



Union for the Mediterranean
Union pour la Méditerranée
الإتحاد من أجل المتوسط

MEDITERRANEAN INITIATIVE FOR JOBS (Med4Jobs)

PROJECTS FOR PROGRESS

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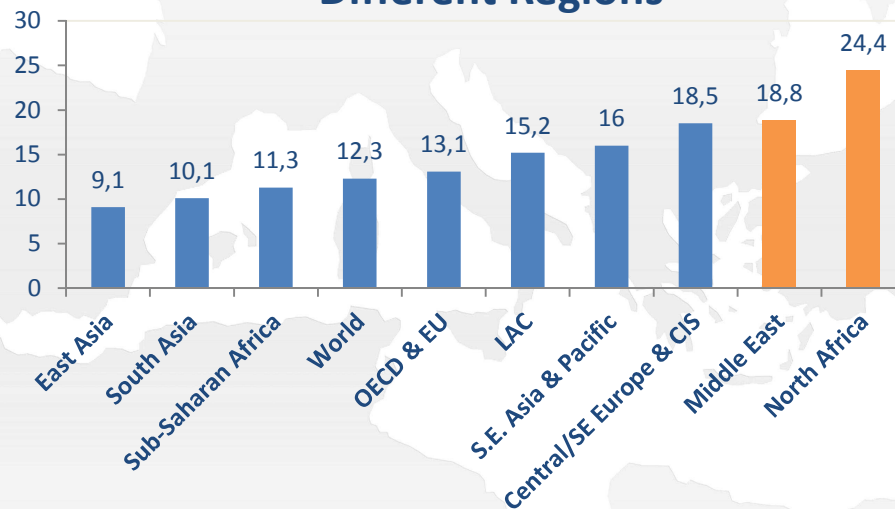
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Background | Why an employment initiative?

Rate of Youth Unemployment in Different Regions



Statistical Evidence

- Highest regional unemployment rate in the world
- Highest female unemployment rate
- One of the highest youth unemployment rates

- ✓ **Because there is need:** employment is the region's most pressing challenge
- ✓ **Because there is willingness:** many stakeholders want and are already acting
- ✓ **Because there is capacity :** as North-South Platform, the UfM has value to bring

A UfM Regional Initiative | Med 4 Jobs

- Med4Jobs is driven by the need for an integrated regional initiative in the area of job creation.
- It is a programme of projects which identifies best practices in terms of job-creating projects and replicates them in the region. It is project-based and cross-sector.
- It focuses on 3 core issues of **employability, job intermediation** and **start-ups enablers**:
 - ✓ **Employability:** Improve general and technical skills of entrants to the labour market.
 - ✓ **Job intermediation:** Improve information flow between job seekers and employers.
 - ✓ **Start-ups enablers:** Develop business enabling infrastructure for Small and Medium-sized enterprises (SMEs) and start-ups.

Endorsement | Wide-spread Recognition

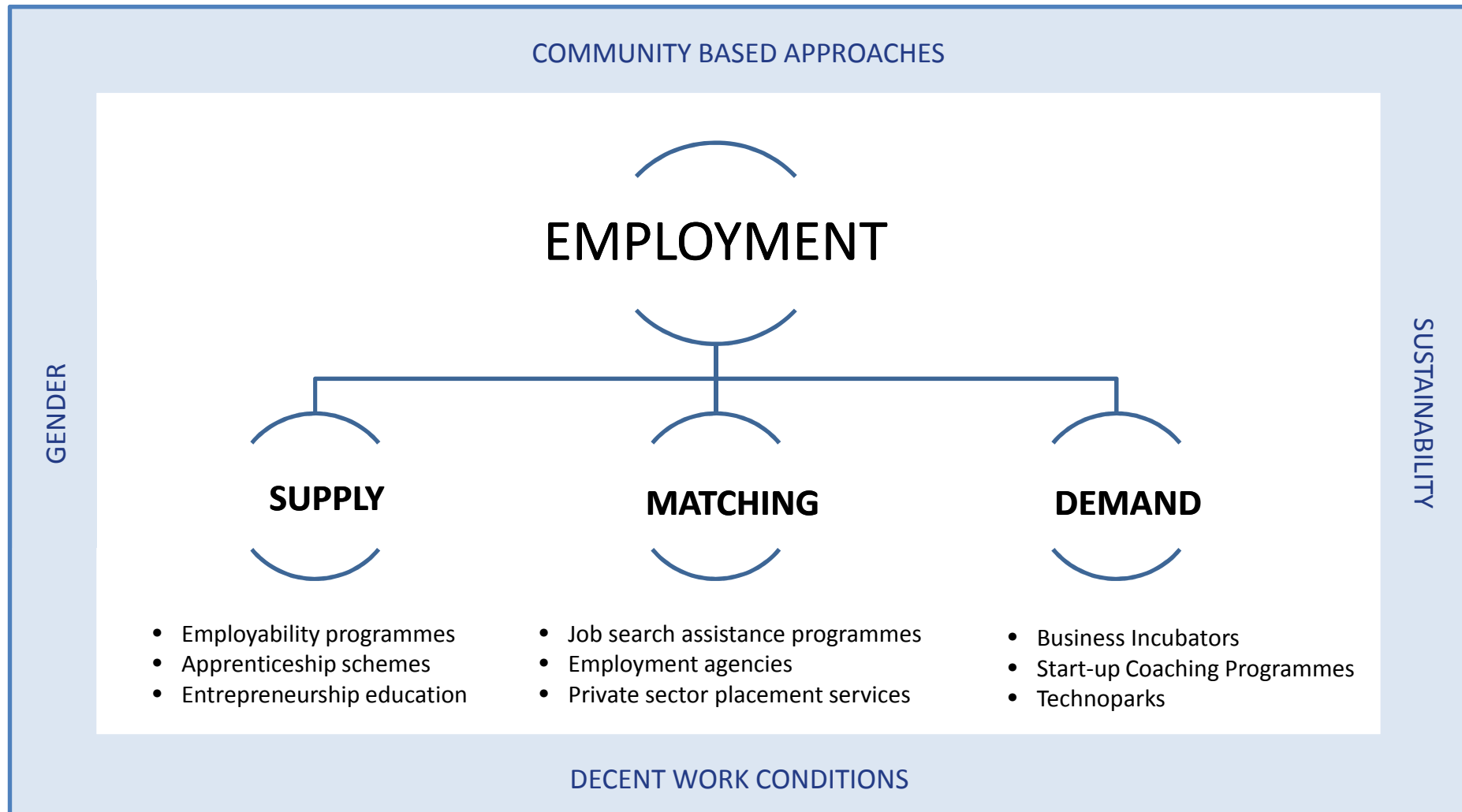
During the last Senior Official Meeting (SOM), held at the UfM premises on 4 December 2012, the initiative was **presented to the 43 Member countries' representatives** with the support of the United Kingdom.

As a result:

- ✓ **Endorsement** by all 43 Members
- ✓ **Concrete commitment** with Spain announcing a contribution of 300.000 Euros
- ✓ **Expressions of Interest** by many more following Spain's example

The Concept | Employment Mind map

Based on ILO employment mindmap



The Concept | Programme Complementarities

A 3-dimensional Approach

1. Vertical



Through consistency and **alignment with national employment frameworks** defined by Ministries of Employment and Labour

2. Horizontal



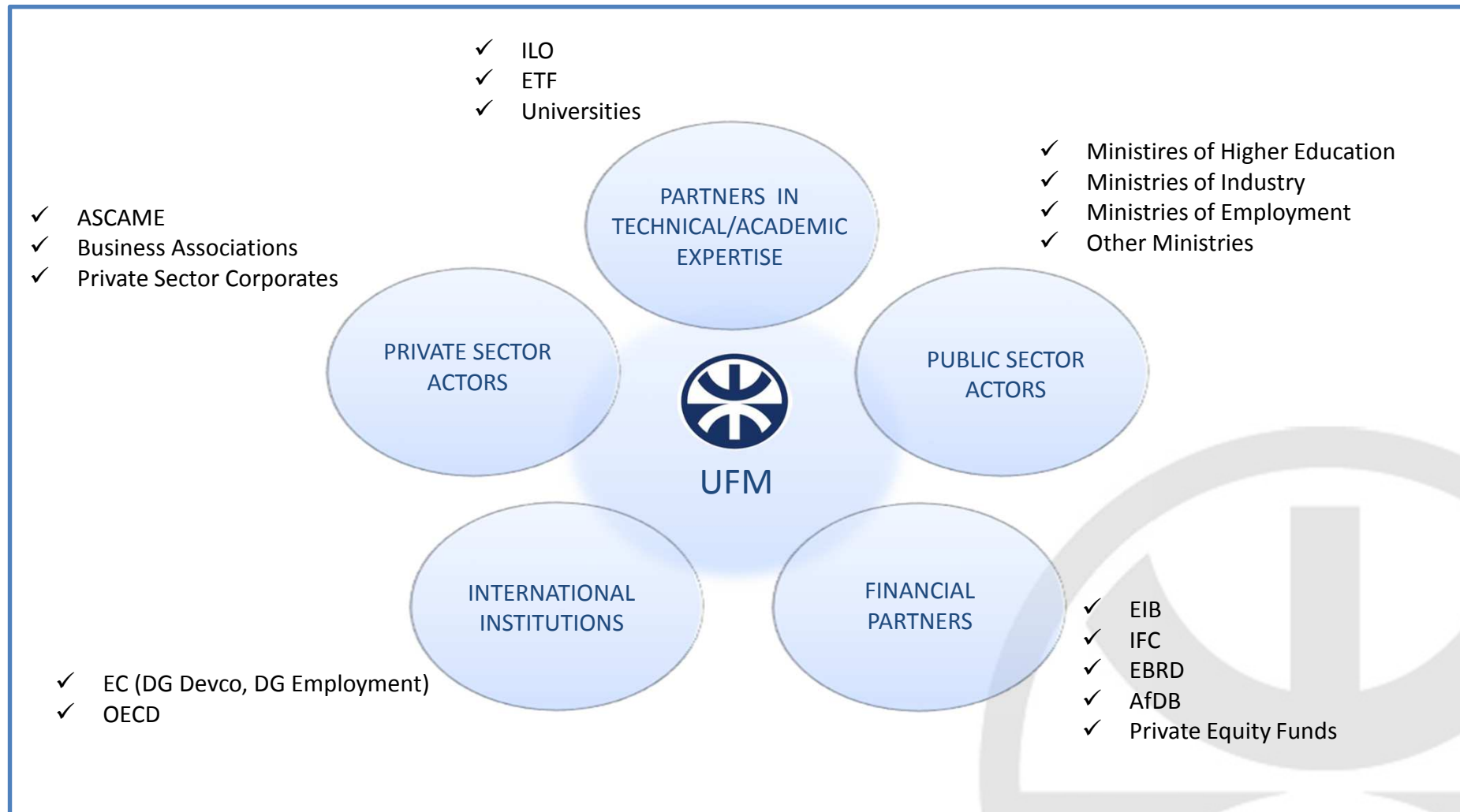
Through participation of a **wide variety of stakeholders** such as international institutions and donors, universities, private sector companies as well as exchange of best-practice between countries

3. Bottom-up



Through raising awareness through projects and **generating constant momentum and reflection** on ways to address the unemployment challenge in the region. Lessons learnt through Med4Jobs projects should also help decision-makers to better fine-tune their employment policies

The Partners | Mapping of partner institutions



Projects | Example of Best Practice



Training Facilities at Barcelona Activa



Barcelona Activa incubator

BARCELONA ACTIVA



Promoter

Local **Development Agency** of the Barcelona City Council

Background

Fostering transformation of Barcelona through entrepreneurship, business growth and human capital to generate employment since 1986

Expertise and Track Record

Almost 20.000 business projects coached; more than 10.000 businesses created, generating 18.700 jobs. Model transferred to Asia, Africa and Latin America

Potential for replication with

Social Fund for Development, Egypt
Business Development Center, Jordan

Barcelon **a**ctiva



Ajuntament
de Barcelona

Projects | Example of Best Practice



INJAZ Al- Arab Young
Entrepreneurs Competition



Ripples of Happiness program in
cooperation with the Coca-Cola
Foundation

INJAZ Al-Arab



Promoter

Operating in 12 countries across the MENA Region, INJAZ al-Arab is a **confederation of national operations** collaborating with corporate volunteers and Ministries of Education

Background

Since its inception in 2004, it has provided education and training to Arab youth in work readiness, financial literacy and entrepreneurship

Expertise and Track Record

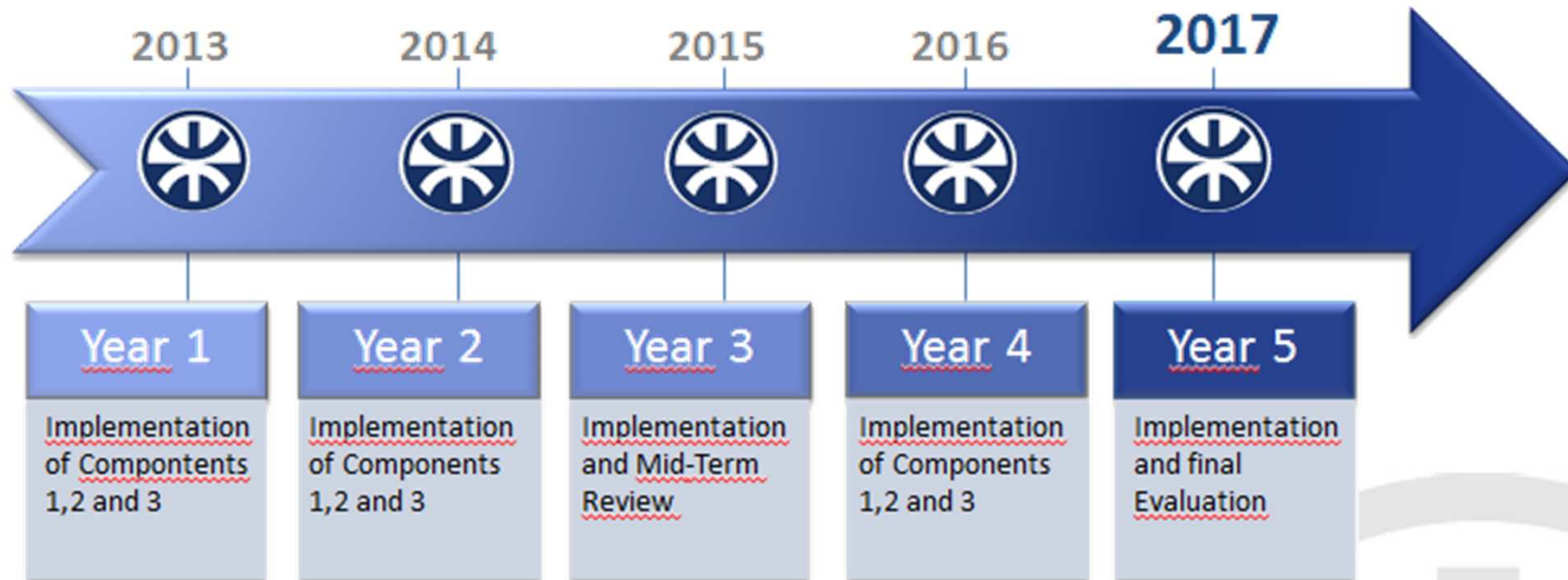
INJAZ al-Arab programs have reached thousands of students and engaged 10,000 volunteers

Potential for up-scaling

Expand incubation programme to 50 additional startups, develop student enterprises programme to 400 new companies and target additional 14,000 students over 3 years across the region



Implementation | 5-year Timeline (2013-2017)



- Indicators will be set at the inception phase to allow an objective monitoring and evaluation of the initiative (including a MTR)
- An Evaluation Report will be produced in Year 5 which will include a comparison between the baseline and the indicators and the result of the evaluation

Implementation | Management

1. Led by the BDFC Division

BDFC

The Initiative is led by the **Business Development and Funding Coordination Division (BDFC)**

2. Managed by Project Coordination Team

PCT

Management and supervision of the overall programme will be carried out by a **Project Coordination Team (PCT)** based in Barcelona responsible for the for the hiring of international and national consultants in charge of providing training and technical advice.

3. With advice from the Experts Board

Board of Experts

The **Experts Board on Entrepreneurship Strategies, Skills and Employment** launched by the BDFC division will operate as the Advisory Body to provide technical advice on projects and best practices.

Implementation | Budget

- The operational budget includes the general costs of the management and running of the initiative by the Secretariat over a 5 year time frame.
- The operational budget will be covered by the Secretariat. Assumption are made for the hiring of a project manager, a programme assistant and an external consultant acting as Chief technical Advisor. Other costs and services include visibility actions, workshops and conferences, country and evaluation reports.

Operational budget	EUR
Human resources	912.000
Travel	772.480
Other cost services	1.490.000
Provision for contingency reserve	158.724
TOTAL	3.333.204

Implementation | Calendar

Action	Month
Drafting of Concept Paper	February 2012
Presentation to UfM working group on Employment	February 2012
First discussion with potential partners	February - September 2012
Med4Jobs Programme Paper	July- December 2012
First discussion with countries	October - December 2012
Identification of first projects	October – December 2012
Presentation to SOM	December 2012
Fundraising	December 2012 and onwards
Country diagnoses and baseline indicators	January 2013 – December 2013
Med4Jobs launching at the Tunis Conference	September 2013
Start of project implementation	September 2013



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THANK YOU FOR YOUR ATTENTION

PROJECTS FOR PROGRESS

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