

ECCT Members' Survey 2020

Summary of Findings

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1 **Introduction & Summary**

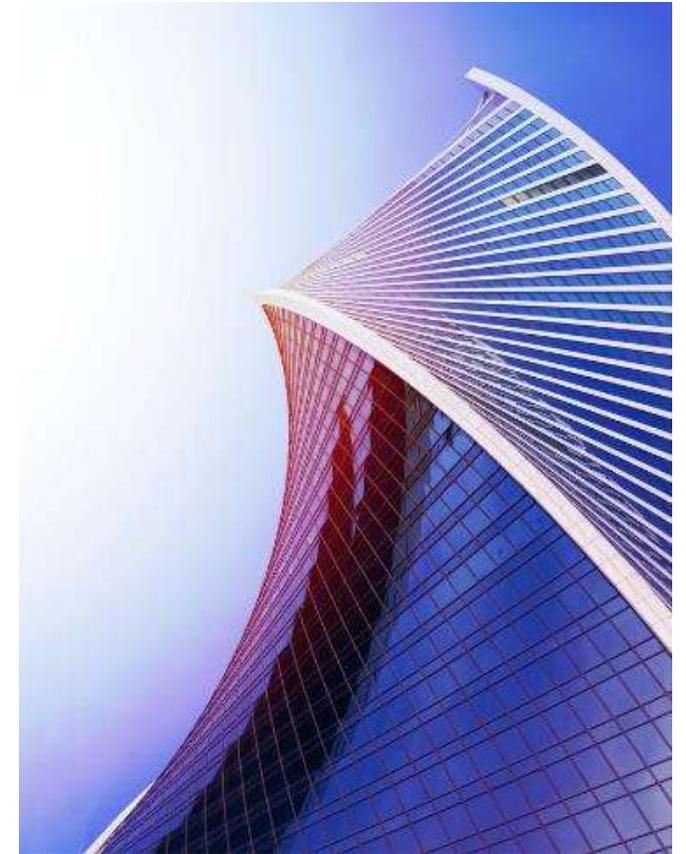
Introduction

- The 2020 ECCT Members' Survey was conducted online during the period November 2020-January 2021.
- Invitations were emailed to all paid-up members of the Chamber.
- A total of 134 members responded, the highest participation since the survey was initiated in 2007.
- The questionnaire format was revised in 2017, adopting a “device agnostic” design, to allow members to participate easily via any form of connected device – smartphone or tablet, as well as PC.
- Minor amendments have been made to the questionnaire content from year to year, to reflect the Chamber’s evolving activities and way of working and questions were added to this most recent edition to assess perceptions of how the ECCT has responded to the extraordinary circumstances of the coronavirus pandemic.
- The Chamber would like to thank Kantar Insights for their help in programming and hosting the survey and tabulating the results.



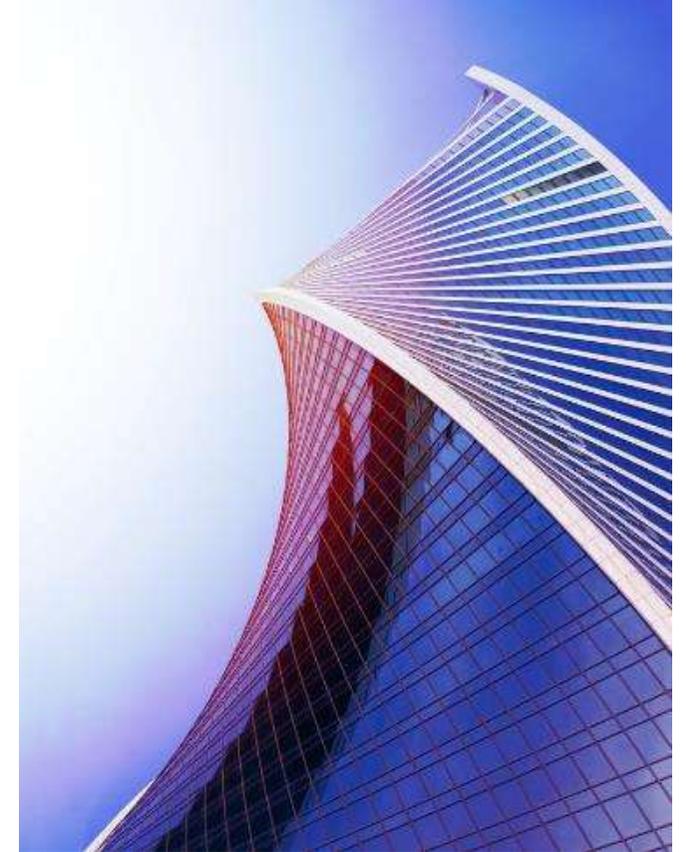
Principal findings 1

- Memories of 2020 will forever be tainted by the immense shadow cast by the coronavirus pandemic. Everyone – businesses and individuals alike – was forced to adapt their behaviour to the presence of Covid-19 and to taking steps to minimise the threat it posed (and still poses).
- Taiwan has come through thus far remarkably unscathed, thanks to prompt and decisive action by government and the economy was one of very, very few that still managed to grow in 2020.
- Nonetheless, all organisations had to adopt emergency measures to protect staff and anyone they interact with and to review and revise these procedures constantly in the context of the ever-changing situation.
- Chamber activities came to a halt in the first half of the year, while a whole new programme was devised and implemented in the second half. A key component of member communication was ongoing updates on health, event and travel guidelines and government financial support initiatives.
- Members expressed a high level of satisfaction with the ECCT's response, but also suggested that the Chamber could facilitate more exchange between members as to the actions companies are taking.



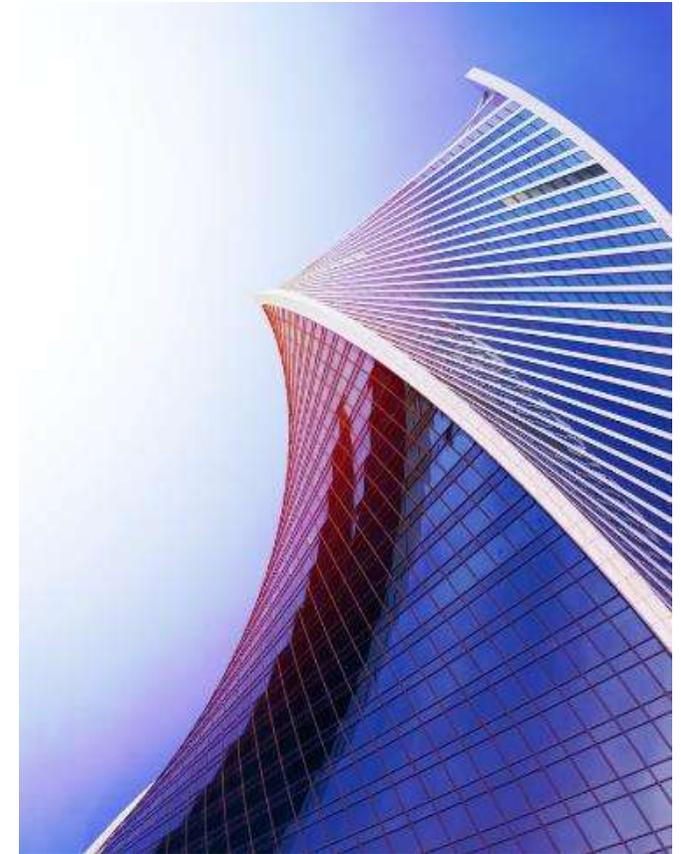
Principal findings 2

- Looking more generally, the survey indicates that members continue to feel very positive about the ECCT. The ratings are not as strong as last year, but it should be noted that the 2019 results were unusually high and that 2020's findings present similarly positive ratings to 2018. These are good results.
- 84% agree that the ECCT meets their expectations and 81% feel the Chamber's events are worth the time and money.
- There continues to be a clear sense that the ECCT is working on the issues that are of major concern to members and the ECCT's advocacy efforts, which resulted in some high-profile successes in 2020, are regarded as effective.
- The Chamber's committees come in for plenty of praise for their efforts and, overall, the ECCT's interaction and relationship with government and with the EU are rated very highly.
- There is further recognition this year that the Chamber is working for the benefit both of the foreign community and society as a whole.
- Members also express satisfaction with the work of the Secretariat and with the actions of the Board of Directors.



Principal findings 3

- Communication has become even more critical with the onset of the pandemic and 81% rated the Chamber's contact with members positively, on a par with 2018, although communication with a broader audience is less well regarded at 62%, down from 72% in 2019.
- The established email vehicles – Weekly Call, Newsflash, advocacy updates and event announcements – are all working well.
- The website is increasingly approved of, now up to 76% from a low of 48% in 2017, before the redesign. It answers a variety of information needs and it is interesting to see that access is increasingly via mobile phone.
- Other online vehicles are less successful. The new Euroview online is well liked by those who have seen it, but fully 20% claim NOT to have seen it and anecdotal evidence suggests its visibility on the website is far from ideal. The same is true of the Membership Directory.
- The ECCT's social media strategy is also lacking impact. Even though 83% of members have Facebook accounts, 40% don't follow the ECCT.
- It is understood that these issues are now being addressed by the Secretariat and the officers of the Chamber.



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General findings

ECCT's response to the Covid-19 pandemic

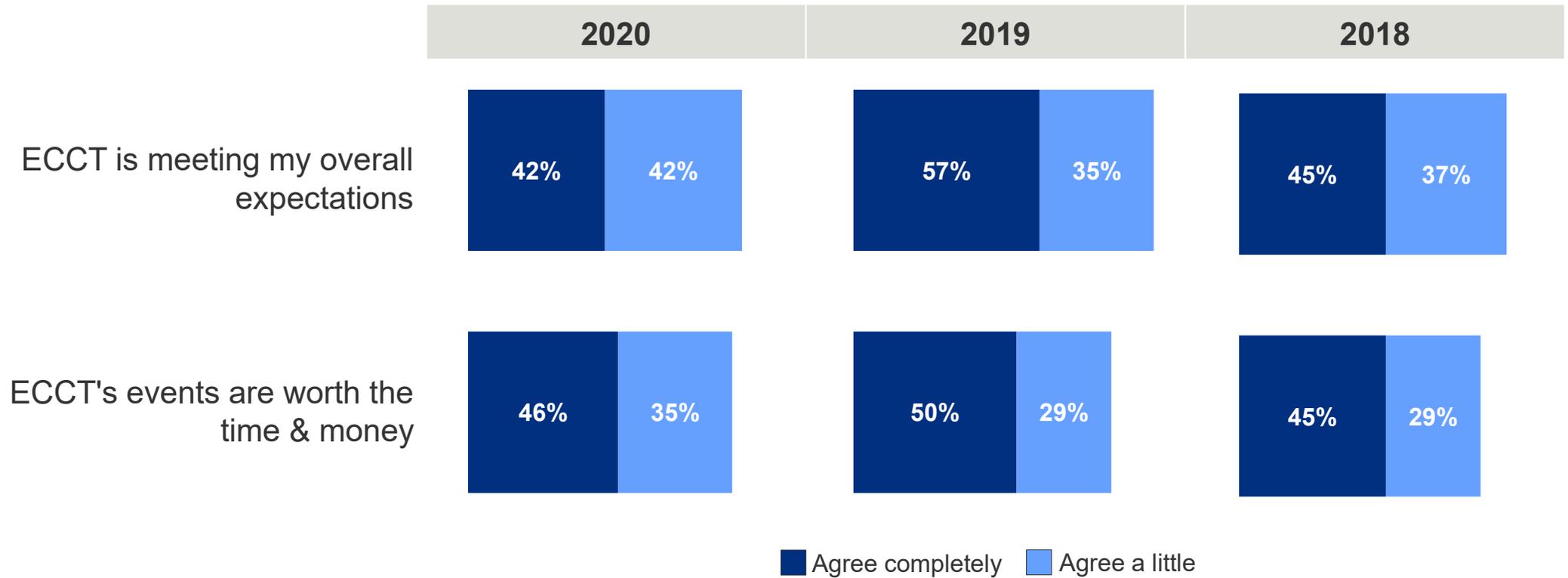
Very good 41%

Good 43%

Suggestions for additional actions

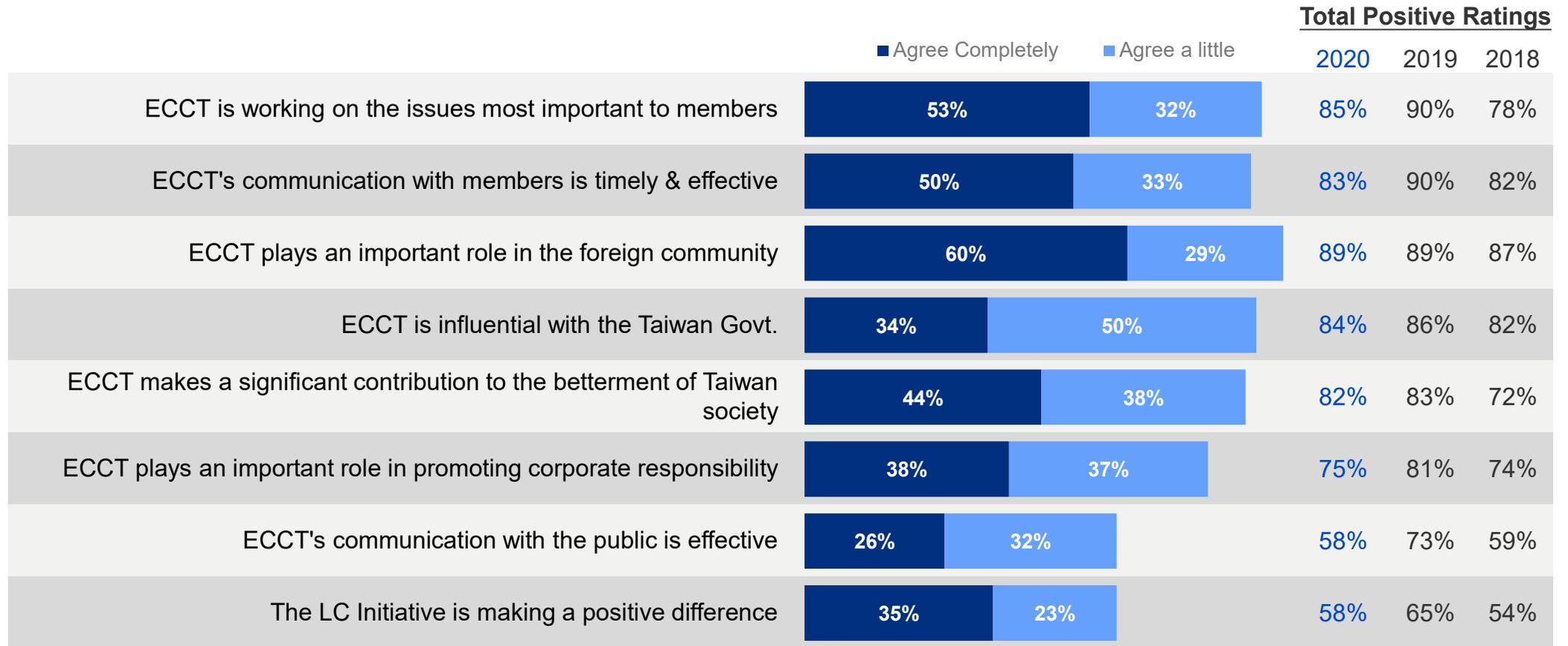
- “I would suggest to gather all the efforts by member companies and publish it on ECCT official website as well as share this to Taiwan government.”
- “Exchange between the members how they responded to Covid to enable best of best sharing.”
- “It would be appreciated if more clear advice on how to handle quarantine requirements and possibilities to get the coming vaccine as a foreigner in Taiwan.”
- “ECCT can study the possibility to introduce more virtual events or speeches with fee on top of physical events only.”

General opinions about the ECCT



Base: all members

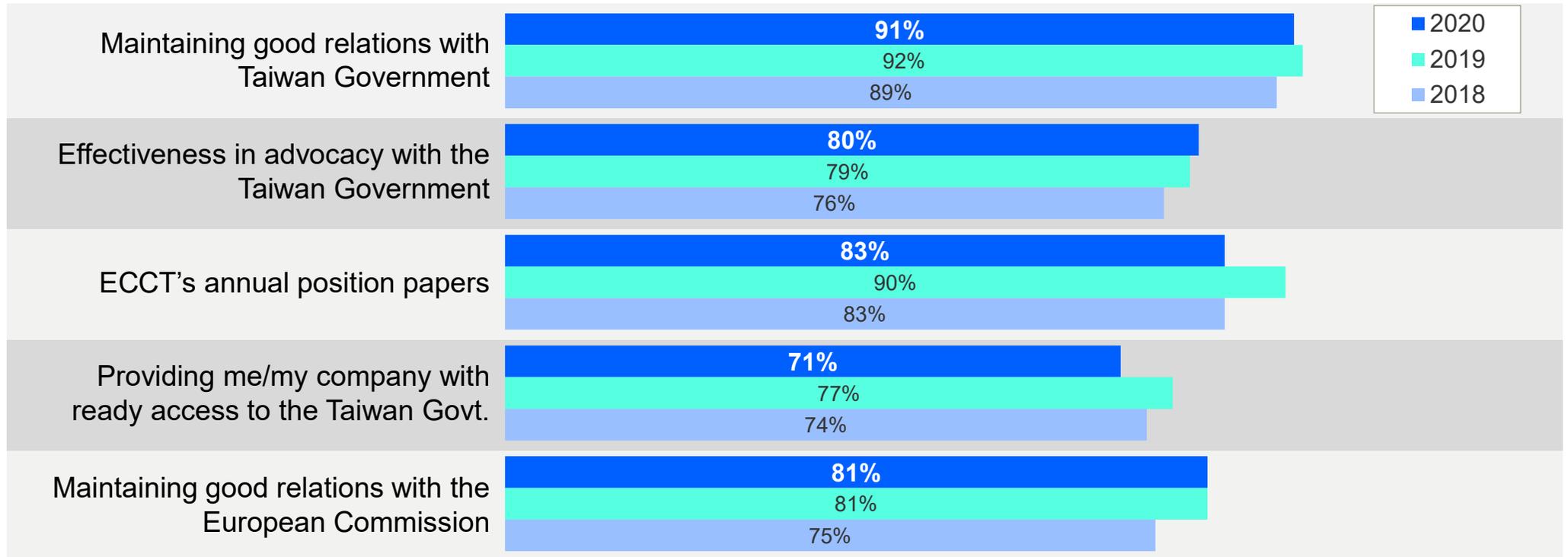
General opinions about the ECCT in 2020



Base: all members

Rating of the ECCT's government relations activities

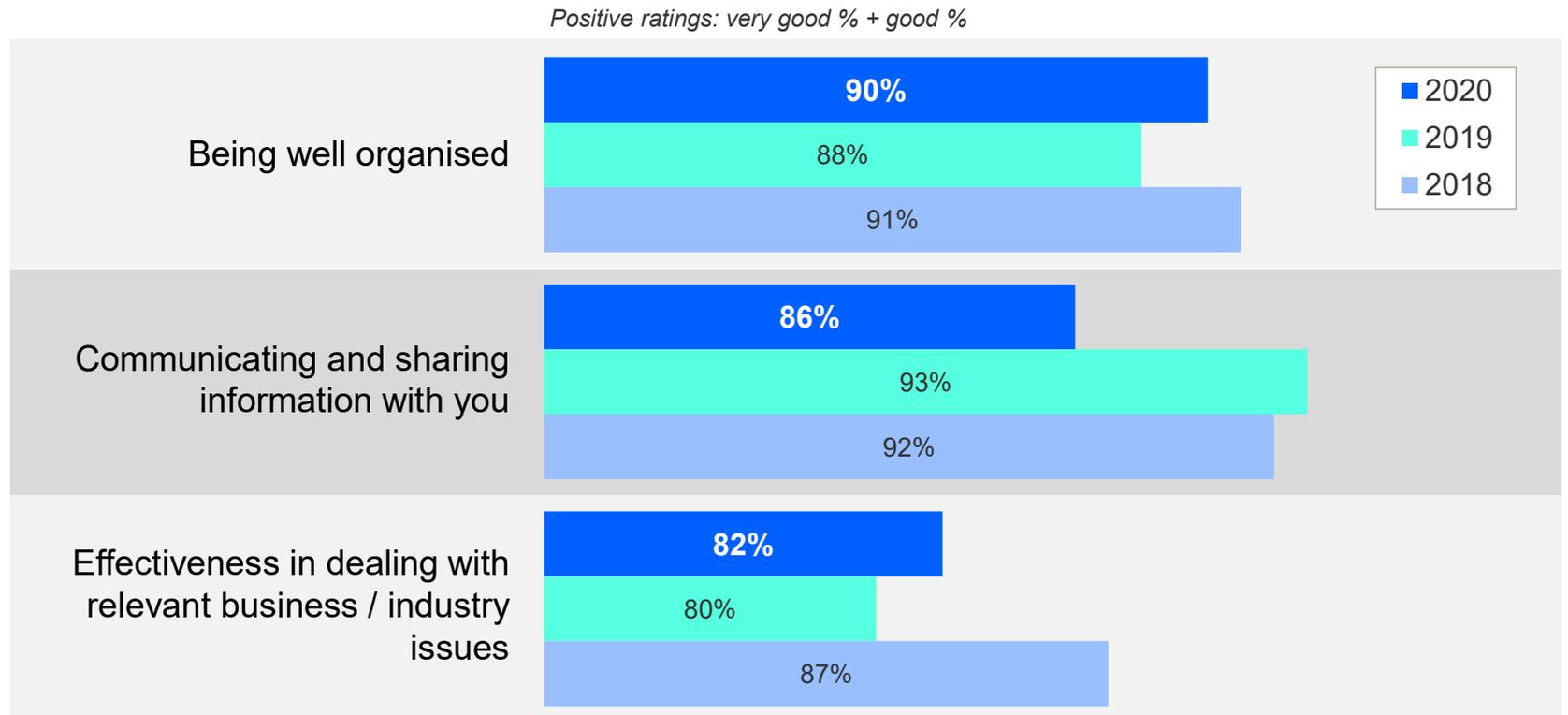
Positive ratings: very good % + good %



Base: all members

Rating of ECCT's committees

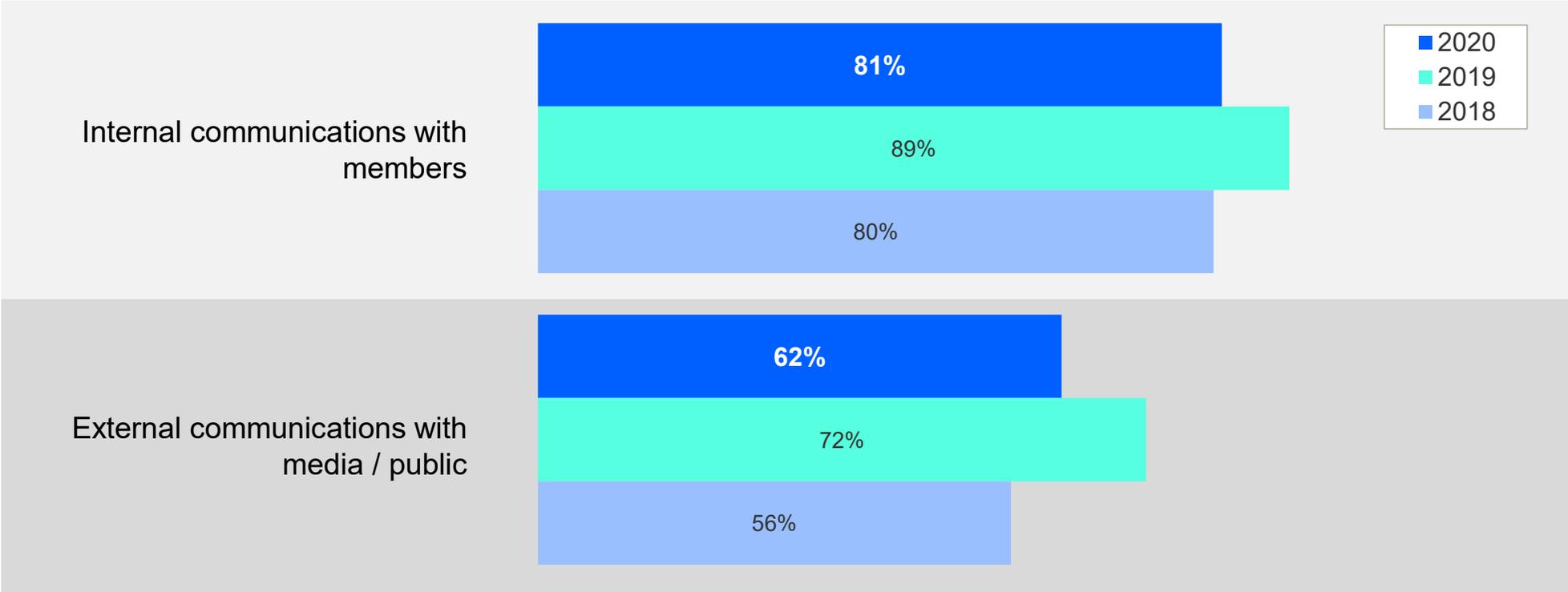
58%
of members are
actively involved in
committee work



Base: who are personally involved with any of the ECCT's committees

Rating of the ECCT communications programme

Positive ratings: very good % + good %

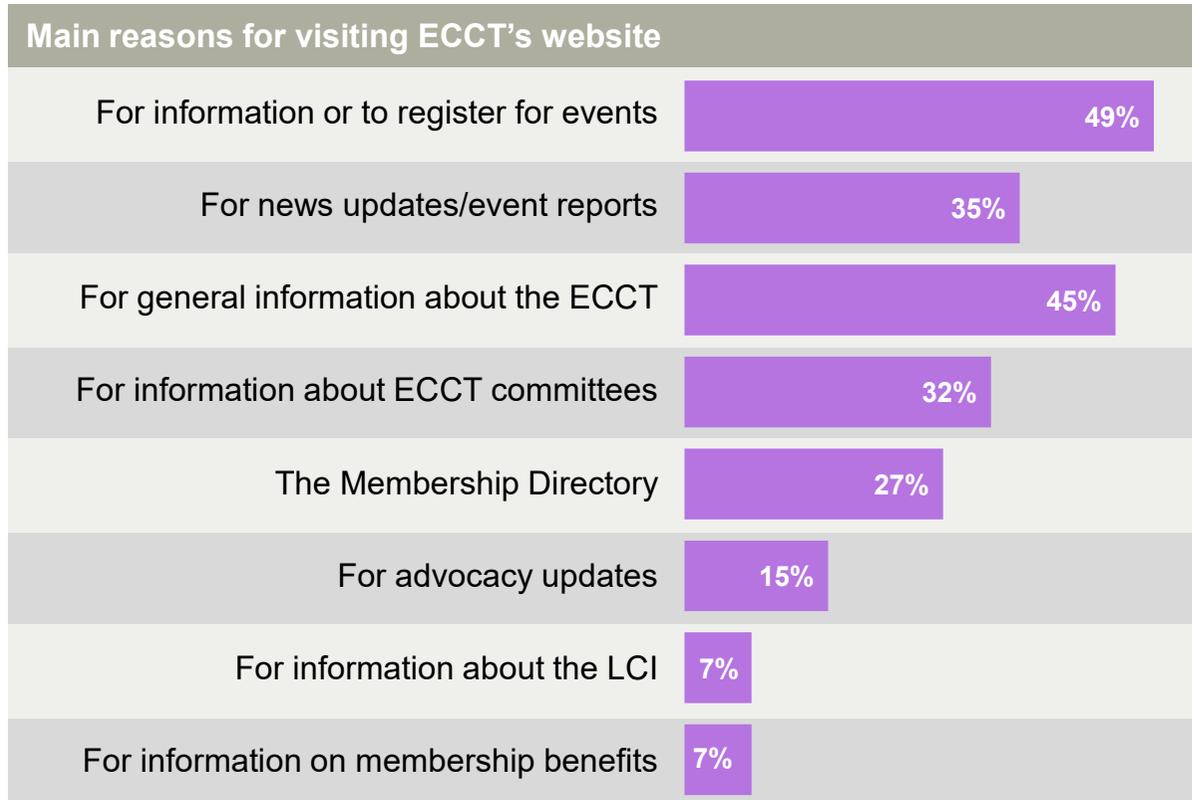


Base: all members

ECCT website usage in 2020

76%

rated the website positively, continuing the upward trend since the redesign was completed in 2018.



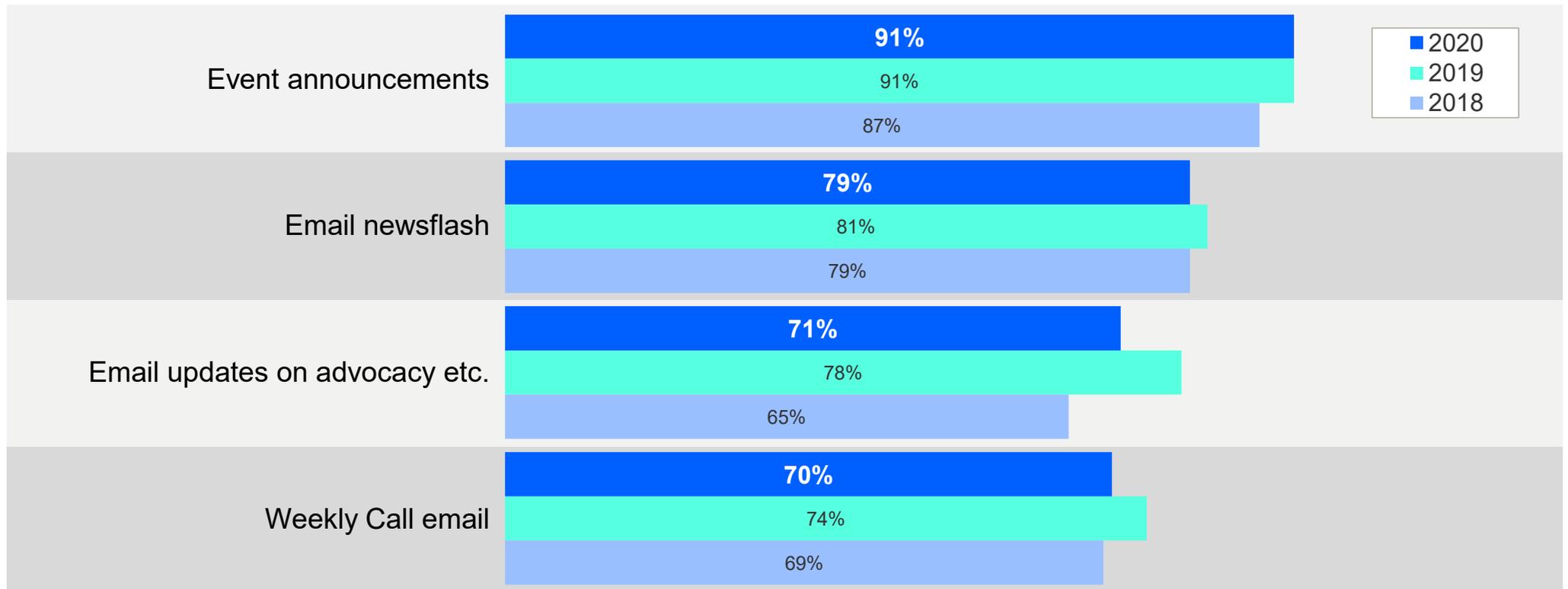
Devices used to access ECCT's website



Base: all members

Rating of different communications vehicles I

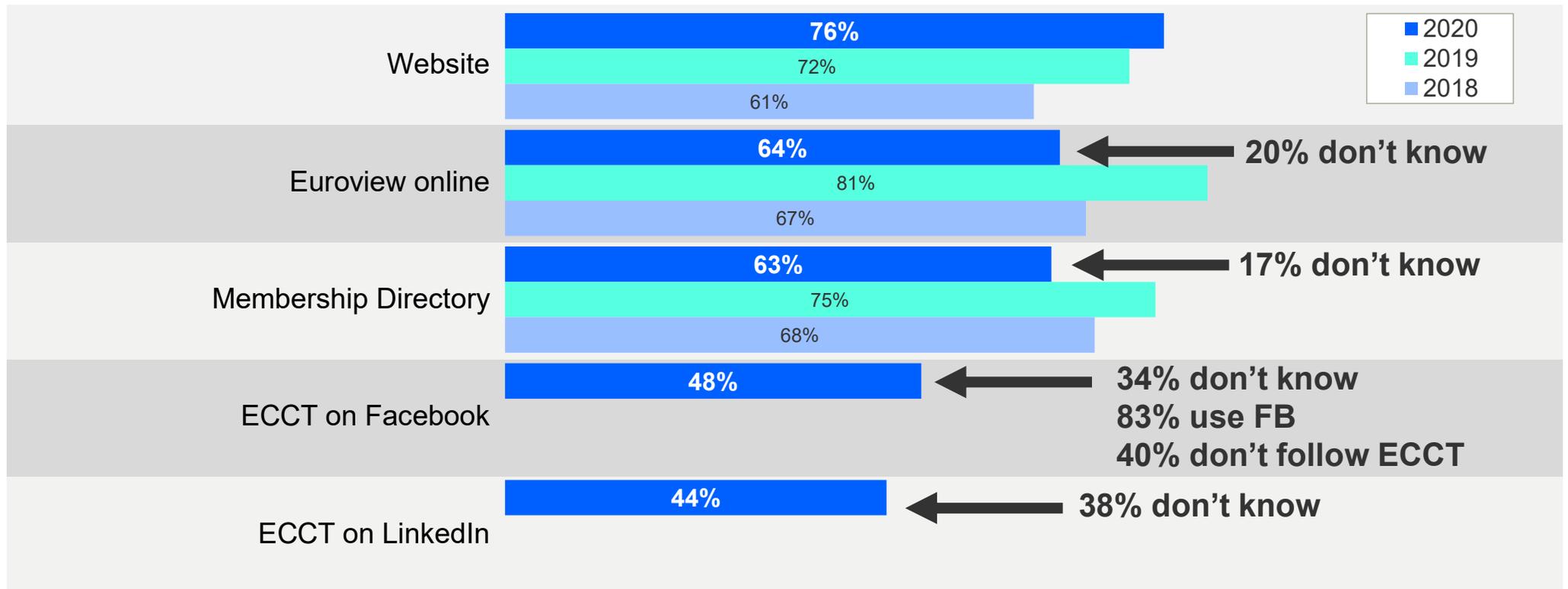
Positive ratings: very good % + good %



Base: all members

Rating of different communications vehicles II

Positive ratings: very good % + good %



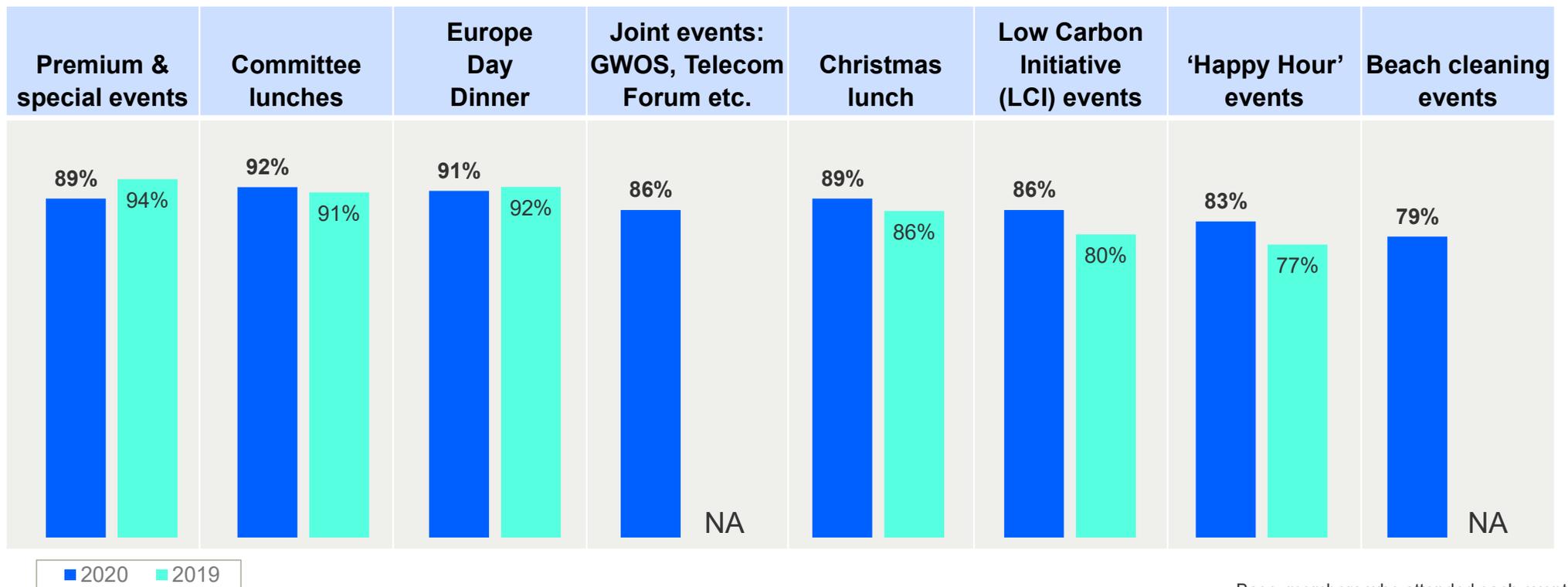
Base: all members

Rating of ECCT events in 2020

83% feel the balance between social and business activities is just right (2019: 87%)

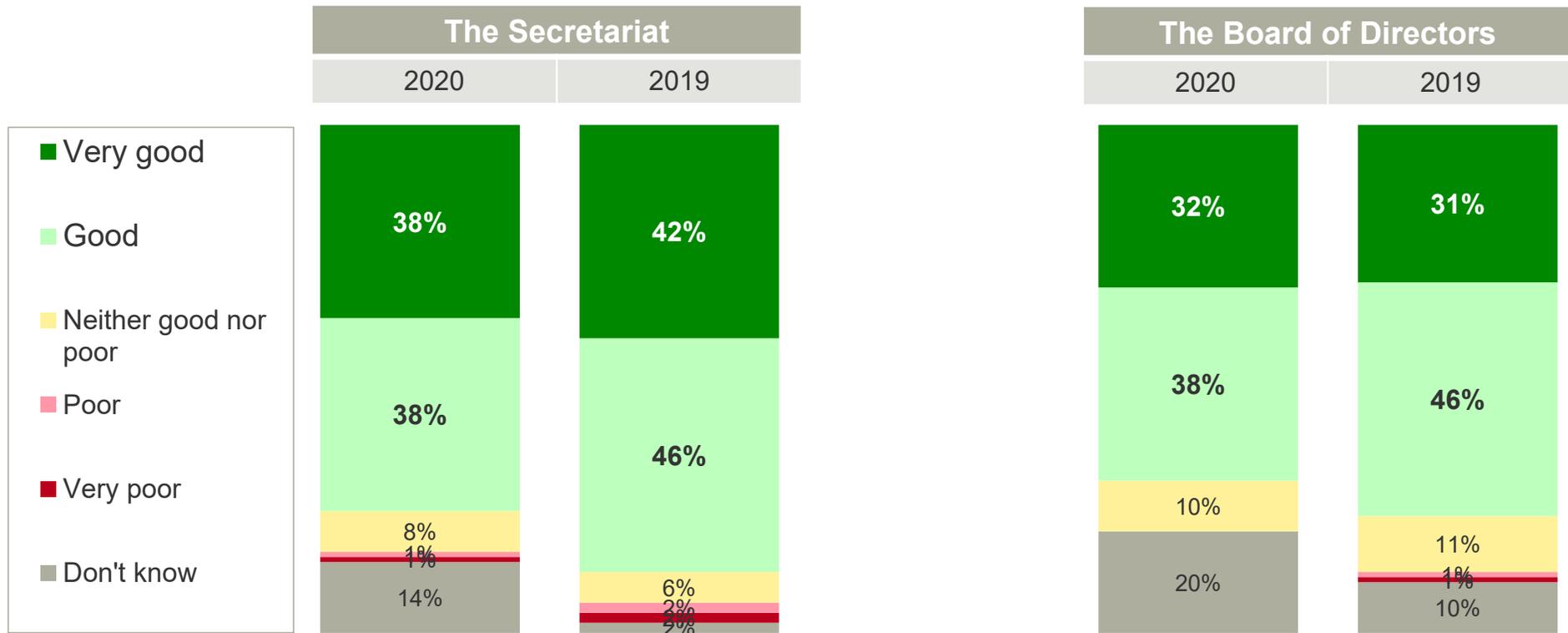
3.7 the average number of events attended by each member (2019: 3.7)

Positive ratings: very good % + good %



Base: members who attended each event

The performance of the ECCT executive in 2020



Base: all members

Thank You