



AMSEP WAPES AMSPE

ANAPEC MOROCCO

MATCHING SKILLS TO LABOUR MARKET NEEDS



About ANAPEC Morocco



ANAPEC (National Agency for the Promotion of Employment and Skills) is a **public company** created by **law no. 51-99** administered by a **Board of Directors** chaired by the Head of State, and consists of 14 ministerial departments.

ANAPEC's missions

ANAPEC serves jobseekers, national and international employers, and project promoters by:

- carrying out research, gathering job offers from employers and matching job offers and demands;
- supporting and advising employers in defining their skills needs;
- putting retraining and training-integration programmes in place in working life, in liaison with employers and training centres;
- ensuring jobseekers are well supported and are given the information and guidance they need;
- informing, guiding and supporting young entrepreneurs as they implement their business projects;

ANAPEC's missions

- processing job offers from abroad and researching all potential opportunities abroad for nationals wishing to emigrate;
- entering into agreements with professional associations that seek to develop self-employment and encourage young start-ups;
- carrying out any mission entrusted to it by the state, local authorities or public institutions in relation to its remit within the framework of agreements, including the management of active employment programmes;
- providing the supervisory authority, on a periodic basis, with operating information on the labour and skills market;
- developing and updating job and trade directories.

ANAPEC today

88+
Agencies

12
University
agencies

662+
Executives



Jobseekers

Employers

**Project
promoters**

- **+1 417 826** registered at the end of 2020
- **+950 000** integrations over the last 10 years
- **17 500** on average Beneficiaries of employability enhancement annually
- **+120 000** beneficiaries of employability enhancement

- **97 506** Offers collected in 2020

- **6 864** Supported and receiving support in 2020
- **2 063** Start-ups (micro enterprises/cooperatives) in 2020

ANAPEC vision



ANAPEC aims to be a **local, universal and inclusive public service**, offering a better service and consolidating its leadership through a regional focus, a universal, inclusive and local service offer, a reinforced institutional position and a capacity to deliver services that meet the needs of all regions and all categories of citizens.



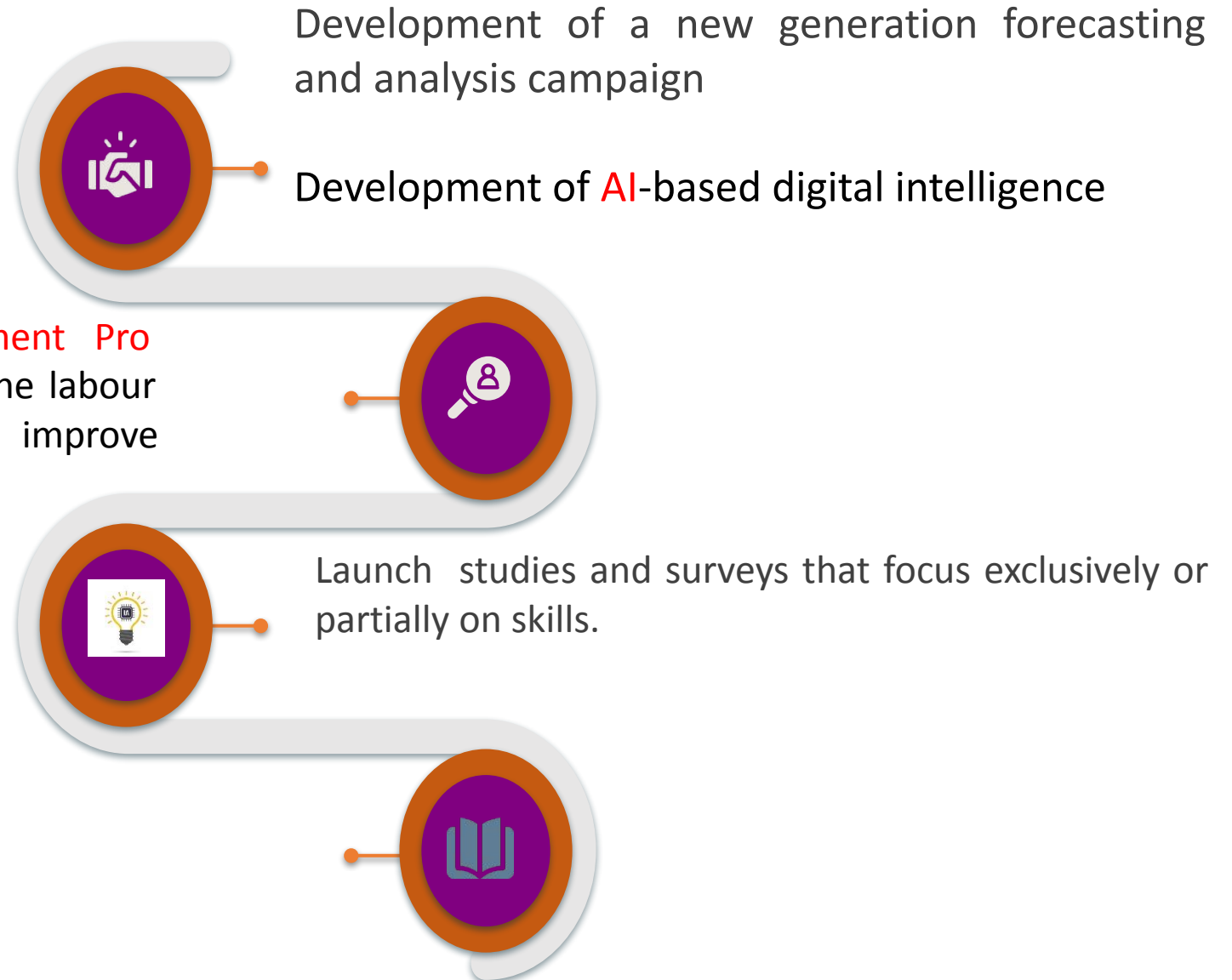
**ANALYSIS OF THE LABOUR MARKET
AND IDENTIFYING GAPS IN SKILLS
(SUPPLY VS. DEMAND)**

- ANAPEC's missions, its institutional and regional positioning and its public intermediation function;
- Need for tangible and detailed information on labour market demand from all actors in the Employment and Training ecosystems: Decision-making tool;
- Emergence of the competency-based approach (CBA) as a model for developing training, improving employability and matching supply to demand in the labour market;
- Qualitative and mass opportunities offered by digitalisation and artificial intelligence;

COMPONENTS OF THE SCHEME

Deployment and digitalisation of **Accompagnement Pro forecasting**: a driver for enhancing knowledge of the labour market and optimising ANAPEC's action to improve post/profile matching

The development of a sectoral approach



Development of a new generation forecasting and analysis campaign

Objective

To make digitalisation a driver for improving the forecasting and analysis campaign: less time-consuming and inexpensive, increasing the participation rate, improving the representativeness of the target, real-world application of the data gathered, integration of new themes, mainly those **relating to Skills**;



Operating mode for the forecasting and analysis campaign

Preparatory phase

- Choice of theme;
- Design of the questionnaire and its configuration on a digital survey platform;
- Identification of the employer sample: BDD ANAPEC + prospects;
- Internal framing of the survey;

Operational phase

- Extensive communication and awareness campaign for participation: maximum number of spontaneous respondents;
- Mobilisation of Employment Advisers: remote and face-to-face;

Post-survey phase

- Preparation of the report;
- Operationalisation of results;
- Institutional communication on the results;
- Preparation of the training leading to qualifications map

Development of **AI**-based digital intelligence



Continuous monitoring of the job market in Morocco via the internet

Collection of data on the labour market in Morocco

Consolidation of information on the Moroccan labour market

Data Structuring and Analysis

Structuring of data according to their sources and reliability. Analysis and interpretation of data.

Identification of market trends

The structuring and analysis of the data will lead to the identification of labour market trends, which will then be shared via a user interface.

Development of **AI**-based digital intelligence: functional analysis

Identification of trends

A platform for identifying trends, understanding them and guiding decision making:

- **Technologies Business Intelligence (BI)** – Identification of historical trends hidden in the data to understand past and current trends
- **Extrapolation of trends** – Using *mathematical* tools, *algorithms* and *statistics* according to the *models* of the interested parties in a *forward-looking approach*

Structuring and Analysis

A platform for data structuring and analysis through:

- **Transformation** - conversion of **raw information** into relevant **structured data** via analysis processes and **artificial intelligence** algorithms (text mining, machine learning) and **human intelligence** (choice of occupations and their evaluation).



The platform is based on **Big Data**, Business Intelligence (**BI**) and Artificial Intelligence (**AI**) technologies to **collect** the data, **structure** it, **transform** it, **analyse** it and then deduce **trends** and **extrapolations** to **anticipate employment** and **training needs** by **speciality**, **employment area**, etc.

Data collection

A platform for collecting data:

- **Web Scraping** – Collection of job market data from the web (from relevant job boards)

**NEXT VERSION INTEGRATION
OF THE COMPONENT
PARAMETER**

Objective



To structure commercial activity around a turnkey system; operational remotely; adapted to the employer target, to improve the positioning of ANAPEC, to build and preserve a permanent link with employers, and to provide effective solutions to their adaptation and skills needs (skills retraining);

Main Tools

- Business activity support sheets;
- Telephone prospecting scripts according to the type of customer/prospect;
- A digitalised sales case;
- An operating procedure;
- A platform for aggregating job offers from different Job Boards;
- A CRM for monitoring commercial activity;

- **P1**/Participation in the STED-AMT project on the IT-Offshoring sector and the BCC sector:
Objective : to identify for these target sectors their need for skills adaptation; according to the ILO approach; the different support measures for job/profile matching;
- **P2**/ Piloting the survey on the impact of the COVID crisis on the need for skills retraining and upgrading: THR ecosystem, aeronautics and plastics:
Objective: to design a consultative basis for maintaining and increasing employment in times of crisis through re-skilling and the refining of skills;

Objective

Expand the universality and adaptability of ANAPEC's service offer and its standing with all employers through a concerted sectoral approach developed around the issue of skills matching;

Implementation process

Preparatory phase

- ✓ Prospecting of associations, federations and professional bodies;
- ✓ Definition of potential partnership areas with a focus on the sectoral training programme component;
- ✓ Recovery of members' databases and sector study deliverables;
- ✓ Organisation of a partnership-based sectoral monitoring scheme, as a platform for refining partnership actions;
- ✓ Initiating pilot training actions: overall framework;
- ✓ Signature of the framework agreement;

Operational phase

- ✓ Transformation of the national partnership into a regional and local partnership with professional representations;
- ✓ Organisation of communication seminars on ANAPEC's service offer;
- ✓ Coordination and development of intermediation among members;
- ✓ Scaling up training actions: Contractualised Training for Employment or Skills training or retraining

Monitoring and improvement

- ✓ Establishment of a partnership monitoring system piloted by ANAPEC through a monthly dashboard



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THANK YOU
FOR LISTENING