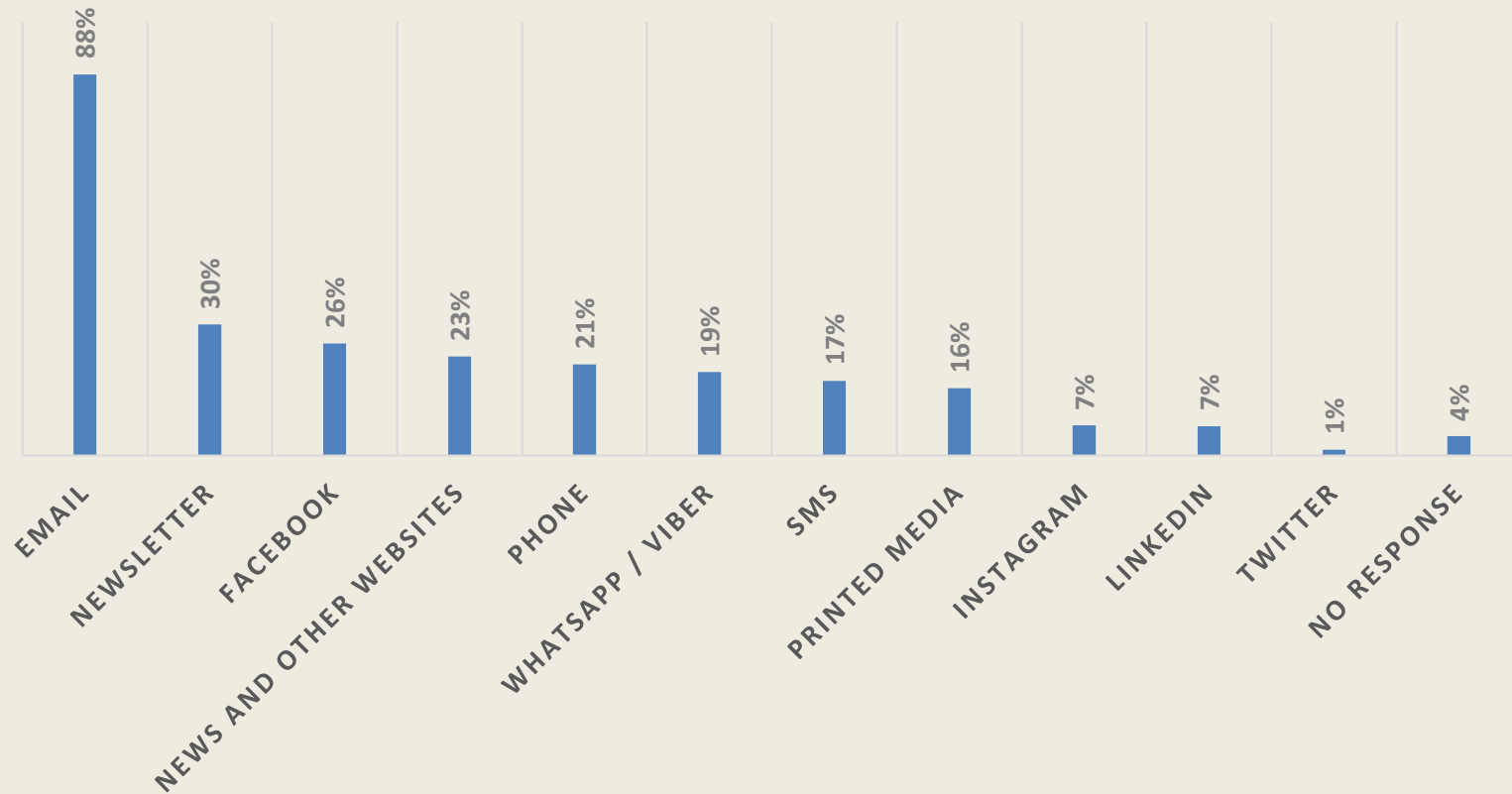
Required Individual Assistance with a specific issue	14%
Priority Access to important information	13%
Common sectorial Issues & Legislation	13%
Advice on the implementation of new and current legislation / policies	11%
Access to training	10%
Issue with Employment & Consumer Law	10%
Access to Networking Events	10%
Access to Information Sessions, Masterclasses and Conferences	9%
Assistance with access to national, EU Funds and Projects	4%
Legal Advice	2%
No response	4%

Any other services to be offered?



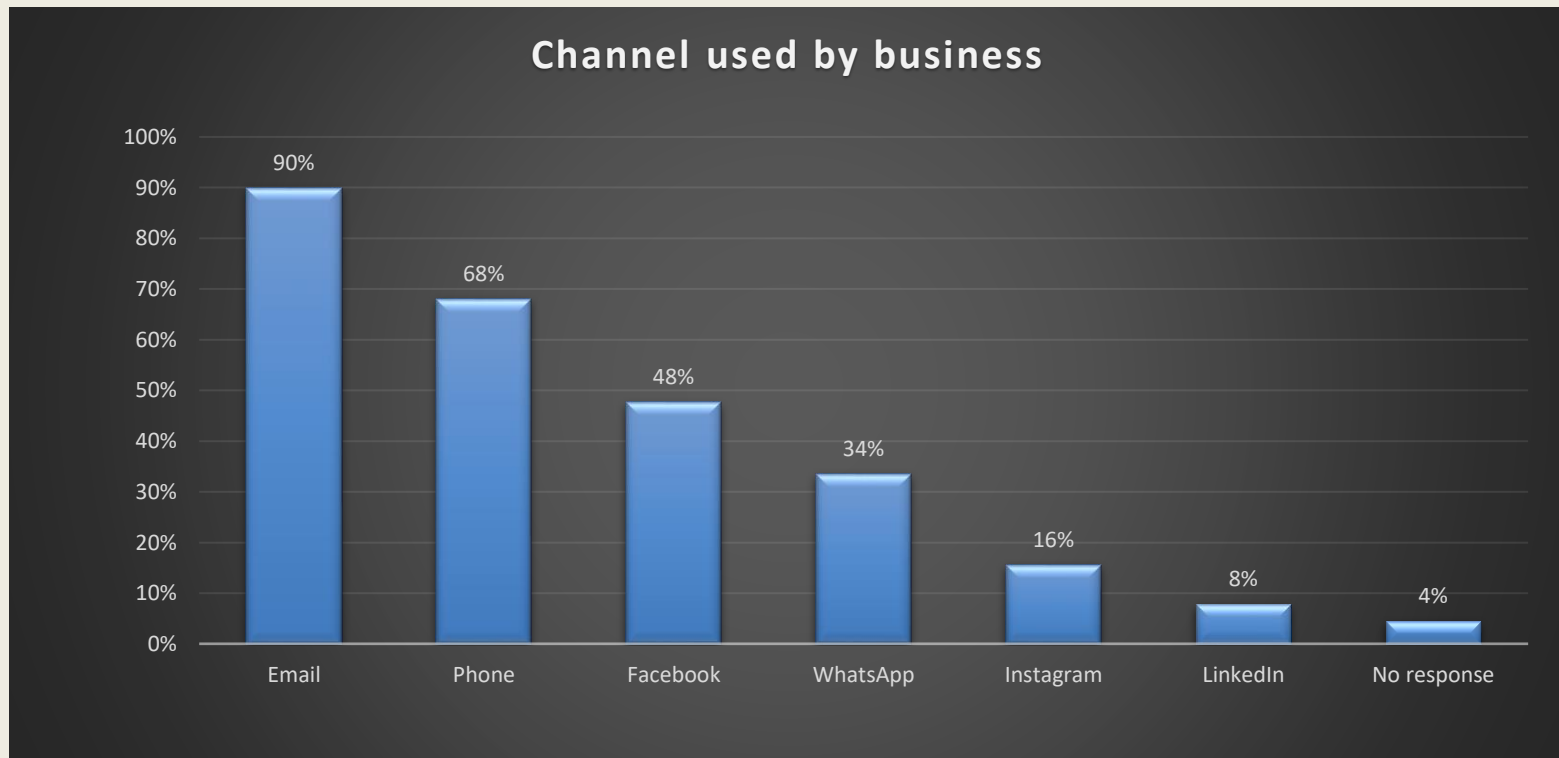
Channels for info on trade / business (x3)

PREFERRED MEDIA

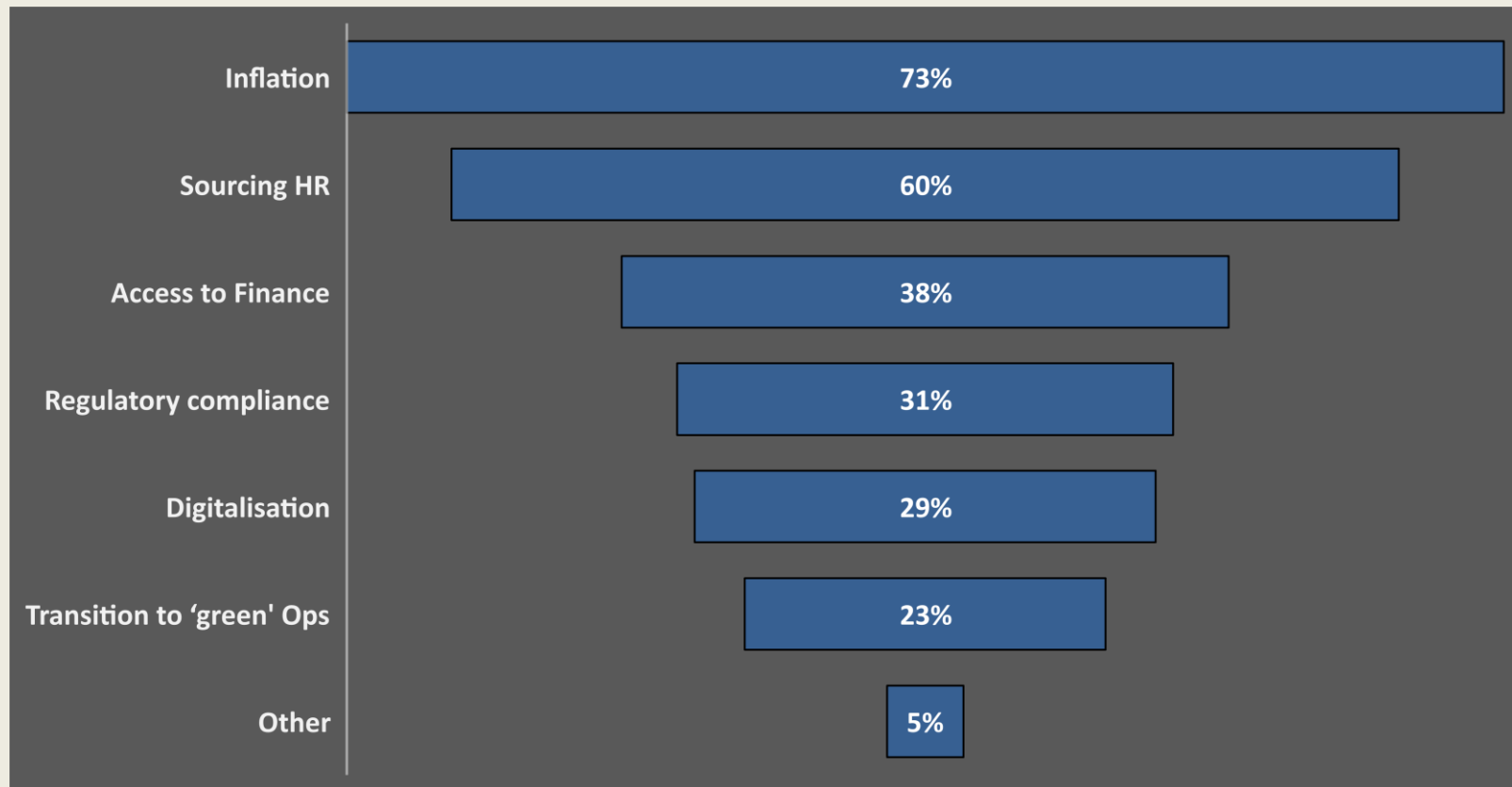


Channel mostly used by your business

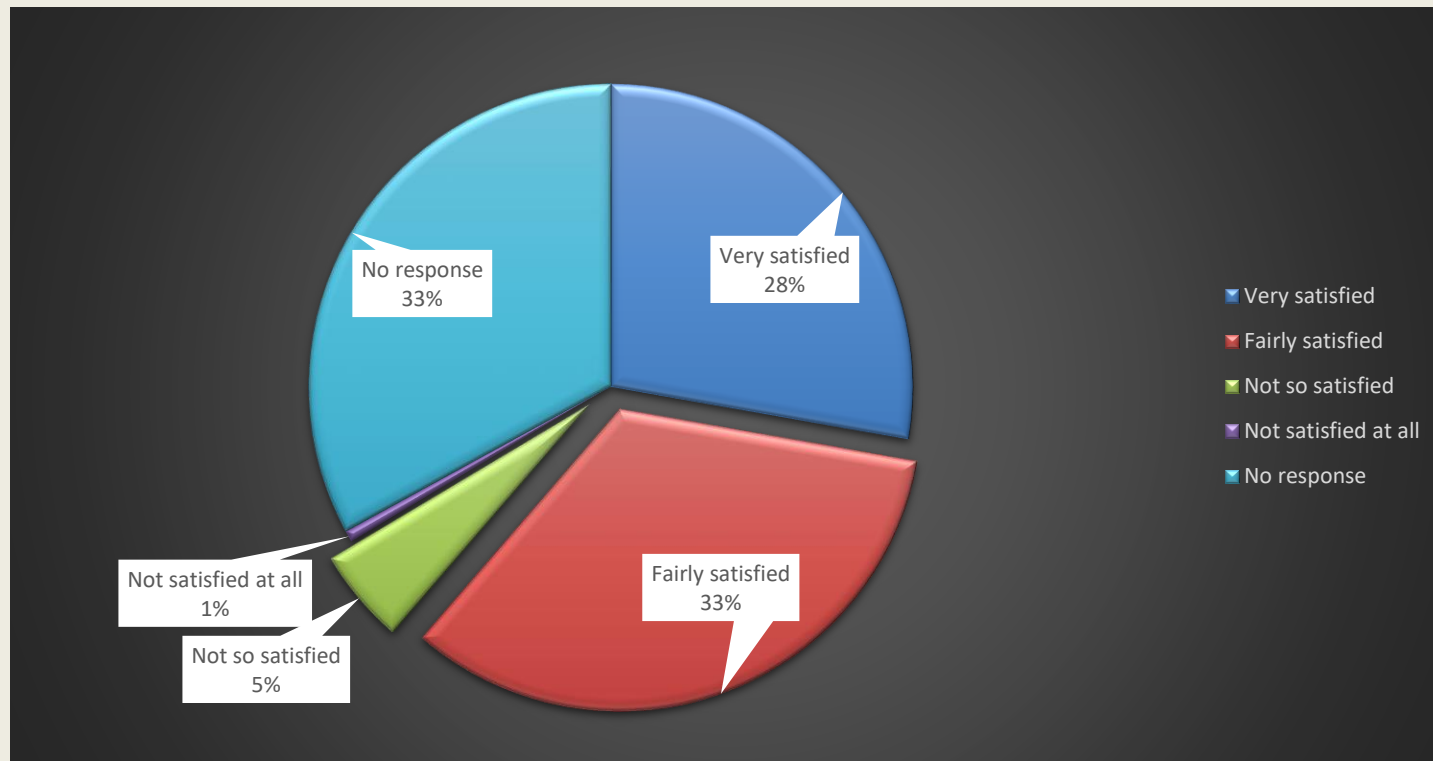
(Comms)



Challenges for the next 1-3 yrs (x3)

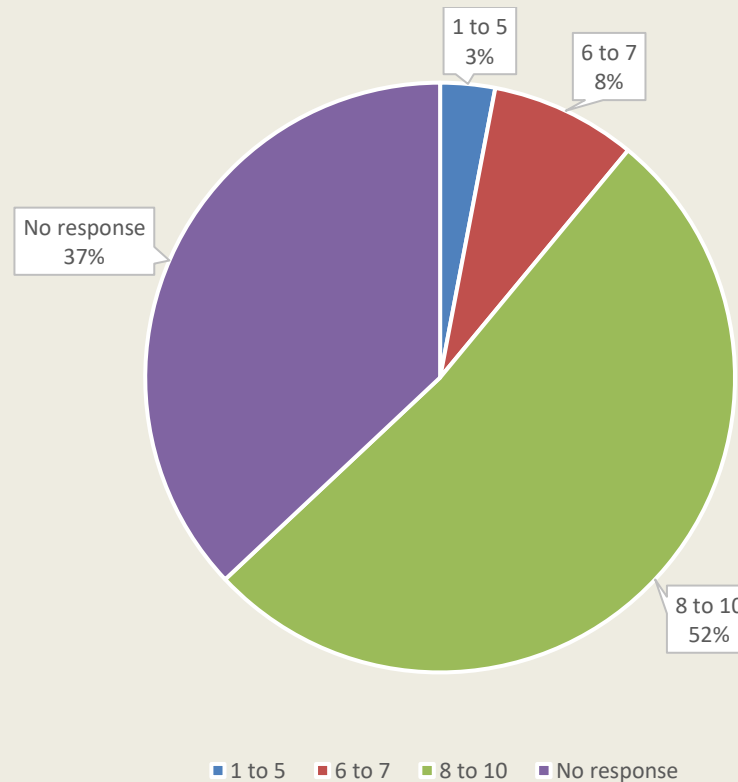


Satisfaction with **current** services?



Likely recommendation to another business

(1 least likely; 10 most likely)



Main Outcomes from Surveys

- The services offered by the SPs are a good mix
- Members are generally satisfied with the services offered
- eMail is the main channel of communication used by SPs and businesses
- Facebook and Website / Newsletter are very common too
- LinkedIn and Instagram – not popular with Member businesses
- There seems to be substantial activity at SP level to increase membership
- Major challenges for next 3 yrs
 - i) Inflation & ii) HR sourcing
 - iii) Access to Finance – FOR BUSINESSES
 - iv) Transition to ‘Green’ – FOR SPs

Thank you