

Project Name: *Tounes Ta3mal*

Organization(s): Silatech and Microsoft

Country: Tunisia

(part of a multi-country project including Egypt, Qatar, Iraq, Morocco, Algeria, Palestine and Lebanon)

Dates of Implementation: Ongoing (started 2013)

Partners: Government ministries (Ministry of ICT), NGOs (USAID-funded Pragma, Edupartage, AIESEC), academic institutions (ATUGE), and private sector partners (Ooredoo).

Website: <https://silatech.org/employment/>

Brief Project Description:

Tounes Ta3mal provides employment and intermediation services, skill training, and entrepreneurship training to support Tunisia’s youth workforce. It provides job seekers with resources including career guidance, online entrepreneurship education, and employment opportunities.

The program includes support through the following stages: self and labor-market awareness, skills development, work readiness and access to jobs. Self- and market awareness are provided via online and offline access to information and career advising resources, including psychometric assessments and sessions with certified career advisors. Users have access to over 1,000 e-learning courses and to trainings provided by local partners to support their technical skills development. They are further prepared for work through soft-skills trainings, internships, and/or access to thousands of entry-level job opportunities. The program uses a state-of-the-art web-based job matching engine, a multitude of online courses, and Tamheed, an online psychometric tool for career advising.

The majority of the portal’s services are delivered online, resulting in low cost-to-impact ratio and the ability to scale inexpensively into new countries. Country-level teams and partnerships direct traffic from both employers and job seekers to the portal, increasing the odds of successful and effective job matching and impact.

Target Population:

The target population for this project is unemployed or underemployed Tunisian youth aged 18-30. The focus is on one or more vulnerable populations in Tunisia, including women, youth with low educational attainment particularly in rural areas, youth cohorts with relatively high unemployment rates such as university graduates, and youth susceptible to recruitment by violent extremist groups.

Interesting Features & Innovations:

- The online platform also has a significant physical presence, including counselors and job fair.
- Features a comprehensive employability portal which provides career, referrals to skills & entrepreneurship courses.
- Uses online psychometric tests for career assessments.
- Ta3mal is now being used more on mobile devices (over 60%) compared to laptop/computers.