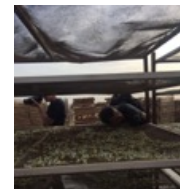




Decent Jobs for Egypt's Young People



- *An Insight* -





The products of the Red Sea Crafts are handmade by 600 women who are beneficiaries of 15 NGOs from different cities of the Red Sea governorate. Red Sea Crafts are marketed and sold in two outlets in Hurghada City and, furthermore, marketed in different exhibitions inside and outside the Red Sea governorate.

Each item carries the sentence “I am a unique piece made from the depth of the sea, the rays of the sun and from the warm hands of women across the sandy shores of the Red Sea.”

The trademark comes with numerous technical specifications to serve several purposes. The uniqueness of this brand is reflected in the diversity of crafts produced through local materials.

Partners:

- ❖ Ministry of Social Solidarity
- ❖ Red Sea Governorate
- ❖ 15 civil society organizations in the Red Sea

Figures:

- ❖ 600 women beneficiaries



Gender and Entrepreneurship Together "GET Ahead for Women in Enterprise" is a training package and resource kit for low-income women and men engaged in or wishing to start a small-scale business. It differs from conventional business training materials as it highlights entrepreneurial skills from a gender perspective, whether applied to starting or improving an individual, family or group business. The training of trainers rounds have been delivered to Egyptian independent trainers who by their turn deliver to beneficiaries in the different governorates with a focus in Luxor, Minia, Port Said and Red Sea governorates. The training package has been institutionalized nationally with the National Council of Women (NCW). The NCW will offer this training in its different branches nationwide.

Partners:

- ❖ National Council of Women (NCW) (as strategic partner)
- ❖ The Micro, Small and Medium Enterprises Development Agency (MSMEDA) (as implementing partner)

Figures:

- ❖ 1,000 women trained; 50% started their own businesses
- ❖ 63 independent trainers were trained; out of them 4 were certified as master trainers and 16 as trainers
- ❖ 39 NCW trainers trained



To provide an alternative green method for waste management and for diversifying energy sources three biogas units were established in Al-Amal and Rabiaa village in Port Said governorate to generate energy and serve as fertilizers. Each unit has a capacity of 10m³ and produces the equivalent of two gas cylinders a month. Moreover, the pilot project resulted in an increase in employment opportunities, and provided the necessary training to build the skills and expertise required in the field of biogas. Due to its significance and great success, this activity was featured as a success story in the Egyptian Cabinet Information and Decision Support Center's (IDSC) report "Scanning Successful Development Projects in Egyptian Governorates". Following this, DJEP received more than 60 requests presented by the residents of the two villages who were willing to pay for the establishment of similar biogas units themselves.

Partners:

- ❖ Ministry of Agriculture
- ❖ Port Said Governorate

Figures:

- ❖ About 100 units are going to be implemented in Minia governorate



The “Know About Business (KAB)” programme has been developed to sensitize youth to entrepreneurship. It is carried out in partner universities, technical colleges, and schools and has trained over 115,300 students in Egypt so far. The overall success of KAB resulted in a partnership with the Ministry of Education & Technical Education to integrate KAB in an Entrepreneurship and Innovation Curriculum to be offered in 2000 Technical Secondary Schools (TSS) where it reaches 1.6 million students per annum. In addition, the Ministry of Communication & Information Technology offers KAB online in its technological centres.

Partners:

- ❖ Ministry of Higher Education
- ❖ Ministry of Education & Technical Education
- ❖ Ministry of Trade & Industry
- ❖ Ministry of Communication & Information Technology
- ❖ GIZ/Employment Promotion Programme (EPP), USAID/Workforce Improvement and Skills Enhancement (WISE), EU/Technical and Vocational Education Reform Project (TVETII) and UNIDO

Figures:

- ❖ 56,947 students in technical colleges of the Ministry of Higher Education
- ❖ 21,500 students in technical secondary schools of the Ministry of Education & Technical Education
- ❖ 36,900 beneficiaries in Productive Vocational Training Department (PVTB) of the Ministry of Trade & Industry



The ILO has developed a methodology named “Job Search Clubs (JSC)” to both provide long-term unemployed youth with the required skills for job searching using innovative and non-conventional methods and to find a suitable job within the shortest feasible time period. The JSC approach is based on two main directions where the job seeker can function independently and effectively in their own job search and finding employment in itself is a full-time job supported by a group of people. It has been adapted to and successfully implemented in the Egyptian context.

The Ministry of Youth & Sports included the toolkit as part of their annual work plan and implemented 14 JSCs in 17 governorates and trained 293 young Egyptians of which 143 found a decent job. Overall, the toolkit is carried out in 20 governorates.

Partners:

- ❖ Ministry of Youth & Sports

Figures:

- ❖ 778 youth trained; 306 employed (39%)
- ❖ 80 facilitators from the Ministry of Youth & Sports have been trained



DJEP has adapted the ILO's "Start and Improve Your Business (SIYB)" programme to the Egyptian context and translated it into Arabic in cooperation with the Regional Office for Arab States (ROAS) and rolled it out in collaboration with the government's MSME Development Agency (MSMEDA). SIYB is currently seen as the most popular entrepreneurship training programme with a focus on starting and improving businesses as a strategy for creating more and better employment for women and men. It promotes productive and decent employment for youth. Participants of SIYB trainings are provided with the necessary skills and tools to fully realize and market their business ideas. SIYB comprises of four training packages that respond to the progressive stages of business development which are "Generate Your Business Idea (GYB)", "Start Your Business (SYB)", "Improve Your Business (IYB)" and lastly "Extend Your Business (EYB)".

Partners:

- ❖ The Micro, Small and Medium Enterprises Development Agency (MSMEDA)
- ❖ Regional Office for Arab States (ROAS)
- ❖ Alkorra and Aghakhan Foundation

Figures:

- ❖ 93 trainers trained, 8 certified master trainers
- ❖ 5,850 participants from Luxor, Minia, Port Said and Red Sea governorates
- ❖ 36% started their business from scratch



DJEP has implemented innovative ways to improve agriculture practices like the project “Green House Hybrid Solar Herbal & Fruits Drying System” in Minia governorate. A green house has been constructed in order to establish a solar drying system that enables the production of a higher value crops. This project has introduced a new technology where a mixture of heating techniques were incorporated together providing a maximum heating efficiency while consuming minimal amount of energy.

During the day, the green house captures the sun light for heating while solar collectors heat the air using sun energy too and a heater generates a minimal quantity of heat. This combination of heated air will be pumped into the green house to dry the herbs using forced convection. The project was carried out with an R&D Tech Company, and is originally the graduation project of eight students from the Faculty of Engineering at Minia University. This system has been replicated in the Aswan governorate by another ILO sister project.

Partners:

- ❖ R&D Tech
- ❖ World Bank Development Marketplace Initiative



DJEP has supported the organization of 7 employment fairs in Luxor, Minia, Port Said and Red Sea governorates. The attendees took the fairs as an opportunity to both update themselves on current market requirements and meet potential employees face-to-face. Prior to each fair, DJEP hosts orientation sessions on career guidance in order to familiarize the youth with the concept of career, team work, leadership skills, job hunting skills and to prepare them for the job fair. These employment fairs are organized through a taskforce which includes public employment services (PES) offices, youth centres, civil society organizations, business associations, trade unions, the Medium, Small and Micro Enterprises Development Agency (MSMEDA) offices, universities, technical and general schools and training centres. A guide on “How to Design, Plan, Implement and Evaluate an Employment Fair” has been conceptualized for future references.

Partners:

- ❖ Ministry of Manpower

Figures:

- ❖ 52,627 job opportunities, 4,000 youth employed
- ❖ 34,000 attendees
- ❖ 5,511 paid training opportunities, 580 trained youth



Since 2015, the Nawah Social Entrepreneurship Competition aims to encourage and develop the social enterprise culture amongst Egyptian youth. Taking place during the Egypt Entrepreneurship Summit organized by DJEP in collaboration with Middle East Council for Small Business and Entrepreneurship (MCSBE), the competition chooses up to 15 winning teams to be awarded with financial and technical support. They are being assessed on their ability to develop a business response that alleviates a persisting social challenge or fulfils a social need in Egyptian society. For a period of 6 months the winning teams will be provided with technical support and mentoring through designated mentors which guide the winners in effectively carrying out their business plans, maintaining clear objectives, financial guidance, and ensuring the social impacts of their projects.

Partners:

- ❖ Middle East Council for Small Business and Entrepreneurship (MCSBE)
- ❖ GIZ/Employment Promotion Programme (EPP)
- ❖ USAID/Workforce Improvement and Skills Enhancement (WISE)

Figures:

- ❖ 197 applications in 2015
- ❖ 800 applications in 2016
- ❖ 825 applications in 2017
- ❖ Nawahs last social media campaign attracted: 17,000 followers, 5.1 million viewers, 6.8 million impressions, 100,000 engagements



In 2014, an MoU was signed among the Ministry of Tourism, Red Sea Governorate, ILO Cairo Office, and Ebtessama Foundation to implement an intervention for employment of persons with disabilities in the tourism sector in the Red Sea governorate. The MoU is based on a “study to assess the inclusion of young people with disabilities among selected enterprises in the tourism sector in the Red Sea- Hurghada” which was undertaken in 2012.

DJEP supports the implementation of strategies, programmes and policies to achieve effective inclusion of persons with disability in the labour market. And several awareness activities on the rights of persons with disabilities at the workplace fruited. In order to follow international work standards, several hotels in the Red Sea area participated in the trainings and have employed 77 persons with disabilities.

Partners:

- ❖ Ministry of Tourism
- ❖ Ebtessama Foundation
- ❖ Red Sea governorate

Figures:

- ❖ 77 employed in 16 different hotels



DJEP has facilitated access for youth to employment opportunities with particular emphasis on green job creation at both the national and local level in its target governorates. Linking up with other partners across the MENA region, DJEP has organized events like the “Academy on Green Jobs” for mutual learning where synergies can be identified. The main aim here is to enhance institutional capacity building for transformative change towards greener and more inclusive economies. Over the course of almost 5 days the Academy features plenary sessions at the start of each day, with the focus on the latest agendas and overarching priorities on green jobs and green economy which are of special relevance to Egypt and the MENA region. Subsequently elective courses on managing and planning for an energy transition, green entrepreneurship, green building and construction, skills for greener economies, green industry and enterprises, sustainable waste management, green works through public employment programmes in rural infrastructure and sustainable tourism guided by thematic experts, allow for a more specific analysis and sharing of experiences between countries as to the policy and practical implications of the topics of the morning plenaries and other themes.

Partners:

- ❖ Arab Academy for Science Technology and Maritime Transport
- ❖ Ministries of Investment and International Cooperation; Environment; Trade and Industry; and Local Development
- ❖ ILO/International Training Centre
- ❖ UNOPS

Figures:

- ❖ 120 participants