



CRDP

Labour Market Analysis and Skills Surveys in East Jerusalem



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- ❖ grant from the Office of the European Union Representative for West Bank and Gaza Strip, entitled “*Connecting professional education with employment opportunities: improving TVET sector quality in East Jerusalem*” (ENPI 2012/293-976)
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Preface

COOPI - Cooperazione Internazionale is an Italian NGO working in the Occupied Palestinian Territories since 2002. COOPI has received a grant from the *Office of the European Union Representative for West Bank and Gaza Strip* entitled “Connecting professional education with employment opportunities: improving TVET sector quality in East Jerusalem”, project code **ENPI 2012/293-976**, and a grant from *CRDP - Community Resilience and Development Programme for Area C and East Jerusalem* entitled “Intervention in East Jerusalem in order to promote the vocational education for the job placement and job creation especially for vulnerable women and youth”, project code **CRDP 2013/84013/COOPI**, and intended to implement a labour market and skills surveys in East Jerusalem through the consultancy of Optimum for Consulting.

The aim of this study is to investigate specific skilled sectors where employers would be willing to take youth and women, the real capacity to enrol them, and the growing trend.

The study investigated the following professions: e-marketing, sales representative, animation, interior design, events management, EBMS, home appliances maintenance, printing and binding, graphic design, applications development for mobile devices, web-page development, covering four main sectors: services, electronics, printing, and IT.

This analysis report will introduce the main findings in the local market of East Jerusalem and the recommendations on upgrading or opening new courses that are the most relevant to the market needs.

COOPI - Cooperazione Internazionale

Acknowledgement

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- ***Al-Saraya Community Center**, for coordinating the conduction of the students, drop-outs and mothers focus groups and providing their premises for holding them.*
- ***The Chamber of Commerce and Industry**, for providing the contact data and lists for targeted economic establishments in East Jerusalem, for coordinating the conduction of the labour market focus group and for identifying field workers.*
- ***YWCA**, for participating in identifying the field workers.*
- ***The Lutheran World Federation**, for welcoming us to hold the labor market focus group in its center.*

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Abbreviations:

EJ:	East Jerusalem
EU:	European Union
BTC:	Belgium Technical Cooperation
CRDP:	Community Resilience Development Program for Area C and EJ
CCI:	Chambers of Commerce and Industry
GIZ:	German Technical Cooperation
GMR:	Global Monitoring Report
IIO:	Industrial Islamic Orphanage
ILO:	International Labour Organization
ISS:	Industrial Secondary School
LFPR:	Labour Force Participation Rate
LM:	Labour Market
LWF:	Lutheran World Federation
MoEHE:	Ministry of Education & Higher Education
MoL:	Ministry of Labour
NGO	Non-Governmental Organizations
NGO-VET League:	League of Vocational Education and Training Institutes
OCHA:	Office for the Coordination of Humanitarian Affairs in oPt
oPt:	occupied Palestinian territory
PITA:	Palestinian IT Association
TVET:	Technical, Vocational Education and Training
UN:	United Nations
UNDP:	United Nations Development Program
UNESCO:	United Nations, Educational, Scientific and Cultural Organization
UNICEF:	The United Nations Children's Fund
UNRWA:	The United Nations Relief and Works Agency for Palestine Refugees in the Near East
USAID:	United States Agency for International Development
VET:	Vocational Education and Training
VTC:	Vocational Training Center
YWCA:	Young Women Christian Association

Executive Summary

The consultancy aimed to investigate market demand for professions within the services, electronics, printing and IT sectors in East Jerusalem, and willingness for employers to engage women and VET graduates in general and those that could graduate from relevant VET institutes operating in East-Jerusalem, being YWCA, LWF, IIO, ISS.

Methodology integrated carefully designed employers survey, preceded by desk review and focus groups discussions with employers from different sectors, families, school girls and drop-outs. Resulting qualitative information was used in deciding upon targeted professions, designing the questioner and identifying the sample. 135 employers were surveyed from the different targeted sectors, qualitative and quantitative information were analysed and findings detailed in the following report.

Findings of the desk review and focus groups have indicated limitations and challenges to the labour market in East-Jerusalem, pointing out the importance to include private and public sectors, and to look for professions that enables working in wide sectors. Finding of the labour force participation have indicated minimum participation of women in labour force among the lowest in oPt, challenges faced were related to attitude towards women's work and work conditions within challenged status, hence identified professions have to include those that can provide self-employment opportunities to allow for flexible timing for work and income generation.

Findings of the survey have indicated the employment and self-employment demand for e-marketing and sales representative within the services related professions demanded for all sectors including trade, services, tourism and industrial sectors, for both public and private sectors. Findings have also indicated the highest demand for electronic building management system (EBMS) within the different sectors including tourism, services and industrial sectors, in addition to the specific electronics sub-sector, for both public and private sectors. While graphic design was highly demanded by tourism, services, media, and the specific printing sub-sector. Lastly web-page development was also requested by tourism, services and industrial sectors, in addition to the specific IT sector. Other stated professions were requested at different degrees and within their specific sectors.

Technical skills for the requested professions based on the adopted Arab Occupational Classifications (AOC) and search for international skills for the new professions was initially carried in the design stage, employers have selected required skills and added to it, they have also requested the interpersonal, administrative and other profession related skills.

Employers indicated their willingness to employ women and women VET graduates in the targeted professions, depending on competencies acquired. They showed willingness to cooperate with VET institutes on various aspects including training students, graduates and employing graduates, further more they have put forward recommendations that focused on increasing market relevance training program.

1 Chapter 1: Introduction and methodology

The study includes labour market analysis and four surveys in East Jerusalem to investigate the demand and skills

1.1 Aims of the surveys:

The overall objective of the consultancy according to the TOR is to investigate specific skilled sectors where employers would be willing to take women, the real capacity to enrol them, and the growing trend.

The surveys consider the following professions, based in the interest of each Vocational Training Center (VTC) in upgrading or opening new gender sensitive training courses:

- 1) Labour Market Survey to investigate the following-professions within the related **services sector**:
 - a. E- marketing
 - b. Animation
 - c. Events management
 - d. Interior design

YWCA would be interested in opening-up the market relevant specialization relating to these professions.

- 2) Labor market survey to investigate the following-professions within the related **electronics sub-sector**:
 - a. EBMS (Electronic Building Management System).
 - b. Home appliances maintenance.

LWF would be interested in opening-up the market relevant specialization relating to these professions.

- 3) Labour Market Survey to investigate the following-professions within the related **Printing sub-sector**:
 - a. Printing

Industrial Islamic Orphanage (IIO) would be interested in opening-up the market relevant specialization relating to these professions.

- 4) Labour Market Survey to investigate the following-professions within the related **IT sector**:
 - a. Applications development for mobile devices.

Industrial Secondary School (ISS) would be interested in opening-up the market relevant specialization relating to these professions.

1.2 Methodology

The methodology used in the labour market surveys involved qualitative and quantitative analysis and matching, where the following took place during the process:

1.2.1 Desk Review

A desk review is conducted gathering secondary data, statistics and relevant studies, analysing them and drawing information needed on the economic status in East Jerusalem, establishments and sectors operating, and labour force available, to identify the sectors of employment for the suggested specializations and to develop the questionnaires for the survey and the themes for the Focus groups discussion. Result of this stage is illustrated in Chapter 2; in addition this stage resulted in developing the preliminary skills lists for each profession based on the Arab Occupational Classification (AOC) adopted nationally, and other relevant technical resources. Furthermore; this stage resulted in identifying employment sectors and subsectors (main and secondary for each profession), to be used for identifying the sample.

1.2.2 Focus Group Discussion

Three focus groups were conducted for mothers, students and labour market, the table below summarizes the number of people participated and issues discussed.

Table1.1: Focus groups conducted and issues discussed

Type of the Focus Group	Number of participants	Themes for discussion
Mothers of female students above 8 th grade	13 women participated	Future study and work decision making, attitude towards VET, preferences of the recommended fields,
Students at the secondary level and drop-outs	6 girls (3 drop-outs and 3 formal students in secondary)	
Labour market from different sectors	8 labour market representatives	Challenges facing the sector and its implication on human resources, needs for skilled labour, preferences of the recommended fields, possible needed skills within each.

1.2.3 Identifying surveyed professions and Design of the questionnaires:

Based on the desk review and the focus groups discussion, the questionnaires were designed, skills lists were developed further, other fields were added to become:

- 1) Labour Market Survey to investigate the following-professions within the related services sector:
 - a. E- marketing
 - b. Sales representative (recommended from labour market Focus Groups)
 - c. Animation
 - d. Events management
 - e. Interior design

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- 2) Labour Market Survey to investigate the following-professions within the related **electronics sub-sector**:
 - a. EBMS (Electronic Building Management System).
 - b. Home appliances maintenance.
- 3) Labour Market Survey to investigate the following-professions within the related **printing sub-sector**:
 - a. Printing and Binding
 - b. Graphic design (based on desk review (MoEHE 2013) and focus group with mothers and students and market)
- 4) Labour Market Survey to investigate the following-professions within the related **IT sector**:
 - a. Applications development for mobile devices.
 - b. Web-page development (based on desk review (MoEHE 2013) and focus group with mothers and students and market)

Three professions were added to the survey and integrated within the questionnaires, sales was added as recommended by the labour market focus groups as a rising need for the different sectors, while the other two professions (graphic design and web page) were added following desk review that highlighted services and tourism as main sectors, and mothers and students focus groups preferences in line with women challenges to work status.

In addition; and based on focus group discussions further questions were added to the questionnaires to cater for different types of employment for females and VET graduates.

Questionnaires contained two parts: first part contained: 29 open and closed questions, distributed over four sections: 1) general info, 2) employment status, 3) future demand for employment in surveyed professions, 4) cooperation with VET institute and recommendations. Second part contained the required skills and level of proficiency for these skills.

1.2.4 Selecting the sample

Sample for each survey was chosen to provide meaningful results for each employment sector/sub-sector and meaningful result for each investigated profession. Sample was randomly selected from two main sources including CCI data bank and published mapping of institutes in Jerusalem (CCDPRJ2007). Design of the sample related to desk review results and available lists of data included establishments from different relevant sectors. Challenges were faced in limited number of establishments within selected sector and in non-existent information for others, hence self-search was exercised to find the related ones. Conducting the field work

Training of field workers to conduct the field work was done, in addition to providing them with information sheet, regarding the study, VET, and VET institutes in addition to info on the targeted sectors and professions. Support and coordination was done during the field work by OPTIMUM team to overcome challenges in the field.

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135 questionnaires were filled, 20 of which by phone and the remaining through field visits and interviews, questionnaires filled are as the table indicates:

Table 1.2: Number of respondents to the survey

Questionnaire code for relevant sector/sub-sector	Targeted related professions	Number of questionnaires filled
Q1: Services	E- marketing, sales representative, animation events management, interior design	53
Q2: Electronics	EBMS (electronic building management system) Home appliances maintenance	32
Q3: Printing	Printing and Binding , Graphic design	24
Q4: IT	Applications development for mobile devices Web-page development	26
TOTAL		135

1.2.5 Analysis of the questionnaires

Validation and checking of filled questionnaires was done, data entry from the four surveys was done on the designed SPSS program, cleaning of data and further validation was achieved.

Statistical (quantitative) analysis of questionnaires using SPSS and Excel for each field and within the 4 questionnaires was conducted, qualitative analysis of open parts of the surveys and through matching with other findings of the focus groups and questionnaires was done. Main findings were derived and presented in the report, with all supporting data and info.

1.2.6 Limitations: Geography, time and students' graduation level

- **Geographic:** the surveys were conducted in East Jerusalem J1 and J2
- **Time :** the surveys were conducted during Aug-Oct 2013
- **Skills level:** the surveys were addressed to the basic three levels relevant to the VET institutes graduates.

2 Chapter 2: Economic and TVET backgrounds

2.1 Desk review

2.1.1 Contextual background and effects

The labour market in East Jerusalem is challenged by the restriction regime imposed on the oPt, where people and goods are restricted by the wall and various physical impediments, and a complicated multi-layer regime of permits, such status has impacted East Jerusalem and its economic status, where people from the West Bank would require special permit to get into Jerusalem, affecting Jerusalem ability to play its historic role to be the hub of economic activity of Palestinian Territories.

The World Bank has noted the immediate and long term effects of restrictions on economy, where it has its implications on the structure of economy, increasing the competitiveness of imports, human resources skills and quality of infrastructure, (World Bank 2013).

These restrictions in addition to various policies exercised in EJ have their effects on limiting the number of establishments operating in Jerusalem, they also have their effects on labour force availability and mobility as well on increasing investments. It was reported that the number of establishments are decreasing annually during the last 20 years, and the only industrial zone (Wadi Al Joz) is under threat of being demolished (Abu So'od 2010, Palestinian Business Forum 2012). UNCTAD have noted the destructive effects of measures to the economy of East Jerusalem on various aspects including lowering its productivity and compatibility (UNCTAD 2013).

Such challenges have increased unemployment and poverty rates among the population, they also had its effects on education and health, where it was reported that there is a chronic shortage in 1,100 classrooms in East Jerusalem, some current school structures are unsuitable, and the dropout rates of students in East Jerusalem is higher than other areas of the oPt (ACRI 2010).

Other impacts of the increased reported house and structure demolishing as well as family reunification has its impact on the social and economic status in the city as well as humanitarian impact on the population (OCHA 2012).

Unemployment rate in EJ has jumped from 9.8% in 1999 to 17.8% in 2012, higher rates of unemployment is recorded for women reaching 19.9% in 2012 (PCBS 2013c). Poverty rate among EJ population has reached unprecedented levels (OCHA 2012).

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Labour force participation is characterized by low participation rates reaching 43.6%.

Labour force participation rates (LFPR) of women and youth are considered among the lowest in the world reaching 17.4% and 29.6% in 2012 respectively, while unemployment is high among the two groups in the oPt including East Jerusalem to reach 32.9% and 38.8% respectively (PCBS 2013c, ILO 2013c).

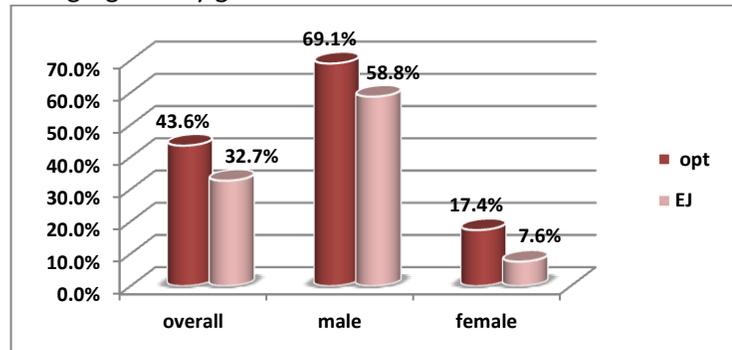
Labour force participation rate in East Jerusalem is even lower, reaching 32.7%, with significant drop of female participation rates to over half of that of the oPt, reaching 7.6%. (PCBS 2013c). Youth in EJ is also challenged by unemployment and low participation rates.

Hence identifying and supporting required skills would support the Palestinian economy in East Jerusalem and would enable the appropriate skills match leading to employment of male and female youth.

2.1.2 Economic sectors in East Jerusalem

The number of economic establishments in Jerusalem reached 6,826 in 2010 constituting 6% only of the total number of establishments in the oPt, which is very limited and linked to the overall context of East Jerusalem, 39% of which are inside the wall area (J1), and 61% are outside the Wall (J2). Distribution of establishments according to sector indicates that J1 and J2 establishments are mainly concentrated in services and trade as figure 2.2 below illustrates, while J2 have increased industry and J1 increased transportation and telecommunication.

Figure 2.1: LFPR of EJ in comparison with the oPt desegregated by gender



Source: PCBS, Labour force Survey, 2013

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Figure 2.2: Distribution of economic establishments in EJ by sector and according to J1 and J2 locality

Services, trade and tourism remains the main employing sectors in Jerusalem (as figure 2.3 below indicates) although number of people working in these sectors have declined over the years 2005-2010. The number of establishments employing female and male in both J1 and J2, is illustrated in figure 2.3.

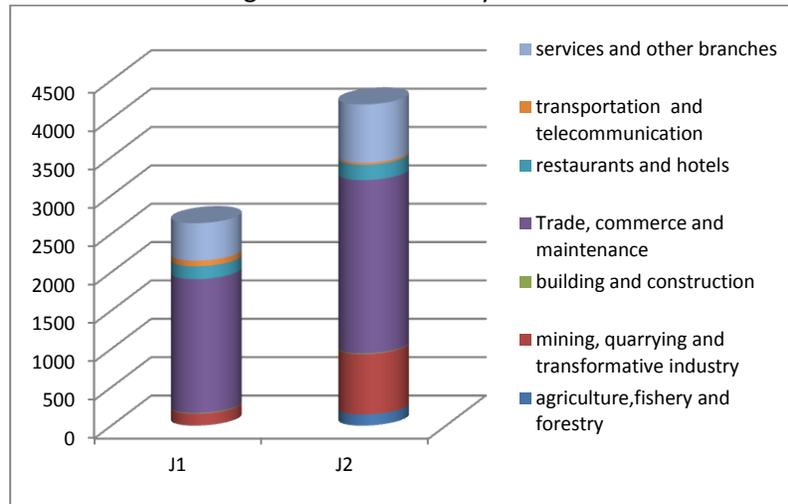


Figure 2.3: Distribution of male and females employees by sector and according to J1 and J2 (inside or outside the wall) locality

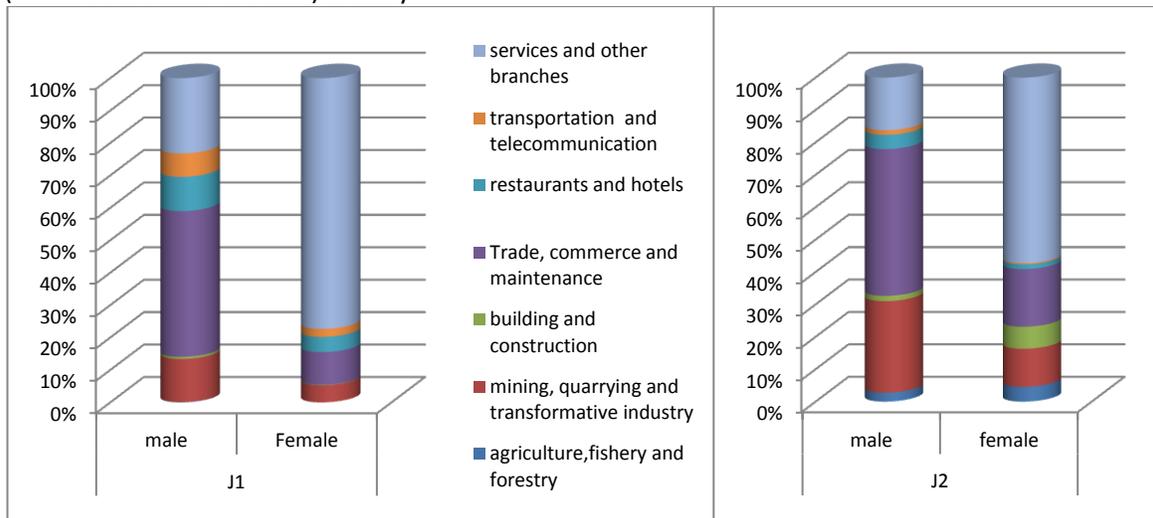


Figure 2.3 above indicates concentration of women employment in services sector and male employment in trade sector, employment in hotels and restaurants is apparent for males and females in J1 , employment in Industry is also apparent for both, especially in J2.

2.1.3 Skills Gap analysis

Previous studies on skills gap analysis have identified the increased need for skilled workers within the different sectors. A recent labour market study conducted by the “Belgian Cooperation Project” in support to TVET in Palestine (MoEHE 2013) has found that there is an annual demand of 19% increase for skilled labour for the years 2013-2015 above the 2012 employed ones; the study covered all

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sectors and all governorates including East Jerusalem. Study revealed that 21% of enterprises reported lack of qualified trained professionals within the targeted work levels, although 36% showed willingness to employ VET graduates with experience and 6% showed willingness to employ a fresh VET graduate without experience, this willingness has increased to 60% and 9% respectively if enterprises are owned by VET graduates. Study has indicated that 24% of enterprises employed women: most of which were in traditional female sectors, 34% showed willingness to employ women in the future, some in non-traditional fields, as such the demand for female skilled labour by carpentry enterprises in graphic design is increasing as well as in electronics, fields they had limited presentation in.

Study has highlighted that enterprises in East Jerusalem employ higher percentage of VET graduates than the average and the demand to employ VET graduates is higher than the other governorates. As such, results revealed that surveyed EJ enterprises hire 55% and 9% of male and female VET graduates respectively compared to 20% and 5% respectively, and their willing to employ VET graduates has reached 53% for VET graduate with experience and 7% for fresh graduate, compared to the overall percentages of 36% and 6%, showing significant appreciation for VET graduates.

The demand for skilled labour for the years 2013-2015 compared to base year of 2012 in Jerusalem reached 159% and 85% for male and female skilled labour respectively which is higher than other governorates, were overall percentages reached 107% and 63% respectively. Priority demanded fields for employment are listed in Box 1.

Box 1: Priority demanded employment for skilled workers in E. Jerusalem according to enterprise main field of employment (MoEHE 2013)		
Female	Male	High to low
hotels and restaurants	arts and media	1
sales and arts	sales	2
management and finance	management and finance	3
beautician	hotels and restaurants/ and electronics	4
handicrafts then electronics and communications		5
The study has targeted mostly private sector establishments		

The study has revealed that there are 48 VET governmental and non-governmental institute in the West Bank, offering training in over 70 specializations, yet the demand was high for many other new specializations in various fields including those in printing, interior design and electronics. Moreover, professions needed included design and new technology competencies.

An earlier training needs assessment within the fields of electricity, electronics, telecommunication, IT and office management (MoEHE 2011) indicated high demand for the women skilled labour employment in telecommunications, electronics, and IT related professions.

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COOPI conducted a study in EJ supported by the CCI in 2012. Study investigated the possibility of employment in multimedia, hand-crafts, book-keeping, tailoring, catering, book binding and telecommunication. The study revealed that 61% of the surveyed enterprises are willing to employ females from the above listed professions, the most requested profession was book keeping (30.5%) followed by telecommunication, catering and multimedia, and the least requested was book binding (6.1%). (COOPI 2012a)

Interviews with electronics equipment specialists and employers as part of curricula development efforts for LWF supported by COOPI has revealed the possibility and need for EBMS (Electronic Building Management System), due to the trend witnessed, the on-going updates on electronics technology and its wide spread usage in institutes. (COOPI 2013)

2.1.4 Challenges to women employment

Various studies have highlighted the challenges of women joining the labour force. It was found that the private sector is a rippling factor for women joining the labour market (PWRDC 2009a). Moreover, Palestinians perceived women participation in the labour force as secondary and only to support the family, while her main role is family caring. (PWRDC 2009b)

Obstacles facing establishments in employing women or facing women in employment were mainly related to norms and traditions, social reasons linked to family responsibilities, working conditions (working hours and salary), distance between work and home, in addition to competencies and physical strength required, although establishments from services trade and tourism sector would employ women. (COOPI 2012a)

COOPI conducted a research supported by the Al-Saraya Center to investigate the perception of school students, drop-outs and families towards vocational education in East Jerusalem. Main findings indicated that the majority has general idea about it but lack details, and 61% of drop-out girls stated that ignorance about VET is main reason for not studying in VET. (COOPI 2012b)

2.2 Focus groups findings

Labour market, mothers and students have participated in three different focus groups at the beginning of the work and before conducting the survey.

The mothers and female students' focus groups tested the possibility of enrolment and work within VET and within the suggested fields. Mothers have preferred the computer based professions (e-marketing, animation and application development for mobile devices), their reason was "the possibility for girls and women to work from home if her husband does not allow her to work".

The students mixed group of drop-outs and secondary level enrolled students, have preferred the interior design, although the drop-out girls have showed willingness to enrol in all the mentioned fields. The drop-out women appreciated VET and mentioned that they would definitely enrol in VET, while the formal students would not enrol unless their grades would not allow them to go to university. Mothers however would encourage their daughters to enrol if the field of study that has an

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opportunity for employment or self-employment, or if there are some incentives, as made by other competing Israeli institutes where they commit to find employment opportunity for the students after graduation.

The labour market focus group included people from services, trade, construction and tourism sectors. They have highlighted the different challenges faced by economic establishments in EJ, important one of which was the challenge of finding the skilled labour in certain fields, due to various factors, including lack or limited training in the fields, or leakage of trained or experienced skilled labour to the Israeli market for higher salaries and benefits.

Other challenges related to competition and inability to reach clients, hence there was a consensus among the group on the need for sales people for all sectors, while they have endorsed the idea of e-marketing in addition to the sales, especially for tourism and trade. Events management is highly affected by the context, hence would have limited opportunities. They have noted the importance of the remaining fields. Enterprises have recommended on-site training before graduation (internships, apprenticeships, etc.) and linkages between VET and the labour market.

In conclusion to the desk review and the focus groups

Labour market in Jerusalem is limited, with limited number of economic establishments in private and public sectors, which are facing major challenges in their operation in East Jerusalem, especially those inside the wall in J1; hence investigated professions, would have to be broad in order to serve various sectors when possible, and would have to include multiple market-relevant skills.

Moreover, women in EJ are faced with cultural and attitude related challenges that add to the economic challenges labour force is facing in general; such challenges are impeding her participation in the labour force and in finding employment opportunity in East Jerusalem, thus the ability of self-employment within the profession is expected to enhance their participation rates.

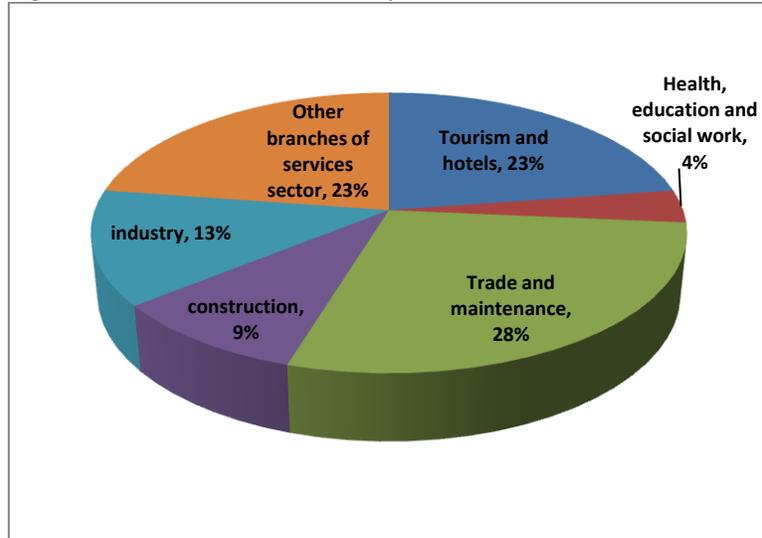
The above conclusions were considered in designing the questionnaires and carrying the surveys.

3 Chapter 3: Labour Market Survey findings: Services Sector’s Professions

3.1 The Sample

The sample contained employers from various locations in Jerusalem, working within trade and maintenance, services and tourism sectors as figure 3.1.1 indicates, as well as industry and construction. Targeted employers reflect the designed target, 87% of the establishments are private sector. 40% of the establishments employ less than 5 workers, and 89% employ less than 19, small and medium enterprises.

Figure 3.1.1: distribution of sample over economic sectors

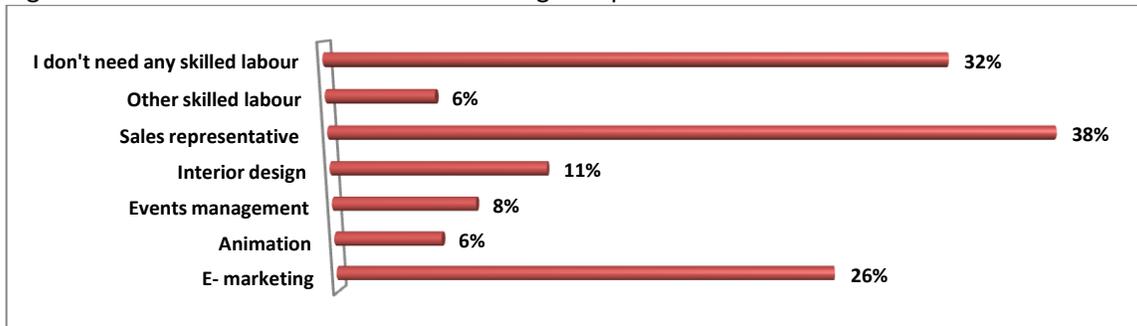


53 % of the establishments only employ female workers.

3.2 Demand and attitude towards employing female VET graduates in surveyed professions

68% of 53 surveyed establishments have indicated a need for skilled labour in surveyed professions. The highest demand was recorded for employing sales-representative and e- marketing, as the different targeted establishments have stated their demand for employing them.

Figure 3.2.1: Demand for skilled labour in targeted professions



Note: percentage is out of the 53 surveyed establishments, it represent requests from these establishments, some has requested more than one profession

Meanwhile 5 out of 7 surveyed engineering offices and contractors have stated their readiness to employ interior design, carpenters and metal workers did not see the benefit of that. The remaining establishments requested other skilled labour in construction related professions.

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Animation was requested by 2 of the 3 targeted promotion companies and one electronics company only; the remaining targeted IT Companies and Film Production Company did not state their readiness. Meanwhile it was found -in a search for IT companies, from PITA data accessed on their web-pages- that only minimal IT companies are working in animation and they are situated in Ramallah, and for those companies such skill is demanded, as an owner of IT Company stated.

Events management was also requested by 2 of the 3 targeted promotion companies, 1 out of 3 of the souvenirs shops, and 1 out of 3 of the NGOs. None of the 6 surveyed hotels has requested such skills, and when discussed in the focus group the hotel representative stated that it could be requested in the future but hotels would prioritize investing in e-marketing and sales if to invest in hiring human resources. Based on economic status, this resembles the demand from the 6 surveyed hotels, as 1 would request the employment of e-marketing person and another requested the employment of sales-rep.

It was noted that 2 out of 3 promotion companies has requested to employ e-marketing, sales, animation and events management, which is promising, but unfortunately there is a limited number of companies in East Jerusalem, and the social constraints on women employment would constrain the possibility for women movement through checkpoints to reach nearby Ramallah. On the other hand, NGOs, although stated their willingness to employ event management, have mentioned that their ability to add new staff is restricted by available budgets.

It was found that 58% and 40% of the establishments are unaware of the animation and events management professions respectively, while most are aware of sales, then marketing and interior design.

74% of surveyed establishments showed their willingness to employ women graduates from YWCA in the above stated professions within the services sector.

42% of establishments would use a self-employed person in the field, mainly in sales, then e-marketing and interior design, followed by events management. **A significant finding is that 29% of those who mentioned they would not employ skilled worker they would contract self-employed person in all targeted professions**, except animation, hence would add employment opportunities to the above professions in the form of self-employment. Another important factor is that 23% of those who mentioned they will employ within the targeted field would contract self-employed, hence it would be thought that these establishments could opt for self-employed rather than employed persons.

The percentage of establishments' willingness to employ graduates rose to 75%, for establishments that are owned by VET graduates; hence they could be a key for introducing new fields.

On the other hand the economic status affects the demand on employment; it was found that the demand went down to 50% when establishments experienced lower productivity during the previous

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years. While the request for self-employed has increased for these institutes. Hence future status could also affect demand, while preparing graduates for both employment statuses is important.

Hence and due to limitation of the EJ market and based on findings, it would be recommended to start training of skilled labour in the fields that would be requested by private sector and by different types of establishments. Priority professions are:

1. Sales representative
2. E-marketing
3. Interior design

For interior design an accompanied labour market awareness program will be needed, and measures to empower women entering a non-traditional market

Other variables did not have a significant effect.

3.3 Required Skills

Most of the surveyed establishments that demanded employment have specified the requested level of achievement for the technical skills.

85% of the surveyed institutes have indicated their need for interpersonal (transitional) skills, mostly in communication skills and dealing with the customers, 74% requested administrative and entrepreneurial skills, 38% requested other supporting skills that is linked to the demanded profession.

3.4 Cooperation with VET institutes and future recommendations

34% of the surveyed establishments has cooperated or is currently cooperating with VET institutes including the YWCA in preparing human resources, mostly in training of trainees or employing graduates, 2/3 of the cooperated establishments have employed VET graduates, nevertheless 87% showed their willingness to cooperate in all aspects with VET institutes, and 85% showed their willingness to cooperate with YWCA in preparing human resources in the targeted fields, half of them are willing to employ VET including YMCA graduates.

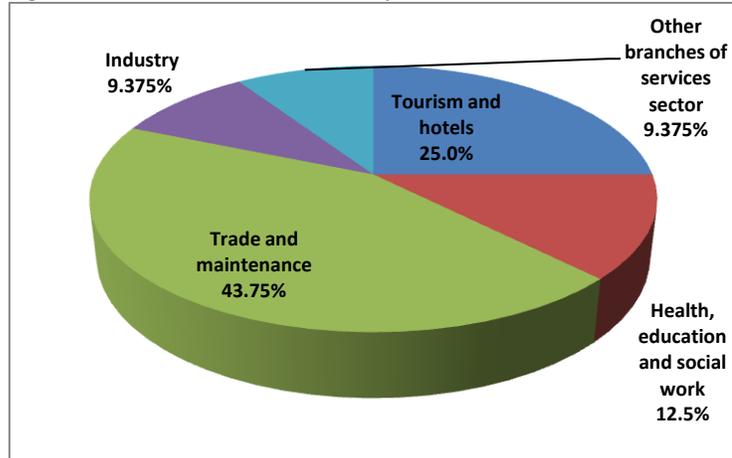
35% of the establishments have recorded their recommendations; most of them were around increasing on-site training before graduation, and increasing linkage and relevance of training.

4 Chapter 4: Labour Market Survey findings: Electronics Sub-Sector's Professions

4.1 The Sample

The sample contained employers from various locations in Jerusalem, working within trade and maintenance, services and tourism sectors as figure 4.1.1 indicates. Sample reflects employment sectors of the targeted professions as around 44%, working in trade and maintenance sector; Targeted employers are based on the designed target 78% of the establishments are private sector.

Figure 4.1.1: distribution of sample over economic sectors



Most of the targeted establishments are employing 5 workers and above, mostly medium establishments employing between 5-19, 72 % of the establishment employ female workers.

4.2 Demand and attitude towards employing female VET graduates in surveyed professions

69% of 32 Surveyed establishments have indicated a need for skilled labour in targeted professions. The highest demand was recorded for employing home appliances maintenance and EBMS, followed by protection and security devices maintenance and audio-visual equipment maintenance, skills that can be carried by EBMS skilled worker, as figure 4.2.1 below indicates.

Figure 4.2.1: Demand for skilled labour in targeted professions



Note: percentage is out of the 32 surveyed establishments, it represent requests from these establishments, some has requested more than one profession

22% of the surveyed establishments requested more than one profession. EBMS, security and multi-media were requested by diversified employers including public sector institutes.

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Meanwhile 40% of the surveyed establishments that indicated their request for home appliances maintenance skilled worker have stated that they will not employ a female, surprisingly this resistance dropped to 20% when asking them if they would employ female LWF-VTC graduate. This fact is explained with the long track of training women in the electronics department since the year 2000. In general 75% stated that they would employ women, while 81% stated that they would employ female graduate of the LWF, they related reason to competencies. It was found that all of those wanting to employ EBMS would employ female VET graduates.

63% of the surveyed employers mentioned that they have excellent knowledge about home appliances, compared to 34%, 47 % and 44% of EBMS, protection and security devices, and audio-visual equipment maintenance respectively. This was also reflected in some of the answers of the employers where institutes with big building as hospitals did not foresee such importance; hence it would be recommended that an awareness-raising towards the new professions as EBMS would be needed in the future.

61% of the establishments would contract self-employed person in the field, 45% of establishments would contract self-employed in protection and security camera systems maintenance, while 23%, 23% and 19% would contract them in EBMS, audio-visual and home appliances respectively.

34% of the surveyed establishments are led by VET graduates, 90% of those establishments demanded to employ VET graduates within the required fields as opposed to 62% of the non-graduate owners. The highest were the establishments that demanded home appliances maintenance.

Results indicated that demand is affected by economic status, as demand fell from 69% overall to 50% for establishments that witnessed decrease in their productivity during the previous years.

Market indicated the employment demand for Home appliances, EBMS, protection systems and security cameras maintenance and audio-visuals (the last 2 are part of the EBMS), and Training program can be designed to reflect so. **Both (home appliances and EBMS) are prioritised.**

Note: other variables did not have a significant effect.

4.3 Required Skills

Most of the surveyed establishments that demanded employment have specified the requested level of achievement for the technical skills.

78% of the surveyed institutes have indicated their need for interpersonal (transitional) skills, mostly in communication skills and dealing with the customers, 78% requested administrative and entrepreneurial skills, 31% requested other supporting skills that is linked to the demanded profession.

4.4 Cooperation with VET institutes and future recommendations

34% of the surveyed establishments has cooperated or is currently cooperating with VET institutes including the LWF in preparing human resources, mostly in training trainees or employing graduates,

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81% of the cooperated establishments have employed VET graduates, nevertheless 87.5% showed their willingness to cooperate in all aspects with VET institutes, and 87.5% showed their willingness to cooperate with LWF in preparing human resources in the targeted fields, over 2/3 of them are willing to employ VET including LWF's graduates.

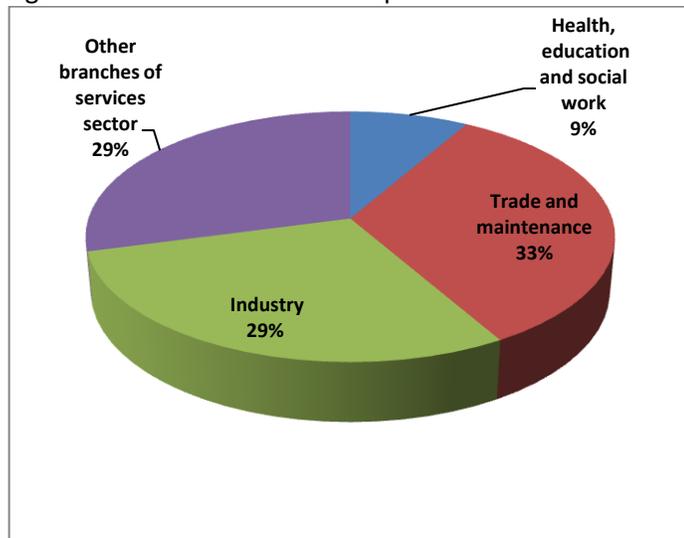
56% of the establishments have recorded their recommendations mostly around increasing on-site training before graduation, as well as increasing linkage and relevance of training.

5 Chapter 5: Labour Market Survey findings: Printing Sub-Sector's Professions

5.1 The Sample

The sample contained employers from various locations in Jerusalem, working within services, trade and industry (prints) sectors as figure 5.1.1 indicates. Targeted employers reflect the designed target, 92% of the establishments are private sector. Most of the targeted establishments are employing 5 and above, mostly medium establishments employing between 5-19, 67 % of the establishment employ female workers.

Figure 5.1.1: distribution of sample over economic sectors

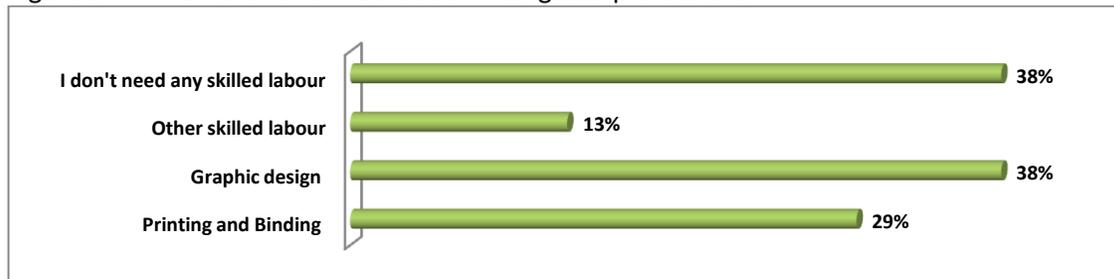


5.2 Demand and attitude towards employing female VET graduates in Surveyed Professions

63% of 24 Surveyed establishments have indicated a need for skilled labour in targeted professions. The highest demand was recorded for employing graphic design; followed by printing and binding, 17% of establishments demanded both professions, as figure 5.2.1 below indicates.

Graphic design was requested by diversified employers including prints, promotion companies, magazine/newspaper, NGOs, publishing houses and graphic designer companies, while half of the print shops have requested both professions.

Figure 5.2.1: Demand for skilled labour in targeted professions



Note: percentage is out of the 24 surveyed establishments, it represent requests from these establishments, some has requested more than one profession

29% of establishments would consider contracting self-employed in the 2 professions, graphic design and promotion companies as well as publishing house would contract requested professions.

Although 88% of the establishments mentioned that they would employ women for the targeted professions, yet 71% of establishments would employ female VET graduates of the IIO, various reasons were stated, including quality of training and requested up to date training. Results indicated that one third of the prints and half of the promotion companies would not employ female VET graduates, those who would employ them requested that they are competent enough to carry out the requested job.

70% of the surveyed employers found difficulty in recruiting skilled labour; they have stated either difficulty in finding the targeted professions for various reasons including the graduates' leak to the Israeli labour market and the high salaries for skilled workers.

Most of the surveyed employers mentioned have knowledge about targeted professions, only 8% have week knowledge about the professions.

Results indicated that demand is affected by economic status, as demand fell from 63% overall to 33% and 20% for establishments that witnessed respectively stability and decrease in their productivity during the previous years, while it increased to above 75% for those witnessed increase. Demand for self-employed also diminished for the same establishments.

Market indicated the employment demand for printing and binding and graphic design, and some have indicated that both professions are needed, graphic design have higher opportunity due to the diversity of employers, yet the limited market would imply designing the training program to include both professions. Design should ensure quality and use of technology.

Note: other variables did not have a significant effect.

5.3 Required Skills

Most of the surveyed establishments that demanded employment have specified the requested level of achievement for the technical skills.

71% of the surveyed institutes have indicated their need for interpersonal (transitional) skills, mostly in communication skills and dealing with the customers, 79% requested administrative and entrepreneurial skills, 25% requested other supporting skills that is linked to the demanded profession.

5.4 Cooperation with VET institutes and future recommendations

33% of the surveyed establishments has cooperated or is currently cooperating with VET institutes including the IIO in preparation of human resources, mostly in training trainees or employing graduates. 87.5% of the cooperated establishments have employed VET graduates, nevertheless 75% showed their willingness to cooperate in all aspects with VET institutes, and 67% showed their willingness to cooperate with IIO in preparing human resources in the targeted fields, over half of them are willing to employ VET including IIO's graduates.

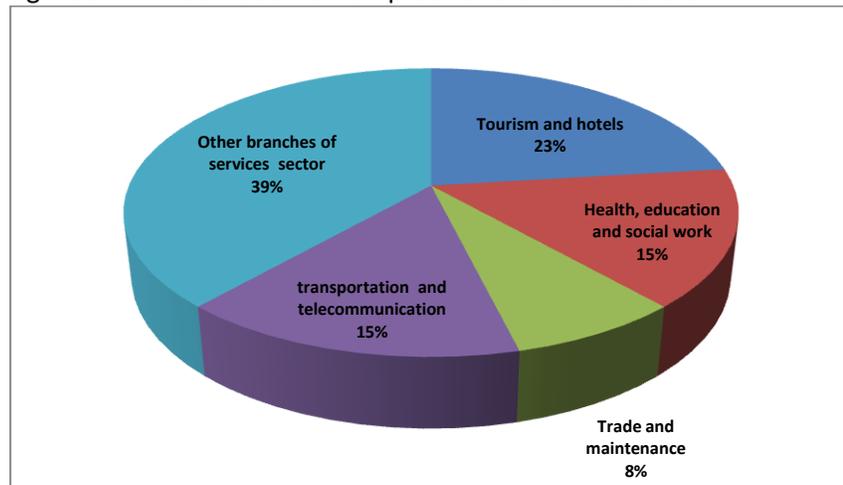
37.5% of the establishments have recorded their recommendations mostly around increasing on-site training before graduation, as well as increasing linkage and relevance of training.

6 Chapter 6: Labour Market Survey Findings: IT-Sector's Professions

6.1 The Sample

The sample contained employers from various locations in Jerusalem, working within services, trade and tourism sectors as figure 6.1.1 indicates, targeted employers reflect the designed target, most programming companies are newly established.

Figure 6.1.1: Distribution of sample over economic sectors

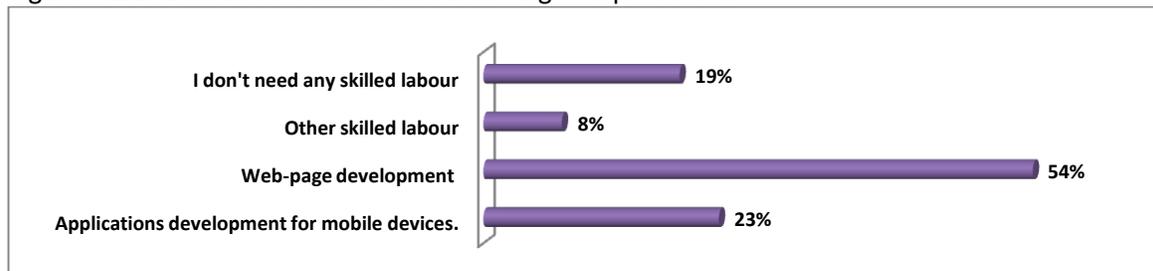


85% of the surveyed establishments are private sector, while most programming companies have 1-4 employees, 85% of the establishment employ female workers.

6.2 Demand and attitude towards employing female VET graduates in Surveyed Professions

81% of 26 Surveyed establishments have indicated a need for skilled labour in targeted professions. The highest demand was recorded for web-page development; more than half of those surveyed, followed by application development for mobile devices, nearly quarter of the establishments.

Figure 6.2.1: Demand for skilled labour in targeted professions



Note: percentage is out of the 26 surveyed establishments, it represent requests from these establishments, some has requested more than one profession

Web-page development was requested by diversified employers including hotels, NGOs, international organizations, school, as well as specialized web-page development and internet provider companies. While two thirds of programming companies and programmers requested application for mobile devices developers.

62% of establishments would consider contracting self-employed in the 2 professions; half of them would contract self-employed web-page developers, while 15% would contract self-employed application for mobile devices developers. Most of the companies that requested employment also requested to contract self-employed, hence, raising the opportunity of employers opting for self-employment rather than employment.

The only challenge facing application for mobile devices developers in employment is the limited number of programming companies or self-employed programmers in Jerusalem, such companies exist mainly in nearby Ramallah. In an interview with owner of a programming company in Ramallah, employer mentioned that he would immediately employ or contract self-employed person with such talents.

85% of the establishments mentioned that they would employ women for the targeted professions, yet 81% of establishments would employ female VET graduates of the ISS. Employers who requested application developers have concentrated on competencies in order to employ these graduates, and the need for quality graduates.

69% of the surveyed employers found difficulty in recruiting skilled labour; they have stated either difficulty in finding the targeted professions or the high salaries for skilled workers. 83% of programming companies or main employers requesting to employ application programmers found

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difficulty in recruiting skilled labour, while 61% of employers seeking to employ web-page developers also found difficulty in recruiting skilled labour.

Most of the surveyed employers have knowledge about web-page development, while around quarter of those surveyed had weak awareness about application programming profession.

23% of the surveyed establishments are led by VET graduates, all or two third of these establishments demanded to employ VET graduates or contract self-employed respectively within the required fields as opposed to 75% and 60% respectively of the non-graduate owners.

Results indicated that demand is affected by economic status, as demand fell from 81% overall to 60% for establishments that witnessed stability in their productivity during the previous years, while it increased to 100% for those witnessed increase. On the other hand, demand for self-employed have decreased for establishments witnessed increase, indicating that self-employment is an option in worsening situation, implying the need to prepare graduates for both employment statuses.

Market indicated the employment and self-employment demand for both web-page and application programmers. Web-page developers have higher opportunity due to the diversity of employers, yet application programmer is a demand for a growing market, and self-employment opportunity opens up non-EJ based markets, the limited market would imply designing the training program to include both professions.

Note: other variables did not have a significant effect.

6.3 Required Skills

Most of the surveyed establishments that demanded employment have specified the requested level of achievement for the technical skills.

77% of the surveyed institutes have indicated their need for interpersonal (transitional) skills, mostly in communication skills and dealing with the customers, 73% requested administrative and entrepreneurial skills, 46% requested other supporting skills that is linked to the demanded profession.

6.4 Cooperation with VET institutes and future recommendations

54% of the surveyed establishments has cooperated or is currently cooperating with VET institutes including the Industrial Secondary School (ISS) in preparation of human resources, mostly in training trainees or employing graduates. 79% of the cooperated establishments have employed VET graduates, never the less all surveyed establishments showed their willingness to cooperate in all aspects with VET institutes, and to cooperate with ISS in preparing human resources in the targeted fields, over half of them are willing to employ VET including ISS's graduates, and over quarter of them are ready to employ these graduates after training them at their establishment. 38.5% of the establishments have recorded their recommendations mostly around increasing on-site training before graduation, as well as increasing linkage and relevance of training.

7 Conclusions and recommendations:

The study has identified the most demanded professions within the targeted sectors and sub-sectors (services, Electronics, Printing and IT); it illustrated the demand for the selected professions within the identified sectors for employment of skilled workers. Moreover, there is acceptance for women VET to be employed in such fields, acceptance of women graduate from targeted VET institutes (YWCA, LWF, IIO, and ISS) to be employed within the targeted professions, and willingness to cooperate and train trainees before and after graduation.

Based on the findings, recommendations are as follows:

1. To develop market relevant training programs and curricula of the identified fields and in cooperation with the labor market.
2. Training to include internships or apprenticeship programs to ensure on-site training as requested by the employers.
3. To integrate self-employment elements in the training, based on market demand and considering women status and conditions, allowing for flexible work conditions.
4. Training has to include interpersonal (transitional) skills, administrative and entrepreneurial skills, and other supporting skills that are linked to the demanded profession in addition to the identified technical skills.
5. To carry out awareness campaigns for the labor market regarding the new targeted professions as findings has indicated weak knowledge of the employers in such professions, although has identified the need once relevant competencies were clear (e.g. EBMS, animation, events management)
6. To prepare a promotion plan for VET institutes to recruit females in their programs, targeting students, drop-outs, and families, including labor market data and employment rates and highlighting benefits and incentives.

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