



The Integrated Approach to Employment Promotion

In its efforts to promote employment, German cooperation adopts an integrated, multi-dimensional approach that focuses on the supply and demand sides of the labour market as well as on active labour market policies and instruments (see “GIZ services” below). The approach combines elements of technical vocational education and training, youth social work, labour market and social policy, and private sector development. A particular focus is set on the challenges for new entrants to the labour market.

The aim is to achieve positive long-term employment and income effects by coordinating all relevant intervention areas. Economic policy, which determines the general labour market conditions such as the business and investment climate, plays a key role by streamlining policy decisions with respect to employment targets.

GIZ services for employment promotion

➤ **Creating jobs through private sector development:** Private sector development and business start-ups can increase demand for labour. Small and medium-sized enterprises (SMEs) are especially important in promoting employment-oriented private sector development, as they provide the majority of jobs in many countries and are a major driver of innovation and competitiveness. By promoting productivity and competitiveness of enterprises, our approaches to private sector development are geared towards stimulating long-term and

Spotlight on Youth

Young people below the age of 25 make up almost half of our planet’s population. They embody energy, vitality, and innovation. If given the opportunity, youths can be drivers of change: Playing a more active role in society and participating in social decision processes, they will push for transformational changes.

However, youths are disproportionately affected by unemployment, precarious employment, and idleness. This unfortunately holds true for almost all parts of the world, not only for countries in Southern Europe and Northern Africa. Giving these young individuals the chance to pursue their ambitions and utilize their skills would significantly boost economic growth and foster human wellbeing. This way the “youth bulge” can be turned into an economic and social opportunity.

That is why German cooperation particularly focuses on integrating youths into the labour market. The GIZ Youth Approach combines stand-alone youth projects with a cross-sectoral perspective that builds on the consideration of challenges and potentials of young people in different programs and across sectors.



structural employment effects by using some of the following instruments:

- Building an institutional support structure for SME development and innovation,
- increasing the competitiveness of value chains, sectors, and locations,
- facilitating SME's access to finance, and
- improving the business and investment climate.

➤ **Promoting employability through training:** As conditions are constantly changing, workers must maintain their technical, social and methodological skills in order to remain employable. These include occupational qualifications, the ability to engage in dialogue with employers or job placement agencies, and productive work skills. To increase employability, we support our partners' efforts to improve basic education, to develop formal and non-formal technical and vocational education and training, and to promote skills development schemes, all geared towards labour market needs.

➤ **Better matching in the labour market – job placement and career counselling services:** The existence of productive jobs and qualified workers does not guarantee more employment if there is a shortage of labour market information and a mismatch between labour supply and demand. To improve job placement, GIZ supports its partners in developing and applying active labour market policy instruments. This includes supporting labour market analyses, establishing labour market information systems, and providing advice on the conceptual development of career counselling, guidance, and job placement services.

➤ **Framework conditions: Promoting employment-oriented economic policies:** Complementing these three intervention areas, the political framework also has to be taken into account, given its relevance to the management of political dialogue and the coordination and implementation of employment-oriented economic policies and regulatory frameworks.

Example: Regional Funds for Qualification and Employment in the MENA region

(Commissioned by the German Federal Ministry for Economic Cooperation and Development; Overall term (fund I and II): 2011 to 2016)

Immediately after the outbreak of the Arab Spring protests, GIZ was commissioned by the German government to implement short-term measures for job creation in North Africa. The objective of this project is to facilitate particularly young people's access to the labour market and increase their incomes. The project is designed as a regional fund for the rapid and integrated implementation of a full range of measures, such as: business start-up programmes; improvement of placement services and vocational training; specific occupational and practical training; promotion of blue collar jobs and green jobs.

Since 2011, more than 5,000 young women and men have been reached by the project.

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