

YouMatch Regional Dialogue on Employment Services for Youth (MENA) & Launch of the Toolbox Project

18 - 20 July 2016

Amman, JORDAN

The YouMatch approach

Bringing youth into employment is one of the central issues to be tackled worldwide. YouMatch is a global initiative with a particular focus on the MENA region and on Sub-Saharan Africa where youth unemployment respectively underemployment are among the highest in the world. The initiative is centred on the link between labour demand and supply with the key idea to improve employment services for youth.

Employment services accompany young people in the process of school-to-work-transition. They help them to choose the “right” career path (job orientation), to enhance their technical and social skills and their work readiness (job preparation) and finally to find a decent job by means of job matching. Also businesses and employers benefit from effective employment services which make it easier for them to recruit qualified employees.

In order to promote the development and implementation of innovative labour market solutions, YouMatch initiates an on-going regional and global dialogue on employment services for youth. Stakeholders and practitioners from the public and private sector as well as from civil society organisations and employment promotion programmes are invited to join the YouMatch platform. In the framework of demand-driven working groups, peers are encouraged to share their good practices and process expertise, discuss major challenges and elaborate innovation or transfer projects.

The results of the regional dialogue and peer group work will feed into a toolbox for youth-orientated employment services and will thus be available to a broad circle of practitioners in the YouMatch focus regions and beyond.

YouMatch is commissioned by the German Federal Ministry for Economic Cooperation and

Development (BMZ) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

YouMatch in the MENA region

In the MENA region, YouMatch activities are realised in close cooperation with the Union for the Mediterranean (UfM). A first Preparatory Workshop & Practitioners’ Dialogue took place in Milan/Italy in October 2015. Representatives from labour ministries, business associations, civil society and youth organisations as well as bilateral employment promotion programmes from **Algeria, Egypt, Jordan, Morocco, Palestine** and **Tunisia** came together and laid the ground for the new initiative in the region.

Following the inputs and joint reflections in Milan and coordinated with the UfM Secretariat, a comprehensive working approach for the MENA region, the so-called **Toolbox Project**, has been developed and submitted for the labelling process of the Union for the Mediterranean. The UfM label is supposed to allow for high level political support of future YouMatch activities in the MENA region and to increase the visibility of YouMatch at the regional level.

Toolbox Project

The Toolbox Project focusses on selected employment services for youth as pilot examples, taken from the service clusters of job orientation, job preparation or placement services. Based on good practices / case studies of existing approaches within the MENA region, peer working groups together with a facilitators’ team will analyse substantial challenges and success factors for the implementation of the identified tools, engage in the further development and elaboration of innovative labour market solutions and ultimately implement innovation- and transfer projects in one or more partner countries.

Thus, practitioners will be strengthened in their capacities to render effective employment services to the benefit of young job seekers and employers looking for qualified staff alike.

Next step: Regional Dialogue MENA in Amman

The next Regional Dialogue on Employment Services for Youth (MENA) and Launch of the Toolbox Project is scheduled for **18-20 July 2016 in Amman, Jordan**.

Main Objectives

- Reinforce the YouMatch knowledge sharing and peer learning idea and deepen the professional networking among the stakeholders from the participating MENA countries
- Launch the Toolbox Project
- Learn about employment promotion strategies and service offers for young jobseekers in Jordan and share own good practices
- Gain stakeholders' and practitioners' commitment to connect on the YouMatch platform and to actively engage in working groups related to the Toolbox Project
- Agree on milestones, formats and a work plan for regional peer working groups on selected employment services and/or jointly defined challenges

Why participate?

The YouMatch Regional Dialogue MENA and the intended continuous peer exchange process creates added value by

- building on knowledge generated within the MENA region
- sharing own good practices and lessons learnt and benefiting from innovative approaches and process expertise of the peers
- increasing visibility of the own approach
- finding partners to advance on the adaptation and implementation of promising solutions

Who should attend?

We are looking for experienced employment services practitioners and change agents from the public and private sector, from civil society organisations and employment promotion programmes in the partnering MENA countries who are keen to share their own cases and visions while participating in a collaborative process.

Eager to learn from each other and with a mandate for change, participants are expected

to present their own **Good Practice** examples in the field of employment services for youth and to commit themselves for a continuous **peer working process**.

From a technical point of view, participants respectively the institutions they represent shall be engaged in employment services for youth with a focus on either

- Job Orientation (e.g. through job and career counselling, job service centres, job orientation media)
- Job Preparation (e.g. through life skills training, application training, short term technical training or retraining)
- Job Matching (e.g. through placement services, public or private job centres, job fairs or job boards)

(For a better understanding of this focus please refer to the attachment on Employment Services).

Working languages of the YouMatch Regional Dialogue MENA are **English** and **French**. For the event in Amman a translation into Arabic will be provided.

We are pleased to receive your expression of interest to attend in person or to appoint a delegate from your institution or project.

A template for the submission of Good Practices prior to the event as well as a detailed agenda and logistical information will be provided soon.

YouMatch

Global Initiative on Innovative
Employment Services for Youth

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