



MALTA EMPLOYERS' ASSOCIATION



EUROPEAN SOCIAL FUND
MALTA2007-2013

21st May 2010

Press Release

MEA Project on “Capacity Building for Equipping and Representing Micro Business Employers”



Capacity Building

FOR EQUIPPING AND REPRESENTING
MICRO BUSINESS EMPLOYERS

The Changing economic and legal environment is highlighting the need for companies to be well informed and well- geared to face the challenges that emerge from the fact that they employ people. Micro-business employers, in particular, need to have access to knowledge and training in order to function effectively as employers, since they do not have a set up that includes a human resource unit or specialist. This prompted the Malta Employers' Association to embark on a capacity building programme aimed at micro-business employers.

MEA in partnership with the Employment and Training Corporation, the Ministry of Finance, the Economy and Investment and RKW Kompetenzzentrum, the German Centre for Productivity, has been awarded funding under Cohesion Policy 2007-2013 (OPII-ESF) Structural Funds for a project entitled “Capacity Building for Equipping and Representing Micro business Employers”.

The project aims to:

- i) Create public awareness about the need of micro business employers to be informed and active in policies and good employment practices
- ii) Equip, involve and facilitate the participation of micro business employers for this purpose
- iii) Have more informed and active micro business employers in related policy development and implementation in Malta.

Corporate sponsor:



The project aims to reach a minimum of 750 micro enterprises and encourage them to be informed and participate in discussions on EU directives related to employment issues.

To date it has been the practice to inform, educate and consult enterprises through a “pull” approach expecting employers of micro businesses to attend centrally organized meetings. Conscious of the difficulties micro enterprises encounter especially where time is concerned, MEA will be using an outreach approach by going to them at their enterprises.

The project entails various activities, all aimed at reaching the micro business employers, including:

- i) Research on the capacity and system needs of micro business employers, focusing on employment related EU directives
- ii) The outreach programme
- iii) An awareness and education media campaign (printed media, radio and TV) aimed at micro business employers
- iv) Training seminars on different topics related to employment policies and practices
- v) Provision of a handbook focusing on human resource policies and practices including issues such as health and safety
- vi) Dedicated webpage to develop an easy to use and tailor made system for micro business employers’ participation in policy development and representation
- vii) A visit by representatives from our German partners by sharing their experience in reaching to micro business employers.

The project will run for the next two years and will come to an end with a conference, expected to be held in the third quarter of 2012, where the project results will be published.

