



HSU Mission

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

11 July 2019

Table of Contents



1

- Progress
- Planned Interventions
- Prerequisites to success



2

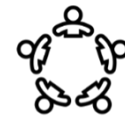
- Partners
- Challenges



3

Communication and Outreach

- Project Branding
- Media coverage and documentation



4

Human Security Approach



EMPLOYMENT FOR YOUTH IN EGYPT (EYE):
**PROVIDING A REASON
TO STAY**



Progress and
planned
activities

Progress

Outcome 1 & 2 focusing on youth employability and business creation to support decent jobs, while strengthening national institutions

- Strengthened institutional capacities of FEI (through the newly launched SME unit)
- Produced a policy paper to support the establishment of a new micro, small and medium (MSME) development agency created by the Prime Minister's Decree (No. 947/2017)
- Produced a study to identify and prioritize economic sectors and sub-sectors that maintain highest growth and employment potential
- Implemented a *Training for Employment* programme, to train and employ 500 job seekers including people with disabilities in the industrial sector to match skills supply and demand
- Introduced ILO's "Sustaining Competitive and Responsible Enterprises" (SCORE) training to 30 SMEs operating in the engineering and chemical industries with in-factory counselling programme that improves working conditions and stimulates productivity in SMEs
- Scaled up the implementation of ILO's renowned Start and Improve Your Business (SIYB)
- Strengthened institutional capacities of MFIs regarding their performance to better address the financial needs of MSMEs for a more conducive business eco system

Progress

Outcome 3 & 4

- Signed the project document in an official launch event, attended by the Minister of Trade and Industry
- Met with Minister of Qalioubeya to present the project and start a working group
- Setting up the social entrepreneurship competition and youth volunteer groups
- Working with Egyptian Microfinance Federation to understand how MFIs view youth in market prioritization and assess the performance of their youth loan portfolios against those of other age groups
- Conducting Business Opportunities Assessment and validation
- Setting up of communication plan/strategies
- Conducted a training of facilitators in collaboration for the job search clubs (MoYS)
- Preparing for FGDs in Qalioubeya and Menoufeya
- Reviewing the monitoring framework and indicators
- Prepared all the requirements and the needs for the first phase of the development of the Tala incubator
- Identified the numbers of clusters in the targeted areas based on the clusters map and identified the project interventions for the development of these clusters.

Planned Activities 2019

Month (2019)	Activity	Partner
Jul- Aug	SIYB ToT for 25 trainers	MTI, MSMEDA
Aug - Nov	4 SIYB Trainings for 100 beneficiaries	MTI, MSMEDA
Sep	Employment fair – Qalyoubia	MTI, MoM, MoSS, MoYS, TVET
Nov	Employment fair – Menoufia	
Jul & Aug	Training of facilitators for Job search clubs	MTI, MoYS
Sep & Nov	4 Job search clubs	MTI, MoYS
Nov – Nov 2020	Social entrepreneurship awareness, training and competition	MTI
Jul - Sep	Business Opportunities Assessment and Validation Identification and implementation of "quick win" interventions	MTI, MOA, MOETE
Jul - Oct	Identification of specific value chain / intervention	MTI, MOA, FEI, MESMEDA, MOETE, IDA
Aug - Dec	Technical cooperation to support business opportunities in / Setting up of monitoring and evaluation strategy	
Jun -Dec	Enhance quality and delivery of non-financial services including business advisory services, marketing support, business matchmaking support, business intelligence and other services by local public agencies through improved ICT infrastructure and electronic linkages.	MSMEDA
Jul-Dec	Develop MSMEDA's incubator programme to enhance non-financial services provided to hosted SMEs <ul style="list-style-type: none"> Development of the existing incubator Tala in Menoufia Clusters development: start designing a programme for developing 1-2 organic clusters in Saait Abu Shaara and Greece in Menoufia 	
Jun -Dec	Provide MSMEDA's Regional Offices (ROs) in Menoufia, and Qalyoubia Governorates with necessary equipment and facilities to enhance their delivery of business financial Services (BFSs) to local entrepreneurs and SMEs.	
Nov	International exhibition for handicrafts	
May –Dec	Providing credit facilities for eligible project's beneficiaries	



Prerequisites to Success

- Coordination with national priorities and on-going initiatives to improve quality of services provided and scale up successful models (at government level)
- Coordination with other developmental projects and other targeted areas
- Building on experiences and knowledge acquired from other projects such as: Hayat, EYE, GTI, IMKAN etc.
- Ensuring sustainability of the interventions through capacity building of local stakeholders and raising of awareness
- Communication and outreach through various channels and promotional items
- Supporting the private sector assures economic and social viability and feasibility as well as potential for growth and employment generation



2

Partners & Challenges

Partners



Ministry of Trade & Industry
وزارة التجارة والصناعة

Ministry of Trade and Industry (*Lead government partner*)



**Micro, Small and Medium Enterprises
Development Agency (MSMEDA)**



Ministry of Manpower



Ministry of Agriculture



Ministry of Youth and Sports



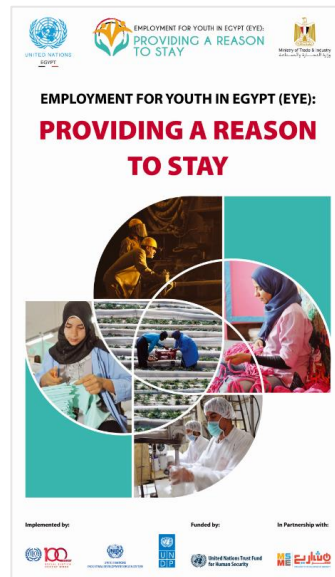
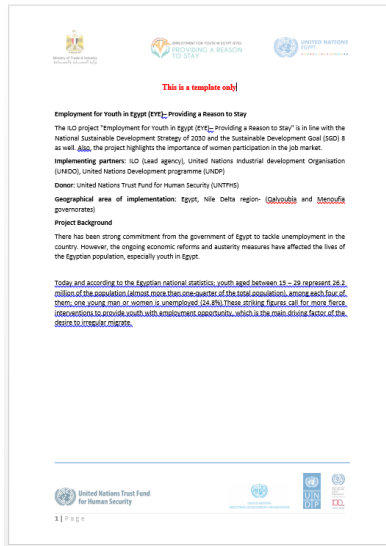
Challenges

- Delay in the security approvals and project document signatures, which impacted the project implementation of activities
- Limited data available on the trends in irregular migration in Egypt



Communications
and outreach

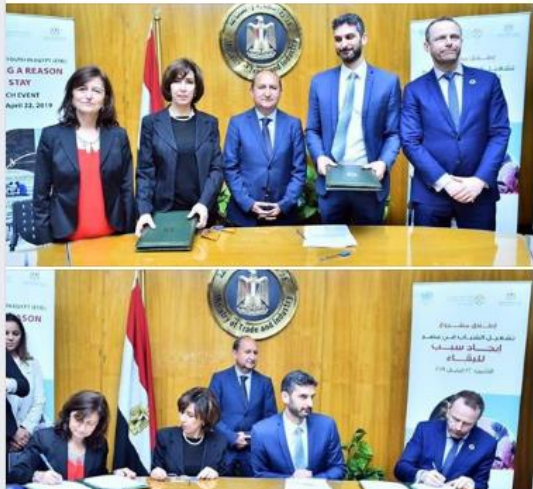
Project Branding



Media Coverage and Documentation



Visit to governor of Qalioubeya
30 May



Launch Event 22 April 2019



وزير التجارة والصناعة يوقع وثيقة عقد مشروع "تشغيل الشباب في مصر"
التشرين 22 أبريل | 2019 | 15:04 2 شهر



Training of Facilitators
29 June to 4 July



4

Human
Security
Approach

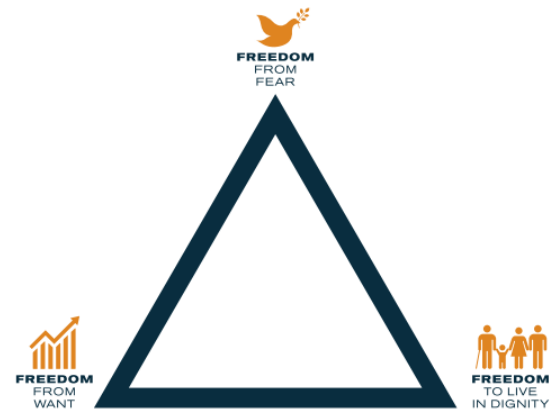
Mainstreaming Human Security

The project mainstreams Human Security with its four values of:

- *People-centered* (consultations were representatives of local administration, civil society organizations, target groups, and the private sector)
- *Comprehensive* (The programme offers a multi-sectorial approach to address the issues of poverty, unemployment and environmental degradation, which are seen as major root causes of insecurity and consequently migration)
- *Context-specific* (needs assessment before implementing activities to ensure that target groups are consulted in designing the interventions to recognize that the causes and manifestations of threats)
- *Prevention-focused* (Looking at the root causes of a particular threat as well as the behavioral changes that are needed to help mitigate the impact, and, where possible, prevent the occurrence of current and future threats)

Mainstreaming Human Security

- The project aims to raise awareness and promote the Human Security concept can be seen in activity. The implementation of *A.4.1.6: Sharing of lessons learnt and success stories on the human security concept with stakeholders* activity will be done through youth-led platforms who will be trained on the Human Security concept and its benchmark when adopted
- In addition to, regional seminars and workshops to promote the concept among development practitioners, government and NGOs and encourage its mainstreaming within the development projects





Thank you