

Fostering
Entrepreneurship
and Enterprise
Development
in Tunisia

مشروع
MASHROU3i



USAID
FROM THE AMERICAN PEOPLE




Foundation





ABOUT MASHROU3I




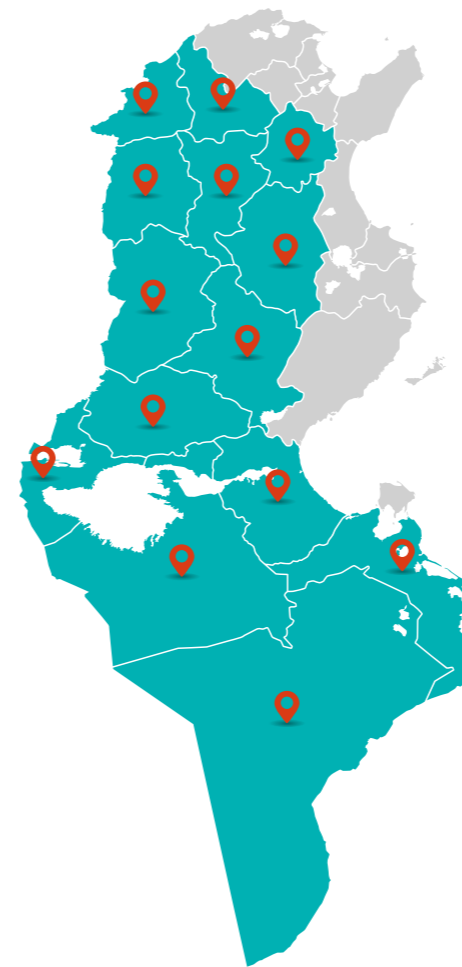
Mashrou3i ('my project' in Arabic) is a public-private partnership project between the United Nations Industrial Development Organization (UNIDO), the United States Agency for International Development (USAID), the Italian Cooperation (AICS) and the HP Foundation.

Mashrou3i promotes youth employment through entrepreneurship and enterprise development. Through its activities the project aims to create 6,000 jobs for youth and women in 14 disadvantaged governorates of Tunisia.

Mashrou3i provides direct support to young entrepreneurs and existing enterprises through entrepreneurial skills training, business coaching and technical assistance to enable them to start and grow their businesses. The project also enhances the knowledge and capacity of local business support institutions and higher education institutions in key areas around entrepreneurship.



TARGET GOVERNORATES



Mashrou3i aims to promote youth employment in 14 interior governorates of Tunisia, namely:

- Beja
- Gabes
- Gafsa
- Jendouba
- Kairouan
- Kasserine
- Kébili
- Kef
- Medenine
- Sidi Bouzid
- Siliana
- Tataouine
- Tozeur
- Zaghouan



WHAT IS OUR IMPACT?



5,458+

full-time jobs have been created.



223

educators from higher education institutions have been supported to integrate HP LIFE e-Learning into their curricula.



747

start-ups have been launched, 45% of which are led by women.



48

regional business support institutions have enhanced their capacity in services for SMEs and entrepreneurship development.



125

existing enterprises have received tailored technical assistance to enhance their business performance.



31,600+

Tunisians have taken online courses in entrepreneurship. Among these 8,000 young people have attended entrepreneurial training workshops.



350+

success stories have been developed through the project's Youth Communication Campaign to actively promote economic opportunities in the interior regions.



PROJECT ACTIVITIES



1

Entrepreneurial
skills training

2

Business
coaching for
start-ups

3

Technical
assistance
for existing
enterprises

4

Strengthening
the capacity
of Institutions





1

Entrepreneurial Skills Training



Mashrou3i leverages HP's Learning Initiative for Entrepreneurs (HP LIFE) – an online training program that offers 30+ business and IT courses in eight languages. The self-paced courses are interactive and full of practical exercises that enable users to develop the skills they need to start and grow a business. Courses include Design Thinking, Basics of Finance and Social Media Marketing.

During workshops organized by Mashrou3i, aspiring entrepreneurs and small business-owners gain real-life business and IT skills to meet daily challenges. They also learn how to apply the entrepreneurial concepts and IT tools of HP LIFE to their own project and to transform their idea into a viable business plan.

To learn more visit: www.mashrou3i.net/HPLIFE



2

Business Coaching for Start-ups



Mashrou3i provides deep-dive business coaching to support aspiring entrepreneurs to overcome the challenges they face and to successfully launch their businesses.

Start-ups from the 14 target governorates, with high growth potential, are supported by an extensive network of experts, in collaboration with local business support institutions and technical service providers. Business coaching is tailored to the needs of each entrepreneur and includes development of business and finance plans and support in areas such as marketing, communication, digitalization, access to finance, quality standards and legal procedure to register a business.



3

Technical Assistance for Existing Enterprises



Small and medium-sized enterprises (SMEs) are crucial for local socio-economic development, playing a vital role in job creation, poverty alleviation and economic growth, but they also encounter many barriers to growth. Mashrou3i provides direct support to SMEs through technical assistance and training to enable them to exploit their full growth potential and in turn create new employment opportunities.

Mashrou3i provides customized support based on the individual requirements of each firm, in a wide range of areas such as management, innovation, digitalization, investment promotion, workforce development, environmental sustainability, marketing and access to finance. The technical assistance and training is aimed at improving competitiveness and strengthening SME performance for sustainable growth.



4

Strengthening the Capacity of Institutions



Mashrou3i's activities are also focused on creating an enabling environment for entrepreneurs, in particular youth and women, to start and build successful enterprises. By building the capacity of public and academic institutions, the project aims to promote entrepreneurial activity, enhance the services for entrepreneurs and address potential skills mismatch, particularly in priority governorates.

To cultivate an entrepreneurial culture among students and improve their employability skills, Mashrou3i is enriching the curricula of higher education institutions across Tunisia. In collaboration with the network of Higher Institutes of Technological Studies (ISETs), Mashrou3i supports educators to integrate the innovative tools and concepts of HP LIFE into their university curricula.



CONTACT



UNIDO Tunisia - Mashrou3i project
API building, 2nd floor - 63 Syrie street, 1002 Tunis Belvédère - TUNISIA



(+216) 71 283 923 / 71 861 414



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Mashrou3i Tunisie



Mashrou3i Stories



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