

The roots of the Job Quality concept



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Recommendation
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Core Labour
Standards

Decent
work

s e e d

The Job Quality Dimensions

Remuneration,
working hours

Freedom of association,
collective bargaining,
equal opportunities,
no child and forced labour

Job security

Social
protection

Organisation and
management

Safety and health
concerns

Human resources
development

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Have a look at some of the conditions of work –
Is it decent?



These are not child workers, but the absence of older working women is striking across the cluster.

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Equal opportunities.....?



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Is this good business?



A glue brush would save her finger, use less glue and produce a neater and cleaner product.

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....or this?



....lunchtime, a pity about the stock....

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Why job quality is important

- Some aspects of job quality are important human rights.
- Quality jobs meet vital human needs.
- Quality jobs boost productivity and improve business performance.
- Quality jobs improve competitiveness.
- Quality jobs are key to the survival and growth of MSEs in a globalised economy, and therefore to employment.

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Long-term goal:

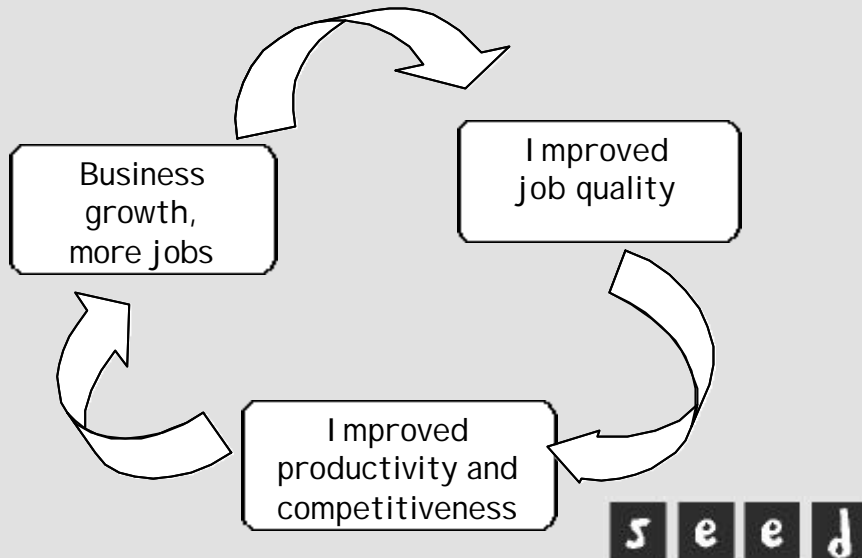
MSEs will want to and will be able to access services that will enable them to improve job quality.

Key principles:

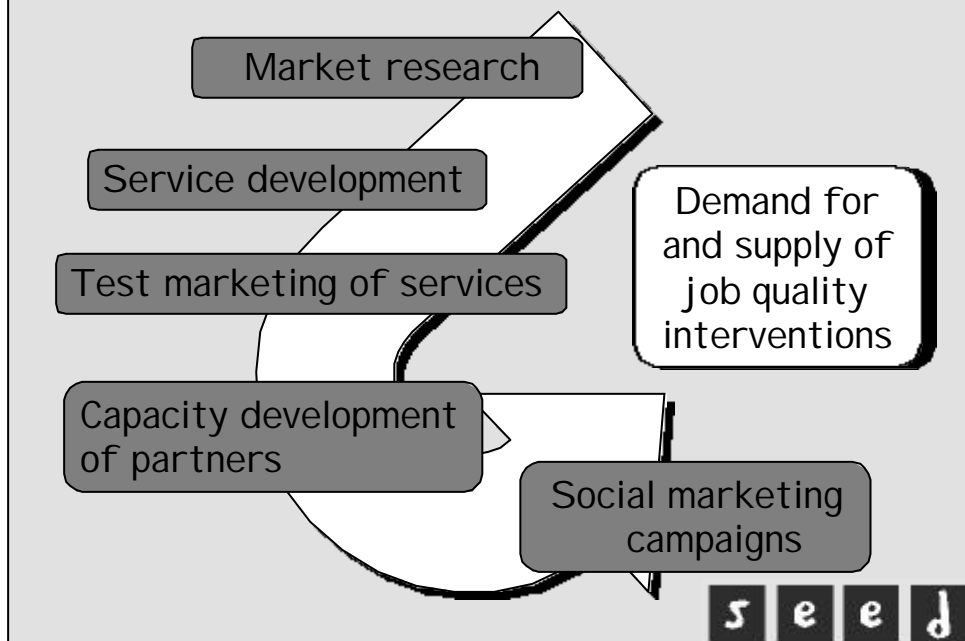
- Business promotion cannot be seen separate from job quality - mainstream Job Quality in ILO's and other small enterprise development activities.
- Impact needs to be realised on significant numbers of workers.
- Services need to be demand driven.....

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SEED approach to improving job quality: Job Quality - It's good business!



Strategy



Market research findings:

Those working in MSEs do care about their job quality.

Workers:

- Better remuneration.
- Greater job security.
- Improved occupational safety and health.
- Social protection, in particular health insurance.

Employers:

- Measures and services that allow the business to succeed.
- Leading to better remuneration and greater job security.
- Occupational safety and health.

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Example: Ghana

Market research findings

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- Better remuneration and greater job security.

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Example: Ghana

Social marketing

- Pilot campaign designed by Ghanaians.
- Focus on occupational safety and health.
- Message: Safer work, good for you, good for your pocket!
- Radio and TV.
- Mini-dramas around Kofi Brokeman.
- Accra and Tema.
- Possible synergies with commercial MSE radio programmes.

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Example: Ghana

Service development and test marketing

Training and advisory services on productivity through better working conditions.

For fast growth enterprises:

- Partner: EMPRETEC Ghana.
- Courses are being marketed successfully and run on a cost recovery basis.
- Majority of enterprises improved working conditions and productivity.

For micro enterprises:

- Partners FIT Ghana and commercial trainers.
- In development stage

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Example: Ghana

Service development and test marketing.

- Research on insurance for MSEs.
- National workshop to bring stakeholders together.
- Options being promoted: health insurance through business associations, and linking associations with commercial providers.

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Some other examples

- Integrating job quality issues into SIYB and EYB programmes, inclusive of HIV/AIDS.
- Work through the brassware value chain in Moradabad.
- Work through leatherware and furniture clusters in Indonesia.
- Work on training through commercial providers with FIT Uganda.

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Lessons learned

- Job quality does matter to MSEs – more than most people involved in SED seem to think.
- Business argument is essential to promote Job Quality. Measurable improvements at enterprise level are key.
- There is little awareness of the link between job quality and business performance – we need to demonstrate this.
- For real impact, job quality interventions need to go together with other interventions, requiring multi-disciplinary interventions.
- Using the product development cycle works.

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Challenges and constraints

The needs are enormous and growing.

.... But demand and supply are weak, for BDS in general as well as for JQ services.

Need for innovative approaches to achieve impact, outreach.

Need to scale up successful approaches.

Job quality not yet high on the development agenda, but gaining in priority.



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