CLUSTER (C_A.3.1_0014)
WP3 – A.3.1.1 Profiling and needs assessment of NEETs and Women

Profiling Report

PP3 CDE Petra Patrimonia

Author: Matthieu Guary

Date (07/07/2022)

Implemented by

Table of Content

Implemented by

Introduction

The report is the result of the activities relating to the project Intellectual Output 3.1 (*A.3.1.1 - Profiling and needs assessment of NEETs and Women*), implemented within the Work Package number 3 (Needs Assessment and Benchmarking of Successful Experiences and Efficient Practices).

This report is therefore the result of several different actions carried out by CDE Petra Patrimonia in coordination with the WP3 leader (ARCES Association, PP1), the Project coordinator and all the project partners (PPs), namely: design and translation of the questionnaire for Profiling and needs assessment of NEETs and Women; creation of e-forms; delivery of questionnaires to interested people belonging to the project target groups (NEETs and women); promotion through social channels, websites and other tools; collection of the filled questionnaires (data collection) and analysis of collected data (data analysis).

The report is produced by following the instructions provided by ARCES Association (WP3 leader) in the so-called "Methodology Report". It will consider all the actions implemented during the profiling phase by all PPs.

PP3 Petra Patrimonia implemented the profiling activities related to the delivery of A.3.1.1 in the Région Sud (Provence-Alpes-Côte d'Azur), in Southeastern France, bordering Italy and the Mediterranean Sea. The population of the region is 5,081,101 (INSEE 2019), split between 6 Departments: Alpes de Haute Provence, Hautes Alpes, Alpes Maritimes, Var, Vaucluse and Bouches du Rhône. This last Department is by far the most populous (2 million), with the city of Marseille. According to INSEE statistics for 2019, 52.22% of the population in the Région Sud were women (INSEE) and 32.8% were under 30 years old, of which 16.1% were in the 15-29 age group (approx. 833,000). Most young people live in the conurbations of Marseille and Nice and the Rhone Valley

The overall unemployment rate in the Région Sud was 8.3% in 4th quarter of 2021 (INSEE), slightly higher than the national average of 8.1% (INSEE – excluding Mayotte).

As of the 4th quarter in 2021, average youth unemployment of 15–24-year-olds in France was 16% (INSEE), with young men accounting for 17% and young women 14.9%. While these figures cannot be broken down for the Région Sud, the regional council did publish a "Portrait territorial de la Jeunesse" in 2015 which states that according to the census, out of 833,000 young people aged 16-29, just 4 in 10 young people in that age group were in work, while 15.5% were registered as unemployed. Interestingly, almost 4 in 10 young people were still in education/training.

According to the same report, the main sources of employment for those young people were hospitality/catering, salespersons and cleaning/maintenance.

Finally, in terms of the economy, the main driver in Région Sud is the tertiary sector, accounting for 8 out of 10 jobs, mainly underpinned by the tourism industry (Groupe Mercure/forbes) but also industry (petrochemicals, aircraft and space construction, microelectronics and food processing, shipping, transport and logistics, renewable energy (INSEE).

Methodology

Due to staffing problems (sudden departure of new recruit to cover maternity leave of the communication officer), Petra Patrimonia began its profiling activities on 29 April 2022. The Lead Beneficiary and WP Coordinator were made aware of these issues at the time. The main audience consisted of NEETs aged 21-25, with a higher education diploma (degree or vocational diploma) living in the Greater Marseille, Toulon and Nice conurbations.

Tools used to disseminate the questionnaires to their respective target groups included use of an existing database (Excel spreadsheet) held by CDE Petra Patrimonia, for the Alpes Maritimes Department (Nice) containing the contact details of job centres, business financing and technical advisory initiatives, institutional partners (communauté de communes, city councils, technical and vocational training bodies, associations, cooperatives and employer consortiums. This database format was replicated for the Bouches du Rhône Department and to a lesser extent the Vaucluse to address the most populous areas of the Region Sud.

The questionnaires were produced in electronic format only for rapid circulation via email and mailshots by Petra Patrimonia staff and by our communication service provider for the CLUSTER Project, the Most Company. They were also disseminated online from the CLUSTER web page on the Petra Patrimonia website and publicised via the Petra Patrimonia Facebook page.

While not unexpected, initial response rates were disappointingly low, so the strategy was adapted to include personal calls to key partners and to those partners less well-known but with a specific role (working with groups of NEETs), as the latter proved especially difficult to engage without the credibility of a recognized intermediary youth training and support organisations, such as the Coopérative d'Initiative Jeunes Sud, associate partner of the project. Face-to-face surveys with individuals were not conducted due to the distances involved between locations (e.g. Nice, Toulon, Marseille, Avignon, Ajaccio – Corsica-).

The difficulties experienced in securing an adequate number of responses were expected. One reason noted by Petra Patrimonia was a perceived lack of time on the part of many social enterprises, private businesses and institutional bodies, compounded by "questionnaire fatigue" as the CLUSTER Project is also addressing the same target audience for information that are already being regularly solicited by regional and national government reviews and new policy initiatives. This is why in many cases, Petra Patrimonia was forced to call key partners directly to strongly encourage them to respond to the survey. Without this action, the survey would not have been adequately achieved.
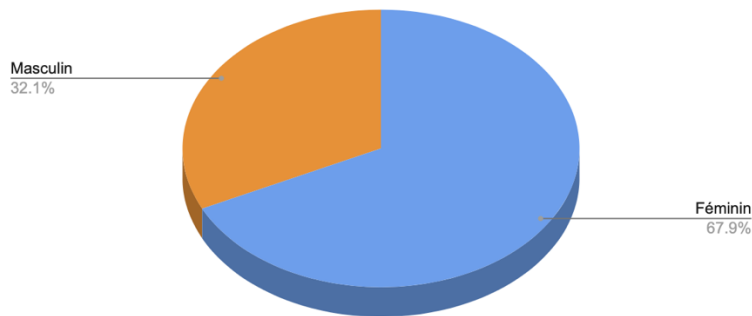
Data analysis and indicators

Petra Patrimonia disseminated the questionnaires to over 400 recipients (427). The most reliable avenues were via its network of partners, including training providers, public and private sector organisations youth inclusion organisations and young people who have participated in RESMYLE Project activities (international workshops, volunteering missions, etc.) to reach NEETs. Links to the questionnaires were also published on the PP Facebook page.

Using the methodology stated above, involving the dissemination of questionnaires in electronic format only, a total 111 responses were received amounting to a response rate of 26% which is slightly below what was expected but deemed to be adequate given the circumstances mentioned above.

An Excel database was generated from the respondents and a screenshot providing an excerpt of entries is provided below (names and contact details not shown to safeguard confidentiality):

Implemented by

ENI
CBCMED
Cooperating across borders
in the Mediterranean

Project funded by the
EUROPEAN UNION

REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

CLUSTER

1. Respondents by gender:

Breakdown of respondents by gender

Masculin
32.1%

Féminin
67.9%

Male respondents: **34**
Female respondents: **77**

2. Place of residence

Breakdown by place of residence

Ajaccio
21.4%

Toulon
3.6%

Avignon
7.1%

Carpentras
3.6%
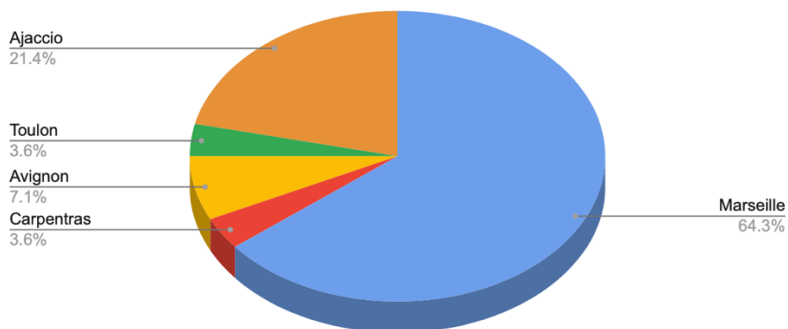
Marseille
64.3%

In line with Petra Patrimonia's mainly urban network of partners, virtually all respondents came from the largest city in the Région Sud, Marseille, where socio-economic challenges to the inclusion of young people in the labour market are the most pronounced and therefore where the majority of support structures are based. By contrast, the survey did attract respondents from Corsica via the Coopérative d'Initiative Jeunes (CIJ) in Ajaccio, able to contribute their experiences from an island perspective although the purpose of the questionnaire design was not specifically to distinguish between these two audiences.

Implemented by

IEMed.
European Institute of the Mediterranean

ARCES

CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY

PETRA patrimonia

NARC
National Agricultural Research Center

BDC.
Business Development Center

Business Women Forum - Palestine

CGER
Commissariat Général au
Développement Régional

3. Age of respondents
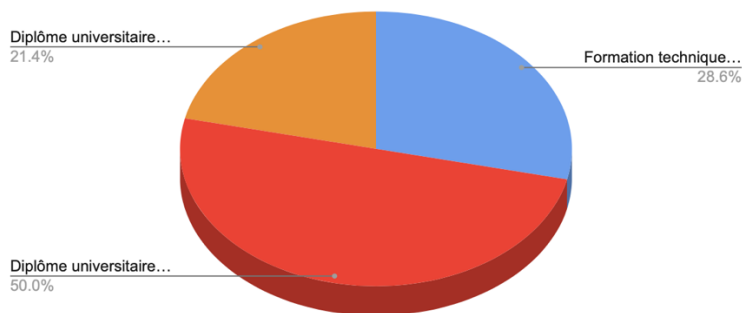
Breakdown of respondents by age
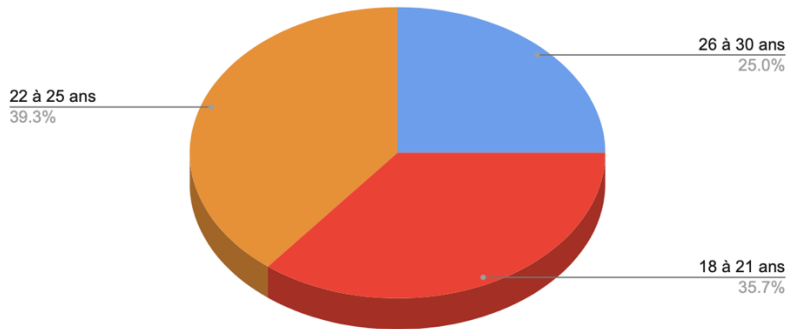
Age group	Total
Less than 18	0
18-21	39
22-25	44
26-30	28
30-35	0

4. Level of education
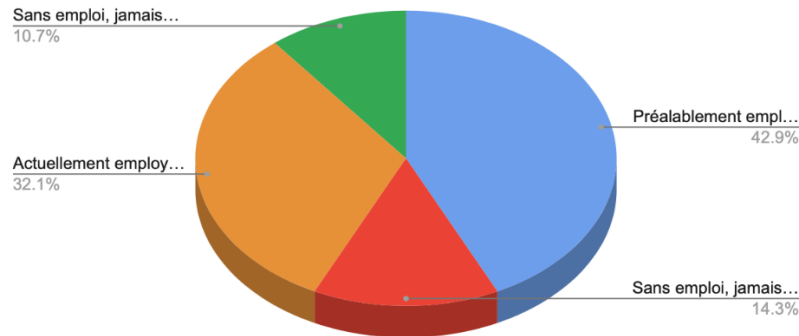
Breakdown of respondents by level of education

Half of respondents had completed higher education studies to degree level (3 years), while over a quarter had vocational diplomas (e.g. BTS and DUT). Just over 20% had post graduate qualifications such as Master's degrees. With the exception of most vocational training courses, these findings are representative with a pool of well-qualified young people that often find themselves inadequately equipped for the job market (academically astute but without practical experience).

Implemented by

5. Employment status

Breakdown of respondents by employment status

Sans emploi, jamais…
10.7%

Actuellement employ…
32.1%

Préalablement empl…
42.9%

Sans emploi, jamais…
14.3%

Most respondents had previous employment experience while the second most common category was those currently in employment. It should be noted that the survey took place in the run-up to the summer period when typically many seasonal jobs are advertised, especially with a 'return to normal' after the last two years of reduced activity due to the Covid pandemic. Those that were not actively looking for employment amounted to 14% of respondents.

6. Breakdown by period of unemployment

Period without employment

Plus de 2 ans
6.3%

6 mois à 2 ans
37.5%

1 à 6 mois
56.3%
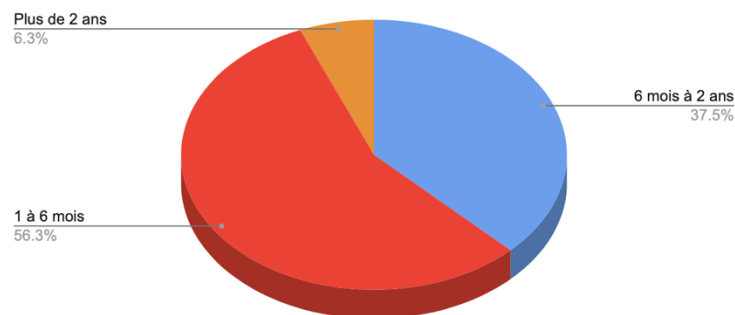
Of those respondents who replied that they were currently unemployed (61 out of 111) at the time of the survey, over half had been out of work for 1 to 6 months, over one-third for 6 to 24 months and a very small percentage (6%) of 'long-term' unemployed.

Implemented by

7. Main difficulties in finding a job

Breakdown of respondents by difficulty in finding a job
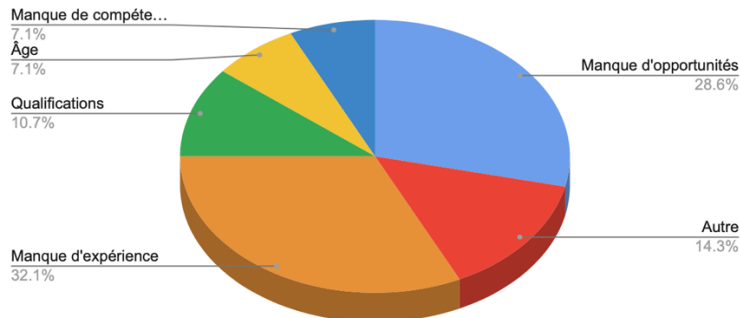
| Main difficulties	Total
Lack of experience	35
Lack of opportunities	32
Other	16
Qualifications	12
Lack of competences	8
Age	8

The survey showed that young people still perceive a lack of experience and opportunity as the main reasons for their difficulty in securing employment. This is particularly interesting in the perspective for the RESMYLE Project as it has been specifically designed to give young people practical experience (learning by doing) in incremental steps from awareness about a subject (sustainability, environmental protection) to hands-on experience via international field-based workshops and eco-volunteering missions, together with business incubator training and support programmes for young people wanting to generate an income from a business idea. Among the reasons for "Other" were changes to study programmes and career paths and health conditions.

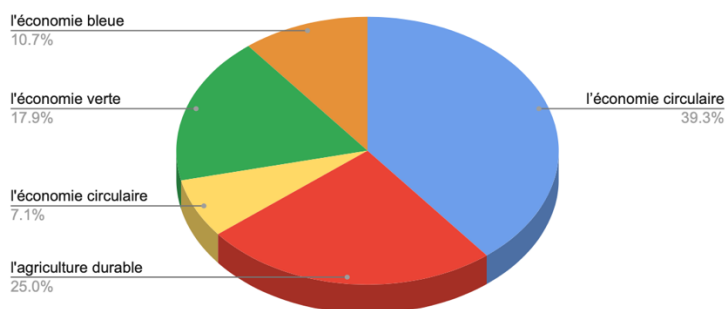## 8. Covid 19 pandemic consequences

Did the Covid-19 pandemic affect your chances of getting a job?

Oui
28.6%

Non
71.4%
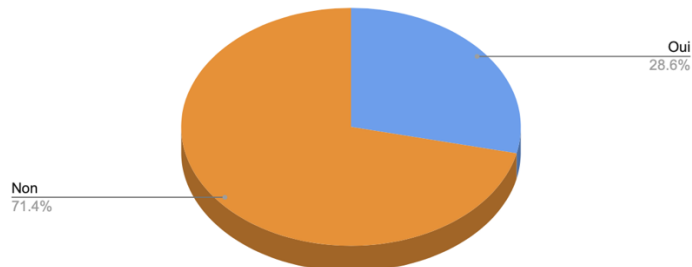
9. Respondent interest in the 4 project sectors

Which sectors are of most interest to respondents?

l'économie bleue
10.7%

l'économie verte
17.9%

l'économie circulaire
7.1%

l'agriculture durable
25.0%

l'économie circulaire
39.3%

As the market needs analysis report indicated, other than investment in port operations and shipping services and logistics, there is limited scope for other areas of the blue economy among young people in the Région Sud, in France, such as hydroponics and aquaculture. The main driver for employment is around port activities (Toulon, Marseille) and boat services (La Ciotat) which often require specialist technical and digital technology skills. The most popular area of interest for NEETs in the South of France is the circular economy and sustainable agriculture, closely followed by the green economy. This is perhaps due to the fact that the vast majority of survey respondents came from France's second biggest city, Marseille, where public, private and NGO partners are developing numerous circular economy initiatives to deliver the ecological transition and changing consumer habits for a more sustainable society. It is likely also that this sector provides a wide diversity of employment and skills requirements, from employee to entrepreneurial start-up businesses. Sustainable agriculture was popular as many young people appeared to have a good knowledge of the importance of organic agriculture, which is partly explained by the region's strong
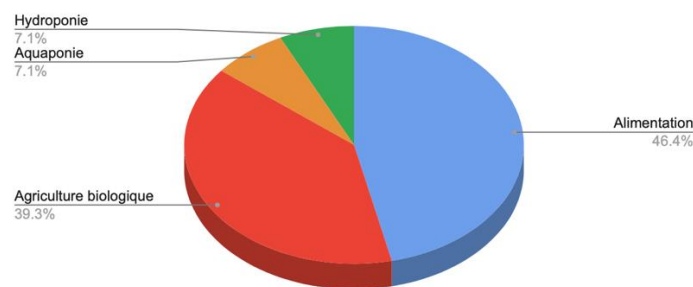
agricultural traditions of market gardening, fruit and wine production, which are all switching to organic production.

10. Interest in taking part in a CLUSTER vocational training course

Respondent interest in taking part in a training course as part of the CLUSTER Project

Hydroponie
7.1%

Aquaponie
7.1%

Alimentation
46.4%

Agriculture biologique
39.3%

In line with the market needs analysis report findings and the points mentioned above concerning interest in the 4 sectors, it appears that the greatest appeal lies in food processing and organic farming techniques. As stated in the market needs analysis report, these sectors are by no means the most popular and are not especially prioritised by the French government and public agencies in the Région Sud but for the purposes of the 4 sectors chosen by the CLUSTER Project they are the ones with the greatest relevance and potential for job creation and business creation.

Implemented by

References

Link to the NEETs and women questionnaire in national language.
https://docs.google.com/forms/d/1Vzv_nXCSjQrf4jeO8RDUykvhI4D54oCgiebcaCeAJ6g/edit

Link to webpage dedicated to the NEETs and women profiling and need assessment
https://cde-petrapatrimonia.com/cluster-communique-de-presse/

2020 Union for the Mediterranean – stakeholder Conference on the Blue Economy
https://medblueeconomyplatform.org/wp-content/uploads/2020/03/INPUTS_FR.pdf

European Green Deal – Developing a sustainable blue economy in the European union
https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2341

The EU blue economy report 2021
https://blueindicators.ec.europa.eu/sites/default/files/2021_06_BlueEconomy_Report-2021.pdf

Interministerial committee of the sea 2017 – press pack
https://www.gouvernement.fr/sites/default/files/contenu/piece-jointe/2019/02/dp-cimer_2017-vf.pdf

French law 2016-816 of 20 June 2016 on the Blue Economy
https://www.legifrance.gouv.fr/loda/id/JORFTEXT000032728685/

WWF Medtrends – Reviving the economy of the Mediterranean Sea Actions for a sustainable future, 2017
https://www.wwf.fr/sites/default/files/doc-2017-09/170927_rapport_reviving_mediterranean_sea_economy.pdf

Cluster maritime Français (CMF)
https://www.cluster-maritime.fr/facteur20/

Clic&Sea
https://www.clicandsea.fr/blog-candidats/metiers-du-maritime-1-million-demplois-dici-2030

https://www.strategie.gouv.fr/sites/strategie.gouv.fr/files/atoms/files/na46_economie_circulaire_07042016_finale-web.pdf

Médieu et al, 2018, Résultats du groupe de travail « compétences-formation de l'économie circulaire », MTES/CGDD/SEEIDD/REAE, 145 p

Implemented by

Les Etudes de France Agrimer, L'impact de la crise de la COVID-19 sur la consommation alimentaire en France : parenthèse, accélérateur ou élément de rupture de tendances ? 2020, France Agrimer, 33 p

Réorienter et relocaliser notre agriculture et alimentation vers un modèle résilient et durable, 2020, Fondation Nicolat Hulot pour la Nature et l'Homme, 20 p

Green jobs in France : https://www.statistiques.developpement-durable.gouv.fr/metiers-verts-et-verdissants-pres-de-4-millions-de-professionnels-en-2018

Observatoire national des emplois et métiers de l'économie verte, Bilan d'activité 2021 Orientations 2022, 2022, 15 p