



**International  
Finance Corporation**  
World Bank Group

# E4E Initiative for Arab Youth



*E4E Initiative for Arab Youth* aims to provide youth with skills that are relevant to the marketplace by investing in education, engaging stakeholders, and enabling solutions so that Arab Youth earn a better future



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# The Voices of Youth

Student surveys across countries confirms that, overall:

1. They consider expected salary when making a choice of study but they are not usually well informed about the reality of starting salaries - thus creating a mismatch
2. They are not satisfied with current training options and consider the curriculum irrelevant

## Tunisia

- Tunisian students are not guided towards specialties with highest employment opportunities
- Students do not perceive that there are enough internship opportunities that can give more relevance to their skills

## Jordan

- Youth look at employability and expected salary when making their education choices
- ~65% found the curriculum irrelevant, ~70% found the support materials irrelevant, ~60% found the lecturer's experience relevant

## Morocco

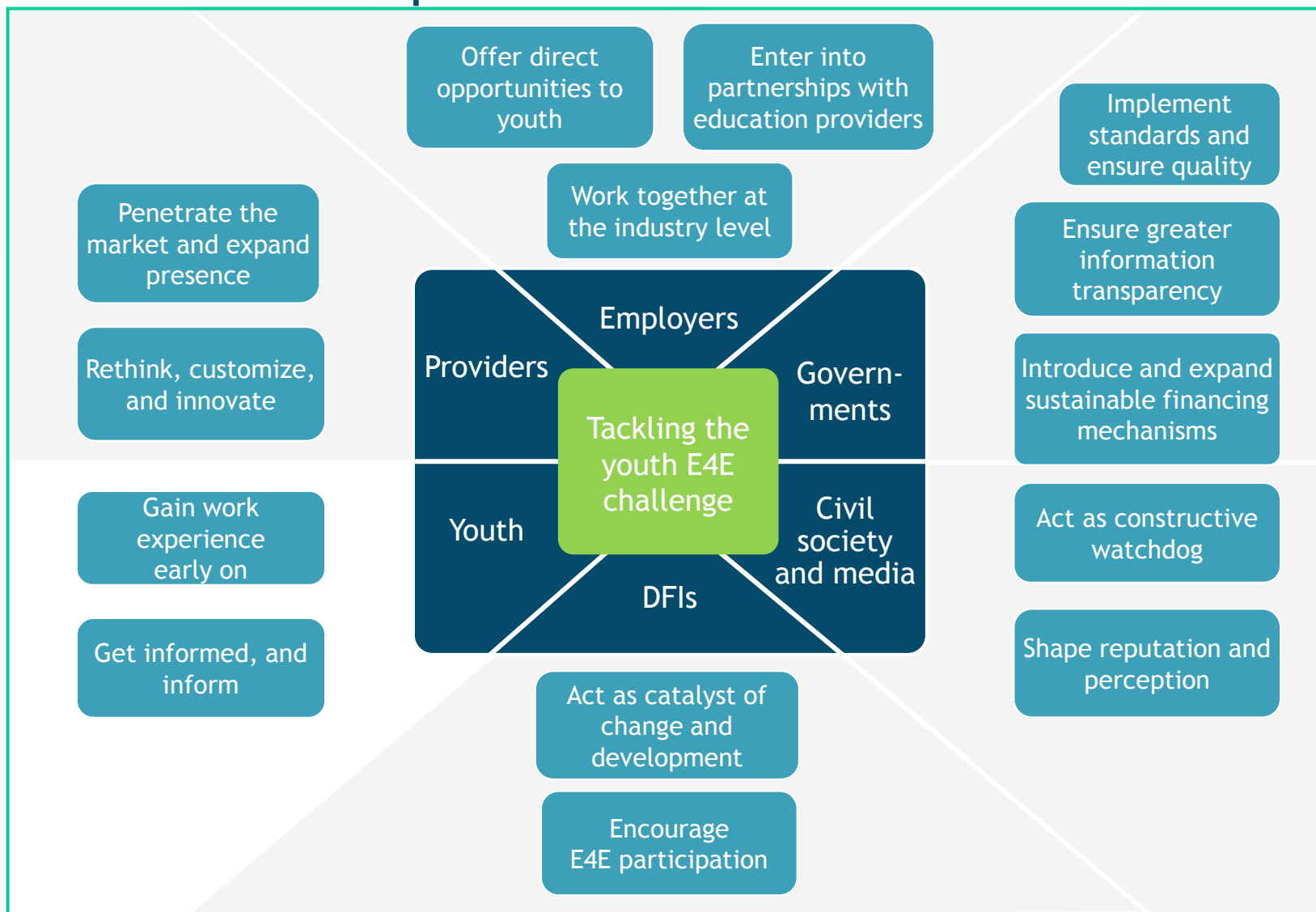
- > 60% of youth agree that choice of education should depend on the expected salary, parental advice and international accreditation of degree
- 40% believe that a foreign degree would help them secure a job. Europe and USA have higher appeal than Arab countries
- Youth perceive that professions with a 4 yr degree or more are exciting & fulfilling

## Egypt

- > 50% of youth agree that the choice of education should depend on the salary level, future employment opportunities, and ability to work while studying
- 35% are willing to pay for private education
- Youth perceive that professions with a 4 year degree or more are exciting & fulfilling
- 22% of secondary graduates are satisfied with their current job; half of the proportion of university and vocational graduates

Source: Nielsen, Employers & Youth Survey In Egypt, 2010; Nielsen Employers & Youth Survey In Jordan, 2012; McKinsey 2012, Jordan deep dive (survey of 217 students across universities)

# Tackling the E4E Challenge Requires Action on Multiple Dimensions - the Report Calls for “All Hands on Deck”



# Example: Diagnostic Conducted in Egypt Highlights the E4E Strategy of Sector and Cross-Cutting Enablers Focus

## A Enabling environment

- Remove barriers and encourage private investments in education (at start-up and during operations)
- Support the Egyptian Observatory for Education, Training and Employment (EOETE) in providing transparency between youth, employers, and education providers
- Support the creation of a National Awarding Body<sup>1</sup> for TVET
- Improve student financing options to enable broader access

## B Priority sector initiatives through direct private sector interventions or PPPs

Manufacturing	Construction	Tourism	ICT / BPO
<ul style="list-style-type: none"> <li>Set up a model factory to train manager on lean concepts</li> <li>Support private management of MoTI PVTDs</li> </ul>	<ul style="list-style-type: none"> <li>Create international certification framework</li> <li>Develop professional vocational programs</li> </ul>	<ul style="list-style-type: none"> <li>Establish hotel management institutes</li> </ul>	<ul style="list-style-type: none"> <li>Advance ICT specialized training and job profiles</li> </ul>

<sup>1</sup> It is alternatively mentioned as National Qualification Agency

# E4E Initiative for Arab Youth - Status

April - Dec 2011

## Where we were

- E4E report
- Strategy to Board
- Joint IS-AS team
- Assessment of lessons from Health in Africa
- No IFC IS or AS presence in this space

Jan. 2012 - Oct. 2013

## Where we are

- Team deployed in region (Feb. 2012)
- Results framework for IS/AS operations
- E4E Solution Marketplace event held in Morocco April 2013
- Joint IFC-WB country projects
- FY13 2 investments of \$13m (south-south in Turkey - Plato, Morocco - HEM)
- 5 AS projects in implementation, 2 in pre-implementation, 2 in design; \$7m donor support

Target - FY14 and beyond

## Where we are going

- Leverage IFC strength & focus on private sector as entry point for E4E solutions
- Develop a sector solution
- 2-3 commitments and mandates in FY14
- IS annual target of US\$50-75m thereafter
- 7 to 9 AS projects in implementation in 4 priority countries
- Direct student reach of 180,000 by FY18
- Take lessons learned into other regions

Priority Countries: Tunisia, Jordan, Egypt, Morocco / Priority Sectors ICT, Const, Tourism, Healthcare



**Challenges** political environment, leveraging multiple stakeholder activity, managing cross-organizational initiatives, funding/resources

**Opportunities:** stakeholder/government recognition of need to act, nascent private sector, donor interest, WBG commitment



# Thank You

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**For more information visit:** [www.E4EArabyouth.com](http://www.E4EArabyouth.com)

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