



M FSADNI & ASSOCIATES

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**EMPLOYMENT & TRAINING
CORPORATION**

**PUBLICITY AND MARKETING CAMPAIGN
FOR THE ESF 3.59 NISTA' PROJECT**

***The NISTA' Project
Closure Round-Table Meetings –
Final Progress Report***

M. FSADNI & Associates

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2. ROUND-TABLE WORKSHOPS - CLOSURE TO PROJECT

MPS Ltd and EMCS Ltd commissioned M. FSADNI & Associates to conduct three round-table workshops with local employers, HR managers and employees. The object of these round-table workshops was to act as closure for the whole Nista' project.

2.1 NISTA's Research Objectives

Worthy of mention are the salient target cohorts and the research objectives of Nista's qualitative research study. The NISTA project was a two-year marketing campaign aimed at addressing stereotypes on men's and women's roles at work and at home and promoting work-life reconciliation measures to employers. The Campaign was broken down into 4 Phases, each targeting a specific group:

- ✓ **Phase I** – aimed at society in general;
- ✓ **Phase II** – aimed at inactive young women, inactive older women and single parents;
- ✓ **Phase III** – aimed at men and fathers;
- ✓ **Phase IV** – aimed at employers.

The specific research objectives for the qualitative study are the following:

- ✓ Identify the prevalent stereotypes on the roles of men and women at home and at work and their sources;
- ✓ Identify the skills women (inactive women) who return to employment after at least five years of being inactive as perceived by employers;
- ✓ Establish whether companies offer WLB measures and what are their advantages and disadvantages and identify ways of how work-life balance in Malta can be improved;
- ✓ Get ideas, perceptions and suggestions from private individuals and employers on how to best implement the campaign;
- ✓ Assess the employers' opinions on the NISTA' Campaign (pre-campaign and post-campaign).

3. QUALITATIVE STUDY FOR NISTA' – RESEARCH METHODOLOGY

In order to achieve the strategic research objectives of this project as indicated above, a qualitative research study was conducted with private individuals and employers/ HR managers of small, medium and large sized companies.

3.1 FOCUS GROUP SESSIONS

The object of this qualitative research phase was to obtain qualitative information from the respondents and entailed 6 focus group sessions:

- ✓ 2 Focus Group Sessions targeting private individuals (held before the whole Campaign was launched). These were conducted in October 2010.
- ✓ 2 Focus Group Sessions targeting employers/ HR Managers (held before Phase IV of the Campaign was launched). These were conducted in June 2012.
- ✓ 2 Focus Group Sessions targeting employers/ HR Managers (held at the end of the whole Campaign). These were held in September 2012.

All focus group sessions were conducted in the boardroom at the Research consultant's offices in Mosta.

All respondents were introduced to each other to facilitate the interpersonal communication. The placing of name plates further helped the discussion between the moderator and respondents. Tea, coffee, orange juice, biscuits, and chocolates were served at the various sessions to create an informal ambience.

3.2 CONCLUDING ROUND-TABLE WORKSHOPS

Following the compilation of the findings which emanated from the 6 focus group sessions, three round table discussion workshops were organised with both employers/HR Managers and employees.

During these workshops, the findings which emanated from the qualitative research were presented and discussed. The research findings were presented and the workshops moderated by Research Consultant, Ms Marika Fsadni M Ignatius Borg, representing MPS, also attended the workshops as an observer.

Each of the three workshops were attended by 5 to 7 participants, including both employers/HR Managers and employees. The respondents' details are attached in **Appendix B**

The three workshops were conducted in the boardroom of EMCS' offices in Msida and were held in the last week of September 2012.

All respondents were introduced to each other to facilitate the interpersonal communication. Tea, coffee, and biscuits were served at the workshops to create an informal ambience.

4. SALIENT POINTS EMANATING FROM THE ROUND-TABLE WORKSHOPS

- ✓ ALL three round-table workshops were attended by local employers, HR managers and employees. Also attending the workshops were 'working parents'; some of these are currently working full-time and others are working either on a reduced-hours basis and/or telework.
- ✓ This employer-employee mix at the workshops triggered some interesting discussions and issues which tied in very well with the Nista' qualitative findings presented by Ms Fsadni at each workshop.
- ✓ The majority of the workshop respondents felt that the Nista' campaign was successful in making the general public, employers and employees alike aware of a. the importance of introducing work-life balance measures by local employers and b. the importance of the male spouse/family to be more present and active in his household's family decisions.
- ✓ ALL the respondents agreed that the Nista' Project was successful in "sowing a seed" in the various cohorts' minds in Malta and Gozo (be these society in general, employers, employees, inactive individuals, etc) of the importance of female individuals to return to the labour market when they become mums and their contribution towards society in general and also for their own personal development, economic independence, etc.
- ✓ ALL the respondents agreed that there MUST be a follow-up to the Nista' Project or else the promotional mileage and awareness the Nista' campaign has managed to raise will be lost.

APPENDIX A**PROFILE OF WORKSHOP RESPONDENTS**

Respondent	Gender	Business Sector Engaged in	Employer/ Employee
1	Male	Manufacturing	Employer
2	Female	Transport and Communications	Employer
3	Female	Transport and Communications	Employee
4	Female	Wholesale and Retail	Employer
5	Female	ICT	Employer
6	Female	ICT	Employee
7	Male	Manufacturing	Employer
8	Female	Transport and Communications	Employee
9	Female	Business Activities	Employee
10	Male	Wholesale and Retail	Employer
11	Male	Wholesale and Retail	Employee
12	Female	Financial	Employer
13	Female	Business Activities	Employee

APPENDIX B

APPENDIX B comprises the PowerPoint Presentation produced and delivered by Ms Fsadni at the three round-table workshops.