

Supporting Economic Growth and Employment Creation In Rwanda

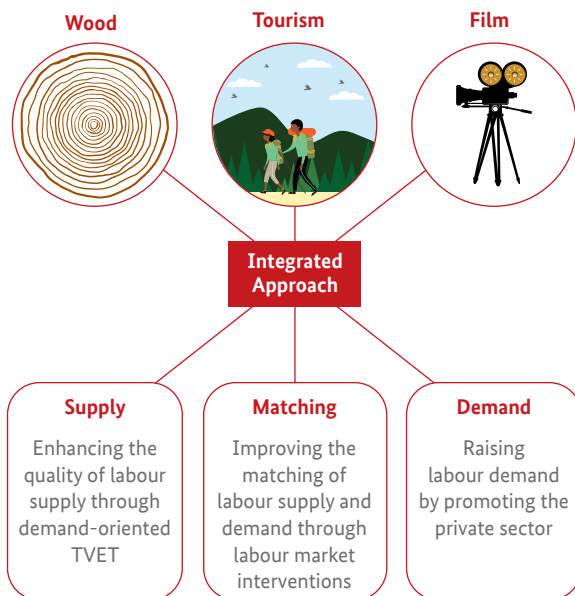
The challenge

Rwanda's economic growth has been remarkable, annual growth rates averaged at eight per cent over the past two decades. Yet, unemployment and underemployment remain high. Rwanda's working-age population is rapidly increasing and faces challenges when transitioning from education and training to productive, decent employment. With its objective of creating 1.5 million decent jobs between 2017 and 2024, the Government of Rwanda puts a strong focus on creating employment at an improved quality to accommodate the country's growing labour force. The Project for Promotion of Economy and Employment (Eco-Emploi) supports these efforts.

Project name	Promotion of Economy and Employment (Eco-Emploi)
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Project region	Rwanda
Lead executing agency	Ministry of Trade and Industry (MINICOM)
Duration	2020-2022

Our approach

The project aims to create jobs and strengthen micro, small and medium-sized enterprises (MSMEs) and cooperatives in the wood, tourism and film value chains through an integrated approach to employment promotion:



Demand-oriented TVET

Eco-Emploi supports the capacity development of TVET schools' management and advises TVET institutions on the design and implementation of TVET programmes – in line with the demand of MSMEs and cooperatives in the three value chains. For instance, the project supports Rwanda Polytechnic to digitise specific curricula for Integrated Polytechnic Regional Colleges, thus facilitating digital learning.

Labour market interventions

To better match labour supply and demand, the project supports the implementation of improved labour market policy and labour market services. This includes strengthening the capacities of the Public Employment Service Centres and supporting the National Institute of Statistics of Rwanda in producing the quarterly Labour Force Survey (LFS).

Private sector promotion

In strong cooperation with relevant public and private partners, Eco-Emploi supports strategic interventions to improve the competitiveness of MSMEs in the supported value chains. For example, it supports MINICOM in the cross-sector implementation of the Private Sector Development and Youth Employment Strategy. It also supports the Private Sector Federation in extending and improving its business development services to its members, including technical advice on financial management.



*L to R: wood working business;
Community-based tourism activities;
Training on film production.*

A specific focus is placed on the economic empowerment of women, youth and persons with disabilities. For example, Eco-Emploi supports the National Council of Persons with Disabilities in developing a Disability Management Information System that identifies the barriers, needs and potentials of persons with disabilities to facilitate their integration into the labour market.

The project specifically supports the promotion of digital solutions in the selected value chains. For instance, it advises the Rwanda Development Board (RDB) and the Chamber of Tourism on developing online booking systems to improve service provisions in the tourism value chain.

The Supported Value Chains

Wood

Most wooden products in Rwanda are imported. In line with the Government's "Made in Rwanda" policy, Eco-Emploi strengthens the local wood sector's competitiveness to increasingly substitute imported with locally produced products. Therefore, MSMEs and cooperatives along the wood value chain are supported in improving their structures and processes for more efficient production.

Tourism

The developmental potential of tourism beyond the main attractions has so far been untapped in Rwanda. With a geographic focus on the Kivu-Belt region, Eco-Emploi, in partnership with the Tourism Office and the Chamber of Tourism, trains tour operators to develop and market new tourism offers in Rwanda and advises community-based tourism actors on how to improve their services. The focus is placed on promoting outdoor tourism such as hiking, cycling and bird watching.

Film

Globally, the audio-visual sector is one of the fastest-growing sectors, with an increasing demand for African content. Rwanda does not yet have the recognition as a destination for international film productions, and the local film market requires profitable production and distribution systems to provide sufficient income opportunities for Rwandan filmmakers. Therefore, Eco-Emploi advises the Rwanda Film Office on the establishment of a database for professionals, a customer relationship management system and the development and management of a film fund.

Our Expected Impact

During the project's last phase between 2016 and 2019, a total of 5,229 jobs were created in selected economic sectors with 37 per cent of them for women.

The project will continue to contribute to more and better jobs in the wood, tourism, and film value chains in the next years. Specifically, in the wood sector, strengthening the capacities of MSMEs and cooperatives to better plan and implement operational improvement measures is expected to raise their productivity, quality of wood products, and turnover. In the tourism sector, the development of new and improved tourism offers is expected to attract more tourists and increase the turnover of hotels and tour operators. In the film value chain, the introduction and strengthening of services will increase local and international audio-visual production in Rwanda and consequently secure and create jobs. It is expected that cross-sectoral effects of international productions in Rwanda will lead to more tourist visits and higher appreciation of products made in Rwanda

Published by

Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH

Registered offices Bonn and Eschborn, Germany

Promotion of Economy and Employment Project
P.O.Box 59, Kigali, Rwanda
T: +250 788 187 800
F: +250 252 572 439
E: giz-ruanda@giz.de
www.giz.de/rwanda

As at

July 2021

Design

Jannu Chudal/Asha Ltd., Rwanda

Photo credits

GIZ/Cyrl Ndegeya: pg.2 (Left & Right)
GIZ/Martin Karenzi: pg.2 (Middle)

Text

Eco-Emploi Project

GIZ is responsible for the content of this publication.

On behalf of

German Federal Ministry for Economic
Cooperation and Development (BMZ)