Employment Promotion in Rural Areas in Tunisia (PERR)

Working towards better socio-economic inclusion

Background

In light of high unemployment rates in Tunisia - especially among youth and women - employment remains a top priority on the country’s agenda. Regional disparities are still important, despite the economic potential in rural areas in sectors such as agriculture, crafts, tourism, textile, etc.

Against this backdrop, the PERR project aims to provide a range of solutions and support for young Tunisians so that they can have stable and sustainable job. To this end, the project relies on the cooperation with regional public and private actors as well as with civil society organizations.

Scope of action

- **Dialogue for Employment**: establishing regional and multi-stakeholders platforms for dialogue on employment, training and innovative actions to encourage the creation of jobs for young people in rural areas.

- **Trainings tailored to the needs of the market**: organizing training sessions in partnership with the public, and private sectors as well as civil society in order to increase the employability of young persons and ensure a better match between supply and demand in the labor market.

- **Labor Market Services**: providing support to institutional partners with regards to national policies and strategies on vocational training, entrepreneurship and employment promotion.

<table>
<thead>
<tr>
<th>Title of Project</th>
<th>Employment promotion in rural areas in Tunisia (PERR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implementing Agency</td>
<td>Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)</td>
</tr>
<tr>
<td>Authorized representative</td>
<td>German Federal Ministry of Economic Cooperation and Development (BMZ)</td>
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<td>Partner</td>
<td>Ministry of Vocational Training and Employment (MFPE)</td>
</tr>
<tr>
<td>Country</td>
<td>Tunisia</td>
</tr>
<tr>
<td>Main zones of intervention</td>
<td>Kairouan, Kebili, Mahdia and Tozeur</td>
</tr>
<tr>
<td>Beneficiaries</td>
<td>Youth</td>
</tr>
<tr>
<td>Duration</td>
<td>2016-2022</td>
</tr>
</tbody>
</table>

Project objective

The project aims to improve the employment situation of young women and men in rural areas of intervention.

From left to right: Use of mosquito nets in a palm grove in Zaafraone (Kebili) & A training on serigraphy for young people in Monastir

Photos: © GIZ
Key success factors

- A multi-stakeholder and multi-level cooperation in the employment field (public institutions, private sector and civil society).
- Scaling best practice.

Success stories

"The Sahel Textile Partnership"

This project was launched by the Office of Employment and Self-employment (BETI) in Monastir in collaboration with the Tunisian Federation of Textile and Clothing (FTTH). It aims to address the lack of skilled and unskilled labor in the textile and clothing sector in the Sahel. It is a vocational retraining project where, upon completion of the training, the trainee gets placed in a job in the partner companies.

A survey conducted by BETI Monastir with the textile and clothing companies from the surrounding region revealed an important need in six specific trades as well as a lack of skilled labor. In this context, the project funded specialized and targeted training courses for 90 candidates registered at BETI Monastir. These candidates were organized into 6 groups and received technical support and regular training throughout the training cycle. At the end of the project, the 90 trainees will be retained and recruited by partner companies in the textile and clothing sector.

The aim of this intervention is to address an important need in the date and date palm sector to find ecological solutions for crop protection and at the same time support rural women in Tozeur and Kebili.

To this end, the National Agency for Employment and Self-Employment (ANETI), the Interprofessional Fruit Grouping (GiFruits) and GIZ joined forces to provide rural women with the necessary know-how and equipment to start their own textile companies. These female entrepreneurs (20 from Kélibi and 20 from Tozeur) have opened their own sewing rooms throughout the region to produce protective nets for date palms, in order to reduce pest infestations and in turn contribute to an increase in crop yields. Together they employ 120 women.

Meeting between partner institutions and female entrepreneurs in the field of protective nets for date palms"