

MASHROU3I

Fostering youth employment through entrepreneurship and enterprise development

CONTEXT

The Tunisian revolution brought into focus the need for governance and employment creation. However, in the four years following the revolution, the economic and social situation has only marginally improved and general unemployment remains high, reaching over 30% among young university graduates. Unemployment rates are even higher in the South, Central and North West governorates, especially among women.

STRATEGY

In 2013 UNIDO launched a project, in partnership with USAID, the Government of Italy and HP, that aims at encouraging youth employment through entrepreneurship and enterprise development in four vulnerable governorates: Kairouan, Kasserine, Le Kef and Sidi Bouzid. Since Autumn 2015, four other governorates have joined the programme: Gafsa, Kebili, Medenine and Tataouine. The project provides direct support to entrepreneurs and enterprises through technical assistance, trainings and business coaching and enhances the knowledge and delivery capacity of local business support institutions.

RESULTS BY MARCH 2016 (OUTPUT LEVEL)

Direct assistance to entrepreneurs

- More than 11,000 Tunisians took HP LIFE online courses of which 1,380 entrepreneurs (52% women) attended face-to-face coachings to facilitate their start-ups
- 36 start-ups and 70 SMEs received deep dive technical assistance and coaching
- About 2,000 students and aspiring entrepreneurs took part in HP LIFE e-Learning workshops and thematic sessions
- 157 HP LIFE entrepreneurs coached to develop their business plan
- Manual for young entrepreneurs developed and distributed

Capacity building of business support institutions

- 16 trainers from public and private sector trained and certified on HP LIFE e-Learning
- 55 educators of ISET and other universities trained to enrich their business courses with HP LIFE e-Learning
- IT equipments provided to support HP LIFE e-Learning workshops in the governorates
- 76 representatives of business support institutions trained on "Greening your business"
- Assessment of local business support institutions

RESULTS BY MARCH 2016 (OUTCOME LEVEL)

| Mashrou3i Project | Number of Jobs |
|--|----------------|
| Start-ups established (HP-LIFE & Coaching) | 137 |
| Jobs created by Start-ups and Existing Enterprises | 928 |
| Beneficiaries who found employment elsewhere | 14 |
| Jobs in the process of creation | 575 |
| Total jobs | 1,654 |

*based on surveys and enterprise visits

AT A GLANCE

Outcome:

More jobs for young men and women are created in the private sector

Eight targeted governorates:

GAFSA, KAIROUAN, KASSERINE, KEBILI, LE KEF, MEDENINE, SIDI BOUZID and TATAOUINE

Project objective:

Create at least 1,300 direct jobs in the eight targeted governorates

Total Budget: US\$ 3,8 millions (incl. support costs)

Project duration: January 2013 – June 2017

Additional information:

In Tunisia, the project has been branded Mashrou3i ("My project" in arabic) and a website www.mashrou3i.tn as well as a project Facebook page www.facebook.com/Mashrou3i.tn were created.

