



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

# MEDITERRANEAN INITIATIVE FOR JOBS (Med4Jobs)

*PROJECTS FOR PROGRESS*

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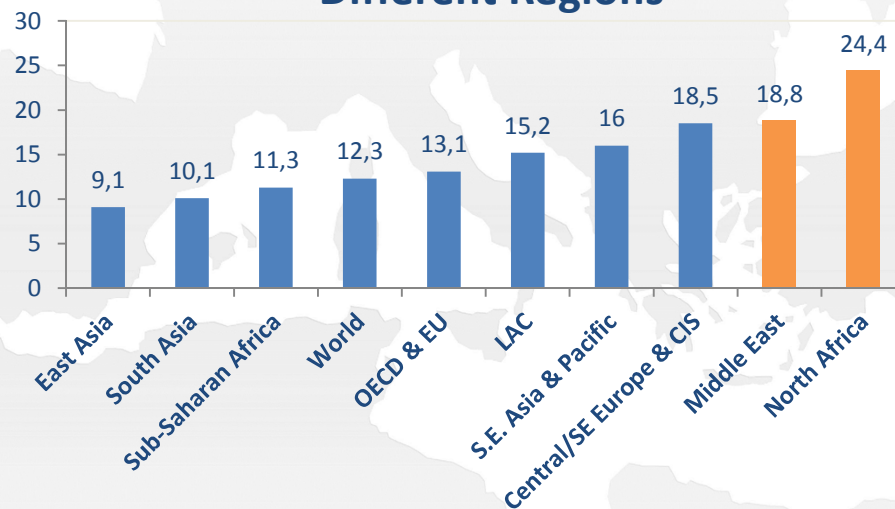
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# Background | Why an employment initiative?

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

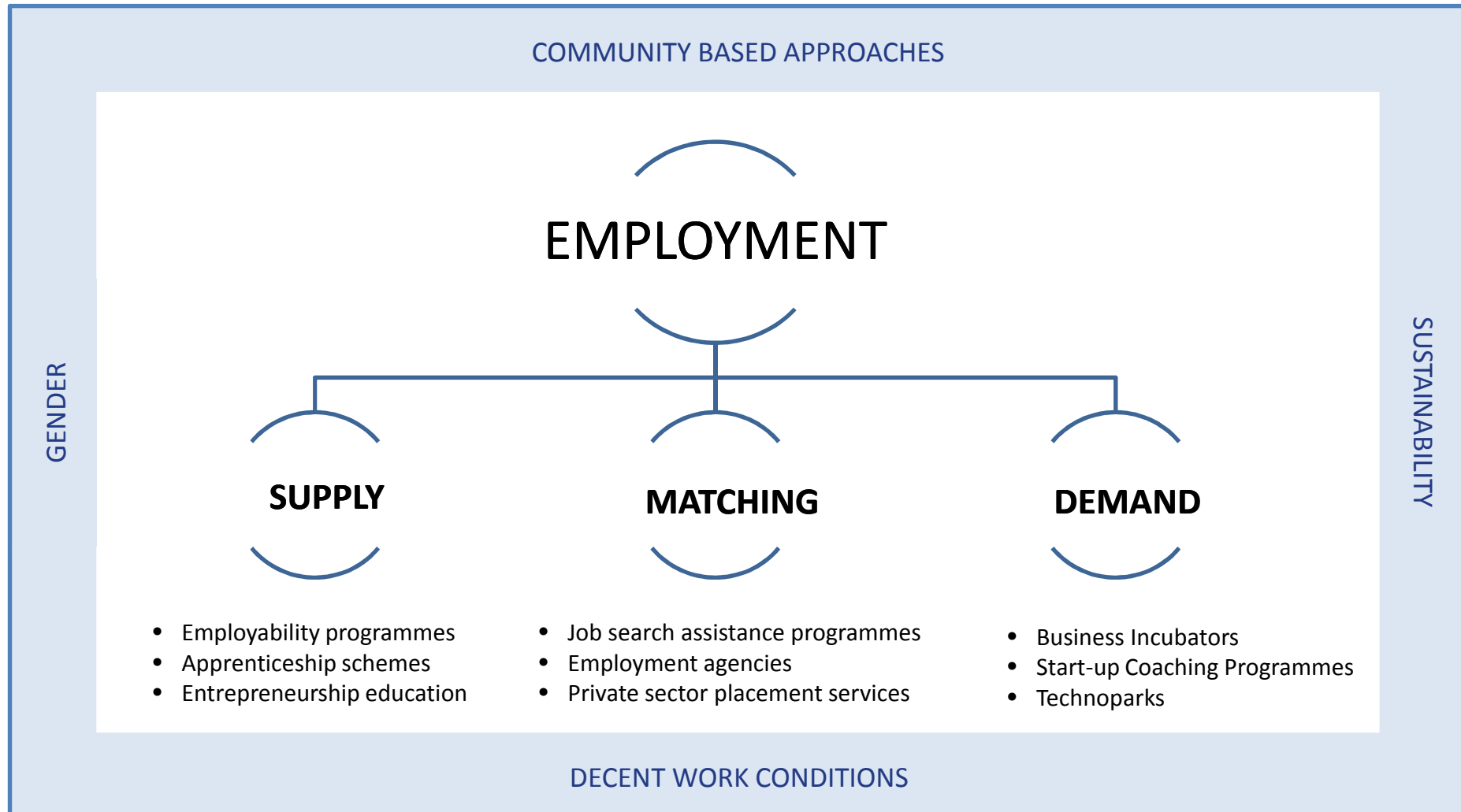
# A UfM Regional Initiative | Med 4 Jobs

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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



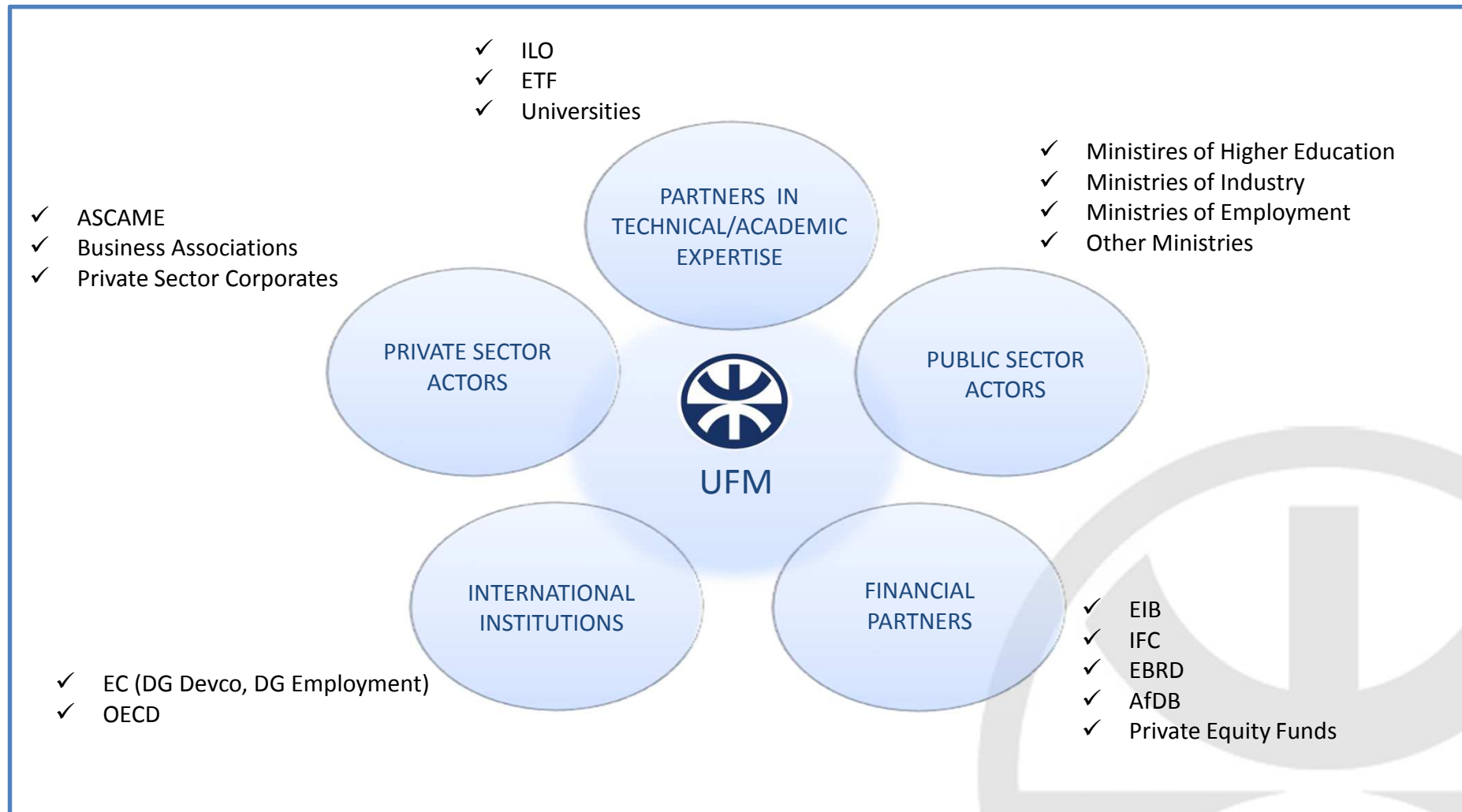
Through participation of a **wide variety of stakeholders** such as international institutions and donors, universities, private sector companies as well as exchange of best-practice between countries

### 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 Sep2013, 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



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

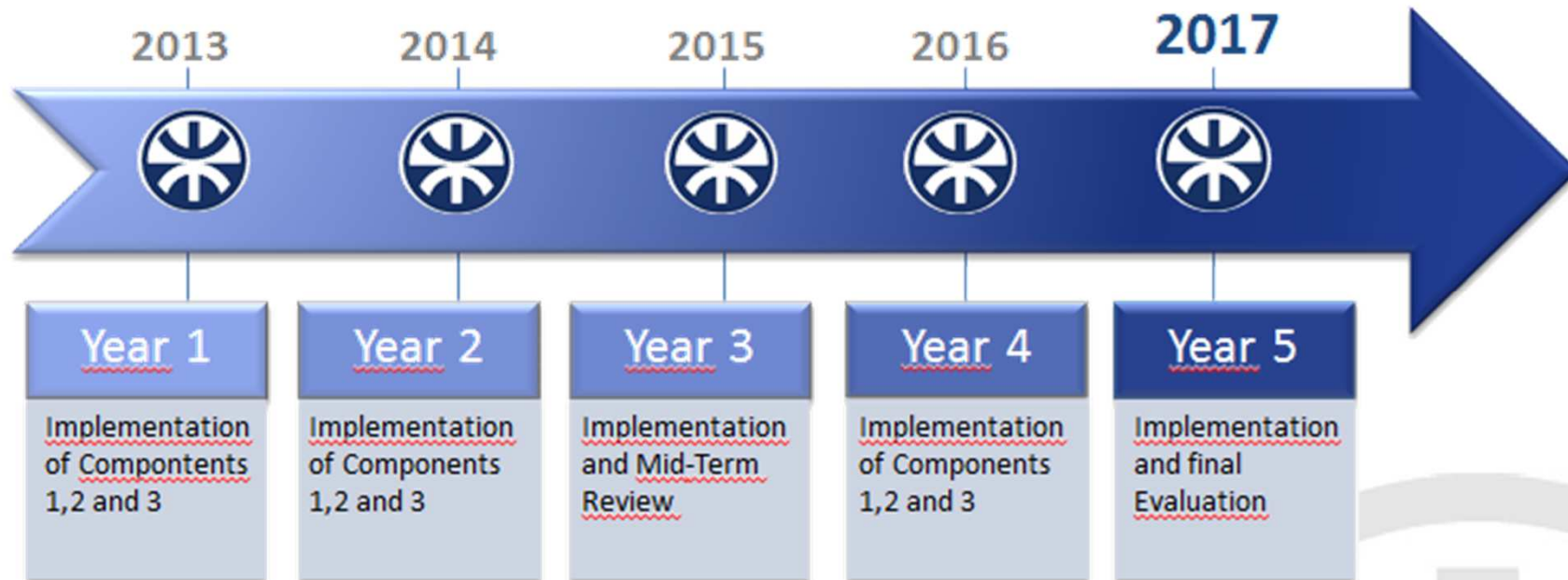
Social Fund for Development, Egypt  
Business Development Center, Jordan

Barcelon**a**ctiva



Ajuntament  
de Barcelona

# 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 BD Division

BD

The Initiative is led by the **Business Development Division (BD)**

## 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 BD division will operate as the Advisory Body to provide technical advice on projects and best practices.



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