



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

Med4Jobs

Conceptual framework and development of projects

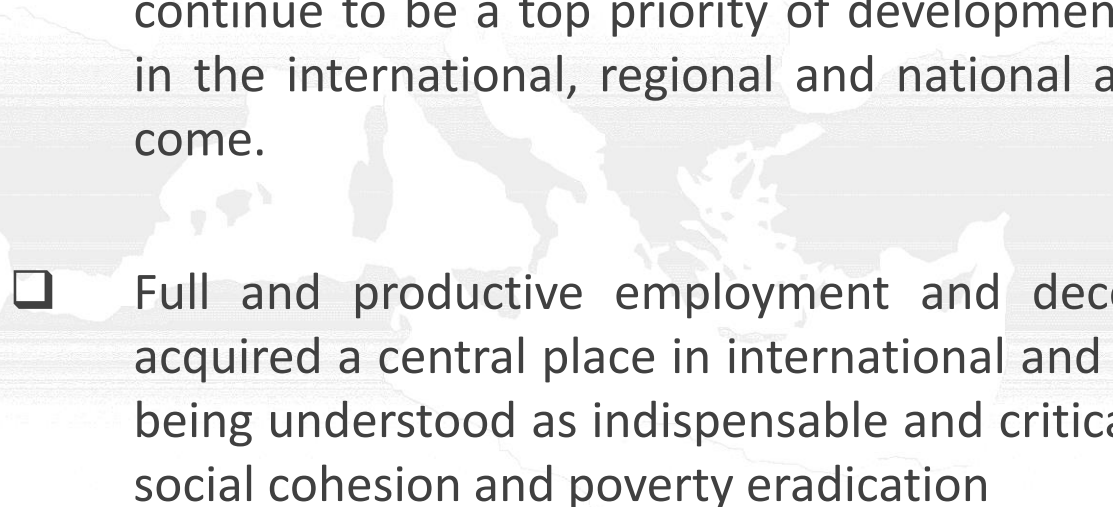
Promoting regional cooperation and dialogue

Content

- I. Overview: identification of regional labor market challenges
- II. Mediterranean Initiative for Jobs
- III. UfM Employment Framework Action Plan



I- Regional challenge | Outlook

- 
- ❑ Employment creation under the current global crisis remains a top concern at international, regional and national level and it will continue to be a top priority of development cooperation activities in the international, regional and national agendas in the years to come.
 - ❑ Full and productive employment and decent work for all have acquired a central place in international and national policy-making, being understood as indispensable and critical for economic growth, social cohesion and poverty eradication

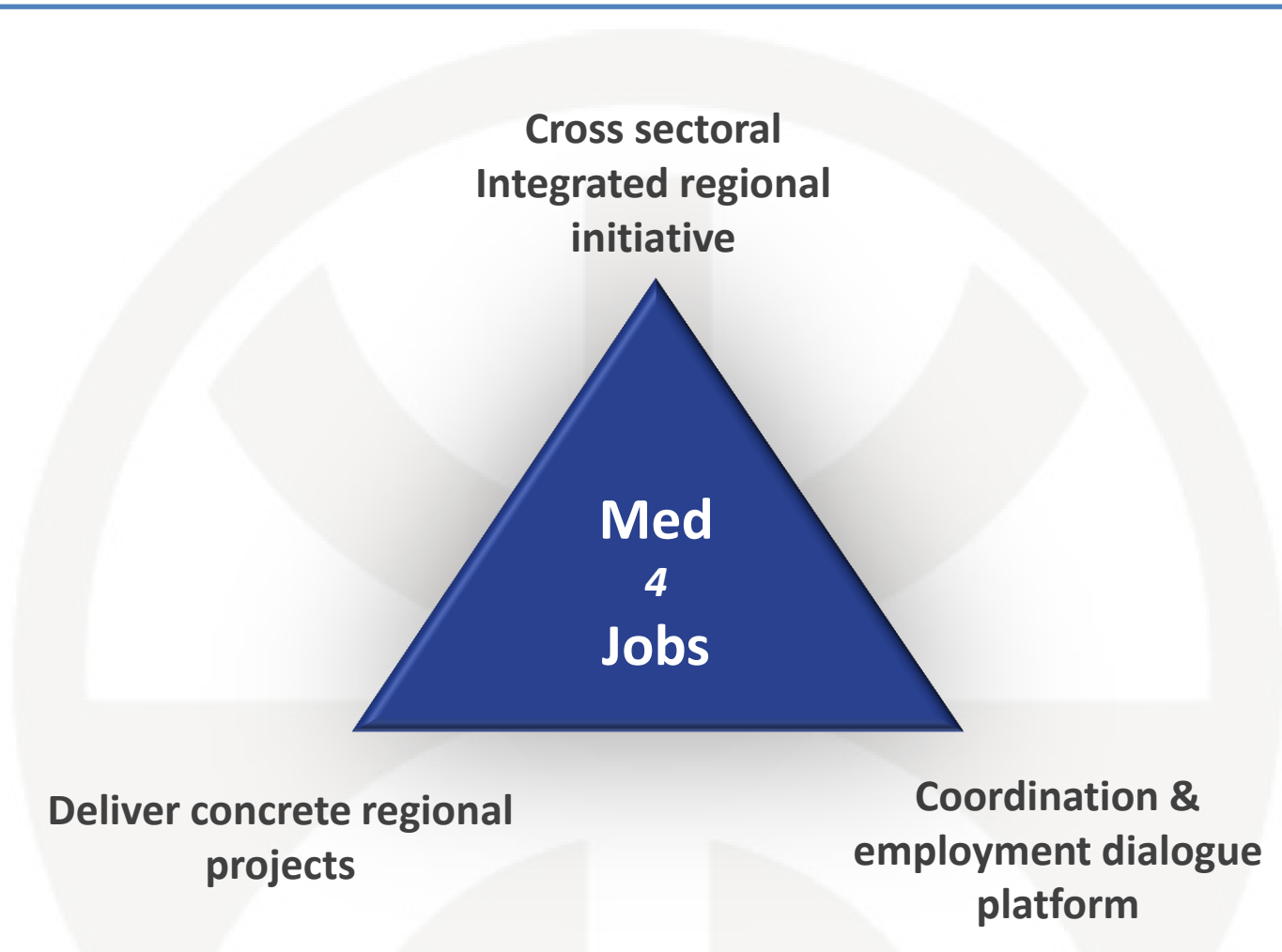
I- Regional challenge | Outlook

- ❑ The MENA region suffers from high unemployment rates and decent work deficits in their labour markets that affect mostly young people and women.
- ❑ The informal economy remains very high and the prospects for the region in terms of employment creation remain very bleak. The MENA-OECD Investment Programme estimates that 25 million jobs will have to be created in the next decade in order to remain at the current unemployment levels. The World Bank, for example, predicts that the region will have to create 50 million jobs
- ❑ The various factors behind unemployment in the Arab economies can be brought into three large categories: insufficient labour demand or lack of job creation on the one hand, skills mismatches or weak employability, and high labour force growth.

II- A UfM Regional Initiative | Med4Jobs

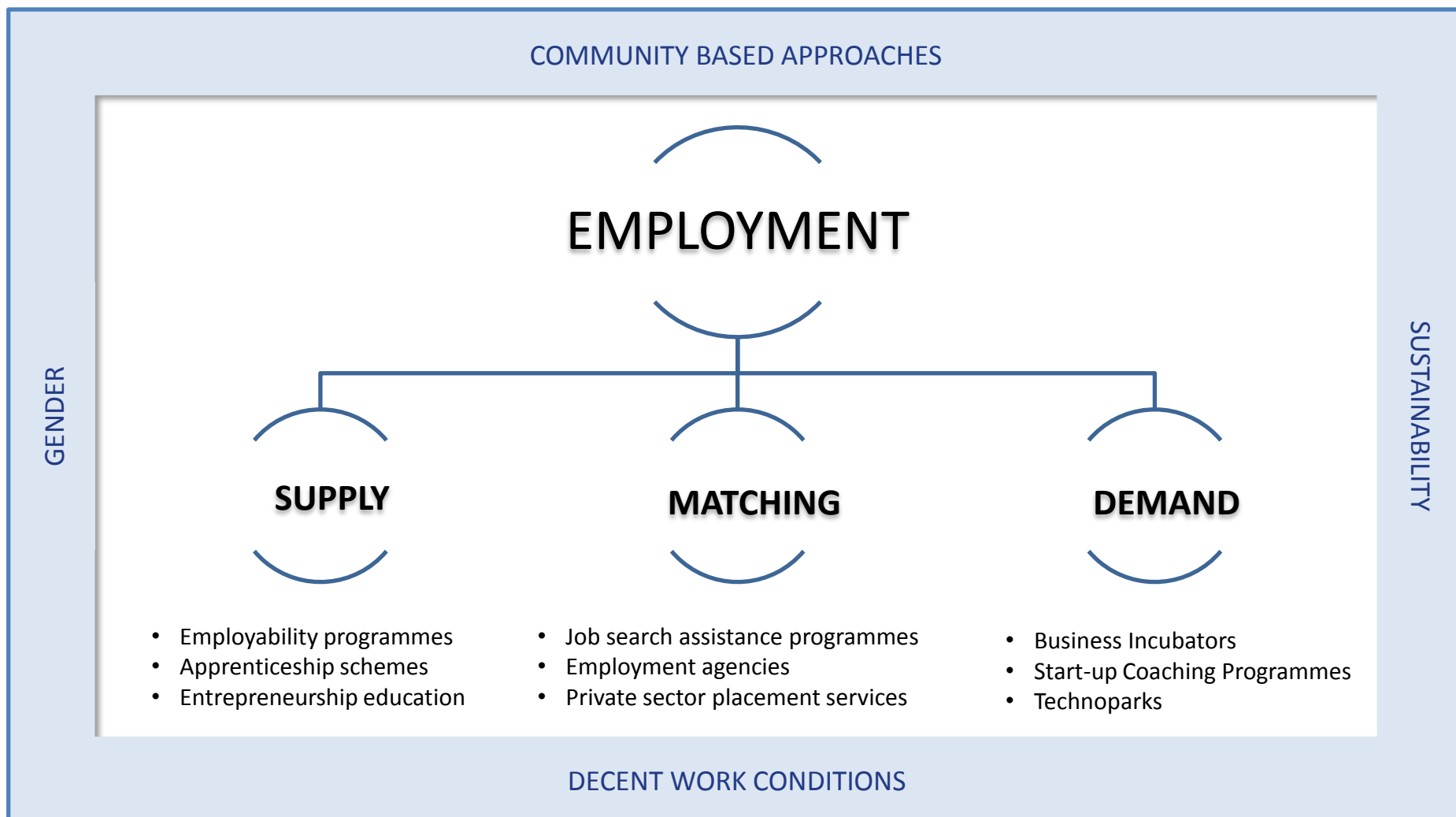
- Med4Jobs is driven by the need for an integrated regional initiative in the area of job creation.
- It is a programme of projects and dialogue platform which identifies best practices in terms of job-creating projects and replicates them in the region. It is project-based and cross-sector.
- It focuses 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.

Med4Jobs in short | Mission Triangle



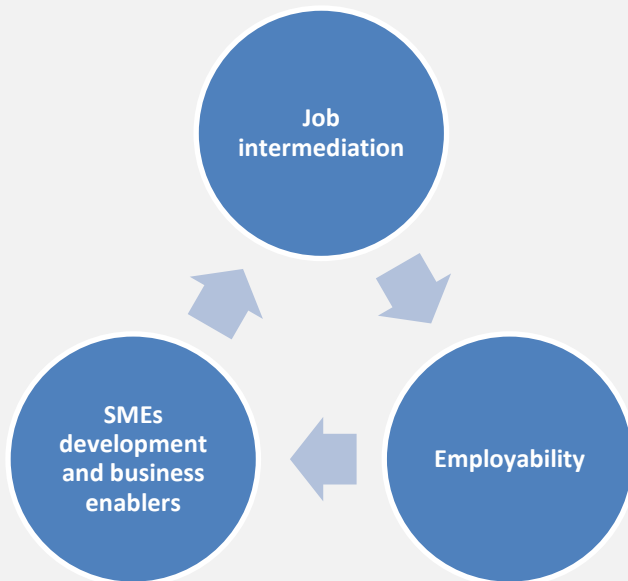
Med4Jobs concept | Employment Mind map

Based on ILO employment mindmap



Med4Jobs | Employment Platform

A multi-topic coordination Platform :



Aims at fostering dialogue on regional problems and solutions

- **Exchange of best practices** on ALMPs at a technical level
- To **facilitate cooperation** between local and regional actors
- To **establish relations** for potential replication/up-scaling procedures
- To provide **technical input** to the work of Med4Jobs

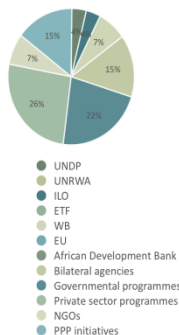
Med4Jobs | Mapping outcomes

Country: MOROCCO

Projects per organisation

Organisation	Number of projects
UNDP	1
UNRWA	1
ILO	1
ETF	0
WB	2
EU	0
African Development Bank	0
Bilateral agencies	4
Governmental programmes	6
Private sector programmes	7
NGOs	2
PPP initiatives	4
TOTAL	27

Note: organisation can be the funding or implementing entity



Projects per area of complementarities

Area of complementarity	Number of project
Inter-institutional development	5
Community development	5
Capital access programmes	10
Education and youth	8
Entrepreneurship support	11
Business enabling ecosystem	5
Women entrepreneurship	5
Investment attraction and international promotion	1
Professional guidance	8
Human capital development	6
Talent attraction	0
TOTAL	64

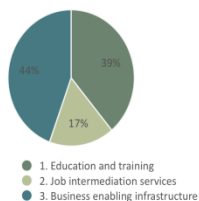
Note: one project can be considered several times



Projects per M4J Programme component

M4J Programme Components	Number of projects
1. Education and training	14
2. Job intermediation services	6
3. Business enabling infrastructure	16
TOTAL	36

Note: one project can be considered several times

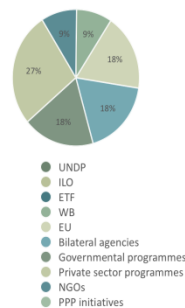


Country: ALGERIA

Projects per organisation

Organisation	Number of projects
UNDP	0
ILO	0
ETF	0
WB	1
EU	2
Bilateral agencies	2
Governmental programmes	2
Private sector programmes	3
NGOs	1
PPP initiatives	0
TOTAL	11

Note: organisation can be the funding or implementing entity



Projects per area of complementarities

Area of complementarity	Number of project
Inter-institutional development	5
Community development	0
Capital access programmes	2
Education and youth	5
Entrepreneurship support	6
Business enabling ecosystem	3
Women entrepreneurship	1
Investment attraction and international promotion	2
Professional guidance	1
Human capital development	6
Talent attraction	1
TOTAL	32

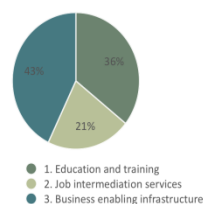
Note: one project can be considered several times



Projects per M4J Programme component

M4J Programme Components	Number of projects
1. Education and training	5
2. Job intermediation services	3
3. Business enabling infrastructure	6
TOTAL	14

Note: one project can be considered several times

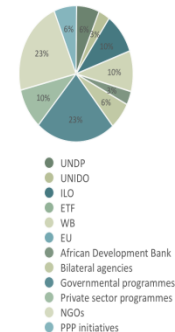


Country: TUNISIA

Projects per organisation

Organisation	Number of projects
UNDP	2
UNIDO	1
ILO	3
ETF	0
WB	3
EU	0
African Development Bank	1
Bilateral agencies	2
Governmental programmes	7
Private sector programmes	3
NGOs	7
PPP initiatives	2
TOTAL	31

Note: organisation can be the funding or implementing entity



Projects per area of complementarities

Area of complementarity	Number of project
Inter-institutional development	8
Community development	5
Capital access programmes	11
Education and youth	10
Entrepreneurship support	19
Business enabling ecosystem	9
Women entrepreneurship	3
Investment attraction and international promotion	5
Professional guidance	5
Human capital development	7
Talent attraction	1
TOTAL	83

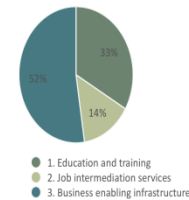
Note: one project can be considered several times



Projects per M4J Programme component

M4J Programme Components	Number of projects
1. Education and training	14
2. Job intermediation services	6
3. Business enabling infrastructure	22
TOTAL	42

Note: one project can be considered several times



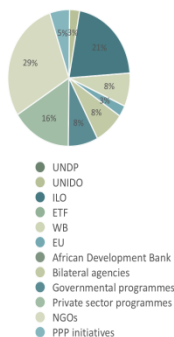
Med4Jobs | Mapping outcomes

Country: EGYPT

Projects per organisation

Organisation	Number of projects
UNDP	0
UNIDO	1
ILO	8
ETF	0
WB	3
EU	1
African Development Bank	0
Bilateral agencies	3
Governmental programmes	3
Private sector programmes	6
NGOs	11
PPP Initiatives	2
TOTAL	38

Note: organisation can be the funding or implementing entity



Projects per area of complementarities

Area of complementarity	Number of project
Inter-institutional development	5
Community development	9
Capital access programmes	10
Education and youth	8
Entrepreneurship support	12
Business enabling ecosystem	9
Women entrepreneurship	4
Investment attraction and international promotion	1
Professional guidance	5
Human capital development	7
Talent attraction	3
TOTAL	73

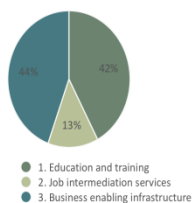
Note: one project can be considered several times



Projects per M4J Programme component

M4J Programme Components	Number of projects
1. Education and training	19
2. Job intermediation services	6
3. Business enabling infrastructure	20
TOTAL	45

Note: one project can be considered several times

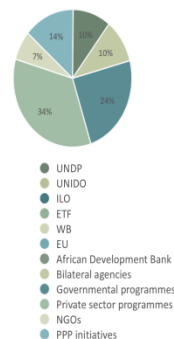


Country: JORDAN

Projects per organisation

Organisation	Number of projects
UNDP	3
UNIDO	0
ILO	0
ETF	0
WB	0
EU	0
African Development Bank	0
Bilateral agencies	3
Governmental programmes	7
Private sector programmes	10
NGOs	2
PPP Initiatives	4
TOTAL	29

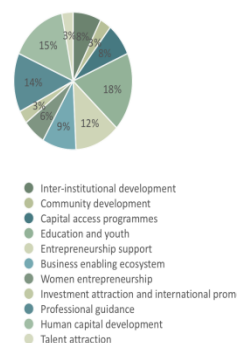
Note: organisation can be the funding or implementing entity



Projects per area of complementarities

Area of complementarity	Number of project
Inter-institutional development	5
Community development	2
Capital access programmes	5
Education and youth	12
Entrepreneurship support	8
Business enabling ecosystem	6
Women entrepreneurship	4
Investment attraction and international promotion	2
Professional guidance	9
Human capital development	10
Talent attraction	2
TOTAL	65

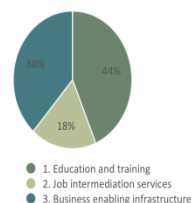
Note: one project can be considered several times



Projects per M4J Programme component

M4J Programme Components	Number of projects
1. Education and training	17
2. Job intermediation services	7
3. Business enabling infrastructure	15
TOTAL	39

Note: one project can be considered several times

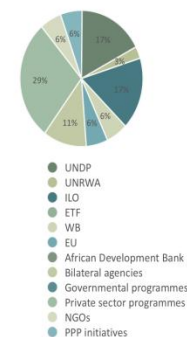


Country: PALESTINIAN AUTHORITY

Projects per organisation

Organisation	Number of projects
UNDP	6
UNRWA	1
ILO	6
ETF	4
WB	2
EU	2
African Development Bank	0
Bilateral agencies	4
Governmental programmes	0
Private sector programmes	10
NGOs	2
PPP Initiatives	2
TOTAL	35

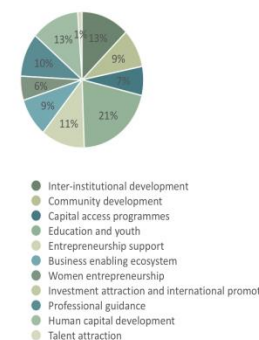
Note: organisation can be the funding or implementing entity



Projects per area of complementarities

Area of complementarity	Number of project
Inter-institutional development	11
Community development	8
Capital access programmes	6
Education and youth	18
Entrepreneurship support	10
Business enabling ecosystem	8
Women entrepreneurship	5
Investment attraction and international promotion	0
Professional guidance	9
Human capital development	11
Talent attraction	1
TOTAL	87

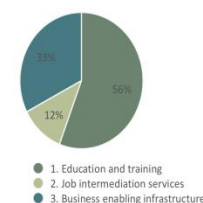
Note: one project can be considered several times



Projects per M4J Programme component

M4J Programme Components	Number of projects
1. Education and training	24
2. Job intermediation services	5
3. Business enabling infrastructure	14
TOTAL	43

Note: one project can be considered several times



Labeled 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

Tangible results

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

Labeled Projects | HOMERe



HOMERe



Promoter

consortium formed by CCEF, ASCAME, OCEMO and led by RMEI. High Opportunity for Mediterranean Executives Recruitment aims to operate in 16 countries of the Mediterranean

Background

The project follows the CCEF experience in France of the "Volontaire pour l'International en entreprise", a multi-network programme allowing recent graduates to complete an international mobility internship

Expertise and Track Record

5000 internships by year with circa 80% of interns recruited after the finalization of the training

Tangible results

200 interns after 5 years. Gradually, the implementation of the project across 16 new countries aims to establish a trustworthy network of universities and businesses able to multiply the number of beneficiaries year by year once the project has ended.



Labeled Projects | Réseau Entreprendre



réseauentreprendre
international

An international network of experienced entrepreneurs mentoring new entrepreneurs

interest and collateral-free loans

Réseau Entreprendre International



Objectives

The overall objective of the project is to support the consolidation and development of existing associations in Tunisia and Morocco and the creation of 13 new associations de Réseau Entreprendre in these countries

Expertise

Their mentoring focuses on **business starters** who, because of their **entrepreneurial potential**, experience, and project, are likely to transform their business into a **high-potential SME**.

Tangible results

These associations are expected to contribute to the creation of more than 450 companies by 2017, creating 3000 new jobs after 3 year of operation and approx. 5000 jobs after 5 years of operations.

Labeled Projects | MedNC



Méditerranée Nouvelle Chance



Objectives

Set up a Mediterranean network of certified local “New Chance” local centers (hosted by companies or Universities, etc.)

Expertise

using the pedagogical model of the Ecole de la Deuxième Chance (E2C) in a version adapted to the context and needs of the Southern Mediterranean countries.

Tangible results

- Creation of 3 national coordination offices
- Accreditation of youth centres in each involved country
- Training of 42 trainers
- Participation of 1.490 young students (60% women)

Labeled Projects | MaharatMED



Maharat participants during a Maharat lecture in Princess Sumayia University



Sharing ideas

MaharatMED



Promoter

Implemented by BDC Jordan, the EJB, Palestine Technical University and the Moroccan MNA, MaharatMED will broaden its action to 3 new countries: Morocco, Egypt and Palestine

Background

Maharat has increased youth employability by means of educational courses and internships and has promoted entrepreneurship among youth for 9 years

Expertise and Track Record

Since 2005, Maharat has trained 11.000 students, 85% of them being now employed, and established training courses in 6 Jordanian universities

Potential for up-scaling

Expanding Maharat Jordan across the region will imply the instruction of 9420 students and 360 trainers from Morocco, Egypt and Palestine in 3 years



Labeled Projects | Euro-Mediterranean University of Fes (UEMF)



Euro-Mediterranean University of Fes



Promoter

Ministry of Higher Education, Scientific Research and Executive Training of the Kingdom of Morocco, under the auspices of His Majesty Mohammed VI, King of Morocco

Objectives

1. Delivering a high standard of education and research programmes at all university levels (Bachelor, Master and Doctorate) within an international environment.
2. Providing curricula focused on topics with important impact on the development of the Euro-Mediterranean region.
3. Fostering international student and researchers' mobility by implementing double/joint degrees and creating internship opportunities.
4. Increasing student employability and encouraging the creation of spin-offs and start-ups through the stimulation of Research, Innovation and Knowledge & Technology transfer

Beneficiaries

Students from across the Euro-Mediterranean region

Labeled Projects | Young Women as Job Creators



Launching the project



Young Women as Job Creators



Promoter

AFAEMME – Association of Organizations of Mediterranean Businesswomen

Objectives

To promote self-employment and entrepreneurship among young female university students who are interested in starting their own businesses.

Beneficiaries

Young female university students who are about to graduate from one of the participating universities, faculties or higher education centers.

Duration

- Phase I: May 2013 – November 2013
- Phase II: 2015



Labeled Projects | Skills for Success



Skills for Success – Employability Skills for Women

Promoter

AMIDEAST - America-MidEast Educational and Training Services.

Objectives

Provide young women with no university degree with knowledge, skills and tools for entering the job market via English language training, computer, business skills development and job search tool.

Actions

4 months programme that integrates the personal and professional skills that the participants need to expand their job options and increase their earning potential. Additional tools and advice for the participants in the process of job finding to ensure their access to local labour markets.

Beneficiaries

450 unemployed and economically disadvantaged young women



Labeled Projects | Promoting women empowerment for inclusive and sustainable industrial development in the MENA region



Regional Steering Committee

Gender gap in the region:

Women in the economy:



The MENA region has the largest gender gap in entrepreneurship in the world.

Promoting women empowerment for inclusive and sustainable industrial development in the MENA region

Promoter

UNIDO | United Nations Industrial Development Organization

Objectives

The project, promoted by UNIDO, is seeking to enhance women's economic inclusion and create favourable conditions for a sustainable and inclusive growth by harnessing the great potential of women entrepreneurs in the targeted countries.

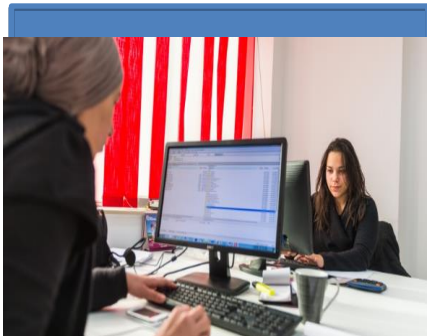
Beneficiaries

7 women's business national associations.
2000 women entrepreneurs.

Actions

1. Mapping and analysing the situation of women entrepreneurship in the region.
2. Facilitating and accompanying an inclusive policy dialogue between the key stakeholders, including Public key actors.
3. Reinforcing the capacities of the MENA Business Women Associations (BWA).
4. Identifying investment opportunities and facilitating access to finance for women entrepreneurs.

Labeled Projects | CEED GROW



CEED GROW: GROWING AND SCALING SMALL AND MEDIUM-SIZED BUSINESSES

Promoter

CEED Global

Objectives

The project aims to support women-led businesses (small and medium sized) and empower women entrepreneurs and managers as a way to foster job creation in Albania, Morocco and Tunisia.

Beneficiaries

Women entrepreneurs as well as top and middle-level managers of 300 small and medium-sized companies.

Actions

- Provide tailored practical business and entrepreneurial training to enhance entrepreneurial skills.
- Provide individual mentoring by local and international business leaders
- Organise networking events to build long-term relationships




III- UfM Framework of Actions on Employment | Developments and progress

- The first UfM Employment and Labour Ministerial Conference was held in 2008 in Marrakesh
- The second Ministerial Conference was held in 2010 in Brussels, and the Euro-Mediterranean Employment and Labour High-Level Working Group met to take stock of regional and national trends and policy developments, and progress made in implementing the Euro-Mediterranean Framework of Actions on Employment, Employability and Decent Work
- In the face of the current developments, the Working Group reaffirmed that the key policy challenges identified by Euro-Mediterranean Ministers are more pertinent than ever:

▪ Boosting employment creation	▪ Enhancing decent work opportunities
▪ Tackling high youth unemployment and under employment	▪ Enhancing women's participation in economic and social life
▪ Skills development matching the changing needs of labour markets	▪ Enhancing the capacity of public employment services
▪ Promoting effective social dialogues	▪ Modernising social protection

IV- UfM Framework of Actions on Employment | Developments and progress

-  In line with the actions proposed at the High-Level Working Group, held in Brussels in January 2015, a recommendation was agreed to explore ways of strengthening the capacity and effectiveness of employment services through the set up of a Euro-Mediterranean Network of Public/private Employment Services for exchange of best practices, knowledge and identified problems between its members.

-  In this context, a concrete intervention/project has been developed with GIZ with the aim to:
 - ✓ Identify success factors of employment services so as to inform and impact future policy decisions in the member countries of the network
 - ✓ Reduce the frictional unemployment in the region and close the gap between job seekers and employers
 - ✓ Make employment services in the region more efficient
 - ✓ Reinforce co-operation and knowledge sharing between private and public sector services, and serve as a platform for peer learning



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Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

**“Innovative Labour Market Services for Youth
In MENA region”**



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THANK YOU FOR YOUR ATTENTION

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