



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

# Med4Jobs

## Creating Job Opportunities Promoting Inclusive Growth

Unemployment remains the most urgent challenge facing both sides of the Euro-Mediterranean region. Specifically, the South and East Mediterranean countries have an average unemployment rate of 11% of the total population and 27% for youth.

In addition to the adverse effects high unemployment has on society, the active population in the MENA is, in fact, the lowest in the world. To tackle these challenges and create jobs, Ministers from the 43 Member States of the Union for the Mediterranean have reaffirmed their commitment to a comprehensive regional approach, and support the UfM Secretariat's initiatives to reduce unemployment.

To this end, UfM launched the *Mediterranean Initiative for Jobs* - Med4Jobs - in 2013. As the most inclusive dialogue and consensus building platform as well as a financial catalyser, the UfM Secretariat has the capacity to bring together and mobilise governments, the private sector, civil society and local organizations and stakeholders. At present, Med4Jobs has 12 projects running on the Southern and Northern shores of the Mediterranean, targeting over a 100,000 young beneficiaries and supporting development of over 800 SMEs, with benefits already being reaped.



More information on Med4Jobs:

[ufmsecretariat.org](http://ufmsecretariat.org)



## The Mediterranean Initiative for Jobs (Med4Jobs)

Med4Jobs is a flagship initiative of the Union for the Mediterranean to help increase the employability of youth and women, close the gap between labour demand and supply, and foster a culture of entrepreneurship and private sector development.

**D**eveloped by the UfM Secretariat, Med4Jobs is a cross-sector initiative driven by the need for an integrated regional initiative in the area of job creation.

The “Mediterranean Initiative for Jobs (Med4Jobs)” is a programme developed by the UfM Secretariat with the aim to promote and replicate a number of visible private sector job creation projects in the Southern and Eastern Mediterranean region. Whereas growth in the Mediterranean in recent years has not enabled the creation of sufficient jobs, Med4Jobs will contribute towards bringing job creation at the centre of socio-economic development debate, notably by shedding light on employment at local/national level.

Med4Jobs is conceived as a cross-sectorial, project-based initiative. It will cover both the supply and demand side of the labour market, by targeting three core issues:

- **Employability.** By identifying and scaling-up across the region successful training experiences that address the mismatch between skills and labour market needs. Job intermediation.
- By replicating successful job facilitation and intermediation experiences.



- **Business enabling infrastructure.** By developing business enabling infrastructure for Small and Medium-sized enterprises (SMEs), such as incubators and coaching programmes.

The programme will focus on three approaches:

- **Vertical approach,** which will seek to ensure consistency and alignment with national employment frameworks defined by Ministries of Employment.
- **Horizontal approach,** through participation of a wide range of stakeholders such as international institutions, universities, private sector companies as well as the exchange of best-practice between countries.
- **Bottom-up approach,** which will aim, through projects, to raise awareness and generate reflection on ways to address the unemployment challenge in the region. Lessons learnt through Med4Jobs projects should also help policy-makers to better fine-tune their employment policies in the region.

Med4Jobs will seek to identify best practices in terms of job-creating projects and to replicate them in the region. It therefore can be defined as a programme of projects.

### UfM-labelled projects under Med4Jobs

- Generation Entrepreneur
- Maharat Med - Developing Youth Employability & Entrepreneurial Skills
- MedNC-New Chance Mediterranean Network
- HOMERe - High Opportunity for Mediterranean Executive Recruitment
- Mediterranean Entrepreneurship Network
- Young Women as Job Creators
- The Euro-Mediterranean University of Fes
- Skills for Success - Employability Skills for Women
- Promoting women empowerment for inclusive and sustainable industrial development in the MENA region
- CEED GROW: Growing and Scaling Small and Medium-Sized Businesses
- YouMatch - Toolbox Project
- Establishment of a regional platform for the Development of Cultural and Creative Industries and Clusters in the Southern Mediterranean





## Focus on Med4Jobs projects

### YouMatch Project

YouMatch, the new Global Initiative on Innovative Employment Services for Youth promoted by GIZ, aims at setting up a regional demand-driven toolbox for youth-orientated employment services.

The toolbox will be used for the purposes of assessing existing employment tools, enable peer learning and knowledge exchange on a regional and international level and to encourage the innovation and transfer of promising approaches within and among the participating countries (Algeria, Egypt, Jordan, Morocco, Palestine and Tunisia).

The “Toolbox Project” will focus on selected employment services for young people as pilot examples. Based on case studies of existing approaches within the MENA region, a peer group together with a facilitators’ team will analyse substantial criteria and success factors for the implementation of the identified tools and help in their development and elaboration towards implementing innovation and transferring projects in one or more partner countries.

**\$25 billion by 2018:**  
The potential increase in the region's  
Gross Domestic Product if youth  
unemployment is cut in half.



Bringing young people into employment is one of the central issues to be tackled worldwide, especially in the Mediterranean region. Southern and Eastern Mediterranean countries face the challenge of rapidly growing working-age populations. Almost 60% of the population of the region today is under the age of 30 and the total number of young people under the age of 15 is forecast to increase by over 18% by 2020.

Looking at labour markets, there are structural problems and a limited number of decent formal jobs. Furthermore, young people's qualifications often do not meet the requirements of employers. An important reason for this mismatch between labour supply and demand is the lack of effective job guidance and targeted matching mechanisms on the labour market. This is probably also one cause of high unemployment rates among young people.



## Focus on Med4Jobs projects

### YouMatch Project

#### Bringing young people into employment

"YouMatch" focuses on the link between labour supply and demand with the key idea of improving job matching for young people. The project addresses the challenge of bringing young people and especially young women into sustainable employment and offering them long-term prospects through innovative solutions.

"YouMatch" offers stakeholders and practitioners from labour ministries, business associations, civil society organizations and employment promotion programmes a platform to discuss the universal success factors of existing employment services for young people.

It helps to identify good examples, further develop and implement innovative labour market solutions, transfer tailored models into different country contexts and share lessons learnt. To support this process, a demand-driven toolbox will be developed together with the participants in the platform.

#### About the promoter

*Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH provides services worldwide in the field of international cooperation for sustainable development and has over 50 years of experience in a wide variety of areas, including economic development and employment, energy and the environment, and peace and security.*

*The German Federal Ministry for Economic Cooperation and Development (BMZ) is the main commissioning party, but GIZ also works closely with European Union institutions, the United Nations and the governments of other countries as well as the private sector.*



Throughout the process, expertise from international organizations and countries which can provide good practices will be incorporated as and when required.

The results and recommendations of "YouMatch" will be shared on the platform of the global initiative and introduced in relevant discussions at the regional and global levels.

With a total budget of €1.05 million, the project is totally funded by the Federal Ministry for Economic Cooperation and Development of Germany (BMZ) and implemented by GIZ in Algeria, Egypt, Jordan, Morocco, Palestine and Tunisia. "YouMatch" will be implemented between May 2016 and March 2018.





## Focus on Med4Jobs projects

# Euro-Mediterranean University of Fes (UEMF)

The Euro-Mediterranean University of Fes aims at building a new generation of young people with a unique Euro-Mediterranean profile, who can actively play a role towards transforming the region from their future positions in an effective and cooperative way between both shores of the Mediterranean.

### UEMF Key figures:

7,000 students by 2024 · 650 highlyqualified university staff · 80% of students participate in mobility experiences abroad



The Euro-Mediterranean University of Fes (Université Euro-Méditerranéenne de Fès, UEMF) stands as a new regional centre of excellence contributing to regional stability and integration through the promotion of dialogue, intercultural exchange, sharing of knowledge and cooperation in the fields of higher education, research and innovation.

Its particular regional approach is reflected in the diversity of nationalities of the students and staff as well as in the contents of study programmes, which focus on important topics for the integrated development of the Mediterranean region.

Initiated by the His Majesty Mohammed VI King of Morocco, the UEMF constitutes one of the UfM flagship projects. It is framed within the UfM cross-sectoral [Mediterranean Initiative for Jobs \(Med4Jobs\)](#) and responds to the strategic

goal of promoting youth employability and inclusive growth in the region.

### Building a generation of Euro-Mediterranean profiles

In line with the conclusions set by the Euro-Mediterranean Ministerial Conference on Higher Education and Scientific Research (Cairo, 2007) and the recommendations of the recently reviewed European Neighbourhood Policy-ENP (2015), the promotion of international student mobility and the reinforcement of graduates' employability and entrepreneurial skills are key priorities of this University.

Within an international environment, the UEMF seeks to deliver high standard multilingual and multi-dimensional programmes in Engineering and in Humanities & Social Sciences completed

by cross-cutting classes on Euro-Mediterranean history, civilizations, heritage and languages along with transversal courses in ICT's and entrepreneurship.

A number of these programmes are already in place and others will be launched in partnership with well-known Higher Education Institutions from several Euro-Mediterranean countries.

The UEMF overall construction of the definitive premises is expected to be completed by 2019-2020 and will have the capacity to host approximately 7,000 students and 650 staff members representing diverse nationalities of the Euro-Mediterranean region and Sub-Saharan Africa.



## Focus on Med4Jobs projects

# Mediterranean Entrepreneurship Network

With the support of the UfM Secretariat, **Mediterranean Entrepreneurship Network** has already shown its first successes by reaching its 2015 target for the number of laureate entrepreneurs, with additional jobs already being created. After 5 years this programme is expected to create **up to 5,000 jobs**.



Since 2015, the Mediterranean Entrepreneurship Network seeks to expand the creation of "Réseau Entreprendre" business associations in Morocco and Tunisia. These associations, which have proven to be very effective in France, provide mentoring and funds to new entrepreneurs with business potential.

Through this project, experienced entrepreneurs will volunteer to personally mentor the new entrepreneurs for the first 2-3 years in monthly meetings. Financial support will also be provided through interest-free, unsecured loans, repayable over 5 years, thereby allowing entrepreneurs to consolidate their equity capital.

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 of Réseau Entreprendre in these countries.

The associations are expected to contribute to the creation of more than 450 companies by 2017, 3,000 new jobs after 3 years of operation and approximately 5,000 jobs after 5 years of operation.

This project model is promoted by **Réseau Entreprendre International (REI)** and it has contributed to the creation of 7,600 companies and some 70,000 jobs in France since its launch.

The project Mediterranean Entrepreneurship Network (Réseau Entreprendre en Méditerranée, in French) forms part of the **Mediterranean Initiative for Jobs (Med4Jobs)**, developed by the UfM Secretariat to help increase the employability of youth and women, close the gap between labour demand and supply, foster a culture of entrepreneurship and boost private sector development.

“ As a next phase, the extension of the Mediterranean Entrepreneurship Network initiative to Algeria and Egypt is currently under consideration.

## About the promoter

Réseau Entreprendre was launched in 1986 with the creation of the first association, Entreprendre Nord, in France. Today, Réseau Entreprendre gathers 4,800 experienced entrepreneurs in 47 associations, acting as mentors to new-business starters. This model has proved to be very successful in France as it has contributed to the creation of 7,600 companies and some 70,000 jobs.

Réseau Entreprendre International (REI), promoter of the project, was created in 2009 to support entrepreneurs who wish to create Réseau Entreprendre associations in their own countries and replicate the success of the French associations. Réseau Entreprendre associations can be found in Belgium, Switzerland, Spain and Italy.





## Regional Dialogue

# Third UfM Ministerial Conference on Employment and Labour

The upcoming UfM Labour and Employment Ministerial Meeting, which will be held in Jordan on 26-27 September 2016, will bring together the UfM Member State Ministers in charge of employment and labour.

The main objective of this meeting is to discuss labour market challenges in the region, take stock of successful initiatives that could be replicated, and agree on concrete actions to be implemented.

The meeting will be also an opportunity to discuss current labour market challenges, with the main objective of bringing youth into employment.

The Ministerial Conference follows-up on the decisions made by Ministers at the 2008 and 2010 conferences, in Marrakesh and Brussels respectively, and the ongoing work carried out by the High Level Working Group on Employment and Labour.

Finally, new measures and tools will be agreed by the Ministers at the conference to improve youth employment, vocational



education and training, promote employment services for young people, and support the good functioning of social dialogue in the region.



## Testimonial

“ I am currently a young entrepreneur in my country. I’ve just set up my own company with the aim of building a private school to provide pre-school, primary, junior and secondary education in a rural area of Morocco.

Soukeina El Bouj is a young Moroccan beneficiary of the Med4Jobs “Young Women as Job creators” project. She is developing her project after having had the opportunity to undertake an entrepreneurship training programme, which included an internship at the European Investment Bank (EIB).



## Regional Dialogue

# UfM High Level Working Group on Employment and Labour: job creation and social dialogue

Fostering youth employment is a key priority for the UfM as it is essential for regional human development, stability and integration.

Unemployment rates in the region remain high (12%), and persistently higher for women and young people who are still the most vulnerable members of society.

According to the International Labour Organisation (ILO), the youth activity rate for the region is slightly over 30% compared to a world average of 50%. The region has the highest average rate of youth unemployment in the world for those active (29.5% in 2014) with an increasing trend over the last decade.<sup>1</sup>

In order to stimulate job creation and foster youth employability in the region, urgent measures need to be taken such as increasing labour demand, improving policies for demand-supply matching and promoting the transition from informal to formal employment, among others.

The UfM High Level Working Group on Employment and Labour (HLWG) met on 14 April in Brussels to prepare the ground for the 3rd UfM Ministerial Meeting on Employment and Labour, set to take place on 26 September 2016 in Jordan.



Youth employability and job creation is a fundamental priority of the UfM as a driving force for human development, stability and integration in the Euro-Med region.



Participants took stock of the actions implemented throughout 2015 and analysed the outcomes of the two ad hoc working groups on job creation and social dialogue, both created in January 2015 during the previous meeting of the HLWG.

The UfM Secretariat has actively participated in the ad hoc working group on job creation to prepare the upcoming Ministerial Meeting and its Ministerial declaration.

The joint GIZ-UfM project “YouMatch – Toolbox Project” was also presented during the meeting. The project comes under the Mediterranean Initiative for Jobs (Med4Jobs), in particular under its pillar for Job Intermediation.

Med4Jobs is a UfM project-based, cross-sector initiative aimed at promoting and replicating effective and visible job creation projects, increasing the employability of young

people and women, helping to bridge the gap between labour demand and supply and fostering a culture of entrepreneurship and private sector development.

Med4Jobs also serves as a regional platform for dialogue on employment, sharing of best practices, promoting stakeholders' interaction and collaboration.

<sup>1</sup> ILO, 2015.





## Regional Dialogue

# 3rd Meeting of the Med4Jobs Advisory Board to discuss the next steps of the initiative

UfM Secretariat organises a high-level expert group meeting on job creation within the framework of its Med4Jobs initiative.

The UfM Secretariat is further advancing the Mediterranean Initiative for Jobs (Med4Jobs) in coordination with key international institutions working in the field of job creation, including the International Labour Organization (ILO), the European Training Foundation (ETF), the Organisation for Economic Co-operation and Development (OECD), the United Nations Industrial Development Organization (UNIDO), the United Nations Development Programme (UNDP), the European Bank for Reconstruction and Development (EBRD) and the European Commission (EC).

More than 20 high-level representatives from these institutions gathered on 28 April 2016 at the UfM headquarters in Barcelona for the [3rd Meeting of the Med4Jobs Advisory Board](#). Participants discussed the next steps of the initiative and exchanged views on different emerging areas in the international agenda to promote employment in the region, namely Blue Growth, the Digital Economy and the Social & Solidarity Economy.

At present, Med4Jobs has identified up to 12 projects on the southern and northern shores of the Mediterranean, targeting more than 100,000 young beneficiaries and supporting the development of more than 800 SMEs from the region.



Globally, Med4Jobs projects account for more than €130 million in investment in the region (incl. the construction of the Euro-Mediterranean University of Fes).

In the words of Fathallah Sijilmassi, UfM Secretary General:

**“Fostering job creation and inclusive growth in the region is crucial to effectively advance human development, stability and integration. Youth employability is a key priority for the UfM; a shared priority for building the Mediterranean of tomorrow, since the future of our youth is the future of our region.”**

Med4Jobs is a UfM project-based, cross-sector initiative aimed at promoting and replicating effective and visible job creation projects, increasing the employability of young people and women, helping to bridge the gap between labour demand and supply and fostering a culture of entrepreneurship and private sector development. Med4Jobs also serves as a regional platform for dialogue on employment, for sharing best practices and for promoting stakeholder interaction and collaboration.



## Action on the ground

# Med4Jobs Donors Conference to explore synergies with active development and financial institutions

The meeting is instrumental in maximising the developmental impact of Med4Jobs projects through their better alignment with strengthened donor coordination, as well as with national programmes in Mediterranean neighbouring countries.

The Med4Jobs Donors Conference will take place in the framework of the UfM Annual Regional Forum.

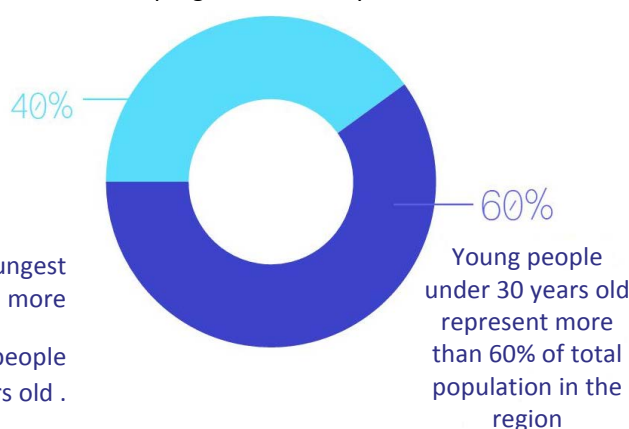
In addition to [Med4Jobs Advisory Board](#) (OECD, ETF, UNIDO, ILO, EC etc.), which assists the UfMS to analyse, evaluate and select good practices in the three main areas of employability, job intermediation and business enabling infrastructure, a donors' coordination meeting will help the UfM Secretariat to explore synergies with international development and financial institutions active in the region, and identify common priorities for joint actions. from the region.

The overall objectives of the meeting are to share views among donors on the current state of the [Med4Jobs Initiative](#) and employment situation in the Mediterranean, encourage better coordination between donors in the area of job creation and development of private enterprises, in addition to discussing issues and future actions to enhance regional cooperation in that respect.

The MENA region has the youngest population in the world with more than **142 million** people under 30 years old .



The meeting will be instrumental in maximizing the expected impact of Med4Jobs projects through their better alignment with the donors' respective strategies as well as with national cooperation programmes from Mediterranean neighboring countries. It will also be an opportunity to share best international practices and offer a chance to know more about the programmes led by different donors in the region.



The meeting is expected to gather around 30 influential development agencies and international financial institutions jointly with international organisations, NGOs and other stakeholders and experts working in the field of employment and private sector development.





## Action on the ground

# MedNC project to foster youth employability: a key shared priority for the future of the Mediterranean

Following previous steering committees held in Casablanca, Tunis, Barcelona and Rabat, the partners of the MedNC Network gathered in Marseille on the occasion of the *Employability in the Mediterranean Conference*.

Youth unemployment rates in the Mediterranean region are among the highest in the world: 25% on average, which is double the worldwide average<sup>1</sup>.

This crucial issue affects countries on both the southern and the northern shores of the Mediterranean. In fact, the European average is 23%, but a higher rate can be seen in southern European countries: over 50% in Greece and Spain, over 40% in Croatia and Italy and over 30% in Portugal. In the Maghreb and the Mashreq, youth unemployment is three times higher than it is for adults, with one out of three young people being classed as a “poor worker” and university qualifications offering less and less guarantees in obtaining future employment.

The UfM-labelled project [New Chance Mediterranean \(MedNC\)](#) is a regional cooperation programme aimed at consolidating a network of centres boosting the employability of young people who have dropped out of school before obtaining a degree and unemployed graduates from the Euro-Mediterranean region, with a particular focus on women, through the provision of an innovative training programme inspired by the Second Chance Schools (E2C) teaching model.

The project, promoted by the Office of Economic Cooperation for Mediterranean and Middle East (OCEMO) with the support of the Second Chance School of Marseille (E2C-Marseille), the French Development Agency (AFD) and the Provence-Alpes-Côte d’Azur region, is part of the [Mediterranean Initiative for Jobs \(Med4Jobs\)](#) led by the UfM Secretariat.



### Providing on-the-ground regional solutions

For almost two decades, app. 50 Second-Chance Schools (E2C) spread over 100 sites in France have been offering comprehensive support (in the form of reinforcement of soft skills, internship experiences in partner companies in alternation to the training and aid in social aspects) to improve the social and professional inclusion of young, unqualified school-leavers. In 2015 15,000 young people benefited from this scheme with inclusion rates of between 50% and 60%.

In the Southern Mediterranean, public and private actors and the civil society are also very active. In Morocco, the OCP Foundation has launched a “Social Actions and Youth Support” programme that benefited thousands of young people in 2015. In Algeria, the Danone and Cevital corporations, partnered with the Algerian Chamber of Commerce and Industry, set up the School Miftah Ennajah, a sales school for jobless and unqualified young people. In Tunisia, the New Chance

Association is offering training to graduates from three Institutes -ISCAE, ISG and ISET; the first two are linked to the Universities of La Manouba and of Tunis respectively, and the third to the General Directorate of Technical Education.

### Conference on Youth Employability in the Mediterranean

The objectives of the [Conference on Youth Employability in the Mediterranean](#), which was held on 21 April 2016 in Barcelona, were to give a voice to young people and to demonstrate through several effective examples from the Euro-Mediterranean region, that multiple solutions in favour of youth employability are being implemented.

The meeting was jointly organised by OCEMO, the E2C-Marseille, AFD, and the Provence-Alpes-Côte d’Azur region, with the support of the UfM Secretariat at the Villa Méditerranée.



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

Follow the UfM Secretariat on:



[www.facebook.com/ufmsecretariat](https://www.facebook.com/ufmsecretariat)



[@UfMSecretariat](https://twitter.com/UfMSecretariat)



[www.linkedin.com/company/union-for-the-mediterranean](https://www.linkedin.com/company/union-for-the-mediterranean)



Palau de Pedralbes  
Pere Duran Farell, 11  
08034 Barcelona, Spain

Phone: 00 34 93 521 4100  
Fax: 00 34 93 521 4102  
E-mail: [info@ufmsecretariat.org](mailto:info@ufmsecretariat.org)  
Web: [www.ufmsecretariat.org](http://www.ufmsecretariat.org)