



United Nations Trust Fund
for Human Security



Employment for Youth in Egypt (EYE): Providing a Reason to Stay

12 October 2023



International
Labour
Organization



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

EYE Project Main Data

Project title	Employment for Youth in Egypt (EYE): Providing a Reason to Stay
Duration	4 years and 6 months (January 2018-June 2023)
Actual Start Date	22 April 2019
Geographical Scope	Qalyoubia and Menoufia, Egypt
Lead Government Counterpart	Ministry of Trade and Industry (MoTI)
Lead UN Organization	International Labour Organization (ILO)
Implementing UN Organizations	United Nations Industrial Development Organization (UNIDO) United Nations Development Programme (UNDP)
Donor	United Nations Trust Fund for Human Security (UNTFHS)



EYE Project Objectives

The **overall objective** of the EYE project is ***“to achieve improved economic security of young women and men in Nile Delta by the end of the project, particularly targeting vulnerable groups who are at risk of irregular migration”***.

Project Partners



UNITED NATIONS
EGYPT



Providing
a Reason
to Stay

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EYE Project Outcomes

The EYE project's main pillars are:

OUTCOME 1: Strengthening of national institutions to develop Small and Medium Enterprises (SMEs). In collaboration with EYE: Working Together in Qalyoubia and Menoufia by the Norwegian Ministry of Foreign Affairs

OUTCOME 2: Promoting Local Employment and Economic Development (LEED) in Qalyoubia and Menoufia governorates. EYE: Working Together in Qalyoubia and Menoufia funded by the Norwegian Ministry of Foreign Affairs

OUTCOME 3: Reducing economic vulnerability of young women and men, in migration-prone areas in Nile Delta region, through better and greater decent jobs opportunities.

OUTCOME 4: Promoting the active participation and engagement of young women and men in their communities and ensuring better understanding of youth for their potential and how to play an active role in their society.

Project Outcomes

Capacity Building

Reducing Economic vulnerability of young women and men in migration-prone areas in Nile Delta is reduced through better and greater decent jobs opportunities.

Outcome 3

Awareness

The active participation and engagement of young women and men in their communities are promoted, and youth better understand their potential and play active role in their society

Outcome 4



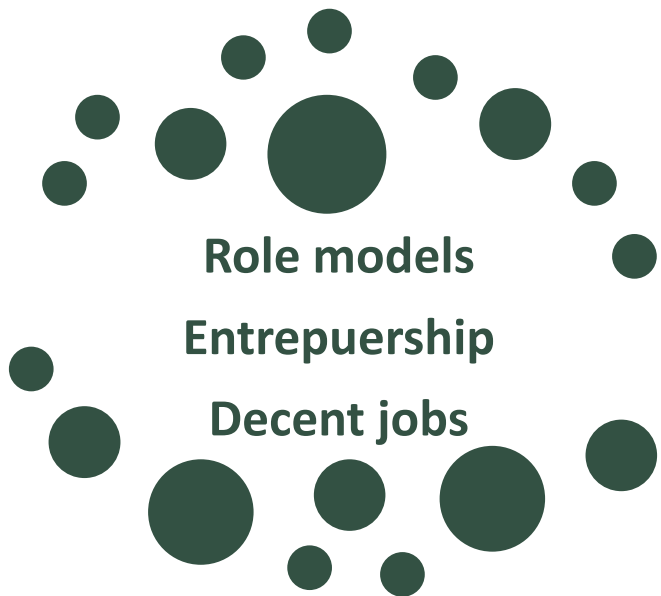
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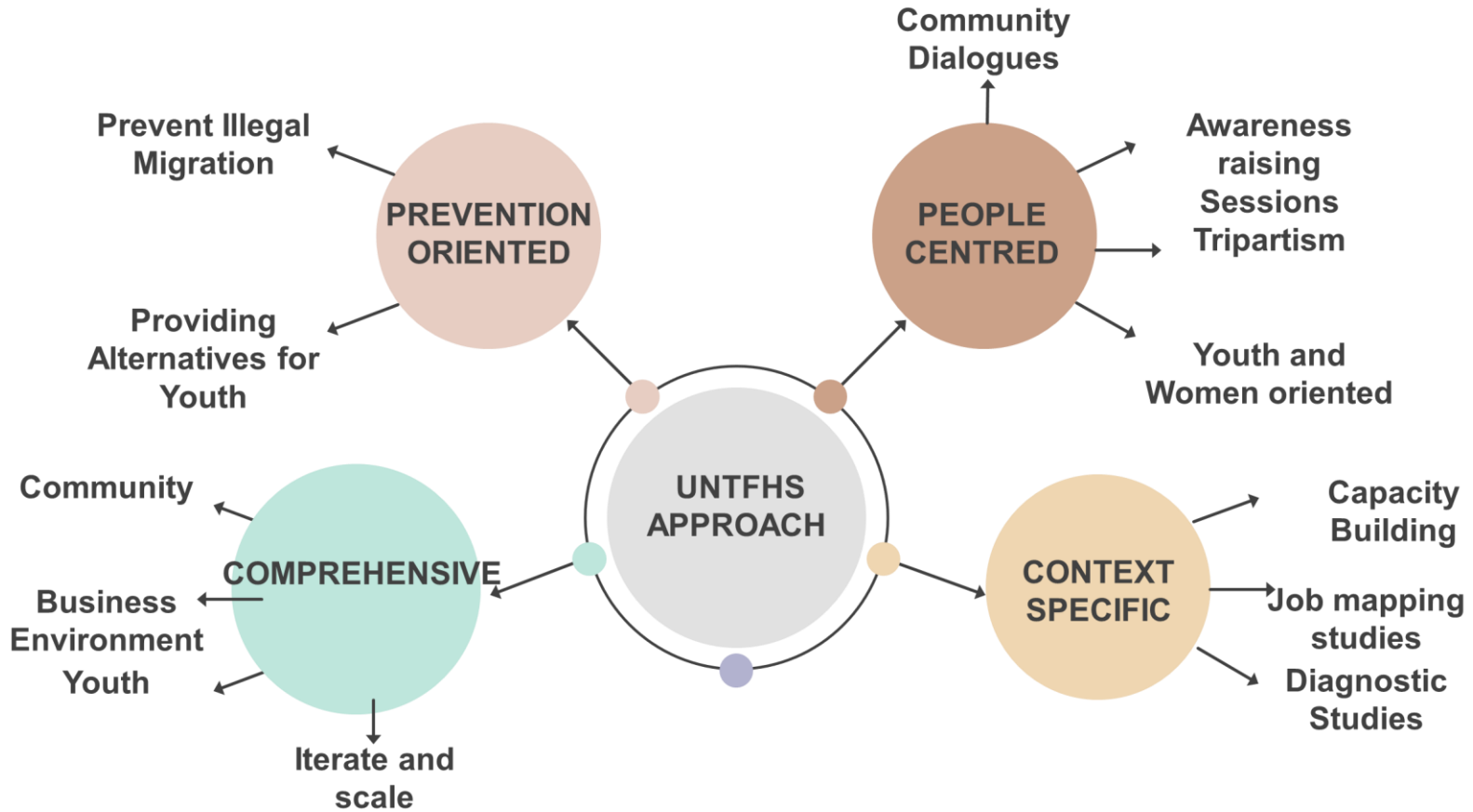
Approach and Strategy



Awareness

Enabling
environment

UNTFHS APPROACH



Project Major Achievements

01

32 firms operating in the sectors of sustainable agriculture trained in customized business support program

02

list of seventy 70 business opportunities was identified for start-ups

03

300 graduates from the specialized training program the photovoltaic sector

04

300 young people were trained on SIYB and 50 on Start Your Business for Green Jobs

05

Support the establishment of MSMEDA'S Mobile Business Development Unit and MSMEDA's One-Stop Shop to Reach underserved areas

06

Marketing, Design and Business Development provided to develop The pottery cluster in Grace village - Menoufia

07

4 employment forums and 2 conferences for community dialogue were organized, reaching more 1244 youth

08

15 Employment Officers were certified from the Ministry of Labour and technical support to the Labour Office

Project Major Achievements

9

A comprehensive business manual directed to SMEs about franchise methods and mechanisms to act as a guide for future SME expansion.

10

SMEs Support in Turathna Supporting more than 5000 young men and women in both 2022 and 2023 editions

11

A competition to develop a number (1-3) craft clusters, between universities and a number of artisans to provide feasible practical plans for the development of targeted crafts.

12

Support MSMEDA's incubator in Tala Menofia by upgrading and modernizing the incubator to provide better services

Project Major Achievements



Project Major Achievements

Business Opportunity Mapping (BoM)

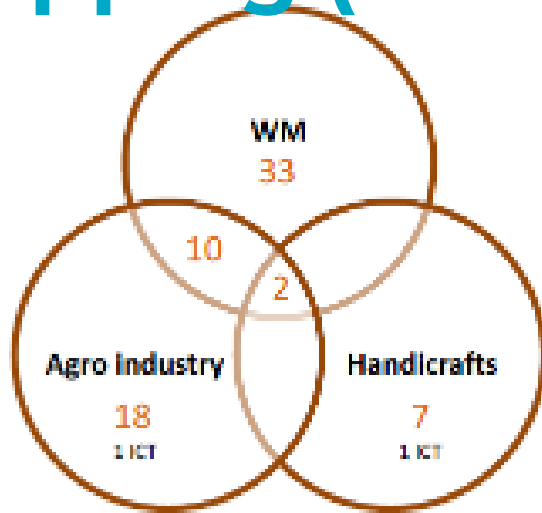


Figure 1 The distribution of business opportunities across sectors of focus


70 business profiles were identified,

MSMEDA's One-Stop-Shop



Project Major Achievements

Social Dialogue

 Reason To Stay
7 Jun · 🌐

جانب من فعاليات مؤتمر الحوار المجتمعي
بمحافظة المنوفية
... See more



Business Development Unit and Mobile Unit:



Project Major Achievements

Mini Job Fair



Reason To Stay

20 Jun · 🌐

صَيَّاد (How to look for a job professionally?)



THU, JUN 23

صَيَّاد (How to look for a job professionally?)

☆ Interested

Roundtable Discussions





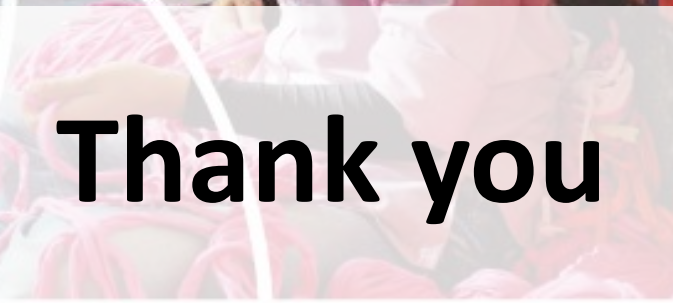
Project Major Achievements



**MSMEDA's
Franchise Manual**



**Ministry of
Labour
Training**



Thank you