



Questionnaire Report

A pilot testing of social innovation – a working web portal

Project "Interactive Labor Portal for Sustainable Employment of Young People in the IT Sector in Germany and Bulgaria"

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Project "Interactive Labor Portal for Sustainable Employment of Young People in the IT Sector in Germany and Bulgaria", Operational Program "Human Resource Development", Procedure BG05M9OP001-4.001 "Transnational and Danube Partnerships for Employment and Growth"

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Resume

The study is conducted in conjunction with the project **„Interactive Labor Portal for Sustainable Employment of Young People in the IT Sector in Germany and Bulgaria”**. The project provides unemployed young people up to 29 years of age from Bulgaria the opportunity to distance work in the information technology sector in Germany. The initiative is being implemented by the Bulgarian company INSYS Ltd. and by the project "Project Media Group" Ltd. in Germany and financed by the Operational Program **„Human Resource Development”, Procedure BG05M9OP001-4.001 „Transnational and Danube Partnerships for Employment and Growth”**.

The project ensures sustainable integration into the labor market of young people up to 29 years of age who are not engaged in work, education or training.

Applicants for distance work in Germany must have at least a university degree or are undergraduate in Information Technology (software engineers, programmers, developers, and similar).

The interactive labor portal ITO.bg offers new and effective opportunities to reach the services of the Bulgarian intellectual potential in the IT sector to the German business and the realization of working mutually beneficial economic relations. ITO.BG will mediate through the web platform www.ito.bg to connect the business with appropriate IT specialists and talents.

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The portal will allow for virtual interviews between employers from Germany and Bulgarian youth to be hired, gain professional experience and acquire new knowledge and skills in the dynamically developing information technology and software market.

Questionnaires were prepared and sent to the contact networks of employers, mentors and unemployed youths up to 29 years old in Bulgaria through popular social and virtual media channels.

Research and analysis of its results are the basis for identifying the views of employers, candidates and mentors on the functionality and accessibility of the ITO platform.

The evaluation method under this project is based on both collecting and analyzing information on a documentary basis as well as communication and interviewing the project manager and team.

Financing

The project is funded by the Operational Program „Human Resource Development“, Procedure BG05M9OP001-4.001 „Transnational and Danube Partnerships for Employment and Growth“, under Component 1. “Transnational and Danube Partnerships for Employment and Growth“, Investment Priority 2: Sustainable integration of young people in the labor market, in particular those who are not

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engaged in work, education or training, including young people at risk of social exclusion, and young people from marginalized communities, including through implementation of the Youth Guarantee (ESF).

Activities

Activity 1: Organization and management

Activity 2: Information and publicity

Activity 3: Identification and adaptation of social innovation - labor web portal

Activity 4: Developing a labor interactive web portal

Activity 5: Elaboration and implementation of an information strategy for the introduction of social innovation - a labor web portal

Activity 6: Pilot testing of social innovation - labor web portal

Activity 7: Evaluation of the results achieved and the potential for impact of social innovation

Territorial location

The project activities are carried out on the territory of Sofia and Burgas with the exception of the following activities:

- working discussion in Germany (Activity 3);

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- consulting the development of a work web portal (Activity 4)
- consulting the development and implementation of the information strategy (Activity 5)
- conducting training to work with the web portal for employers(Activity 6)

These activities are carried out on the territory of Munich, Germany.

Background and objectives

The study was conducted within a project „**Interactive Labor Portal for Sustainable Employment of Young People in the IT Sector in Germany and Bulgaria**” with the purpose of identifying the views of employers, candidates and mentors on the functionality and accessibility of the ITO platform. For this purpose, an online questionnaire was developed, which can be filled in by employers, talents and mentors.

The results of the survey will be used as the basis for the subsequent implementation of the project activities according to the identified model of social innovation.

The survey looks at the attitudes of employers, talents and mentors to the new platform for work in the Information and Communication Technologies (ICT) sector - ITO.

The mission of ITO.BG is to connect business with the best IT talents and specialists. The platform strives to be a digital space where consumers quickly and easily find the

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right job or project in the field of IT technology, or IT professionals and talents appropriate to their business, according to their needs.

Germany is leading in Europe, not only in terms of turnover generated in the sector but also due to its growth potential, highly developed research and development infrastructure and the qualifications of the sector's employees.

Globally, the country is one of the largest exporters of ICT products and the largest software industry for end-users or manufacturers.

Demand for IT specialists does not cease to grow. Despite the "import" of foreign IT specialists, the problems with the acute need of qualified IT experts and employees remain. Political, social and other factors do not allow the dramatic increase of foreign IT specialists attracted to Germany. One of the successful ways to overcome the problem is through remote employment of employees from other countries - something ITO will be able to solve.

Project framework

The project provides unemployed young people up to 29 years of age from Bulgaria who are not engaged in work, education or training, distance work in the IT sector in Germany, and their sustainable integration in the labor market.

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The platform ITO.bg is realized by the Bulgarian company INSYS Ltd. and the German-based Project Media Group.

ITO.bg allows virtual interviews between employers from Germany and Bulgarian youth to be hired, gain professional experience and acquire new knowledge and skills in the dynamically developing market of information technologies and software products.

Applicants for distance work in Germany must have at least a university degree or are undergraduate in Information Technology (software engineers, programmers, developers, and similar).

The project helps to exchange real practical experience and innovative models for the sustainable integration of young people up to 29 years by well-established professionals in the IT services market in Germany and to provide contacts with small and medium-sized businesses in IT business in Germany.

ITO.bg offers a real opportunity for employment and sustainable integration in the IT sector in Germany on a remote basis. The innovative work web portal places a bridge between the needs of unemployed young people in Bulgaria and the needs of German employers in the IT sector.

With the implementation of the project all the goals and results were successfully achieved. Interactive labor portal ITO.bg was met with great interest by the target groups - young IT specialists, companies in the information and communication technology sector in Germany and mentors. During the information, media and

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educational events, representatives of the academic community, business and branch organizations, young specialists and opinion leaders took part.

The feedback, comments and recommendations of the participants in the meetings as well as the opinion of the users in the social networks and the media was taken into account and reflected in the better targeting at the micro and macro level as well as in fine tuning the individual activities and tactics for building ITO.bg.

The realization of the project activities has gone into a good and tight organization with daily and active involvement of the project team at each of its stages.

In order to effectively analyze the objectives and results of the project and their relevance to meeting the needs of the target group, we would like to carefully and methodically demonstrate the individual activities that led to the successful implementation of the project.

Here are the goals and expected outcomes of the project, their interrelation and effectiveness.

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The objectives of the project were

- Exploring and identifying the specifics and opportunities for building social innovation - a labor web portal
- Developing a labor interactive web portal ITO.bg
- Elaboration and implementation of an information strategy for the introduction of social innovation.
- Promoting and popularizing project activities and results, program objectives and ESF priorities among target groups and stakeholders;
- Achieving set indicators and results

В резултат на проектните дейности ние постигнахме

- Ensuring the realization of 24 inactive unemployed young people up to 29 years of age in the IT sphere in German outsourcing companies;
- Allowing 24 unemployed young people up to 29 years of age to conduct virtual interviews quickly and easily with employers from Germany through a dedicated web portal tool;
- Making real job offers from leading companies in the IT services sector in Germany;
- Providing conditions for offshore work with flexible working time on an outsourcing basis.

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- Successful promotion of ITO.bg, attracting public interest in Bulgaria and Germany, laying the foundations for its sustainability and development

Analysis of the objectives

1. Exploring and identifying the specifics and opportunities for building social innovation - a labor web portal

The activity consisted of two main sub-actions:

- A. Conduct a survey of the attitudes of employers and job applicants
- B. Conduct two working discussions to discuss, adapt and plan the construction of the job portal

Specifically, for the project for creation and development of an innovative labor portal ITO.bg, the contractor adopts the approach of synergy between society, business and administration and this helps to involve representatives of all countries who can actively contribute to its success - representatives of the business, both from Bulgaria and Germany, the academic circles in Burgas, the local and state bodies as well as the branch organizations.

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The concept of social innovation focuses our attention on the ideas and decisions that create social value, as well as on the processes by which they are generated, regardless of their origin.

In designing the project, the contractor came to the conclusion that mutual enrichment between different communities and institutions is at the heart of the three key mechanisms that drive modern social innovation:

- Exchange of ideas and values
- Changing roles and relationships
- Integrating private capital with public and public support

That is why the contractor examines the problems and analyzes the necessary steps for their solution.

In the implementation of this project activity, there are two strands (sub-actions):

A. Conduct a survey of the attitudes of employers and job applicants

The survey was conducted among clients and partners of the German organization (Project Media Group) in the field of IT services, as well as among the candidates in the IT sector in Bulgaria. For this purpose, online questionnaires (1 for employers and 1 for unemployed youth up to 29 years) were developed based on the current situation on the labor market in Germany and Bulgaria, taking into account the specificities related to the European, German and Bulgarian labor legislation and the current trends in the IT sector.

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The study was conducted in September 2018. It included employers, unemployed youths up to 29 years of age and mentors. It identified the best model of an innovative labor employment portal in the IT sector within Germany.

Based on the survey information and what the employers are looking for, such as quality and competence in their prospective employees, the respondents are asked six questions to which they can choose a specific answer, and in some cases to indicate two, three or more in depending on their requirements that they will have in the future, looking for their new employees through the interactive work web portal.

The questionnaires were sent to the contact networks of clients and partners of Project Media Group as well as to unemployed youths up to 29 years old in Bulgaria through popular social and virtual media channels (Facebook, Twitter, information and discussion sites for IT technologies and others).

The contractor has adopted an approach for creating and developing an innovative labor portal ITO.bg through synergy between society, business and administration, and this helps us to involve representatives of all countries who can actively contribute to its success - representatives of the business, both from Bulgaria and Germany, the academic circles in Burgas, the local and state bodies as well as the branch organizations.

The study identifies the best model of an innovative labor employment portal in the IT sector within Germany. Prepared and analyzed the results of the study in German, English and Bulgarian. The analysis serves as the basis for the subsequent

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implementation of the project activities according to the identified model of social innovation.

The preparation of the questionnaires, the conducting of the study and the preparation of the analysis was carried out by one Bulgarian and one German expert.

The study of the attitudes of the target groups helps the contractor to identify the parameters and characteristics of the social innovation he wants to introduce, namely:

- Both countries - Bulgarian specialists and German companies have a great interest in remote work opportunities, but with clear and specific rules, a sophisticated and perfectly working and secure internet environment for work.
- The involvement of specialists at the beginning of their careers and without ongoing work is possible and achievable in the implementation of IT projects, as the qualities required by the German companies are more of an interest in the sector, even minimal practical experience, interests to the sector, attention to detail and use of English.
- Social innovation on the project would be possible through active and collaborative work between employers, professionals, non-governmental and academic organizations, and the administration.

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- Besides important and useful for society and business, social innovation - creation and development of an interactive labor portal ITO.bg will be extremely competitive and bearing the price and business advantages of all target groups.

Social innovation solves specific problems and ITO.bg is a great example of satisfying existing needs and employers and professionals:

- Employers are seriously interested in recruiting trained staff through ITO.bg, as well as in safe relationships and easy checking of candidates. They are looking for previous practical experience of candidates, fluency in English and German, attention to detail and good prioritization of tasks. Employers are mainly interested in long-term recruitment.
- Bulgarian candidates, on the other hand, have practical experience in the IT sector. They offer excellent knowledge of programming languages, specific and necessary skills, as well as motivation to use ITO.bg. Most of the candidates are attracted by opportunities for remote work and high salary. Candidates expect ITO.bg to offer quick communication with the developer, various capabilities and tools for collaboration, security for their data and easy navigation in the platform.

ITO.bg meets the requirements and needs of both employers and professionals, and as a social innovation, it acts as an excellent example and good practice for the society and

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the other business sectors that can develop and adapt projects inspired by the successful implementation on the interactive work platform.

The surveyed employers and candidates for work through ITO.bg provide specific guidelines and recommendations for better construction of the platform, which will solve the problems in the sector.

The careful study and analysis of the attitudes of the target groups logically leads to the second sub-action:

B. Conduct two working discussions to discuss, adapt and plan the work portal

Having the results of the analysis and the recommendations of the potential participants from the target groups surveyed, the contractor has the opportunity to present to the stakeholders live topics for discussion and specific challenges that he / she can solve.

For this purpose, two three-day working discussions were held with 12 participants each (one in Germany and one in Burgas, Bulgaria). INSYS and Project Media Group provide participants with their contacts with small and medium businesses in the IT sphere in their country. The participants are representatives of partner organizations, IT specialists in the development of interactive web-platforms, representatives of labor offices, employers and students in the IT sector. During the meetings, the main parameters of the work and adaptation of the labor portal to the specifics of the Bulgarian and German labor markets and the existing similar platforms in Germany and other EU countries were discussed and detailed. After the discussions, a Plan for

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the elaboration and promotion of the labor web portal was drawn up. The working discussions are based on the already working innovative model of a labor web portal in Germany. The working discussions were conducted with the participation of a German and Bulgarian interpreter.

The research, analysis and discussion of the conclusions during the workshops show the contractor the interests of the employers and the candidates for the introduction of social innovation and use of the ITO.bg platform.

Most of the employers and employees express their willingness to participate in the ITO.bg testing both in the initial phase and in its development.

Their advice and opinions have been taken into account in the development and development of ITO.bg.

During the implementation of the activity, experts were also involved in preparing the questionnaires, conducting the study, preparing the Analysis, translating all necessary documents and translating during the meetings.

Activity evaluation:

The project for building an interactive labor portal ITO.bg manages to fully achieve its goals and to achieve the outcomes, being an excellent example for other Bulgarian

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business sectors in which it can be implemented. ITO.bg fully satisfies the preliminary attitudes and the subsequent needs and requirements of the target groups - employers from Germany and specialists from Bulgaria. The project enjoys great interest from business in Germany and Bulgarian IT experts, and not only from the planned project geographic and age parameters of companies and professionals, and many others not covered by the original objectives.

2. Developing a labor interactive web portal ITO.bg

ITO.bg has been developed according to the objectives and the desired results of the initial project documentation and the specific functionalities and solutions have been adapted and developed in accordance with the requirements and recommendations of the business and the experts obtained in the survey of their attitudes in the previous activity and the workshops held.

The ITO.bg Job Portal contains an up-to-date and comprehensive database of interested employers from Germany and employees from Bulgaria. It publishes up-to-date news about new job positions and labor market specifics, job search and finding tips, relevant education and training courses, up-to-date information on changes to relevant European and national legislation.

In essence, the platform is an extremely functional bilingual communication environment that offers:

For the candidates

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- Individual business profiles of IT developers located on the territory of Bulgaria and Germany, including current company assignments, products, services, vacancies and internships, events, exhibitions, reviews, up-to-date company training, opportunities for virtual interviews

За работодателите

- database with individual profiles of graduating universities and specialists up to 29 years of age, including their individual qualifications and skills (completed degrees and certificates), professional experience (IT experience and working with specific software applications), preferences for future work realization (positions that the candidate is interested in), a motivational video record in which each candidate presents himself and briefly explains his / her interests and ambitions for development in the IT sector, opportunities for virtual interviews th.

ITO.bg is given the opportunity to organize virtual trainings on topical topics in the IT sector, with the possibility of conducting distance learning and interviews through a direct web interface integrated into the platform.

The Internet platform provides the promotion of inactive youths up to 29 years of age as good employees with potential for development in the IT sector and brings together all results, products, feedbacks and news for the participants.

The platform is supported by one administrator, and the contractor's commitment is after the project to be developed and maintained with its own resource.

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The Internet platform is made up of four contractor experts, and consulted with experts from the project partner from Germany.

Activity evaluation:

The ITO.bg job portal is developed and implemented in accordance with the requirements and parameters laid down in the design documentation. Moreover, the development of ITO.bg includes the current and up-to-date technological solutions that make the platform sustainable, easy to use and functional for the next few years. The built internet platform and its work are fast, secure and innovative. Technological solutions to the implementation of ITO.bg guarantee the smooth operation of the platform and the possibility of multiplying its capabilities, increasing the number of its users, and the easy introduction of new and specific tools required by the dynamic labor market. The construction of the ITO.bg work portal responded fully to the expectations and attitudes of the target groups, according to feedback and comments from them.

3. Elaboration and implementation of an information strategy for the introduction of social innovation

and

4. Promoting and popularizing project activities and results, program objectives and ESF priorities among target groups and stakeholders

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The information strategy and activities to promote project activities and results serve to raise awareness of the promotion of the labor web portal and the opportunities it offers for training and employment in the IT sector in Germany.

The information strategy promotes, legitimizes and validates over time the expected project results. In addition, the strategy allows for expanding the range of potential target groups, going beyond the IT sector and developing the portal at national and international level. The elaboration and implementation of the information strategy is carried out with the participation of Bulgarian external and internal partners and expert consultants of the Partner.

The information strategy aims:

- Identification of appropriate communication channels and partner information sites
- Attracting media partners
- Create a community of users who are interested and support the project activities

The promotion and promotion goal is achieved with a rich tool of media, social and public activities - press conferences, publications, meetings with potential participants and stakeholders, active media work, social media advertising - Facebook and Google, constant communication.

The use of active media communication, social media and networks, as well as direct contact with representatives of target groups through industry and academic organizations and opinion leaders, helps to promote the platform in advance and to

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generate interest in its upcoming launch. Already at the stage of research and analysis, the contractor had inquiries from the media and potential candidates, both business and professionals, about the opportunities for inclusion, the use of it as well as its individual functionalities and tools.

Информационната стратегия включва:

- изработване на специално проектно лого, рекламни и информационни материали;
- изработване и реализиране на стратегия за позициониране в Гугъл и оптимизация на платформата за немския и българския пазар;
- изработване на стратегия за партниране с уебсайтове в b2b сферата, където бе позиционирана и достигната целевата група;
- изпълнение на маркетинг стратегията и координация с партниращите фирми;
- заснемане и качване в уеб портала на 2 кратки 7-10 минутни видео-филма, представящи гледните точки на работодатели и търсещи работа за проекта;
- осъществяване на 4 публикации във виртуални медии, информиращи за напредъка и постигнатите резултати по проекта, и 4 публикации в немски информационни уеб сайтове.

Информационната стратегия успява да популяризира, легитимира и валидизира във времето постигнатите проектни резултати. Стратегията позволява на изпълнителя да разшири кръга на потенциални целеви групи, да постави основите за устойчивост на проекта чрез излизане извън ИТ сектора и развитие на портала на национално и международно ниво. Изготвянето и последващото реализиране на информационната стратегия е осъществено с участието на

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български външни и вътрешни за изпълнителя експерти и консултирано от експерти на германския партньор.

Оценка на дейността:

Успешното създаване и реализиране на информационната кампания за популяризиране на ИТО.bg чрез създадените Информационна стратегия, Стратегия за партниране с уебсайтове в b2b сферата и различни маркетингови активности позволява да бъдат достигната с информация подходяща публика от над 100 000 човека от бизнес, академичния и бизнес сектори по време на реализация на проектните дейности и последващото стартиране на интернет платформата. Промотиранете и популяризирането на проектните дейности и резултати, целите на програмата и приоритетите на ЕСФ сред целевите групи и заинтересованите страни е осъществено успешно и по време на развитието на целия проект.

Survey methods

При провеждане на проучването бяха включени следните целеви групи:

- Неактивни безработни младежи до 29 г. възраст, с висше образование или студенти в специалности в сферата на информационните технологии, но които не са заети с трудова дейност, образование или обучение:

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ОПЕРАТИВНА ПРОГРАМА
РАЗВИТИЕ НА
ЧОВЕШКИТЕ РЕСУРСИ

- **Защо:** Младите хора до 29 г. с висше ИТ образование, но безработни и неангажирани в обучение, които са въввлечени в проекта и са една от основните целеви групи, са изключително важни за пазара на труда и интелектуалния потенциал на нацията ни поради нарастващата тенденция на емиграция на тази активна група граждани извън България. Липсата на подходяща реализация спрямо нуждите и изискванията на младите хора често ги изключва от пазара на труда, води до маргинализация и загуба на социален капитал. Иновативният трудов веб-портал поставя успешен мост между нуждите на безработните младежи и потребностите на немските работодатели в ИТ сектора.
- **Работодатели в ИТ (информационно-технологичния) сектор:**
 - **Защо:** Порталът ще позволи провеждане на виртуални интервюта между работодатели от Германия и български младежи, които да бъдат наети.
- **Ментори:**
 - **Защо:** Платформата ще позволява на менторите да публикуват всички профили на талантите, които менторстват по зададени критерии.

Методите на подбор на поканените да отговорят на проучването включва:

- Реклами в социалните мрежи

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- Он-лайн новинарски сайтове
- Пресконференции
- Обучения, свързани с проекта ИТО

Успешното комуникиране на платформата и достигане с информация за нея до трите главни целеви групи – български младежи до 29 години, германски компании в сферата на ICT бизнеса и ментори е изключително важно за нейното ефективно и устойчиво развитие.

Избирайки методологията за провеждане на изследването, отчетохме характера на поставената цел, като се придържахме към принципите на прецизност, доказана висока етичност, уважение на дискретността и ефективно съчетаване на количествените с качествените показатели и критерии.

Survey results

Потребителите бяха поканени да отговорят на 26 въпроса, като 62 от тях са отговорили на въпросите:

- Вие сте?
- Използвате ли уеб сайтове подобни на ИТО?
- Откъде разбрахте за ИТО?

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- Нашата платформа решава ли Ваш проблем?
- Коя от функциите на ИТО Ви привлича най-много?
- Какви функции бихте искали да добавим?
- Кои са най-важните за Вас функции в ИТО?
- Кои са най-малко важните за Вас функции в ИТО?
- От какво устройство достъпвате ИТО?
- Коя сфера на ИТ сектора представлява интерес за Вас?
- Лесно ли беше намирането на нужната Ви информация в ИТО?
- Информацията беше ли Ви полезна?
- Добре ли беше представена информацията?
- Как можем да направим ИТО по-лесен за потребителите?
- Коя е най-трудната част при използване на платформата?
- Има ли информация, която трябва да предоставим в ИТО?
- Какво бихте променили в ИТО?
- По скала от 1 до 10 колко трудна за използване е платформата?
- Как бихте оценили ИТО според следните?
- Как бихте оценили следните модули в ИТО?
- С кои от следните думи бихте описали платформата?
- Бихте ли препоръчали ИТО на приятели и познати?
- Колко често посещавате ИТО?
- Какво би ви попречило да използвате платформата?
- Бихте ли искали да споделите нещо друго свързано с ИТО?

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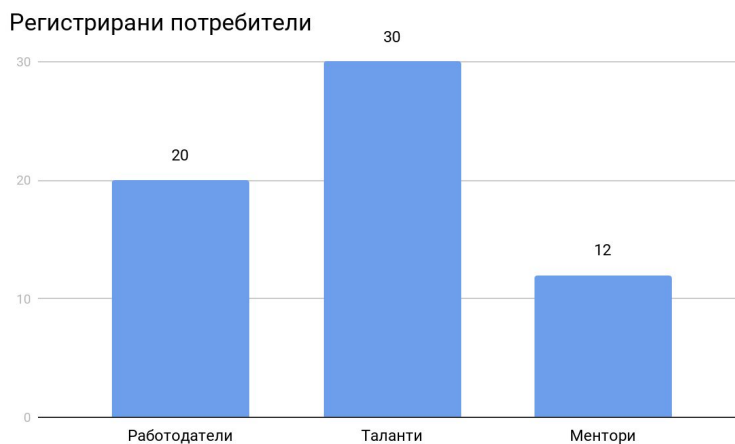
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- Вашият email (не е задължително)

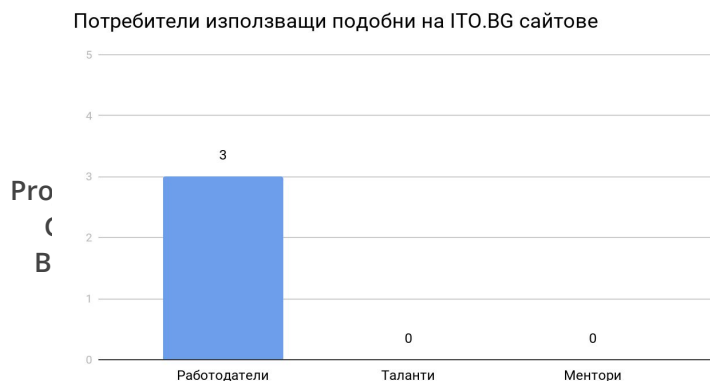
1. Вие сте?

Регистрираните кандидати в платформата са предимно Таланти (48%), Работодатели са 32%, а Менторите - 19%.



2. Използвате ли уеб сайтове подобни на ITO?

Малка част от отговорилите използват подобни на ITO платформи (5%), като всички от тях са ментори. 95% от отговорилите не използват подобна платформа.



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3. Откъде разбрахте за ИТО?

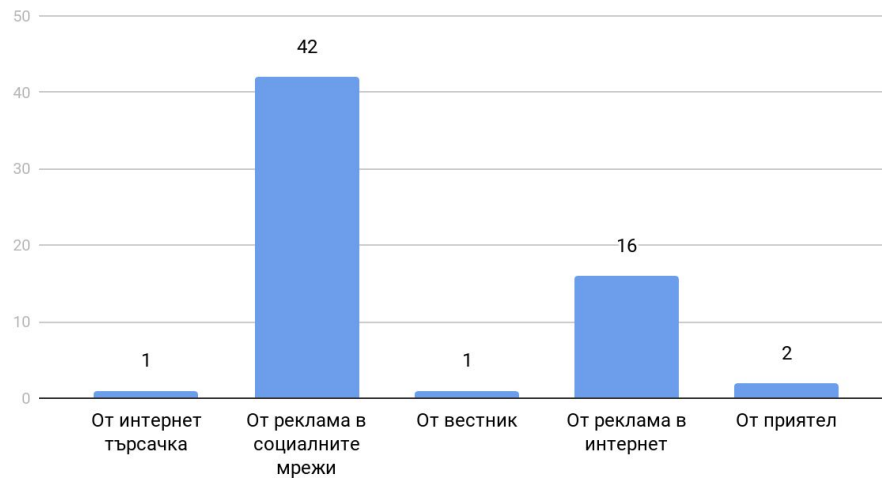
По-голямата част от отговорилите са разбрали за ИТО от реклама в социалните мрежи (68%) и от реклама в интернет (26%). По-малка част от тях са научили за платформата от приятел (3%), интернет търсачка (2%) или от вестник (2%) .

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Откъде разбрахте за ИТО? (Примерни данни)



4. Нашата платформа решава ли Ваш проблем?

73% от потребителите са отговорили с "Да" на въпроса, а по-малка част от тях (27%) са отговорили с "Не".

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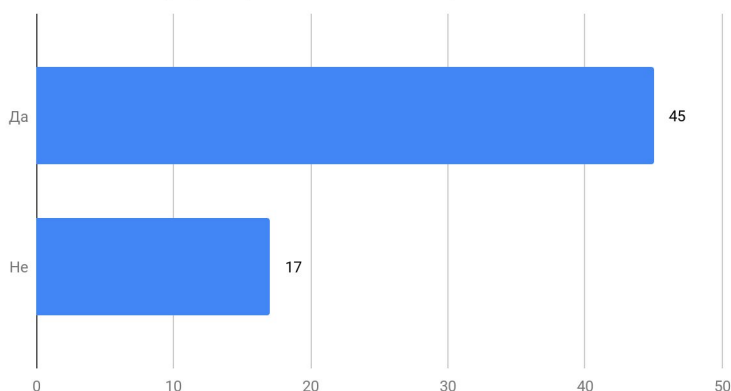


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Нашата платформа решава ли Ваш проблем?



5. Коя от функциите на ИТО Ви привлича най-много?

Най-популярните отговори на този въпрос са:

- Виртуални интервюта (24%)
- Управление на проекти (16%)
- Обучения (6%)

16% от отговорилите са написали друг отговор, а 37% не са дали конкретен отговор.

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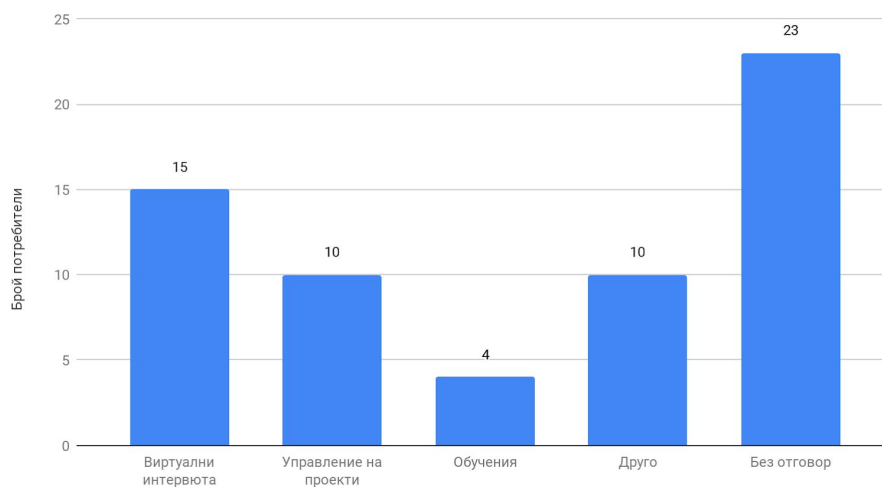


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С кои от следните думи бихте описали платформата?



6. Какви функции бихте искали да добавим?

Един от отговорилите работодатели желае да се добави опцията за чат между Работодатели и Таланти.

7. Кои са най-важните за Вас функции в ИТО?

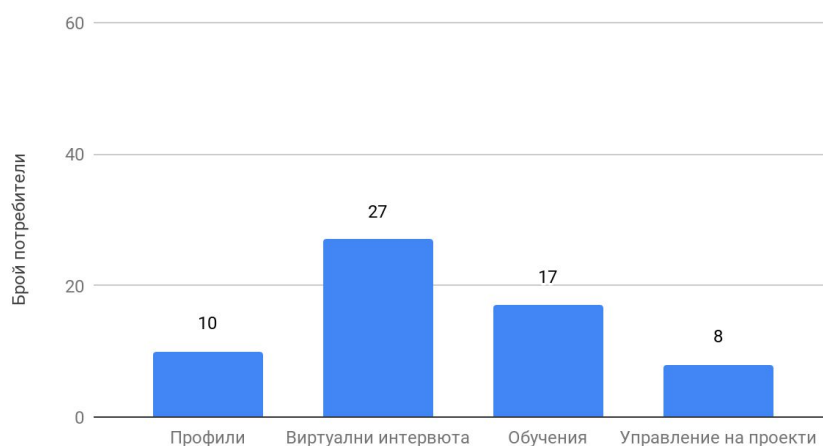
44% смятат, че възможността за виртуални интервюта е най-важна. Освен това, 27% са маркирали обучения, 16% от потребителите са избрали профили и 13% - управление на проекти.

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Кои са най-важните за Вас функции в ИТО?

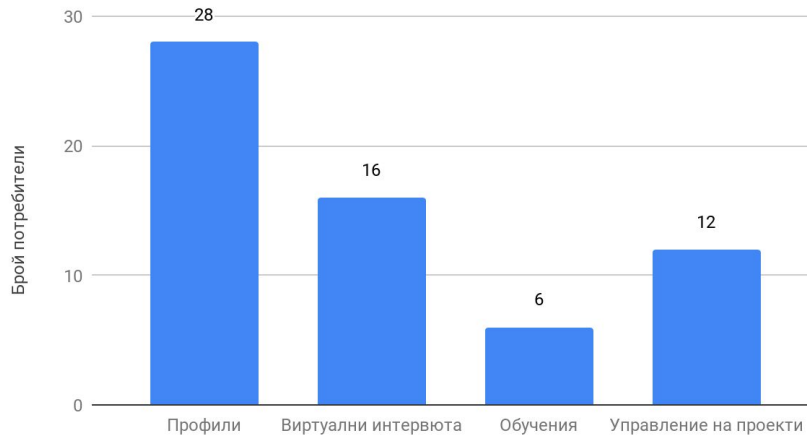


8. Кои са най-малко важните за Вас функции в ИТО?

45% от потребителите, са маркирали функция профили за най-малко важна. Освен това, 26% са избрали виртуални интервюта, 20% от потребителите са гласували за управление на проекти и 9% са посочили обученияя.

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Кои са най-малко важните за Вас функции в ИТО?



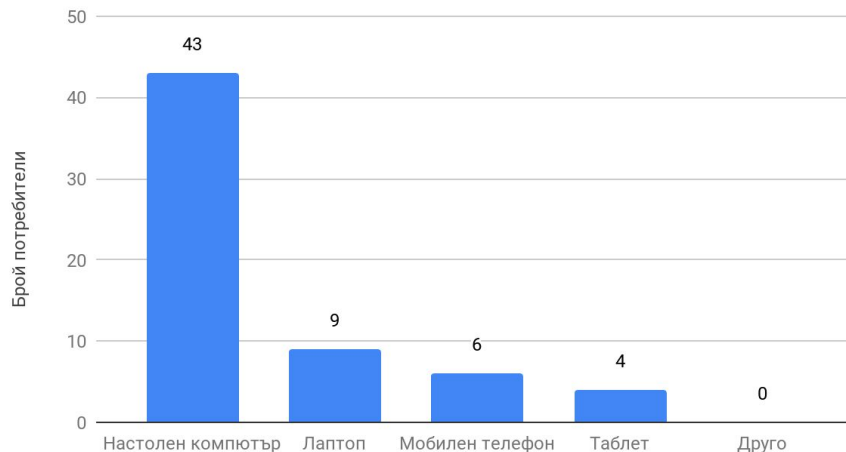
9. От какво устройство достъпвате ИТО?

Повече от половината отговорили (70%) се вписват в платформата чрез настолен компютър, 14% достъпват ИТО чрез лаптоп, по-малка част от тях (10%) използват мобилен телефон и 6% използват таблет за вписване в платформата.

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От какво устройство достъпвате ИТО?



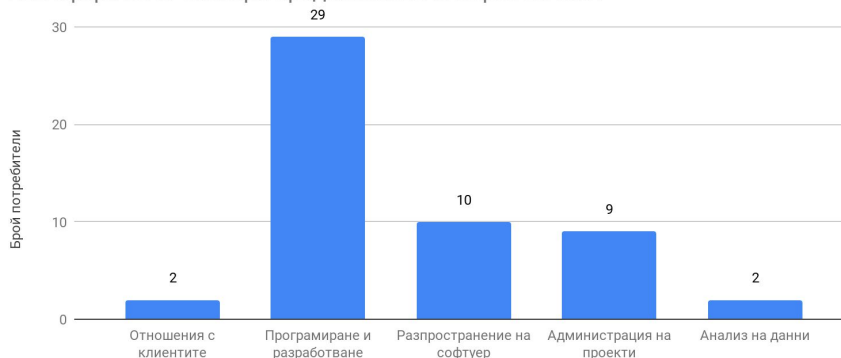
10. Коя сфера на ИТ сектора представлява интерес за Вас?

По-голяма част от потребителите имат интереси в областта на Програмиране и разработване (47%). Среден интерес се проявява към Разпространение на софтуер (16%), Администрация на проекти (15%) и Онлайн маркетинг (13%), а най-малък интерес се наблюдава към Отношения с клиентите (3%), Анализ на данни (3%) и Системна администрация (3%).

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Коя сфера на ИТ сектора представлява интерес за Вас?



11. Лесно ли беше намирането на нужната Ви информация в ИТО?

92% считат информацията в ИТО лесна за намиране, а 8% не са на това мнение.

12. Информацията беше ли Ви полезна?

По-голяма част от потребителите (95%) приемат информацията в ИТО за полезна, а 5% от потребителите не са съгласни.

13. Добре ли беше представена информацията?

Според 95% от потребителите, информацията в ИТО е добре представена, 5% не са съгласни.

14. Как можем да направим ИТО по-лесен за потребителите?

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Най-популярните отговори на този въпрос са:

- Опция за чат между таланти и работодатели
- По-бърза навигация

15. Коя е най-трудната част при използване на платформата?

Според един от потребителите, най-трудната част при използване на платформата е организирането на интервютата. Останалите са оставили коментар, че не са се затруднили с платформата.

16. Има ли информация, която трябва да предоставим в ИТО?

Един от отговорилите кандидати предлага в платформата да се представи информация относно текущ брой наети кандидати, текущ брой регистрирани фирми.

17. Какво бихте променили в ИТО?

Един от работодателите би добавил опция за контакт/чат между работодатели и таланти.

18. По скала от 1 до 10 колко трудна за използване е платформата?

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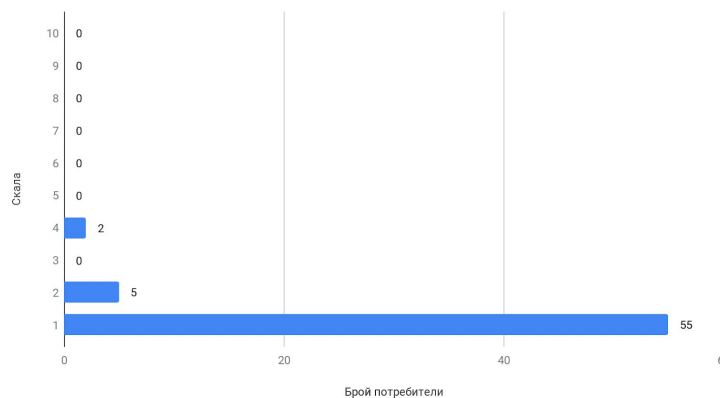


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Според повечето от потребителите, платформата е сравнително лесна за използване, като най-високия резултат, който е оставен е 4 (по-нисък резултат е по-добре).

97% от потребителите намират платформата за лесна за използване, 3% я намират за средно-лесна за използване.

Трудност на използване на платформата



19. Как бихте оценили ИТО според следните?

Най-добре оценената опция е „Съдържание“ събрала 95% отлични и 5% добри оценки, на второ място с 90% отлични и 10% добри оценки стоят „Достъпност“ и „Представяне на информацията“.

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В подробности:

- **Според Достъпност**
 - Отличен: 90%
 - Добър: 10%
 - Среден: 0%
 - Под Среден: 0%
 - Слаб: 0%

- **Според Съдържание**
 - Отличен: 95%
 - Добър: 5%
 - Среден: 0%
 - Под Среден: 0%
 - Слаб: 0%

- **Според Представяне на информацията**
 - Отличен: 90%
 - Добър: 10%
 - Среден: 0%
 - Под Среден: 0%

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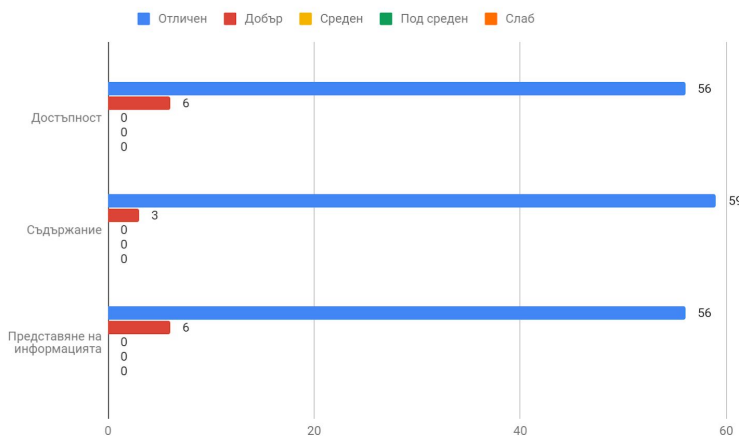


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➤ Слаб: 0%

	Отличен	Добър	Среден	Под среден	Слаб
Достъпност	90%	10%	0%	0%	0%
Съдържание	95%	5%	0%	0%	0%
Представяне на информацията	90%	10%	0%	0%	0%

Как бихте оценили ИТО според следните?



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20. Как бихте оценили следните модули в ИТО?

Най-добре е оценен модул „Регистрация“, който е събрал 100% отлични оценки, на второ място стоят „Профили“ и „Интервюта“ с 95% отлични и 5% добри оценки. Модул „Обучения“ е оценен с 90% отлични и 10% добри оценки.

В подробности:

- **Регистрация**
 - Отличен: 100%
 - Добър: 0%
 - Среден: 0%
 - Под Среден: 0%
 - Слаб: 0%
- **Профили**
 - Отличен: 95%
 - Добър: 5%
 - Среден: 0%
 - Под Среден: 0%

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➤ Слаб: 0%

- **Интервюта**

- Отличен: 95%
- Добър: 5%
- Среден: 0%
- Под Среден: 0%
- Слаб: 0%

- **Обучения**

- Отличен: 90%
- Добър: 10%
- Среден: 0%
- Под Среден: 0%
- Слаб: 0%

- **Управление на проекти**

- Отличен: 95%
- Добър: 5%
- Среден: 0%
- Под Среден: 0%
- Слаб: 0%

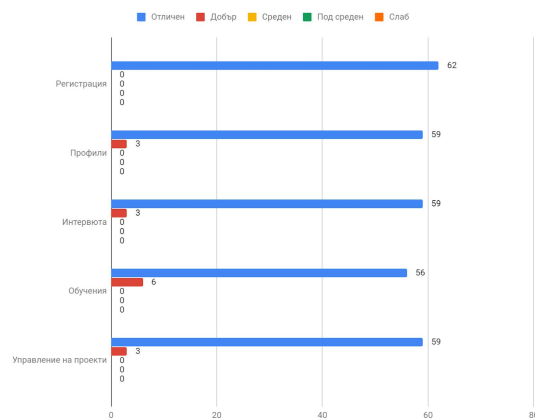
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	Отличен	Добър	Среден	Под среден	Слаб
Регистрация	100%	0%	0%	0%	0%
Профили	95%	5%	0%	0%	0%
Интервюта	95%	5%	0%	0%	0%
Обучения	90%	10%	0%	0%	0%
Управление на проекти	95%	5%	0%	0%	0%

Как бихте оценили ИТО според следните?



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21. С кои от следните думи бихте описали платформата?

Повече от половината потребители (89%) са намерили платформата за надеждна, висококачествена и уникална, 80% са избрали опцията „полезна“. 2-ма (3%) от отговорилите считат платформата за „неефективна“.

В подробности:

- Надеждна: 89%
- Висококачествена: 89%
- Полезна: 80%
- Уникална: 89%
- Непрактична: 0%
- Неефективна: 3%
- Нискокачествена: 0%
- Ненадеждна: 0%

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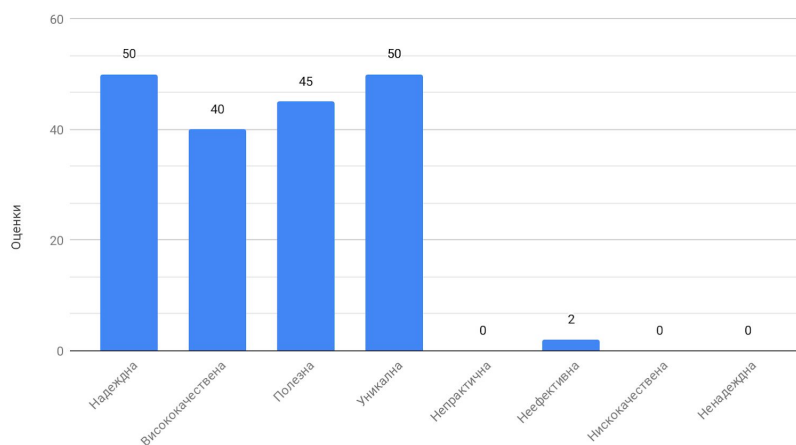


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С кои от следните думи бихте описали платформата?



22. Бихте ли препоръчали ИТО на приятели и познати?

По-голямата част от потребителите (95%) биха препоръчали ИТО на близки, докато 5% не са съгласни.

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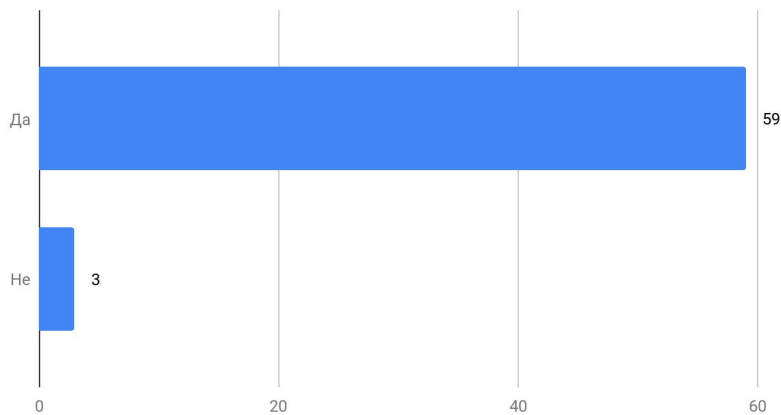


ЕВРОПЕЙСКИ СЪЮЗ
ЕВРОПЕЙСКИ
СОЦИАЛЕН ФОНД



ОПЕРАТИВНА ПРОГРАМА
РАЗВИТИЕ НА
ЧОВЕШКИТЕ РЕСУРСИ

Бихте ли препоръчали ИТО на приятели и познати?



23. Колко често посещавате ИТО?

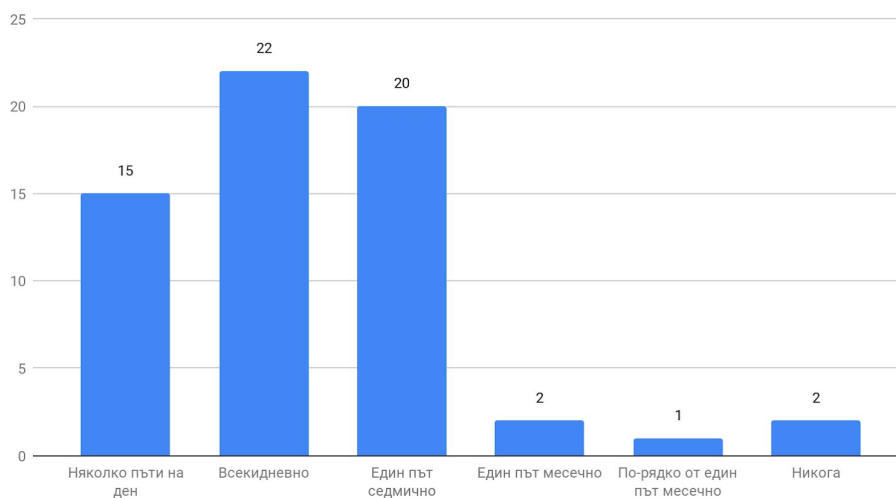
Потребителите предимно посещават платформата всекидневно (36%) или един път седмично (32%). По-малка част от тях посещават по няколко пъти на ден (24%). 3% посещават един път месечно, 2% - по-рядко от веднъж месечно. 3% от отговорилите никога не посещават платформата.

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Колко често посещавате ИТО?



24. Какво би ви попречило да използвате платформата?

Един от отговорилите работодатели твърди, че липсата на контакт между него и талантите би му попречила да използва платформата.

25. Бихте ли искали да споделите нещо друго свързано с ИТО?

10% от отговорилите са оставили допълнителни коментари относно платформата, 90% са се въздържали.

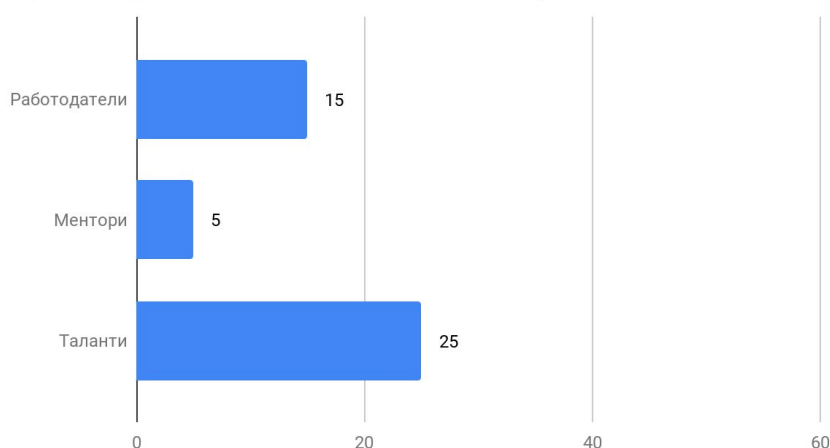
26. Вашият email (не е задължително)

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По-голямата част от потребителите (73%) са оставили email за връзка, 27% са предпочели да останат анонимни.

Брой потребители оставили email за връзка



Survey findings

Проведеното проучване и анализ показват мнението на работодатели, кандидати за работа и ментори относно функционалността и достъпността до платформата ИТО.

Докладът осигурява прозрачност, мултиплициране на добрите практики на социалната иновация, показва отговорност на изпълнителя, допринася за ефективността и ефикасността на осъществяваните от изпълнителя политики и

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програми и изграждането на стратегическа визия за развитието на устойчив бизнес проект.

Комплексната оценка показва, че **ефективността** на проекта е изключително висока, постигнати са всички негови цели, той притежава потенциал за устойчиво развитие.

Ефикасността на проектните дейности се базира на добре разпределените и изразходени средства, ефикасно използваните проектни ресурси за различните цели и дейности, търсенето и реализирането на възможности за най-ефективно постигане на целите и изразходване на средствата, адекватността на направените разходи спрямо постигнатите резултати и др.

Проучването показва, че потребителите са предимно кандидати за работа, малка част от които използват вече съществуващи платформи, подобни на ITO. Те оценяват потенциала на платформата и имат желание да продължат да я използват.

Отговорилите на проучването са разбрали за платформата предимно от рекламите на ITO в социалните мрежи и за 73% от тях, ITO решава проблем, с който те са се сблъскали.

Функциите на ITO, които привличат потребителите най-много включват виртуалните интервюта, управлението на проектите и обученията.

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Една от функциите, които работодателите желаят е имплементирането на опция за чат между тях и наетите от тях таланти.

Според голяма част от потребителите, информацията в платформата е добре представена, полезна, лесна за четене и намиране. Те описват платформата само с положителни думи, като надеждна, висококачествена, уникална и полезна, като само двама от тях мислят, че платформата е неефективна. Потребителите са склонни да кажат за платформата на свои познати. Самите те посещават платформата всекидневно или поне един път седмично.

Мултифункционалността на платформата ИТО е довела до най-разнообразни отговори за предпочитани функции, като в най-голям процент се открояват виртуалните интервюта, от които те желаят напълно да се възползват.

Една от сферите в ИТ сектора, които са от най-голям интерес за отговорилите на проучването е сферата Програмиране и разработване.

Потребителите на ИТО са дали изключително високи оценки за нивото на модулите в платформата, като модул "Регистрация" е получил 100% отлични оценки.

Prepared by: Mario Ivanov

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