

MASHROU3i

Fostering Youth Employment through Entrepreneurship and Enterprise Development in Tunisia

CONTEXT

Unemployment, particularly among Tunisia's educated youth, remains a major challenge. Currently, in the governorates of Centre, Southern and Northern Tunisia, around 40 per cent of young graduates are unable to find work. This situation is attributed to a range of factors, including the public sector's limited capacity to employ more young men and women, a lack of diversity in the private sector, and a mismatch of skills required by the private sector and those offered by graduates.

STRATEGY

In January 2017, the United Nations Industrial Development Organization (UNIDO), the U.S. Agency for International Development (USAID), the Italian Development Cooperation and the HP Foundation officially launched the second phase of UNIDO's youth employment project branded "Mashrou3i" ("My project" in Arabic), which aims to create more than 6,000 jobs for young people in Tunisia in the next five years.

The second phase of the project signals the continuation of a successful public-private partnership that has already helped to create more than 1,250 jobs, including over 160 start-up businesses in the governorates of Gafsa, Kairouan, Kasserine, Kebili, Kef, Medenine, Sidi Bouzid and Tataouine since 2013. Mashrou3i Phase II will expand the programme to fourteen vulnerable governorates of Tunisia: Beja, Gafsa, Gabès, Jendouba, Kairouan, Kasserine, Kef, Kébili, Medenine, Sidi Bouzid, Siliana, Tataouine, Tozeur and Zaghouan and aims to reach more than 25,000 aspiring and existing entrepreneurs.

During the second phase, the Mashrou3i project will invest USD 11,440,000 to provide direct support to aspiring and existing entrepreneurs through training courses, business coaching and technical assistance. It will also help enhance the knowledge and capacity of local business support and higher educational institutions.

The project combines UNIDO's on the ground experience supporting beneficiaries in the creation and growth of small businesses, its working relationships with Tunisian partner

organizations and leverages The HP Foundation's Learning Initiative for Entrepreneurs (HP LIFE) programme, which provides free, online courses in business, IT and entrepreneurship skills.

AT A GLANCE

Overall Project Objective: More than 6,000 jobs for young men and women are created in the private sector.

14 Target Governorates: Beja, Gafsa, Gabès, Jendouba, Kairouan, Kasserine, Kef, Kébili, Medenine, Sidi Bouzid, Siliana, Tataouine, Tozeur and Zaghouan.

Donors: US Agency for International Development (USAID), Italian Development Cooperation, HP Inc. and HP Foundation.

Implementing Agency: United Nations Industrial Development Organization (UNIDO)

National Partners: Ministry of Industry and Trade, Ministry of Vocational Training and Employment, Ministry of Development, Investment and International Cooperation, Ministry of Higher Education and Scientific Research.

Total Budget: USD 11,440,000
USAID: USD 10,000,000
Italian Development Cooperation: USD 490,000
HP Inc., HP Foundation: USD 950,000 (Cash and in-kind)

Project duration:
Phase I: January 2013 - September 2016
Phase II: October 2016 - September 2022

Sustainable Development Goals:



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4 Governorates

Kairouan, Kasserine, Kef & Sidi Bouzid



37%

233

Start-up businesses established, female entrepreneurs

8

Expanded to

Gafsa, Kebili, Medenine & Tataouine (End 2015)

1,466

Jobs created



14

14 Governorates

Beja, Gafsa, Gabès, Jendouba, Kairouan, Kasserine, Kef, Kébili, Medenine, Sidi Bouzid, Siliana, Tataouine, Tozeur & Zaghouan



30+

Local Business Support & Higher Education Institutions
Knowledge and capacity will be enhanced



5,000+

Aspiring entrepreneurs to take part in HP LIFE Face-to-Face workshops



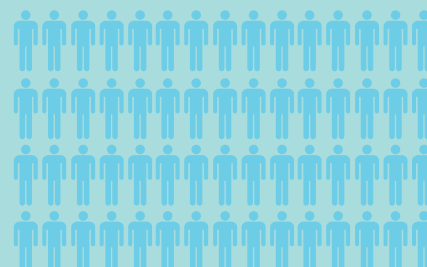
100+

SMEs to receive technical assistance increasing their competitiveness & generating new jobs



5,000+

University students and graduates
Entrepreneurship and IT skills boosted



6,000+

Jobs to be created



Deep-Dive Business Coaching for

400+

Aspiring entrepreneurs to develop and launch their business start-up



Communication campaign to change attitudes and promote economic opportunities in the regions