

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.

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

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 Zaafrane (Kebili) & A training on serigraphy for young people in Monastir

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

« Creation of mosquito nets to protect dates in Kébili and Tozeur »

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 Kébili.

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 Kébili 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.

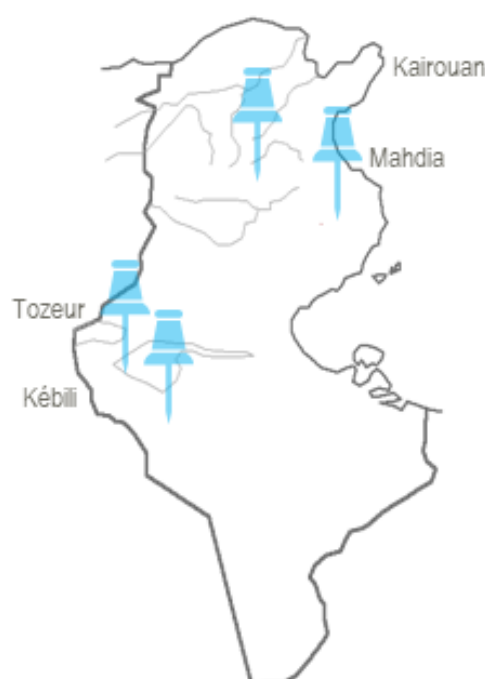


Meeting between partner institutions and female entrepreneurs in the field of 'protective nets for date palms'

"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.



PERR project main intervention areas

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