



# FACILITATING YOUTH EMPLOYMENT THROUGH ENTREPRENEURSHIP AND ENTERPRISE DEVELOPMENT

# THE PROJECT



Enterprises are the main economic source to support bottom-up economic growth, structural change and innovation; entrepreneurship and self-sustainable businesses can generate economic growth and create jobs. The creation and development of micro, small and medium enterprises (MSMEs) is a proven and effective mechanism to facilitate economic development, enhance self-employment and create employment opportunities. This is why entrepreneurship requires significant support, guidance and investment.

In line with the Government of Tunisia's strategy to promote private sector development through SME creation and growth in vulnerable regions, the project aims at generating, directly and indirectly, sustainable employment opportunities for Tunisian youth in el Kef, Kairouan, Kasserine and Sidi Bouzid.

The project builds on UNIDO programmes and methodologies as well as on the HP LIFE methodology to promote enterprise creation and growth. The project aims at the following:

- Improve the knowledge and capacity of local business support and training institutions to deliver quality services to entrepreneurs

- Providing direct support to existing or potential projects with high employment potential in the four selected regions

UNIDO's methodology for enterprise creation, development and growth will focus on interventions at meso and micro levels in Tunisia. UNIDO will enhance the capacity of local business support structures (meso) and will provide direct technical assistance to entrepreneurs (micro) for creating and expanding enterprises in the four targeted regions. Furthermore, UNIDO will apply its TEST programme (Transfer of Environmentally Sound Technology) that combines the essential tools of resource efficiency and cleaner production applied on the basis of a diagnostics of enterprise needs.

HP's Learning Initiative for Entrepreneurs (HP LIFE) will be an integral component of the project aiming to provide aspiring and existing entrepreneurs practical IT and business skills to facilitate the creation, management and growth of their enterprises. HP LIFE will reach out to entrepreneurs and students in Tunisia through Training of Trainers, trainings of entrepreneurs and workshops.

# THE PARTNERS

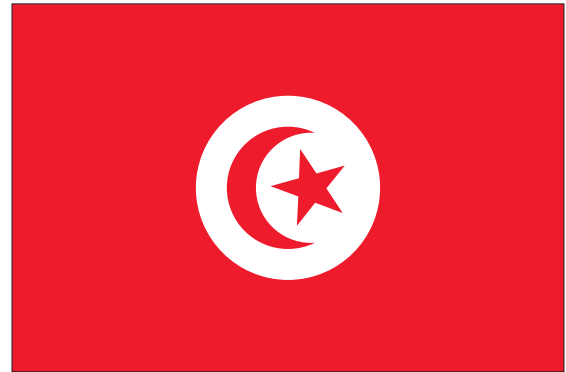




The project is in line with the Tunisian Government's strong commitment to respond to the challenges of youth unemployment through decentralized interventions in lagging regions and in line with its orientation to move towards a greener economy. The Government has clearly set as a priority the reinvigoration of the private sector, in particular SME creation and development, as an engine for the economical renaissance of the lagging regions.

The main government counterpart is the Ministry of Commerce, in particular the Agency for the Promotion of Industry and Innovation (APII). Other national project partners include the Ministry of Employment and Vocational Training, the Ministry of Regional Cooperation and the Ministry of Higher Education.

The project established a National Steering Committee (NSC) comprising of representatives from national counterparts, donors and the implementation agency to provide guidance to maximize impact, reach and sustainability of project activities. A Regional Technical Committee (RTC) will support entrepreneurship and enterprise development activities in the four regions.



The project enjoys strong Government support to help assure its progress and sustainability.

# THE BENEFICIARIES



The target beneficiaries of the project are mainly aspiring entrepreneurs as well as existing entrepreneurs in the four regions of Tunisia. Specifically, the project aims to reach roughly 10,000 aspiring and existing entrepreneurs, including youth and a 50% share of women. At least 2,000 jobs (including direct, indirect and temporary) are expected to be created through the project and many more livelihoods enhanced.

#### **AT A GLANCE**

Goal: *Support aspiring and young entrepreneurs in four disadvantaged regions of Tunisia*

MDGs: *1. Eradicate extreme poverty and hunger, 3. promote gender equality and empower women, 7. ensure environmental sustainability*

Thematic area: *Poverty Reduction through Productive Activities*

Donor: *Hewlett-Packard (HP), Government of Italy (GoI), US Agency for International Development (USAID)*

Partners: *Ministry of Industry and Commerce, Agency for the Promotion of Industry and Innovation (API), in cooperation with Ministry of Employment and Vocational Training, Ministry of Regional Development and Planning*

*Budget: US\$3.000,000 (total)*

# THE AGENCY





UNIDO plays a leading role in promoting sound and sustainable private sector development. UNIDO provides a range of technical cooperation and capacity-building services to enhance the contribution of the private sector to industrial development and poverty reduction. In particular, UNIDO advocates and promotes job creation and employment through productive activities, thus leading to poverty reduction and economic development.

**With a view to addressing youth unemployment, UNIDO is recognized for its youth-driven approach particularly in youth entrepreneurship.**

UNIDO is implementing a comprehensive approach that supports young entrepreneurs to create, set up and expand their own businesses through a combination of financial and non-financial services, support beyond the start-up phase, and also by promoting a more conducive environment particularly for youth-led businesses. UNIDO interventions to enhance productive work for youth are twofold:

- on one hand they enhance self-employment by assisting young aspiring entrepreneurs in setting up their businesses and unleashing their economic



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potential, while contributing to their economic independence.

- On the other hand UNIDO focuses on the development and growth of MSMEs, especially in employment intensive sectors, to create job opportunities for young women and men.

# THE DONOR



## Hewlett Packard (HP)

The project is highly consistent with HP's business and social innovation objectives; it highlights HP's commitment to entrepreneurship and education in the region and beyond. The project also supports a complementary strategic pillar: sustainability.

The project also reinforces HP's commitment to this region where it recently launched a strategy to accelerate growth in Africa. HP's expansion in Africa through the opening of new offices will support the development of a strong IT industry, which will underpin sustainable economic growth, helping to create employment, stability and life-changing opportunities across the continent. In Tunisia, HP announced the opening of a customer centre that is expected to create 800 jobs.

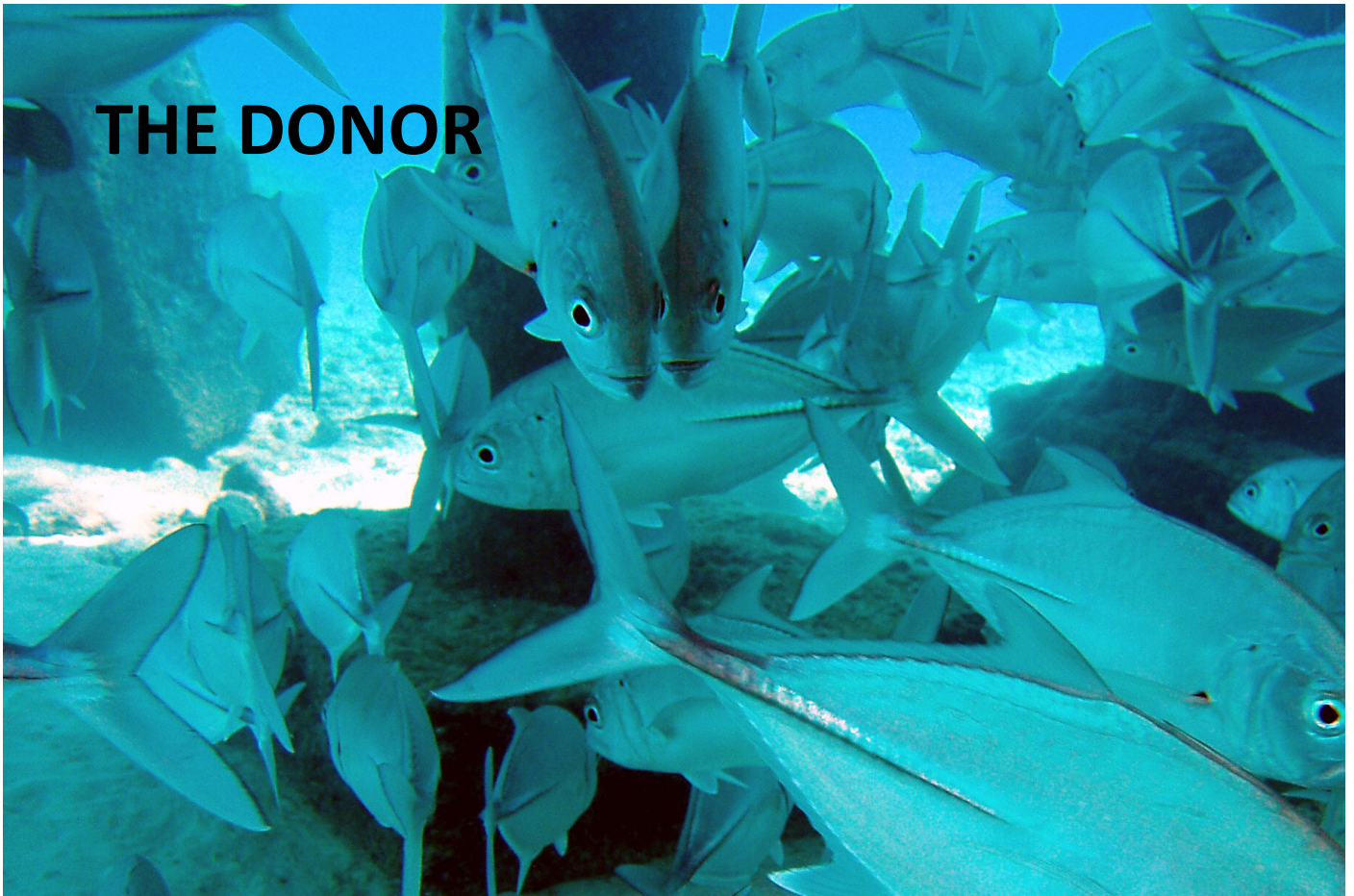
Finally, this project symbolizes the importance HP places on partnerships, including in support of Africa's IT and education sectors. For example, HP is investing in a series of collaborations and initiatives with governments, universities and local communities to achieve the shared goal of driving responsible, sustainable growth.



HP signed MOUs with leading universities in expansion countries to help prepare local university students with the skills and experience required for a career in the IT industry.



# THE DONOR



Picture by UNDP

# Government of Italy

Since 2004, the Italian Ministry of Foreign Affairs (MOFA) has given high priority to interventions focused on supporting local production and the promotion of industrial and commercial relations between entrepreneurs of both countries.

MOFA promotes the growth of the private sector and its competitiveness as a sustainable way to create productive and decent employment and attract foreign investment in Tunisia.

The latest strategies for protecting natural resources and the protection of the environment are also viewed as greatly important to interventions. The project integrates this vision, by including environmental components into its main activities.



The major ongoing initiatives in Tunisia which are funded by MOFA and which will support the success of the project include:

- Industry and handicraft (credit line for SMEs)
- Agriculture and fishing
- Environment



# THE DONOR



Picture by UNDP

# USAID

USAID is committed to support enterprise development including, very specifically, entrepreneurship. USAID has invested substantively in higher education to produce workforce with the relevant skills to support country development goals. Similarly, USAID and the United States Government more broadly have indicated strong support for Tunisia's economic and democratic aspirations.

The project will strongly align with USAID engagement in Tunisia. For example, USAID is planning a major economic growth project in Information and Communication Technology (ICT) to support small and medium enterprise development, as well as skills training and job placement in local firms.

USAID is planning several higher education partnerships between US colleges and Tunisian technical/vocational training institutes; these partnerships will also engage local private sector companies to expand employment opportunities for institute graduates.

The ICT initiative offers strong potential for linkages with the project; moreover, through this project,



additional connections will be pursued with other US initiatives:

- The [www.ednaccess.com](http://www.ednaccess.com) platform
- The US-North Africa Partnership for Economic Opportunity network
- The USG-support youth council platforms in Africa
- the US Department of State's Global Innovation through Science and Technology initiative
- The USAID's CEED/SEAF activities



Picture by UNIDO

For more information on this project, please contact: [tunisiayouth@unido.org](mailto:tunisiayouth@unido.org)

For more information about UNIDO, please go to: [www.unido.org](http://www.unido.org)