

Special Initiative “Decent Work for a Just Transition”

Creating good jobs through business support

Context - Favorable conditions for investment for the creation of quality jobs

More than ten years after the Arab Spring, Tunisia is a regional forerunner in democratization. Nevertheless, due to limited growth, unemployment, especially among young people, is high. The country remains vulnerable to economic and social shocks. Yet, Tunisia has undeniable assets on the economic level. The proximity of Europe and the high level of education of the workforce favour investments and cooperation.

In order to support economic growth and provide job opportunities, especially for young people, the **Special Initiative “Decent Work for a Just Transition”** of the Federal Ministry for Economic Cooperation and Development (BMZ) supports the private sector in making sustainable investments in Tunisia.

The Special Initiative, which operates under the banner “**Invest for Jobs**”, develops partnership projects together with German, European, Tunisian companies and investors in order to **reduce barriers to investment** and thus **create quality jobs** and **improve working conditions** in the partner countries.

This is the framework for the project “Job partnerships and promotion of small and medium-sized enterprises in Tunisia II”, implemented by the *Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH* in Tunisia in close cooperation with the **Ministry of Industry, Mines and Energy (MIME)**.



Photo : © GIZ Tunisia

Objective – Creating good jobs through business support

In cooperation with its Tunisian and European partners, the project “Job partnerships and promotion of small and medium-sized enterprises in Tunisia II” addresses the **mobility sectors**, i.e., the **automotive and aeronautical sectors**, with a focus on **Tunisian small and medium-sized enterprises (SMEs)**, which are a promising engine of growth, innovation and job creation.

The project has three complementary axes:

- **Supporting African and European companies** in making investments and creating jobs;
- **Strengthening Tunisian job-creating SMEs** through structural organisational support, enabling them to attract investors and potential clients, and to recruit and retain the best employees;
- **Improving the entrepreneurial ecosystem in the mobility sector** to cope with the transition of the international and national market.

The main axes have been developed with the companies of the sector and reflect the **industrial and innovation strategy of Tunisia by 2035** as well as the priorities of the **Pact for the competitiveness of the automotive industry in Tunisia**.

These include support for the investment framework and visibility, continuous training, innovation, support for the implementation of Corporate Social Responsibility requirements, including energy transition and carbon footprint reduction.

Expected results

- **7,000** people, 35% of whom are women and 40% of whom are young people, have found a "good" job in companies;
- **25,000** employees, of which 35% are women and 40% are young people, benefit from an improvement in their working conditions;
- **100** companies out of 250 reached demonstrate, with the help of an example, an improvement in a dimension relevant to the company's growth.

Project name	Job partnerships and promotion of small and medium-sized enterprises in Tunisia II
Funded by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Country	Tunisia
Objective	Creating good jobs through business support
Implementing organisation	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Partner institution	Ministry of Industry, Mines and Energy (MIME)
Duration	2022 - 2025

For the **training** component in the automotive sector, the partner companies have identified the **lack of qualified personnel** for middle management functions as an obstacle to investment. In response, in partnership with the Tunisian Automotive Association (TAA), the professional training organization of the Bavarian employers' association (BBW) has established a **specific training program** and trained more than **1,454 middle managers**, including **478 women**, for **30 companies**.

This has enabled these companies to create new production lines, expand their teams and generate **3,205 additional jobs**, 60% of which are held by women. The success of this initiative led to the creation of the **Tunisian Automotive Management Academy (TAMA)** to institutionalize the provision of continuous training and to ensure the continuous reinforcement of the skills of companies in the automotive sector. Thus, TAMA will contribute to the alignment with the needs of the international market, particularly in Europe.

The project "Job partnerships and promotion of small and medium-sized enterprises in Tunisia II", in partnership with the **National Agency for Energy Management (ANME)** and the **International Centre for Environmental Technologies in Tunis (CITET)**, supports companies in the **energy transition** and the reduction of the **carbon footprint**.

To this end, information sessions on the support offered are organized and support on the quantification of the carbon footprint and modelling for its reduction as well as energy management solutions are put in place.

Indeed, the energy transition is critical to ensure access to international markets and to promote competitiveness and sustainability of enterprises.



Workshop on energy efficiency for companies in the automotive sector

The **Social Responsibility** component, including **gender equality** and support for women and families, plays an important role in employee retention and productivity.

Thus, to **improve working conditions** and enable women to remain in employment despite childcare constraints, the project "Job partnerships and promotion of small and medium-sized enterprises in Tunisia II" has set up childcare facilities in partnership with the Ministry of Family, Women, Children and Seniors, the Ministry of Industry, Mines and Energy and UNICEF.

These model spaces have a capacity of 50 children each and are located near industrial sites in three governorates (2 spaces in Zaghuan, 1 in Bizerte and 1 in Manouba).



Inauguration d'un jardin d'enfants par la Ministre de l'Enfance (Zone industrielle de Hammam Zriba, Gouvernorat de Zaghuan)

Innovation in the automotive and aeronautics sector is a key factor for national investment and growth.

Thus, the project supports **pilot start-ups** with assistance in the **certification phase** of their products and in connecting them with potential partners and customers.



Reception ceremony for six BAKO B20 vehicles



Startup HawKar wins special award and Europe prize at TICAD 8

To ensure the **scaling up of activities** and the sustainable improvement of the **investment framework**, activities are implemented in close cooperation with MIME and in partnership with sector associations such as TAA and the *Groupement des Industries Tunisiennes Aéronautiques et Spatiales* (GITAS).

This **close and agile cooperation** ensures that activities are regularly reviewed and adapted to best respond to the changing context and specific needs of companies.

Do not hesitate to contact us!

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