

Country:	Switzerland
Member/Company	Confederation of Swiss Employers(UPS)
Initiative	Focus 50+ and addressing labor shortages

Overview

[Focus50+](#)

focus50plus is a network of employers under the patronage of the Swiss Employers' Union (UPS). Together with our network partners from the economic, scientific, educational and political sectors, we help companies to use the work potential of employees and unemployed people over 50 in a sustainable and efficient way on the market, through a differentiated and forward-looking generation management. At the same time, we are committed to the implementation of optimal framework conditions in the political, legal and economic fields, in order to promote the creation of the necessary space for flexible and innovative business models and to ensure the competitiveness of the Swiss economy in the long term.

The demographic development of the active population, the resulting shortage of skilled labour, the loss of knowledge linked to the retirement of baby boomers, the reconciliation of professional and family life as well as the increasing digitization create considerable challenges for the economy and society. focus50plus offers a multidimensional platform to refute widely held stereotypes about older employees, as well as to develop and generalize new ideas and methods aimed at implementing effective generation management in companies. We also promote targeted dialogue between business, science and politics, based on a systematic and holistic approach.

Vision

focus50plus and its network partners help employers to promote the employability of older employees and to show successful collaboration of generations in the economy. Optimal framework conditions in the political, legal and economic fields form the basis of the approach.

[UPS Employment Barometer](#)

The evolution of the labor market is accelerating. The Swiss Employers Association (UPS) systematically studies the available data concerning the assessment of the economic and economic situation in our country and publishes the results, in principle every six months, in the "UPS Employment Barometer".

In contrast to the studies by KOF, Seco or BAK Basel, the focus is on industry assessments of business performance and employment. The resulting findings reveal, among other things, the economic challenges of the industries, make interested parties aware of their concerns and provide a reference basis for economic and political adjustments to the framework conditions.

[The labor shortage: a permanent challenge](#)

Omicron is sweeping Switzerland and the number of people in quarantine or isolation is exploding. So many workers forced to stay at home. So many absences from work likely to cause a shortage of staff in several sectors that do not lend themselves to teleworking, such as retail, hotels and restaurants and health. Too much ordeal for the companies concerned, already weakened by long months of health crisis? In reality, the shortage of labor is a sword of Damocles that has been hanging over the world of work for several years.

In 2017, a survey conducted by Credit Suisse showed that a quarter of Swiss SMEs were facing an acute shortage of specialists. The Covid-19 has therefore only reinforced this trend. And the future looks even bleaker. The wave of baby-boomer retirements, the strong demand for part-time work and the limitation of immigration are destabilizing the labor market: according to estimates, nearly 500,000 workers could be lacking by 2030.

A disaster scenario to be avoided at all costs. The use of skilled labor counts for a great deal in the competitiveness of businesses, in their capacity for innovation and, by extension, in the prosperity of the country. So, what to do to overcome the lack of manpower? This firstly requires the establishment of a system that promotes learning throughout

the professional career. At the same time, there is a need to facilitate access to the labor market for the approximately 350,000 people currently underemployed in Switzerland, ie those working part-time who wish to work more. This phenomenon particularly affects women, since 60% of them hold part-time jobs. In this context, improving family-work balance appears to be an absolute priority.

But let's not be fooled, the growing needs of companies for specialists cannot be met solely by native personnel. In sectors with high added value, the rare pearl is often found abroad. To meet the growing demand for qualified personnel, the Federal Council would do well to lighten the admission criteria for workers from third countries.