



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

Union for the Mediterranean

Stimulating employment and supporting SMEs

ZOOM ON A PROJECT
MAHARAT MED



UfM ACTION LINES:

- ⑥ To foster job creation and support the development of SMEs through the UfM Mediterranean Initiative for Jobs (Med4Jobs)
- ⑥ To develop a strategy for private sector development
- ⑥ To advance the digital economy and support creative industries in the region

POLICY FRAMEWORK:

UfM Ministerial Conference on Industrial Cooperation (Brussels, 19 February 2014);

UfM Ministerial Conference on Digital Economy (Brussels, 30 September 2014).

Zoom on a project **MAHARAT MED**

Developing Youth Employability & Entrepreneurship Skills

LOCATION

- Jordan
- Egypt
- Morocco
- Palestine

DURATION

3 years

TOTAL COST

€3.8 Mil

BENEFICIARIES

9.420 students across the 4 countries will receive Maharat youth employability programme over three years.

360 Professional trainers in the framework of the Training of Trainers (ToT) programme.



OBJECTIVES

- Foster youth employment and build capacity by providing structured training on employability skills
- Allow young people to realise their aspirations and potential
- Guide young people towards choosing the right career path
- Embed an entrepreneurship spirit amongst youth
- Increase youth participation and economic benefits in participating countries, with particular emphasis on women in the private sector, both in wage-employment and self-employment jobs

ACTIONS

- Transferring the Maharat Model to partners.
- Transferring delivery methods to service providers (ToT).
- Standard operating procedures among partners.
- Regional follow up activities.

RESULTS

- Expansion of regional advanced employability outreach services for both BDC and its partners
- Ease of access for youth in selected countries to market-driven training programmes
- Soft skills development amongst university and college students
- Change in behavior and attitudes through gained skills oriented to labour market needs
- Development and implementation of a structured package to transfer Maharat youth employability programme to 3 countries in the region
- Sustain upscale efforts through platforms of trained service providers



PROMOTER

- Business Development Centre - BDC

PARTNERS

- Egyptian Junior Business Association (EJB)
- Palestine Technical University
- The Moroccan Women Mentoring/Networking Association

UfM Secretariat in short

Strategic Objective

Enhance regional cooperation and integration in the Euro-Mediterranean region through the implementation of concrete projects and initiatives with tangible impact on the region's citizens



43 Members

28 EU members and 15 Southern and Eastern Mediterranean countries. Their Senior Officials meet regularly to oversee and coordinate the activities of the UfM.

2 Co-Presidents

The EU and Jordan assume the Northern and Southern co-presidency since 2012, embodying the UfM principle of co-ownership.

1 Secretariat

Based in Barcelona, the Secretariat is the operational platform of the UfM.

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