



**EUROPEAN COMMISSION**  
DIRECTORATE-GENERAL FOR EMPLOYMENT, SOCIAL AFFAIRS AND INCLUSION

Skills  
**VET, Apprenticeships and Adult Learning**

Brussels,  
EMPL/E3/MS/ps (2019) 2047643

Dear Sir or Madam,

The **Directorate-General for Employment and Social Affairs of the European Commission**, has entrusted a consortium of contractors, led by Kantar Belgium together with Rand Europe and Visionary Analytics, to carry out a feasibility study for the development of a (self-) assessment tool focused on skills management practices in Small and Medium size enterprises. The study aims to assess the existing market gaps and possible benefits of such a tool for European SME's.

Europe's 25 million small and medium enterprises (SMEs) are the backbone of the EU economy. They employ around 100 million people, account for more than half of Europe's GDP and play a key role in adding value in every sector of the economy. However, availability of skilled staff or experienced managers remains the most important problem for a quarter of EU SMEs.

To Commission is looking into ways to better support the SMEs in addressing the skills challenges, including through the present study.

To inform the study, it is planned to consult a number of different stakeholders and SMEs, aiming at collecting information on their approach to skills and human resources management. It also aims to collect their opinion on the utility, possible content as well as the deployment strategy of **data-driven** (self-) assessment tool for benchmarking companies' human capital management practices.

In this context, the consortium of consultants is currently contacting stakeholders and SME's across the European Union. Therefore, we kindly invite you to take part in this study. It is your rich expertise and knowledge that this project relies on.

Thank you very much in advance for your cooperation.

Kind regards,



Dana-Carmen BACHMANN  
Head of Unit