



STRENGTHENING SOCIAL DIALOGUE

CALL FOR EXPRESSION OF INTEREST

SERVICE NEEDS ASSESSMENT FOR THE EMPLOYER'S ASSOCIATIONS - OEM

Background

A number of progress reports by the European Commission indicate a need to further develop social dialogue among main stakeholders in the economy. In this direction, the International Labour Organization assists the country in its endeavors to advance the social dialogue as an essential element of the European Social Model, which promotes competitiveness, sharing of gains and enhancing economic prosperity and social well-being. This assistance is channeled through the project *Strengthening Social Dialogue*, funded by the European Union and implemented by the International Labour Organization.

The overall objective of the *Strengthening Social Dialogue* Project is to improve the social dialogue as a means to create more and better jobs. This will be achieved through institutional and legislative improvement along with activities aimed at strengthening the capacities of the tripartite actors to engage effectively in social dialogue. The project consists of three specific components, namely:

Specific objective 1	Enhanced participation of the ESC in shaping the national economic and social reform agenda
Specific objective 2	Enhanced participation of local ESCs in formulation and implementation of local employment policies
Specific objective 3	Increased effectiveness of Trade Unions and Employers' Organizations

The *Organisation of Employers of Macedonia* (OEM) is the leading and only representative employers organization in the country representing 15 sectors that give employment to 70,000 workers.

The main goal of OEM is to advocate on behalf of its members and promote employers' interests in the economic and social sphere. More specifically, OEM deals with topics related to education, infrastructure, social responsibility, occupational safety and health, labour and social legislation, taxation, investments, penalty policies, loans, to name a few.

As a social partner, OEM participates in the tripartite and bipartite social dialogue at all levels. As a member of the Joint Consultative Committee, which is a part of the European Economic and Social Council (EESC), OEM is informed on the progress of EU accession process and gets involved in the adoption of recommendations to the Government of the Republic of North Macedonia.

On national level, OEM is a member of the Economic and Social Council and negotiates collective agreements, examines and endorses draft laws and regulations on economic and social issues, expresses its views and proposals based on which the Parliament and the Government are to make decisions in order to foster business development.





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Last, but not least, OEM is represented in the governing bodies of tripartite employment, social and health insurance bodies, as well as in various working groups and committees dealing with entrepreneurial activity.

The ILO and OEM have been partner organizations and have worked successfully on a variety of projects. Most recently, the ILO supported OEM to develop a solid strategic plan that is positioning the organisation for the future. A part of this plan is focusing on improving existing service delivery and introducing new services – of relevance to OEM members.

Objective of the assignment

This research work will seek to get a critical and honest assessment on membership service(s) needs in order to identify the range of services members would genuinely need and be willing to pay for. In addition, there is need to identify how to ensure the sustainability of the new service(s).

General methodology

The consultant is expected to develop the detailed research methodology in full consultation with OEM and the ILO. A mandatory phase of the assessment consists in conducting 1) 15 face-to-face interviews and 2) on-line survey among at least 70 OEM members.

Upon identification of key services in demand, the assessment will provide a competitor analysis (similar service offer, pricing strategy, marketing, and sales/distribution strategy) in order to allow OEM to identify a meaningful comparative advantage and propose a sustainability plan for the new service(s).

Deliverables

The consultant shall deliver an integrated report capturing key findings and recommendations with regard to services that should be priority for OEM considering the demand and competition. The report will also provide a competitor analysis for 3 relevant services to be prioritised by OEM and a sustainability plan for each of them.

The consultant shall work in close consultation with OEM and under the administrative and technical supervision of the ILO Senior Specialist for Employers' Activities, DWT/CO Budapest.

The consultant shall provide clarification where needed and incorporate the possible comments provided by the ILO, and submit a final version of the report to the satisfaction of the ILO within the set deadline.

The consultant shall present the findings and recommendations to OEM management and Board of Directors (BOD) during a round table meeting.

Duration of the assignment

The assignment will be carried out over the period April-May/June 2019.





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Address and deadline

Please submit your CV/reference at simjanoska@ilo.org; kalenzis@ilo.org; jovanovska@ilo.org by 2 April 2019.



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