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Media Advisory

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EGYPT: ILO AND CIDA TO LAUNCH A NEW JOINT PROJECT TO TACKLE YOUTH UNEMPLOYMENT

"Decent Jobs for Egypt's Young People: Tackling the Challenges Together"

CAIRO (ILO NEWS) - The International Labour Organization (ILO) and the Canadian International Development Agency (CIDA) are launching a new 10 million **CAD\$** joint project entitled "**Decent Jobs for Egypt's Young People: Tackling the Challenges Together**" under the auspices of H.E. Dr. Ahmed El-Borei, Minister of Manpower and Migration of Egypt.

The official ceremony is scheduled to take place on Monday May 30th 2011 from 09.00 am to 12.00 pm at the Theatre of the Ministry of Manpower and Migration.

The Joint ILO/CIDA project aims at increasing decent employment opportunities for young men and women, especially vulnerable groups, through capacity building and skills development.

The Canadian International Development Agency will financially support the project with a contribution of **10 million CAD\$ (roughly 9.8 million US\$)**. The Government of Egypt has agreed to commit **US\$ 5 million available through the Social Fund**, which can be used by young entrepreneurs to launch entrepreneurial activities.

The Joint ILO/CIDA project answers in an integrated and coherent way to the needs of young people in Egypt who are looking for "a decent job". Throughout all interventions, special focus will be given to green jobs, social economy approaches, gender equality and community based approaches.

High profile tripartite partners including government, workers and employers are invited to participate in the launch event. Participants will also include Governors and Governorate Secretary Generals in addition to Development Partners, NGOs and Researchers.

The purpose of this key event is two-fold:

To inform a wider audience about the four year joint ILO/CIDA project "**Decent Jobs for Egypt's Young People: Tackling the Challenges Together**"

To provide a **first interactive platform** to discuss in details the project with major stakeholders from the national as well as from Governments level.

The objective is also to raise public awareness of this innovative Joint ILO/CIDA project among Ambassadors and Diplomats, University Presidents, Vice Deans for Community Development, Representatives of International Organizations including the United Nations Resident Coordinator, the UN Country Team and UN Goodwill Ambassadors as well as journalists from local, national and international media houses.

During the ceremony, the project background, the project strategy, the expected results and beneficiaries will be outlined and made available. ILO, CIDA and the NGO Digital Opportunity Trust (DOT) who is the main implementing partner for the project, will also share best practices and success stories to underline the approach taken for project implementation.

The organizers will host a creative exhibition of successful entrepreneurs that received support from ILO, CIDA and DOT.

END

For further information, please contact the ILO's Communication officer in Cairo, Ms. Doaa El-Bayad on:

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The Project Background

"Decent Jobs for Egypt's Young People: Tackling the Challenge Together"

The project aims at increasing decent employment opportunities for young men and women, especially vulnerable groups, through five principal strategies.

Improving the performance of the Egyptian Ministry of Manpower and Migration, other relevant Ministries and national partners, with a focus on implementing the recently developed National Action Plan for Youth Employment (US\$ 1.6 million)

1. **Through a competition, selecting three Governorates** who will develop a **regional action plan for youth employment** and **strengthening the performance of local partners** in these Governorates to provide services necessary to promote youth employment (US\$ 1.6 million)
2. Developing the **capacity of training institutions** to provide skills and learning experiences that can increase the likelihood of finding employment. Interventions include the development of **modern apprenticeship systems** for young people **in the informal sector**, the development and delivery of **entrepreneurial skills** packages **in tourism, agriculture and manufacturing**, specialized **entrepreneurial capacity development** for **poor rural women** and skills development and Labour market integration for **people with disabilities** (US\$ 3.4 million)
3. **Strengthening** the capacity of local **public employment services, youth organizations, and enterprises to efficiently match skill supply and demand**, allowing young people to find jobs and employers to retain badly needed workers (US\$ 1.7 million)
4. **Promoting enterprise development and self-employment** through a **promotional campaign, improved policy environment, and strengthened business services**. The project will directly support the accompaniment of 500 new businesses launched through the project and at least 10000 young people will profit from improved business services (US\$ 1.5 million).

Throughout all interventions, special focus will be given to green jobs, social economy approaches, gender equality and community based approaches.

Budget

The contribution provided by **CIDA is 10 million CAD\$ (roughly 9.8 million US\$)**. The Government of Egypt has agreed to make **US\$ 5 million available through the Social Fund**, which can be used by young entrepreneurs to launch entrepreneurial activities. **Selected Governorates** would contribute **with 10 percent of the money needed to implement their regional action plans**.

Beneficiaries

- 1) NGOs, CBOs and Business services providers, PES, VTCs of MOMM and MOSS: They will profit directly through capacity building activities, implementation support, and guidance.
- 2) Schools, Universities, VTCs of MOMM and MOSS: New curricula, support in delivering the new training products.
- 3) Youth, especially marginalized groups:
 - a. Participation in the development of national and regional action plans
 - b. Strengthening of Civil Society initiatives to promote youth employment
 - c. Improved networks
 - d. Improved skills (25.000 young people)
 - e. Support in their self-development
 - f. Improved PES services
 - g. Improved conditions at work
 - h. Improved business services (10.500 young people)