



Output 3.1: Report on the needs for digital skills

JULY, 2021



Introduction

Because of the pandemic covid-19 crisis, the lives of employees and people in general have been turned upside down. This is what caused companies to adopt the remote work approach which influenced the social interaction of people.

This report presents the digital skills most in demand by women and managers in their work. Data collection was carried out using a questionnaire in the countries concerned by this project, dedicated to the four areas of work which are: Agrifood, Textile, Finance and Tourism.

Research Methodology

The research was conducted based on quantitative and qualitative research methods. The research targeted women and managers in four sectors:

- Agri-food
- Textiles
- Tourism
- Financial sectors.

An e-survey was designed for the target audience.

This e-survey targeted a sample of **** women** and **** managers**. (each country had a sample)

The questionnaire was filled out through a web application which displaying the questions needed to identify the skills, and each one fills the boxes relating to his personal information then he provides answers to the questions asked.

The statistics and Data analysis was performed by Excel allowing to identify the digital skills needed for both women and managers.

The questionnaire was carried out thanks to a web platform whose links are cited below:

Questionnaire for data collection for women : <http://internisa.survey.women.sandbox.tn/>

Questionnaire for data collection for managers : <http://internisa.survey.sandbox.tn/>

Online questionnaire Survey data collection methods & Tools

1. Technical choices

Web Application development methodology: Scrum

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- Web solutions: Symfony Framework, Bootstrap, HTML5, CSS3, JQUERY, AJAX,
- UI / UX Design: Adobe XD, Adobe Photoshop, Adobe illustrator
- API & Libraries: Google Charts, Google ReCaptcha, JQUERY / Ajax Libraries for animations and design.
- PHP version: 7.1 / 7.2

2. Plateforme Architecture

MVC Architecture (Model / View / Controller)

- **Controller:** its role is to generate the response to the HTTP / HTTPS request requested by the visitor. It is the layer responsible for analyzing and processing the user's request. The controller contains the logic of the Web Application and will just "use" the other components: models and views. Concretely a controller will recover
- **Model:** its role is to manage your data and the content of the Web Application. It allows the controller to manipulate the data, but without knowing how the data is stored, managed, etc. It's a layer of abstraction;
- **View:** its role is to display the pages. It is not the controller who displays the forms and data. The controller will only display the view without really knowing what's in it. In practice, it is the designer of a project who works on the views. Separating views and controllers allows stakeholders to work together without stepping on each other.

3. Web Application Modules

Public website:

- Presentation of the objective and explanation of questionnaire
- A registration area for women, experts, business people... To create a first database of useful contacts for the project
- An interactive questionnaire to collect Data about skills women need which will be recorded in a database in order to generate at the end of the collection phase reports and statistics.

Administrator area:

- Consult the answers on the questionnaire
- Consult the list of contacts registered via the platform
- Consult response statistics

4. Web Application prerequisite



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- Web Hosting (Data base , Hosting , mailing)
- Domain name www.aaaa.com (the domain can be the name of the project)
- Sub-domain for each territory (tunisia.aaaa.com, greece.aaaa.com ...)

5. Team

- 1 Web Developer
- 1 Web Designer & Integrator
- 1 Web Project Manager

Questionnaire content

The questionnaire was divided into 4 principal parts which are: Personal information, Demographics, Soft & Digital skills and Questions. (View details in Appendices)

List of digital skills proposed in the questionnaire:

- digital device (mobile, computer, tablet, etc...)
- Company softwares, apps,crm, etc..
- digital collaboration tools
- digital marketing skills
- data analysis skills
- computing skills
- digital content creating skills

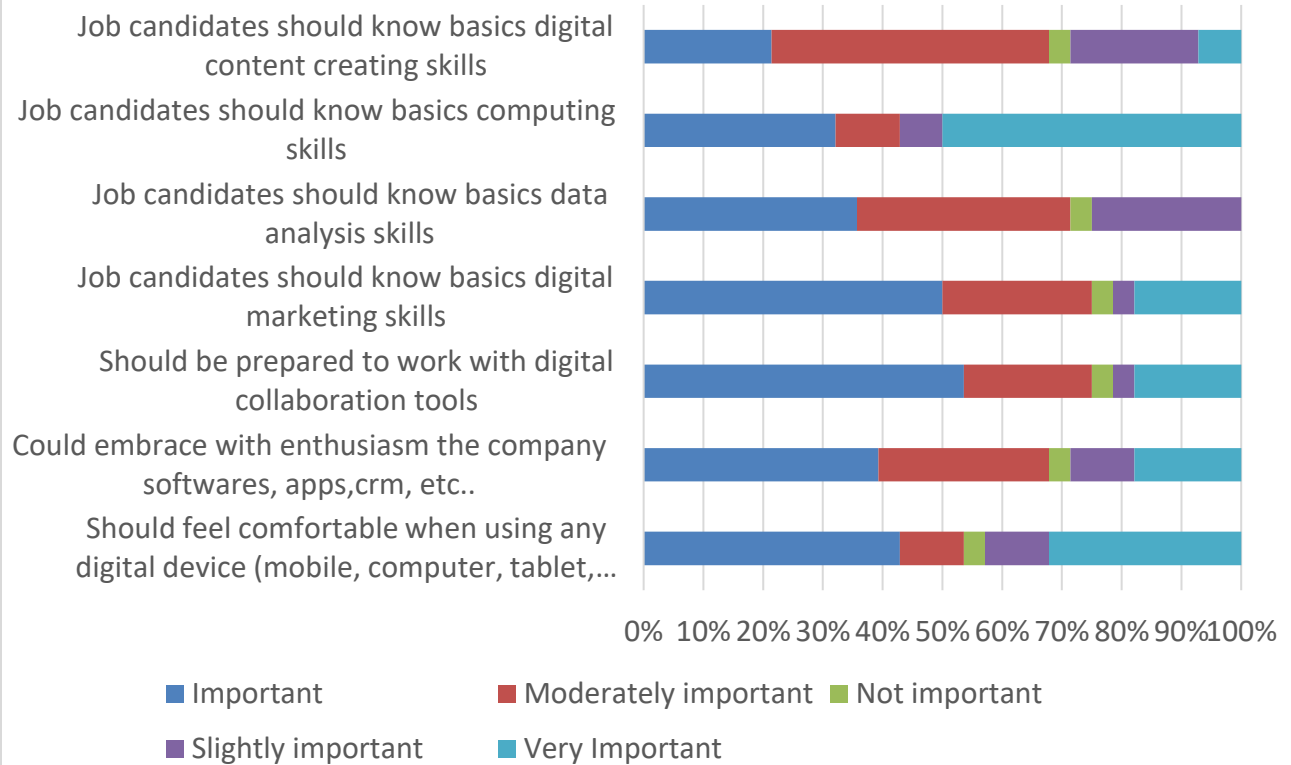
Results

The result of data collection can be found in the excel files attached with the report: **Annex1_Managers** and **Annex2_Women**

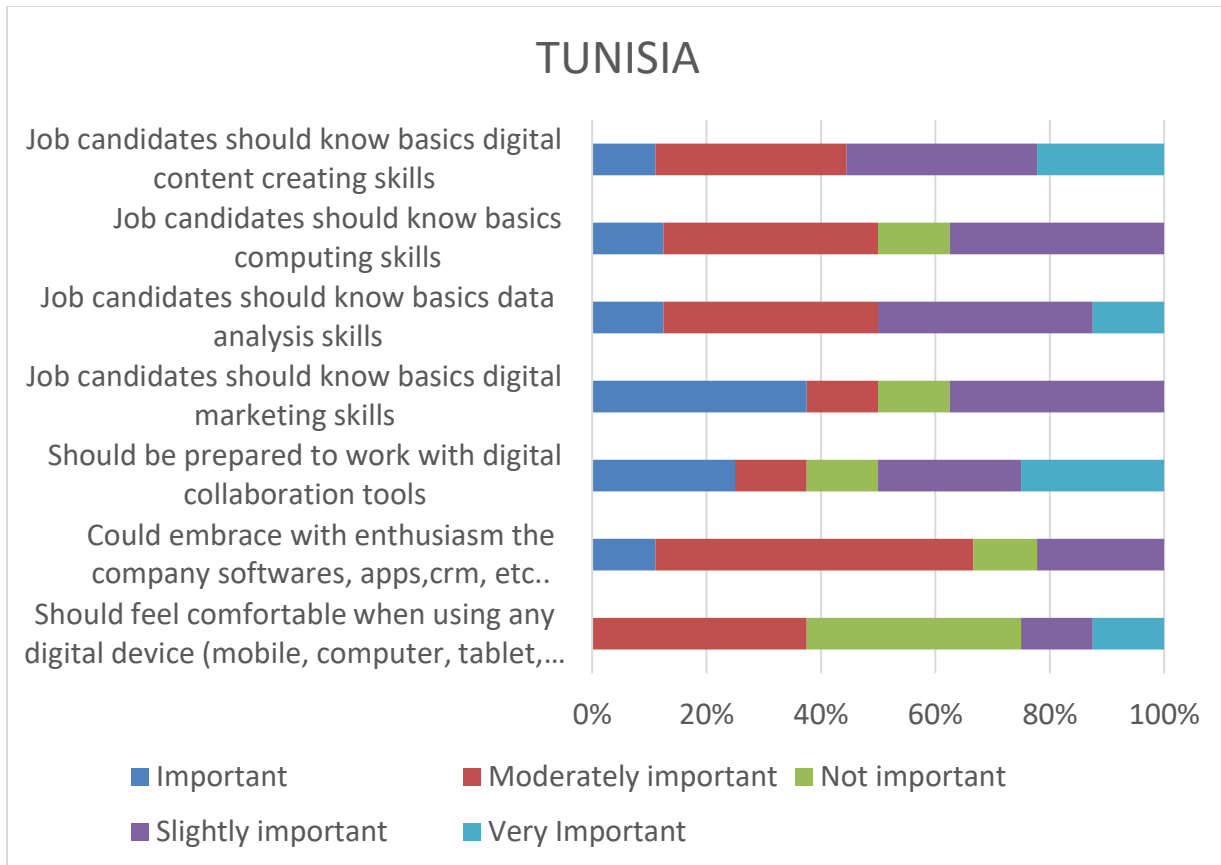
Analysis for managers: 28

SPAIN

SPAIN

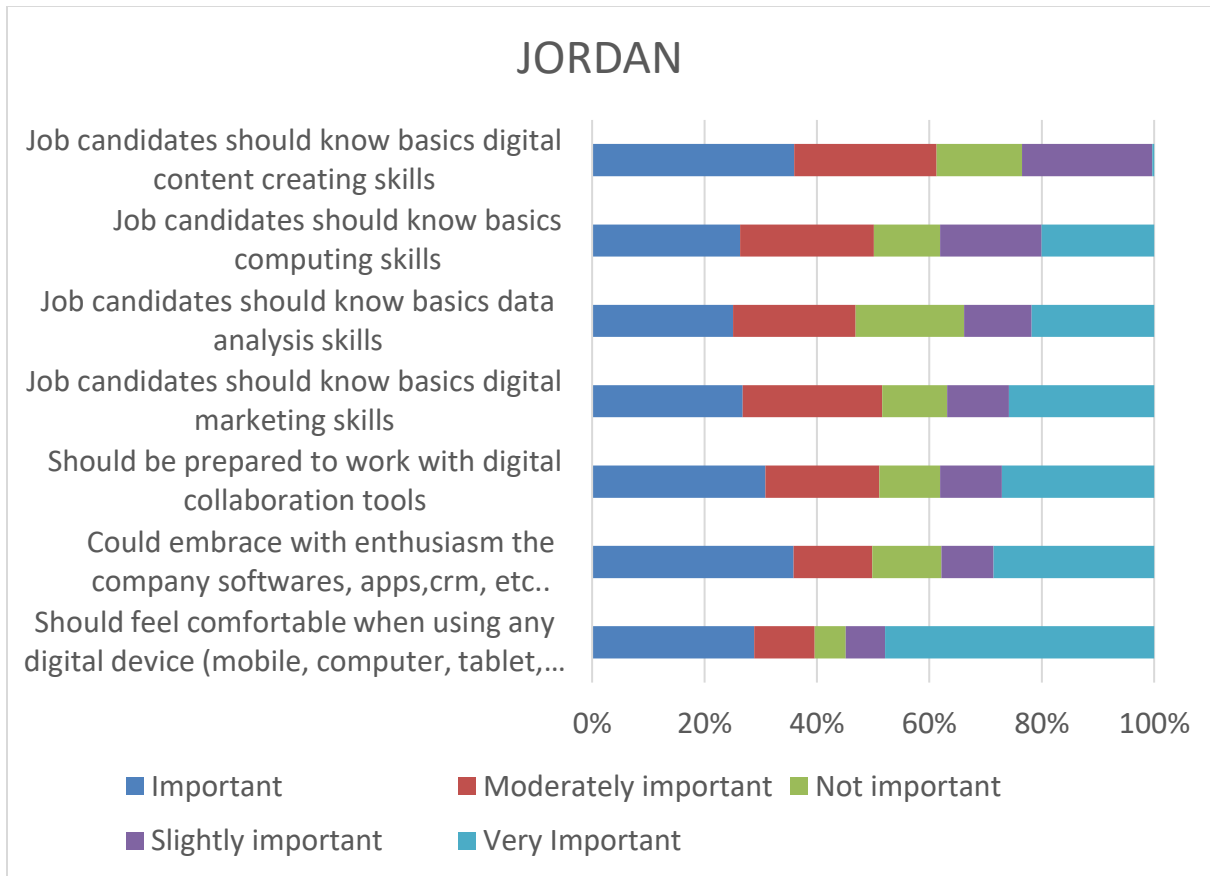


Analysis for managers: 8 **TUNISIA**



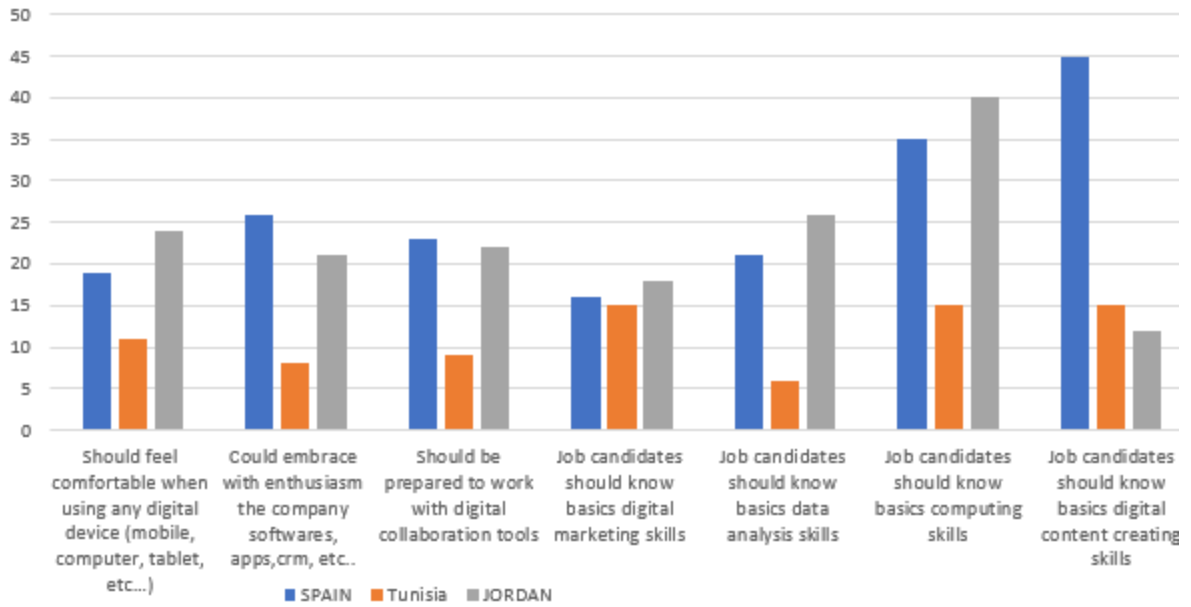
Analysis for managers: 399

Jordan



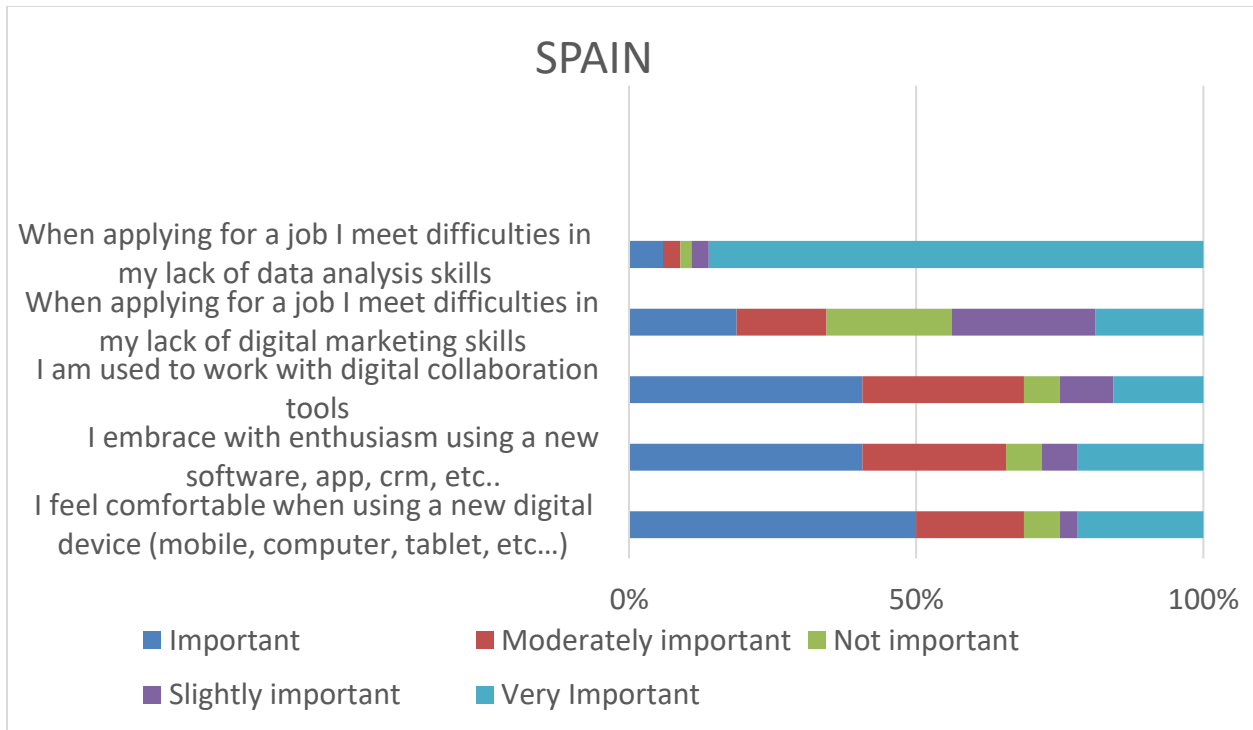
Palestine / Italy / Lebanon / Greece: no rows

Analysis Managers



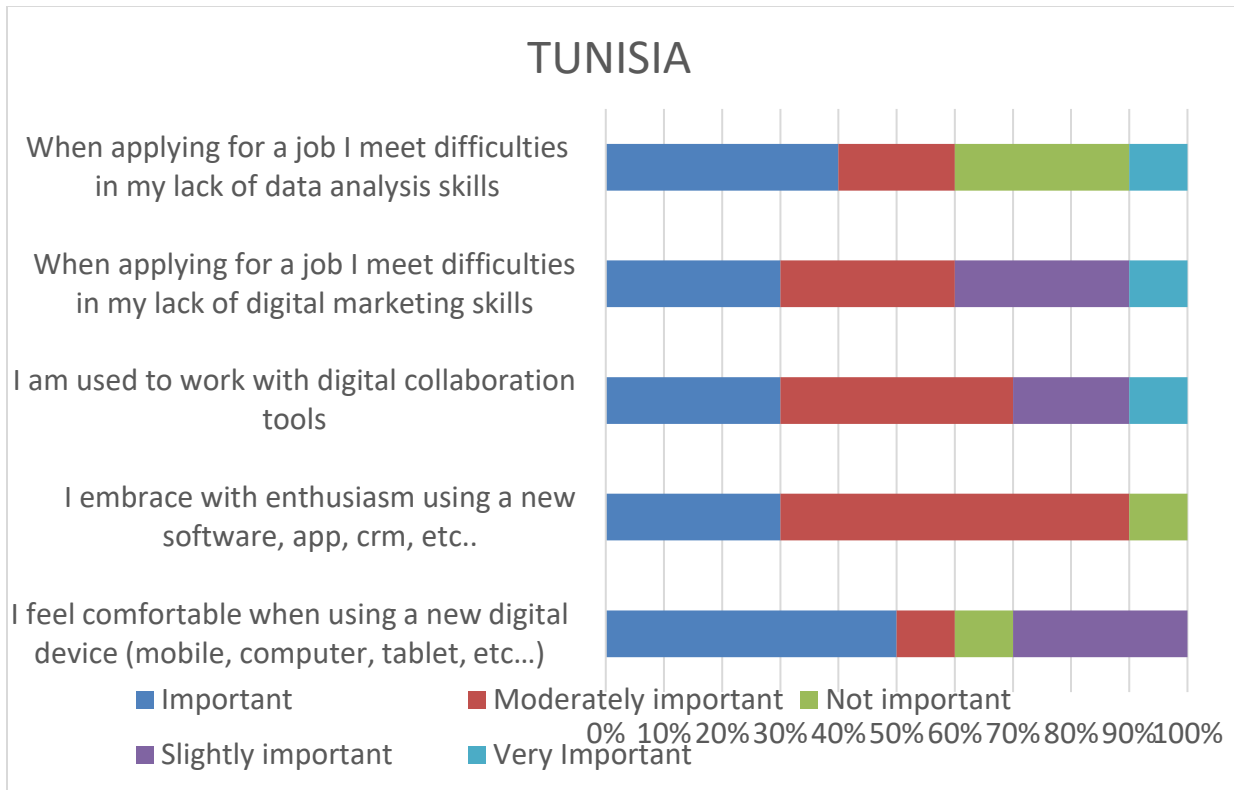
Analysis for Women: 32

SPAIN

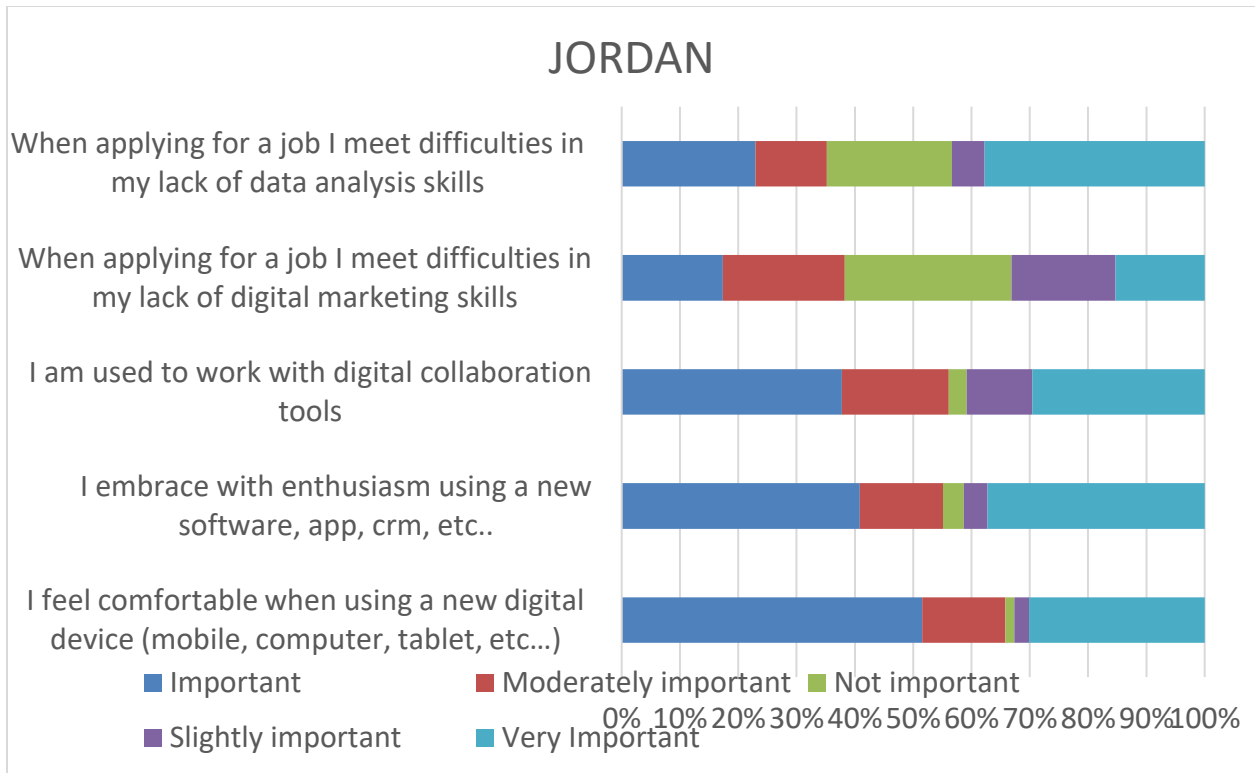


Analysis for Women: 10

Tunisia

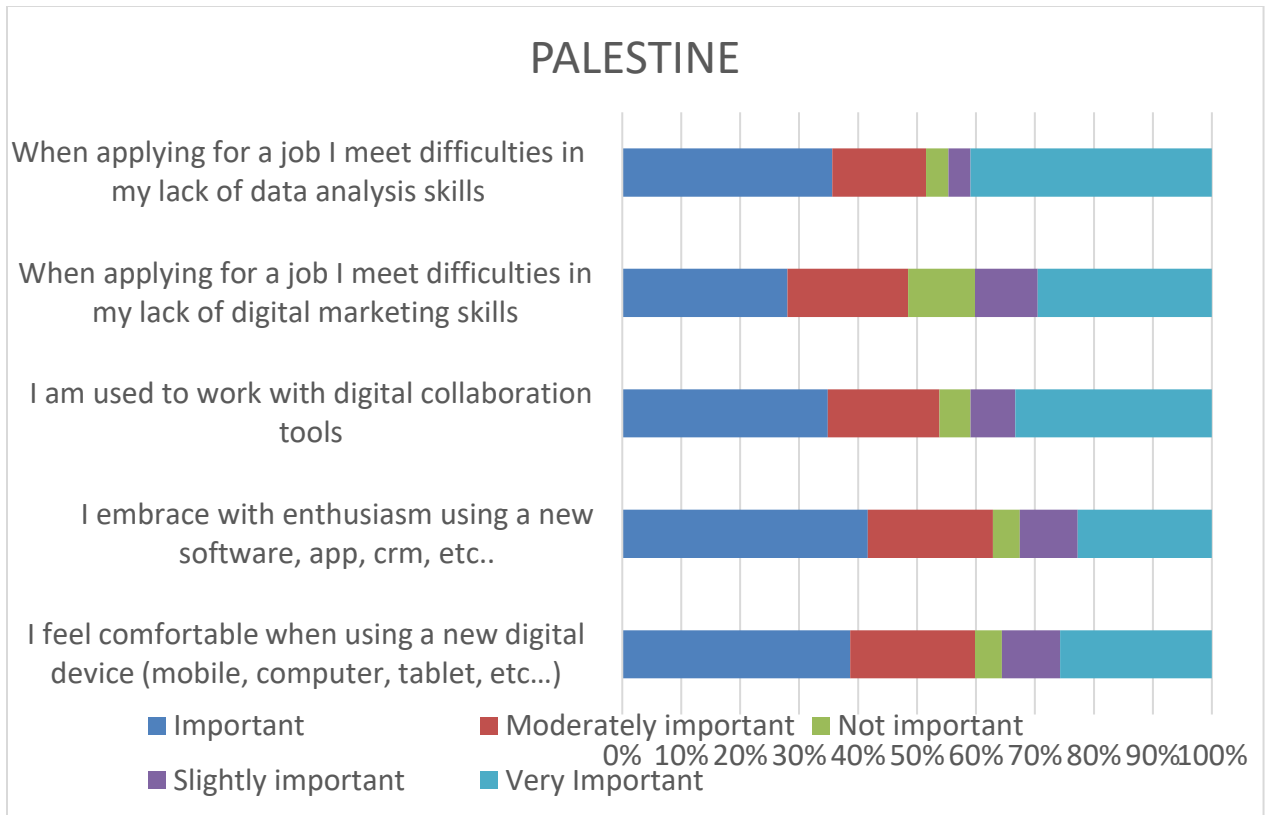


Analysis for Women: 197
JORDAN



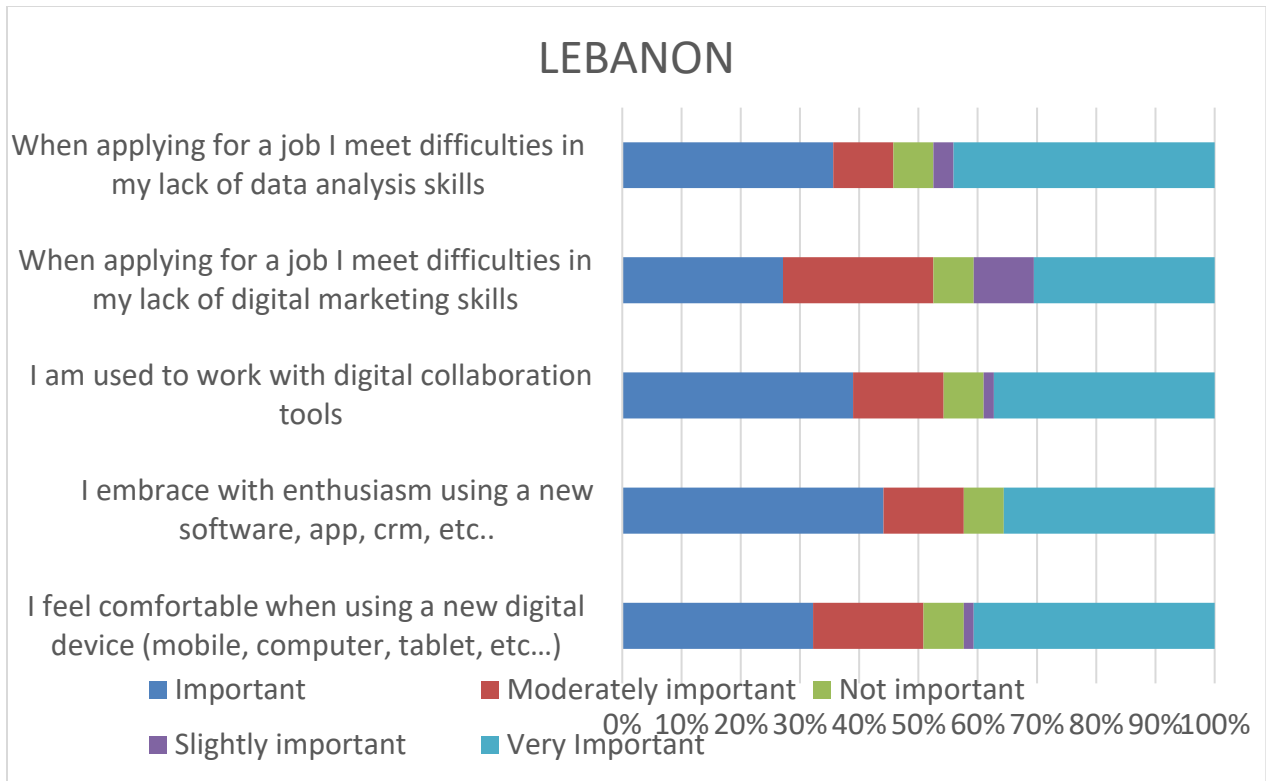
Analysis for Women: 132

PALESTINE

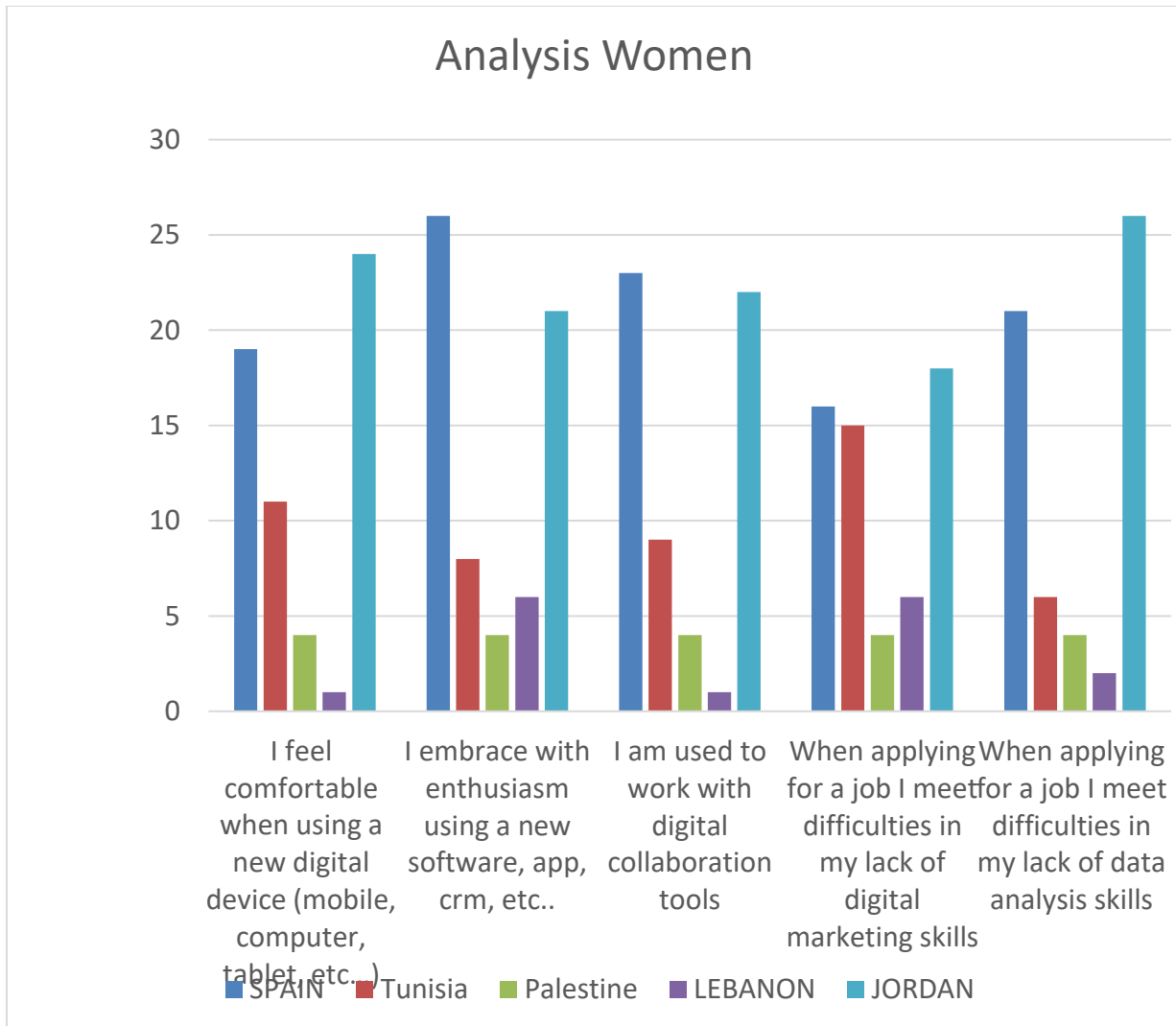


Analysis for Women: 59

LEBANON



Greece / Italy: no rows







Appendices

Questionnaire part for women

Tableau 1 Personal Information Women

Field name	Type	Options
First Name	Text	
Last Name	Text	
Country of residence	Select box	Greece, Jordan, Spain, Palestine, Italy, Tunisia, Lebanon
Nationality	Select box	Greek, Italian, Jordanian, Lebanese, Spanish, Palestinian, Tunisian
Professional Category	Select box	Employed, Unemployed, Student
Phone	Text	
City	Text	
Email	Text	

Tableau 2 Demographics

Field Name	Type	Options
Please select the age category that includes your age	Select box	18 – 19 years old 30 – 39 years old 40 – 49 years old 50 – 59 years old 60 and over
What is your marital status?	Select box	Single, Married or in domestic

		partnership, Divorced, Widowed, Other
Are you currently employed?	Select box	Yes, No
Please indicate the economic activity of the company	Select box	Agri-food, Tourism, Textile, Finance, Other
Please indicate position in the company	Select box	Operations and Logistics Department employee, Financial Department employee, Customer Service employee, Administrative employee, Commercial & Marketing employee, manufacturing employee, Other
Are you currently enrolled as a student in school or any formal educational programme?	Select box	Yes, No
Have you ever attended a training?	Select box	Yes, No
Did you apply for a job the past 12 months?	Select box	Yes, No
Did you meet any of the following difficulties:	Select box	There were many applicants Lacked required qualification/education level Lacked required technical skills Lacked required soft skills Wage offered was lower than expected
Did you finally get the job you were applying for?	Select box	Yes, No

Household size	Select box	Less than 3 3-5 More than 6
Average household income	Select box	Living comfortably on present income Coping on present income Finding it difficult on present income Finding it very difficult on present income Less than 500 JD More than 500 JD Refusal Don't know
Father / mother can read and write	Select box	Yes, No
Do you have a problem to work with males	Select box	Not important Slightly important Moderately important Very Important Important
Do you have any disabilities	Select box	Yes, No
Language barrier	Select box	Yes, completely Yes, partially No
Are you a refugee	Select box	Yes, No

I want to work	Select box	In my family s business As a salaried worker As self-employed
I want to work at Home	Select box	Yes, No, Bot are okay
I can enroll to training classes with My:	Select box	Smartphone, Computer desktop, other, I don't have any equipment to attend training

Tableau 3 Personal skills

Field Name	Type	Options
I take responsibility for my mistakes	Select box	Not important Slightly important Moderately important Important Very important
I complete each task as flawlessly as possible	Select box	
I like to learn new things	Select box	
I try to see different perspectives	Select box	
I always keep a positive attitude	Select box	
I always finish what I have started	Select box	
I know what my weaknesses are	Select box	
When I do something, my mind wonders	Select box	
I am always late	Select box	
I cross -check data	Select box	
Stress keeps me from doing things	Select box	



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I accept feedback without getting defensive	Select box	
When I do something wrong, I lie	Select box	
I can complete the tasks I undertake	Select box	
I spend time with my friends and family every week	Select box	
I ask questions to acquire information	Select box	
When people fight, I prefer to stay out of it	Select box	
I prefer to work alone	Select box	
People understand what I am saying	Select box	
It is easy to understand how people feel	Select box	
In conversation I try to make people agree with me	Select box	
Working with people from different background	Select box	
I can find common ground in a dispute	Select box	
People trust me	Select box	
Speaking in front of people is stressful	Select box	
I like helping others	Select box	
Working with others is creative	Select box	
I make good impression to others	Select box	
People agree with my ideas	Select box	
I can provide people with what they need	Select box	
I can provide people with what they need	Select box	
When people are angry, I can calm them down	Select box	
I like planning my day	Select box	
People come to me for advice	Select box	



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I can break the ice among people who do not know each other	Select box	
I always have a notepad with me	Select box	
I speak with enthusiasm	Select box	
I can identify opportunities for action	Select box	
When I have many things to do, I get confused	Select box	
I feel confident that others will accept my ideas and decisions	Select box	
I rarely complete all the tasks on my daily to do list	Select box	
I am surprised by the consequences of my decisions	Select box	
I can recognize the strengths and weaknesses of other people	Select box	
I like doing one thing at a time	Select box	
I can collect information on a topic easily	Select box	
I believe that if you want a job done well, you should do it yourself	Select box	
I inspire others	Select box	
I often push back deadlines on things I have to do	Select box	
I weigh the pros and cons of different solutions when trying to solve a problem	Select box	
I can identify the risks in a plan	Select box	
I always monitor the progress of a task	Select box	
I can understand easily if a source of information is valid	Select box	
I have artistic abilities	Select box	
Based on your experience, please indicate	Text	

the soft skills you consider as most important when applying for a job.		
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Tableau 4 Technological use and development skills

Field Name	Type	Options
I feel effective at “managing yourself” in a remote-work context (goal setting, time management, meeting deadlines, getting things done, etc.	Select box	Not important Slightly important Moderately important Important Very important
I feel comfortable when using a new digital device (mobile, computer, tablet, etc...)	Select box	
I embrace with enthusiasm using a new software, app, crm, etc..	Select box	
I always have a digital device with me	Select box	
I am used to work with digital collaboration tools	Select box	
When applying for a job I meet difficulties in my lack of digital marketing skills	Select box	
When applying for a job I meet difficulties in my lack of e-commerce skills	Select box	
When applying for a job I meet difficulties in my lack of data analysis skills	Select box	
Based on your experience, please indicate the technological skills you consider as most important when applying for a job.	Text	

Tableau 5 Training and work at home

Field Name	Type	Options
A specific room for working or studying	Select box	Totally disagree Disagree Somewhat agree/disagree Agree Totally agree
An ergonomic chair	Select box	
A desk	Select box	
Headphones, microphones	Select box	
Webcam	Select box	
Lighting	Select box	
External monitor	Select box	
Laptop	Select box	
Tablet	Select box	
Smartphone	Select box	
Reliable Wifi	Select box	
Digital skill level (Self-evaluation) Digital skills are abilities to use digital devices, communication applications and networks to access and manage information	Select box	Basic skills Intermediate skills Advanced skills

Questionnaire part for managers

Tableau 6 Personal Information Managers

Field Name	Type	Options
First Name	Text	
Last Name	Text	
Activiy Sector	Select Box	Agrifood Textile Tourism Finance Other

City	Text	
Organisation Type	Select Box	Public Organization Private Company Recruitment agency Association Not applicable
Organization Name	Text	
Country	Select Box	Greece Jordan Spain Palestine Italy Tunisia Lebanon
Profession	Text	
Email address	Text	

Tableau 7 Demographics Managers

Field Name	Type	Options
Please indicate your gender	Select box	Male Female Trans-gender Non-Binary Prefer not to say
Please select the age category that includes your age	Select box	18 – 19 years old 30 – 39 years old 40 – 49 years old 50 and over
Please select the Country of residence	Select box	Greece Jordan Spain Palestine Italy Tunisia Lebanon
Please select nationality	Select box	Greek, Italian, Jordanian, Lebanese, Spanish, Palestinian, Tunisian
Please indicate the highest level of formal education you have completed.	Select box	Primary Secondary Vocational Bachelor Graduate Post-graduate Other Prefer not to say

Position in the company	Select box	Director/Manager/Owner Representative of Human Resources Department Administrative employee Other
Size of the company (establishment)	Select box	Large (250 persons or more) Medium (100-249 persons) Small (10-99 persons)

Tableau 8 Women Integration practices

Field Name	Type	Options
Create internal policy and follow national policy to fight of woman violence	Select box	Yes No I don't know
Monitoring violent content of the internal your employees	Select box	
Stay informed on new technologies or applications	Select box	
Train woman employees to identify some attack	Select box	
Encourage interdepartmental cooperation against technology violence	Select box	
Have any mechanisms for reporting and redress any woman attack	Select box	
Does your company/organization take into account the gender and ICT targets contained in the UN Sustainable Development Goals?	Select box	
What is your company/organization doing to ensure that its interventions to bridge the gender digital divide, are based upon, and fully consistent with international	Text	



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human rights, including gender equality?		
We are following national requirements to avoid gender digital divided	Select box	
We have an internal plan of woman training in TIC	Select box	
We invest in e-learning training to reduce the digital divide	Select box	
We invest in local training to women to reduce the digital divide	Select box	
We invest in women to reduce the lack of the required work experience	Select box	
Other	Text	
How does your company/organization encourage the development and use of digital technologies as a resource for the empowerment of women and girls?	Select box	
Applying constant update to high the qualification/education level	Select box	
Application of novels technical skills	Select box	
Support core/soft skills to woman's employee	Select box	
Application of e-inclusion program into the company	Select box	
Give opportunity to new hiring's/intern to women and girls to be training in technological skills.	Select box	

Tableau 9 Investing in training employees

Field Name	Type	Options
Monitor and evaluate the performance of your employees?	Select box	Yes No I don't know



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Review the skill and training needs of your employees?	Select box	
Stay informed on new technologies or applications?	Select box	
Train new employees on the job?	Select box	
Encourage interdepartmental cooperation?	Select box	
Enroll your employees to external trainings to improve or acquire skills?	Select box	
Organize internal seminars and training to improve or acquire skills?	Select box	