PROMOTION OF ORGANIZATIONS AND MECHANISMS OF SOCIAL AND SOLIDARITY ECONOMY
Promotion of Organizations and Mechanisms of Social and Solidarity Economy

- Funder: Kingdom of the Netherlands
- Duration: June 2016 to March 2020 (42 months)

**Partners:**
- Ministry of Vocational Training and Employment (Main Partner), Presidency of the government
- Ministry of Social Affairs,
- Ministry of Finance,
- Ministry of Investment, Development and International Cooperation,
- Ministry of Agriculture, Water Resources and Fisheries
- Ministry of Women and Family Affairs,
- Ministry of Tourism and Handicrafts,
- Other technical ministries
- Social partners: UGTT, UTICA, UTAP
- National social and solidarity economy organizations and networks

**Goals**
1. Development of a legal and institutional framework and a governance system for the SSE
2. Development of support tools for the creation of sustainable SSE initiatives
3. Strengthening of SSE support institutions

**Development objective**
Creation of decent employment opportunities for young people (Men and women)

**Establishing a Social and Solidarity Ecosystem**

**Development of a legal and institutional framework and a governance system for the SSE**

**Development of support tools for the creation of sustainable SSE initiatives**

**Strengthening of SSE support institutions**

**Launch and support of SSE initiatives**

**Intervention strategy**

**COMMUNICATION**
- Territorial diagnosis
- Mapping of SSE actors

**CAPACITY BUILDING**
- Regional employment promotion plans via the SSE

**SOCIAL DIALOGUE TRIPARTISAN**
- Regional component (4 governorates)
- National component

**KNOWLEDGE GENERATION**
- Legal framework
- Funding mechanisms
- Approaches, methodology and tools
Solidarity companies, SMSA cooperative and GDAP sectors: Beekeeping, alternative tourism, farm poultry farming, handicrafts, milk, aromatic and medicinal plants.


32 Organizations and Pilot Companies of the SSE
28 Supporting associations
14 GDAP
8 SMSA
9 Solidarity companies
6 Sectors
23 North West Delegations
18 Studies and guides

300 direct jobs
3000 indirect jobs

60% of Supporters of ESS projects trained
90 Supporters of ESS projects trained
+150 Training actions

90 Supporters of ESS projects trained

+100,000 People affected by communication on the SSE

- Management of collective projects
- Local economic development (LED)
- Results-based management (RBM)
- Development of skills in social and solidarity entrepreneurship.
- Training on BMC and OESS business plan
- Legal creation process for SSE companies
- Technical training
- Training on health and safety in the workplace
- Training on the administrative and financial management of SSE companies
- Capacity building on marketing
- Training on the ILO tool «MyCoop»
Support for the creation and consolidation of Companies and Organizations of the Social and Solidarity Economy

32 Companies and Organizations of the Social and Solidarity Economy

Béja, Jendouba, Siliana, El Kef, Béja Nord, Amdoun, Nefza, Teboursouk, Thibar, Testour.

The first step was to undergo training on the legal constitution of our group. After the acquisition of the alpine herd and the production equipment we followed another training on the quality of milk and the production of cheese. This allowed us to diversify our range. The next step is to create a label for a wider offer and possibly for export.

As a young person wishing to avoid unemployment and be an active member of society, integrating an SMSA is a job guarantee which allows to benefit from a positive group dynamic allowing everyone to live in dignity while realizing their dreams.

Our craftswomen group with an excellent know-how level has made it possible to develop and modernize our products while retaining the traditional artisanal cachet of our region Makther. Our goals are to create a label specific to our region, economic recovery, the creation of more employment opportunities and the improvement of the business climate.

Thanks to Promess I learned how to make a business plan. The training I followed allowed me to guarantee the continuity and sustainability of my project in the medium and long term.

Testimonials

Rihem Bchini
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Mohamed Karam Boudeli
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Nesrine Hammami
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Ali El Mastouri
Thanks to Promess I learned how to make a business plan. The training I followed allowed me to guarantee the continuity and sustainability of my project in the medium and long term.
### El Kef

<table>
<thead>
<tr>
<th>Organization</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>ENTREPRISE SOLIDAIRE « LAINE TEJ »</td>
<td>Femmes artisanes El Kef Tejerouine/El Kef</td>
</tr>
<tr>
<td>SMSA GREEN EL KEF</td>
<td>Production and sale of honey and derivatives Kef Est/ Kef</td>
</tr>
<tr>
<td>GDAP ALWIFAK</td>
<td>Swarm and Honey Kef</td>
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<tr>
<td>GDAP ROUKI</td>
<td>Local honey in micro-packaging Nebeur/ El Kef</td>
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<tr>
<td>GDAP INTILAQ NEBEUR</td>
<td>Poultry services Nebeur/ El Kef</td>
</tr>
<tr>
<td>CIRTA NOVA TOURISTICA EL KEF</td>
<td>Cultural tourism Kef / Kef</td>
</tr>
<tr>
<td>SMSA TAMAMAT</td>
<td>Beekeeping Sakyat Sidi Youssef/ Kef</td>
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<tr>
<td>SMSA ELMARJA</td>
<td>Fresh cheese Sers Sud / El Kef</td>
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### Siliana

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<tr>
<th>Organization</th>
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<tbody>
<tr>
<td>NISSA MAKTHAR</td>
<td>Femmes artisanes Makthar/Siliana</td>
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<tr>
<td>GDAP PAM</td>
<td>Aromatic and medicinal plants Bargou/Siliana</td>
</tr>
<tr>
<td>GDAP AL AMAL</td>
<td>Honey / Collection and recycling of beeswax / Bee products and derivatives Rouhia/ Siliana</td>
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<tr>
<td>SMSA TAMKEEN</td>
<td>Honey, embossed wax, queen breeding El Krib/ Siliana</td>
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<tr>
<td>FELIX THABBORA</td>
<td>Production and sale of Aromatic and medicinal plants El Aroussa/ Siliana</td>
</tr>
<tr>
<td>ARISANT COOPERATIF ABC</td>
<td>Bou Abdallah/Siliana</td>
</tr>
<tr>
<td>SMSA DAR SAYAR</td>
<td>Production and sale of honey and derivatives Kesra/ Siliana</td>
</tr>
<tr>
<td>ES JAWHARET ELMARAI</td>
<td>Traditional cheese dairy Rouhia/Siliana</td>
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### Jendouba

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<tr>
<th>Organization</th>
<th>Description</th>
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<tbody>
<tr>
<td>Megdia</td>
<td>Promotion of local products. Non-timber forest products Tbainia - Ain Drahem/ Jendouba</td>
</tr>
<tr>
<td>PURE NATURE</td>
<td>Goat cheese Babouch Ain Drahem/ Jendouba</td>
</tr>
<tr>
<td>GDAP AIN EL BAYA</td>
<td>Chicken farmer Fermana/Jendouba</td>
</tr>
<tr>
<td>SMSA AIPSERVICES</td>
<td>Beekeeping Fermana/Jendouba</td>
</tr>
<tr>
<td>GDAP BERG'ESS/ AMALNA</td>
<td>Sheep farming Jendouba</td>
</tr>
<tr>
<td>GDAP ASSALNA</td>
<td>Beekeeping/ Bicycle tourism Ain Soltan/ Jendouba</td>
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<tr>
<td>ROSE DE BOIS</td>
<td>Wood transformation and sculpture Ain Drahem/ Jendouba</td>
</tr>
<tr>
<td>ES BOURBEH</td>
<td>Chicken farmer Oued Miliz/ Jendouba</td>
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### Béja

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<tbody>
<tr>
<td>GDAP DJBAL BOU LAHYA</td>
<td>Beekeeping/ PAM / Chicken farmer / handicraft Nefza/Béja</td>
</tr>
<tr>
<td>GDAP AL MANEMA</td>
<td>Production and sale of honey and derivatives Téboursouk/ Béja</td>
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<tr>
<td>GDAP TOUMOUH</td>
<td>Beekeeping Amdoun/ Béja</td>
</tr>
<tr>
<td>GDAP EL ALAA</td>
<td>Apiculture /Plantes aromatiques et médicinales Amdoun/ Béja</td>
</tr>
<tr>
<td>Epis du Nord</td>
<td>Ecotourism Nefza/Béja</td>
</tr>
<tr>
<td>Plur’Elle</td>
<td>Promotion of traditional natural and terroir food products Tourou / Béja</td>
</tr>
<tr>
<td>SMSA BEEKEEPER’S HOUSE</td>
<td>Beekeeping Thibar / Béja</td>
</tr>
<tr>
<td>SMSA ZINA</td>
<td>Beekeeping Mkhachbia/ Béja</td>
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Establishment of a legal framework
Elaboration of a bill
• The establishment of the legal framework for the SSE started with a national dialogue between the tripartite constituents.
• The participatory approach introduced by the BIT has facilitated the involvement of all stakeholders, including SSE actors.
• The SSE bill was based on the analysis and compilation of the legal texts in force as well as national reference documents.
• A comparative study (benchmarking) on the main experiences at international level in the development of SSE laws as well as the tripartite consultation workshop resulted in a better version of the law.
• The public consultation through the portal of the presidency of the government has enabled other actors, in particular civil society, to react and make comments on the various articles and chapters of this law.
• A communication campaign was carried out to support public consultation of the bill.
• The SSE bill was adopted by the ministerial council.

Communication, awareness and popularization
Goals:
• Popularize the concepts related to SSE
• Disseminate the principles and values of the SSE
• Adhere the institutional and social partners, as well as the general public and the components of civil society to the ongoing dynamic on the SSE.

Over a hundred SSE awareness and training actions have been carried out targeting:
• Local structures
• Associations
• Young people
• Beneficiaries of the challenge fund

The communication campaign took place on public channels and radios as well as on social networks.

Financing mechanisms for SSE companies:
A study on the financing mechanisms of the SSE has been carried out and includes:
• An overview of the financing of the SSE in Tunisia
• A comparative study (benchmarking) on the main experiences at international level in terms of SSE financing systems, mechanisms and products
• Consultations with the main public, private and associative actors concerned by the financing of the SSE in Tunisia
• The national employment fund program provided for the first time financial incentive measures to encourage young people to set up businesses in the social and solidarity economy (Government Decree No. 542 of May 28, 2019)

Development of a national SSE statistics system
The working group set up for the development of a statistical system on the SSE sector presented its work results on July 11, 2019. This workshop marks the end of the first phase relating to the inventory of statistical data of the SSE and the definition of the indicators and perimeter of the sector’s satellite account and kicks off for the second phase relating to the operation of the account.
The project succeeded in creating a real regional dynamic around the SSE through the various activities carried out. This dynamic is based on territorial diagnoses carried out by PROMESS in the four governorates covered by the project (Kef, Siliana, Béja and Jendouba) aimed at identifying local economic opportunities and potential in terms of SSE. These diagnoses served as a basis for local actors to develop regional action plans for employment through the SSE. In terms of promoting employment in the SSE, the PAREs constitute a reference document for all the actions to be undertaken in each governorate.

2 Development of support tools for the creation of sustainable SSE initiatives

Implementation of the Chabaka platform

The Chabaka.tn site is a unique network allowing to highlight the identity and activities of social entrepreneurs, associations, groups, foundations and mutuals working for the development of the SSE. This platform aims to:

- Connect stakeholders
- Encourage exchanges and the creation of opportunities
- Build a community of strong players around social innovation
- Give visibility to the SSE sector
- Facilitate access to information
- Popularize concepts to inspire young people while advocating for their values

Chabaka.tn is a consultative platform and also a place where news, events and documentation related to SSE and social innovation are updated.

www.Chabaka.tn
3 Strengthening of SSE support institutions
Launch and support of SSE initiatives

Capacity building of SSE support structures and development of tools to support SSE projects
- Development of a training program for SSE projects coaches
- Design of a guide to support SSE projects
- Design of a creation guide for SSE companies
- Training of 90 coaches for SSE companies
- Organization of training-action on the support of social and solidarity economy projects for the benefit of central and regional specialist executives of the MFPE and sub-supervisory structures
- Training of SSE organizations and regional support structures on the BIT tool «MyCoop» relating to cooperative management

Higher education, education and vocational training
- Creation of an SSE club at Lycée 2 mars Siliana
- Capacity building for students of the ESS Master at ISG and Jendouba
- Awareness raising on SSE at the Kef, Béja and Jendouba training center
- A national conference «What educational innovation for social and solidarity entrepreneurship»

Capacity building of beneficiaries of selected projects: + than 150 training actions
- Training of young men and women beneficiaries of the projects on aspects related to the management of collective projects and on the development of their entrepreneurial skills.
- Training on the legal creation of SSE companies
- Technical training in relation to the activities of their respective projects and the products and services offered by their SSE companies.
- Capacity building on marketing

Support for the marketing of the SSE women’s organizations products in the North-West: Souk of the united woman
- Creation of a «Souk of women in solidarity» point of sale bringing together women’s groups and offering new solutions for the sale and marketing of their products (agricultural and handicraft products).
- Creation of an SMSA whose members are the female GDA of Jendouba
Knowledge generation

4 TERRITORIAL DIAGNOSTICS ON ECONOMIC OPPORTUNITIES IN SSE

ACCOMPANYING GUIDE
SSE PROJECTS

MAPPING OF REGIONAL SSE SUPPORT STRUCTURES AND ASSESSMENT OF THEIR CAPACITIES

32 BUSINESS DEVELOPMENT PLAN SUPPORTED BY THE PROJECT

COMMUNICATION AND SOCIAL ECONOMY STRATEGY AND PLAN

STUDIES ON PUBLIC POLICIES OF THE SSE IN TUNISIA

COMPARATIVE STUDIES OF LEGAL FRAMEWORKS

GUIDE TO CREATING AND MANAGING SOCIAL AND SOLIDARITY ECONOMY ORGANIZATIONS AND ENTERPRISES
PROMOTION OF ORGANIZATIONS AND MECHANISMS OF SOCIAL AND SOLIDARITY ECONOMY

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