



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

# MEDITERRANEAN INITIATIVE FOR JOBS (Med4Jobs)

*PROJECTS FOR PROGRESS*

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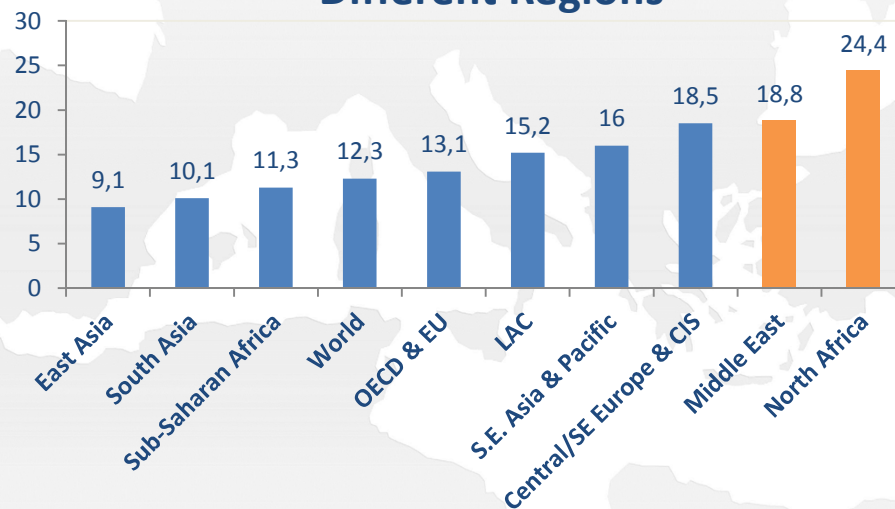
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# Background | Why an employment initiative?

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

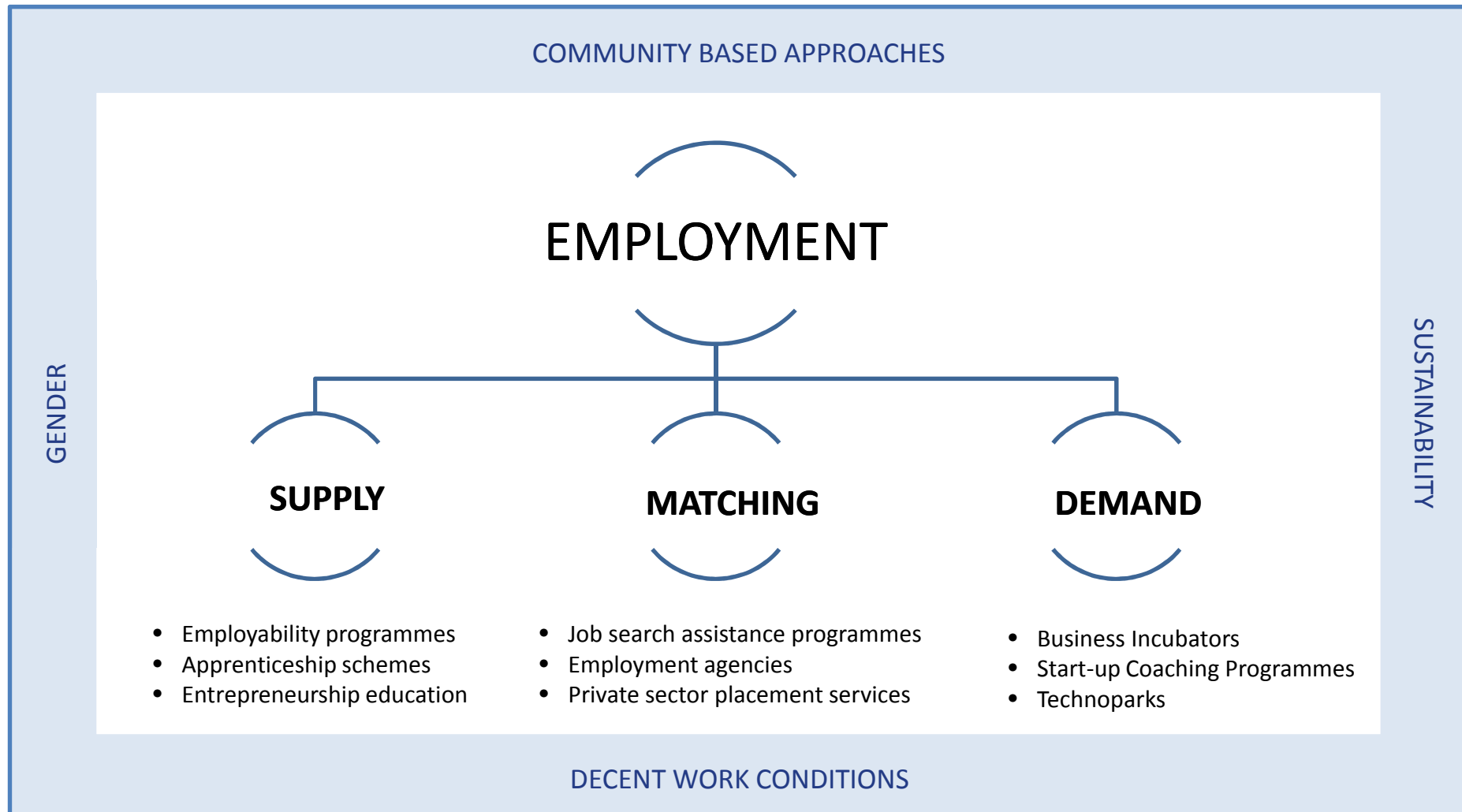
# A UfM Regional Initiative | Med 4 Jobs

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- 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.

# 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



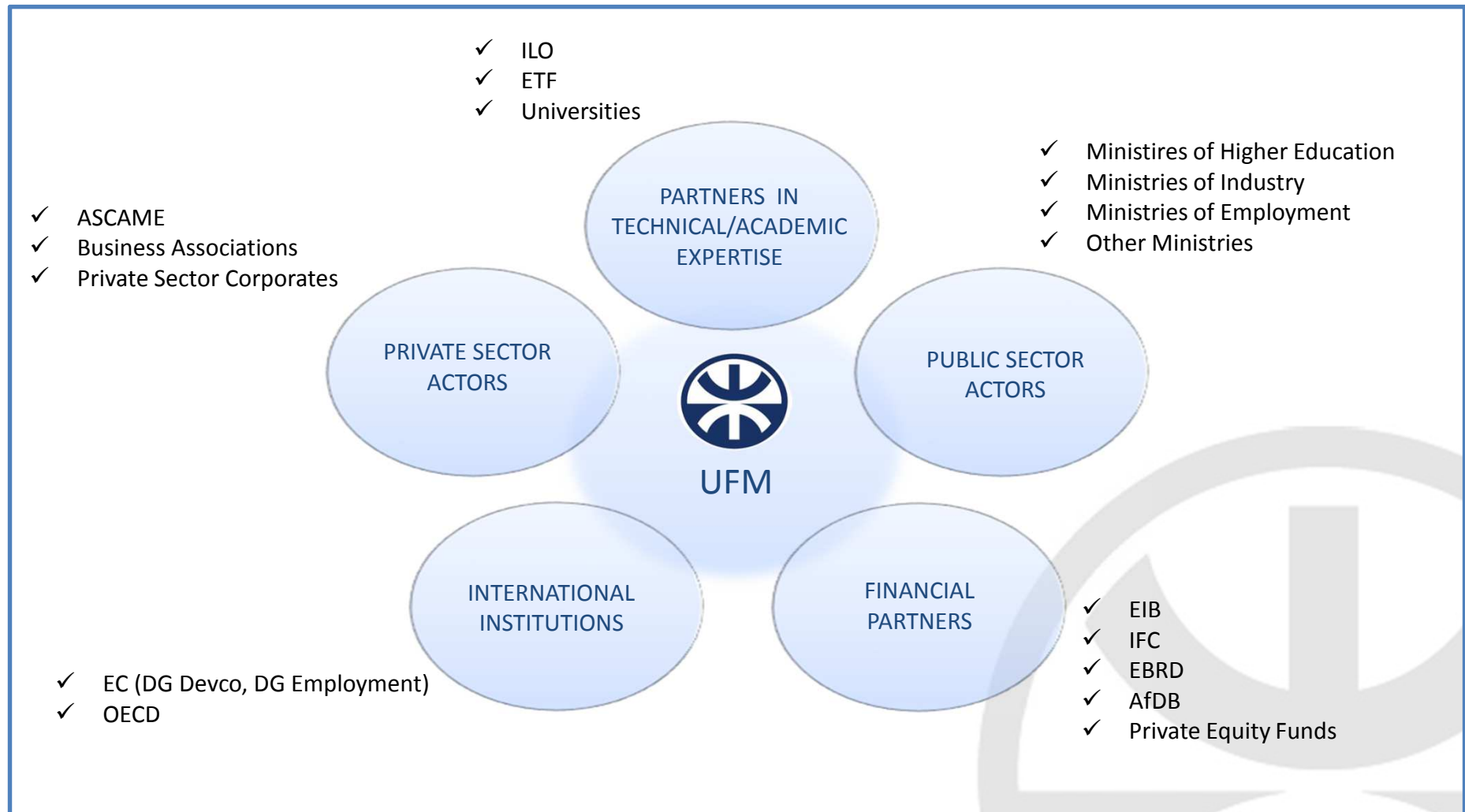
Through participation of a **wide variety of stakeholders** such as international institutions and donors, universities, private sector companies as well as exchange of best-practice between countries

### 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



# Endorsement | Wide-spread Recognition

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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



# Mediterranean Economic Conference |

## Employment & Territorial Development (17-18 Sep 2013, Tunis)



### Participants

Inaugurated by the Tunisian Prime Minister with the participation of over 300 participants from 25 UfM member states; Ministers of Employment; European Institutions, International financial institutions, NGOs, etc.

### Aims

Address the unemployment and territorial development challenges in the Southern Mediterranean region.

### Outcomes

#### Launch of Med4Jobs, a flagship regional program:

- Help increase the employability of youth and women in the Mediterranean region;
- Leverage job creation;
- Foster a culture of entrepreneurship;
- Develop the private sector.

#### Signing of a financing agreement between:

- Shekra Crowd Fund & Injaz Al Arab;

# Projects | Generation Entrepreneur



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 resulting in 500 new job opportunities, develop student enterprises programme to 400 new companies and target additional 79,000 students over 3 years across the region



# Projects | Example of Best Practice



Training Facilities at Barcelona Activa



Barceiona 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

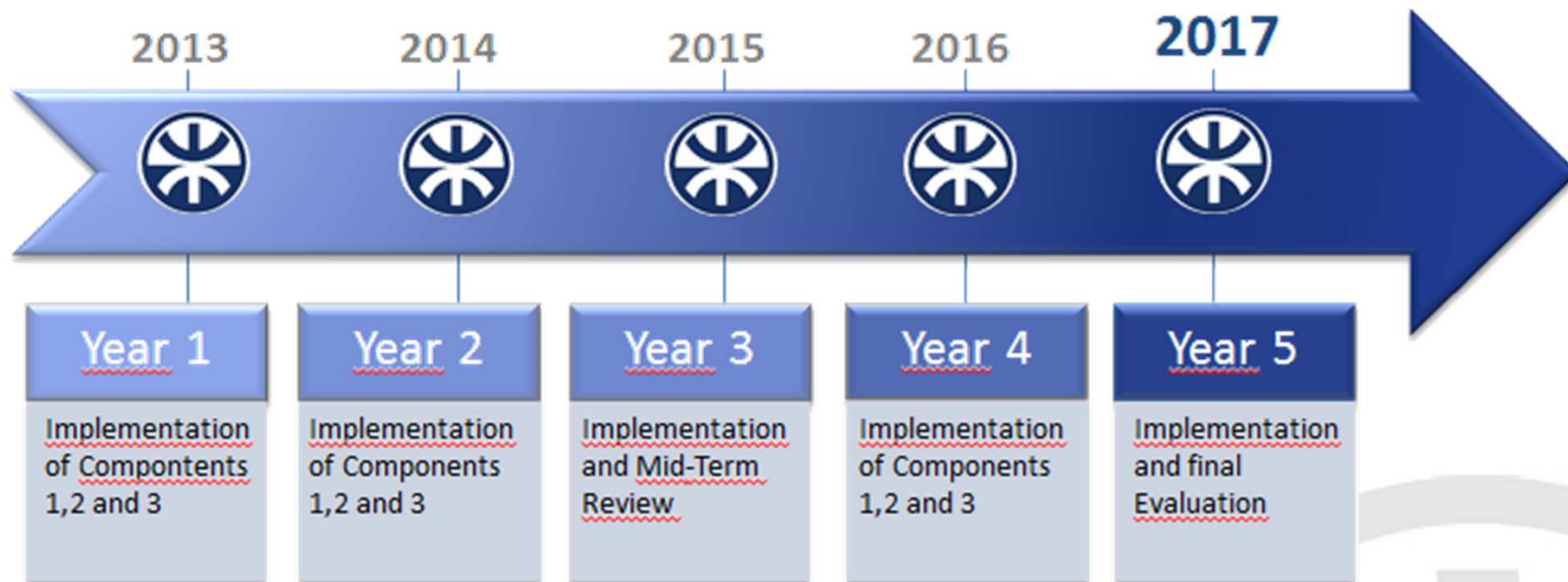
Social Fund for Development, Egypt  
Business Development Center, Jordan

Barcelon**a**ctiva



Ajuntament  
de Barcelona

# 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

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## 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 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

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- 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 an external consultant acting as Chief technical Advisor and a programme assistant. Other costs and services include visibility actions, workshops and conferences, country and evaluation reports.

Operational budget	EUR
Human resources	912.000
Travel	180.000
Other cost services	1.135.000
Provision for contingency reserve	111.350
<b>TOTAL</b>	<b>2.338.350</b>



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*THANK YOU FOR YOUR ATTENTION*

*PROJECTS FOR PROGRESS*

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