Towards better Job Matching for Youth

In cooperation with

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YouMatch in the UfM Context

- UfM Labelling of YouMatch MENA component on 1 June 2016 under UfM flagship initiative MED4Jobs
- Joint regional events on employment services since August 2015
Our Focus: Improvement of Employment Services for Youth

Improve Employment Services for Youth

Job
- Orientation
- Preparation
- Matching
Employment Services as a Core Function of Labour Market

Favorable Framework & Policies for Employment

I. Employment Services (for Youth)
   I.1. Providing professional orientation to youth
   I.2. Preparing youth for labour market entry
   I.3. Matching young jobseekers and labour demand

Labour Supply
Jobseekers offering their manpower

Labour Demand
Employers offering vacancies

Labour Market

II. Labour Market Information Systems
III. Labour Market Regulation
IV. National Employment Strategy
V. Monitoring and Impact Measurement of Labour Market Interventions
Results and Impact of German Technical Cooperation in Sustainable Economic Development in the MENA region

- 2 million employers, employees and job seekers have been reached (2011-2015)
- 200,000 people have found employment (2011-2015)
- 45,000 people have profited from a better employment quality (e.g. increased income or better working conditions)

*numbers based on a survey in the 17 relevant programmes*
Implemented by GIZ, Tunisia, Public, Morocco, University, Jordan, NGO, Algeria, Public, Tunisia, Facilitators, Public, Morocco, GIZ, Tunisia
Improving Scalability and Impact with Cross-Sectoral and Cross-Institutional Strategic Alliances

Local level

Public Sector
Private Sector
Civil Society/Youth

National level

Public Sector
Private Sector
Civil Society/Youth
Implemented by
Good Practice on Employment Services (Egypt)

**Good Practice on Employment Services (Egypt)**

**Transition-to-work component of Egypt Employment Promotion Project (EPP)**

- **Target group**: Egyptian VET trainees
- **Goal**: Provide youth with crucial skills to plan their careers
- **Measures**: Career Orientation in Technical Secondary Schools
- **Innovation**: Started in 12 governorates and is now scaled up in 25 of 27 governorates total; teacher qualification as guidance officers; strong private sector involvement e.g. by job shadowing
Good Practice on Employment Services (Jordan)

Orientation Component of Training for Water and Energy Efficiency Development (TWEED)

- **Orientation**
- **Preparation**
- **Matching**

**Target group**
Jordanian VET trainees and practitioners

**Goal**
Provide orientation and skills for career planning

**Measures**
Career Orientation in Technical Secondary Schools

**Innovation**
Embedded orientation throughout vocational training via curricula; specific website and access in schools; teacher qualification as guidance officers
Good Practice on Employment Services (Morocco)

**Promotion de l’Emploi des Jeunes en Milieu Rural (PEJ)**

**Target group**
Young Moroccans in rural areas

**Goal**
Gain work readiness based on local labour market needs

**Measures**
Job preparation, e.g. group counselling and sessions designed for vulnerable groups and women

**Innovation**
Tailor made preparation services on basis of local labour market analysis in rural areas
Good Practice on Employment Services (Palestine)

TVET and Employment Promotion Programme

- **Orientation**
- **Preparation**
- **Matching**

**Target group**: Young Palestinians

**Goal**: Filling vacancies

**Measures**: Tailor made local job fairs for different economic sectors and local needs; upfront preparation of youth on self presentation

**Innovation**: Approach driven by local labour demand; different ministries, chambers and civil society are cooperating in the planning and implementation
Implemented by University, Jordan, NGO, Morocco, Public, Morocco, NGO, Morocco, Public, Morocco, NGO, Morocco, Public, Morocco, GIZ, Morocco, Private, Jordan.
Current YouMatch Working Groups in MENA

**Creation of Synergies between suppliers of employment services**
- Algeria, Jordan, Morocco, Tunisia

**Skills development for youth**
- Egypt, Jordan, Morocco, Palestine

**Identification and communication of private sector demands**
- Algeria, Egypt, Jordan, Morocco

**Improvement of monitoring & evaluation methods and tools**
- Egypt, Jordan, Palestine
Next Steps

1. **October 2016:** Cross-regional expert workshop (MENA, Africa, Europe) + MENA expert workshop

2. **December 2016:** YouMatch Innovation Fund on employment services is set up

3. **March 2017:** YouMatch Toolbox available, implementation of innovative approaches starts
YouMatch: Open for Exchange

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