



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

مشروع MASHROU3i

FACILITATING YOUTH EMPLOYMENT THROUGH JOB CREATION AND
ENTREPRENEURSHIP DEVELOPMENT IN TUNISIA



THE NEED FOR EMPLOYMENT CREATION

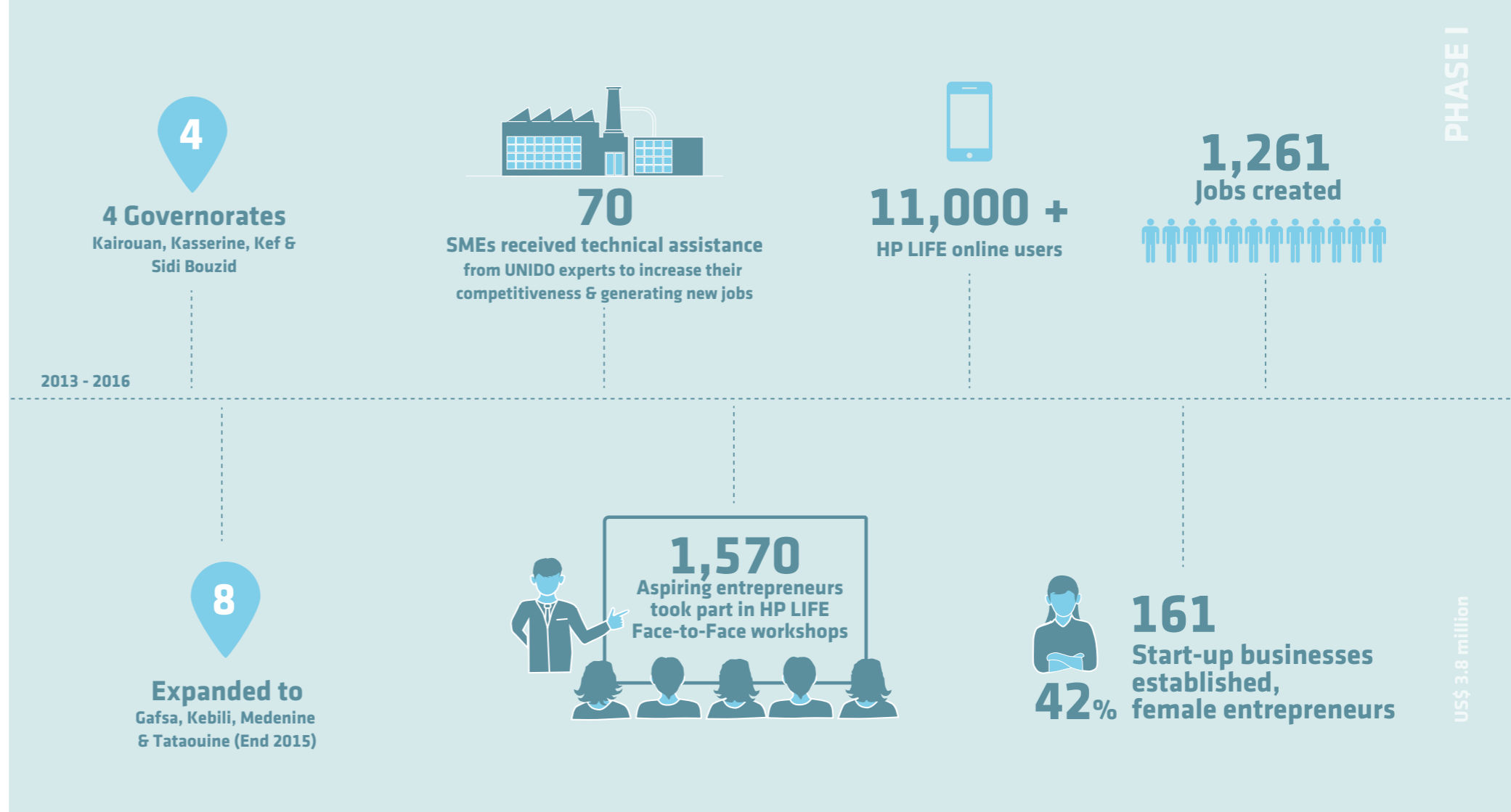
Young women and men in Tunisia, motivated by issues such as lack of opportunities for employment and low standards of living, took to the streets in 2011 in hopes of securing better futures for themselves. Since then, Tunisia has undergone a number of political and social changes. The labour market however has only worsened, further deteriorating chances at formal employment for youth in particular.

Employment rates remain low for young people in Tunisia, where, according to the Organisation for Economic Cooperation and Development, the employment rate is 13 per cent for young women and 30 per cent for young men. University graduates furthermore face difficulties transitioning from education to work due to the low demand for young people with tertiary degrees, as well as a general lack of diversity in opportunities for employment. The lack of access to sustainable income-generating activities is underlined by the fact that roughly half of the youth in employment are in the informal sector.

WHAT IS MASHROU3I?

Mashrou3i ('my project' in Arabic) is a joint project by the United Nations Industrial Development Organization (UNIDO), the United States Agency for International Development (USAID), the Government of Italy and the HP Foundation. Mashrou3i is designed to foster youth entrepreneurship in Tunisia and support the creation and growth of enterprises. By fostering entrepreneurial skills and attitudes among young women and men, the project aims at enabling youth entrepreneurs to use their own innovative dispositions to both generate jobs for themselves and others, as well as increase the competitiveness of smaller enterprises.

The project combines UNIDO's on the ground experience supporting beneficiaries in the creation and growth of smaller businesses, its working relationships with Tunisian partner organizations and HP's Learning Initiative for Entrepreneurs (HP LIFE) programme, which consists of free online courses covering basic business, IT and entrepreneurship skills.



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



Deep-Dive Business Coaching for

400+

Aspiring entrepreneurs to develop and launch their start-up



6,000+
Jobs to be created



2016 - 2021

US\$ 14 million

5,000+
Aspiring entrepreneurs to take part in HP LIFE Face-to-Face workshops

5,000+
University students and graduates
Entrepreneurship and IT skills boosted

100+
SMEs to receive technical assistance increasing their competitiveness & generating new jobs

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

MASHROU3i PHASE II

In 2017, Mashrou3i Phase II was launched, signaling the continuation of the successful public-private partnership that will see the investment of nearly USD 14 million towards generating employment opportunities for young women and men in Tunisia.

The second phase aims to reach at least 25,000 youth and will provide direct support to aspiring and existing entrepreneurs through entrepreneurship training courses, business coaching and technical assistance. It will also help enhance the knowledge and capacity of local business support and higher educational institutions.

Mashrou3i Phase II also sees the expansion of the programme to fourteen governorates: Beja, Gafsa, Gabès, Jendouba, Kairouan, Kasserine, Kef, Kébili, Medenine, Sidi Bouzid, Siliana, Tataouine, Tozeur and Zaghouan. By promoting youth entrepreneurship and facilitating the creation and growth of enterprises, the five years' project aims to create at least 6,000 jobs in Tunisia's most vulnerable governorates.

HP's LEARNING INITIATIVE FOR ENTREPRENEURS

One of the pillars of Mashrou3i builds on HP's Learning Initiative for Entrepreneurs (HP LIFE), which consists of over 25 free online courses covering basic business, IT and entrepreneurship skills.

Through the online e-Learning programme and HP LIFE face-to-face workshops organized by the United Nations Industrial Development Organization (UNIDO), aspiring entrepreneurs and small business owners gain real-life business and technology skills to meet the daily challenges they face. Over 5000 aspiring entrepreneurs from the projects 14 target governorates will learn how to apply the innovative IT tools and concepts of HP LIFE to their own business projects. They will also gain coaching from certified HP LIFE trainers to develop and finalize their business plans.

To learn more about HP LIFE visit:

www.life-global.org/go/tn

For upcoming workshop dates visit:

www.mashrou3i.tn





ENRICHING THE CURRICULA OF HIGHER EDUCATION INSTITUTIONS

Mashrou3i will leverage the innovative IT tools and concepts of HP LIFE e-Learning to enrich the curricula of at least 30 educational institutions and boost entrepreneurship and IT skills among university students and graduates. Through the programme more than 10,000 university students will be reached and educational institutions including Tunisia's Institutes for Higher Technological Studies (ISETs) will be supported to integrate the practical and innovative entrepreneurship training content of HP LIFE into their university courses. By strengthening the capacity of educational institutions to foster the development of entrepreneurship skills among Tunisia's educated youth, the programme also aims to address skills gaps in the labour market, especially within the project's target regions.

DEEP DIVE BUSINESS COACHING FOR START-UPS

Mashrou3i will provide deep-dive business coaching to at least 400 aspiring entrepreneurs and support them to establish and launch their business. The 400 start-up projects will be selected based on their growth and employment potential in the project's 14 target governorates.

Drawing on its extensive network of business experts and close partnership with entrepreneurship institutions, UNIDO will then match the selected aspiring entrepreneurs with a qualified and experienced expert. Assistance will be provided in the areas of finance, marketing, communication and market access and will include group and individual coaching until the successful launch of the start-up business.





TECHNICAL ASSISTANCE TO STRENGTHEN EXISTING ENTERPRISES

Over 100 small and medium-sized enterprises that demonstrate high growth and employment potential will receive direct technical assistance from UNIDO's experts. By providing support in the areas of finance, investment promotion, marketing and market access, the existing enterprises will be assisted to identify and tap into new sources of potential growth and value addition that will in turn generate employment opportunities in the project's 14 target regions.

PARTNERSHIPS FOR THE SUSTAINABLE DEVELOPMENT GOALS

Mashrou3i is a USD 14 million public-private partnership project, including USD 12.5 million from the United States Agency for International Development (USAID), USD 490,000 from the Government of Italy, as well as USD 950,000 cash and in-kind contributions from HP Inc. and the HP Foundation. The project is implemented by the United Nations Industrial Development Organization (UNIDO), which works closely with its national counterparts.

Mashrou3i's activities are closely aligned with the Tunisian Government's strong commitment to promoting youth employment and regional development. By pooling and leveraging expertise and resources, public-private partnerships like Mashrou3i support Tunisia on its path of inclusive and sustainable industrial development and also ensure the achievement of the 2030 Agenda for Sustainable Development.





The United States of America remains a committed partner for Tunisia in this critical phase of its transition to democracy, working with the Tunisian government, private sector, and civil society as they lay the foundations for Tunisia's future. Since the January 2011 revolution, the U.S. has committed more than US\$350 million to support Tunisia's transition, focusing heavily on technical and financial assistance to Tunisia's economy and private sector, support for peace and stability in the country and support for its civil society and democratic practices. The United States is providing technical and financial assistance to support the growth of Tunisia's economy and private sector. U.S. programming includes elements that specifically target the interior parts of the country. U.S. assistance responds to Tunisian requests to create economic and employment opportunities throughout the country and encourage market-oriented institutional reforms.

www.usaid.gov



The Italian Ministry of Foreign Affairs (MoFA) through the Italian Development Cooperation has indicated its commitment to the obtainment of peace, stability and an inclusive and sustainable development. Reducing poverty, a multidimensional development issue, is given high priority and is addressed through its development interventions focused on supporting local economic development, encouraging inclusive and sustainable industrial development, promoting job creation through enterprise development. Particular attention is also given to interventions aimed at improving environmental impact and sustainable energy management, as well as promoting development endeavors for increasing food security. MoFA promotes the inclusive growth of the private sector and its competitiveness as a sustainable way to create productive and decent employment and attract foreign investment in least developed countries and economies in transition such as Tunisia.

www.cooperazioneallosviluppo.esteri.it



The HP Foundation is committed to raising people up and assisting those around the world who need it most. Along with HP Inc, the HP Foundation works to help make life better for everyone, everywhere by giving people access to the skills, technologies and capital they need to succeed.

www.hp.com



UNITED NATIONS
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The United Nations Industrial Development Organization (UNIDO) is a specialized agency of the United Nations system with the mandate to advance sustainable and inclusive industrial development. It assists developing countries to build productive capacity and connect to markets; to overcome standards- and quality-related obstacles to trade; and to ensure that greater business opportunities will not equate to more environmental degradation. UNIDO works with developing countries on both policy and institutional levels to help them diversify their economies away from reliance on volatile primary commodities; to offer competitive, safe and reliable products to world markets; and to avoid negative impacts on climate change, the environment, and the utilization of scarce resources. UNIDO is widely recognized in Tunisia for its leading role in training and coaching for enterprise creation. The organization is responsible for the implementation of the project.

www.unido.org



The Tunisian Government considers the promotion of the private sector, and in particular enterprise creation and development, a top priority as it is the engine for economic growth. The Ministry of Industry and Trade and its Agency for the Promotion of Industry and Innovation (APII) are the main government counterparts; other national project partners include the Ministry of Vocational Training and Employment, the Ministry of Investment and International Cooperation and the Ministry of Higher Education and Scientific Research.



www.mashrou3i.tn

 Mashrou3i Tunisie

