**Project Summary**

The Agence Nationale de Promotion de l’Emploi et de Compétences (ANAPEC) was established as the key agency and instrument of labour market policy and employment creation. Its role has been defined as one of a service institution having a dual mission: (a) to act as an intermediary between enterprises and job seekers and (b) to promote self-employment. The project concerned the latter part of this mission, focussing on self-employment and entrepreneurship programmes.

**Contract Objectives**

To support ANAPEC in developing a relevant national policy to reduce unemployment, especially through self-employment of qualified youth and young graduates.

**Concept and Activities**

Activities ranged from analytical and strategic inputs to the implementation of full-fledged self-employment programmes:

- Strategic positioning of ANAPEC as a self-employment and the entrepreneurship agency
- Identification of strategic partnerships with national and international agencies
- Methodology development for the ANAPEC local agencies to assist small business start-ups
- Training of 40 specialist advisers, 8 resource persons and several private partners to implement the new methodology
- Training through internships and study tours abroad
- Development and promotion of new types of self-employment opportunities
- Equipment of ANAPEC agencies with the appropriate soft- and hardware
- Installation of a Monitoring & Evaluation system

**Services provided**

**Assistance to ANAPEC**

- Institutional strengthening and staff training
- Advice in the preparation of Terms of Reference (ToR)
- Support in the preparation of a baseline study
- Advice in the development of a strategy for positioning ANAPEC
- Organisation of internships abroad

**Result 1: Technical assistance to enterprise creation and self-employment**

- Identification of new cooperating agencies
- Labour market analysis and training needs assessment
- Training needs analysis for 9 agencies
- Development of entrepreneurship training modules, adapted to the Moroccan context and regional setting
- Preparation of a methodical guide for enterprise creation
- Training of consultants and trainers
- Agreement on a system for the selection of implementers

**Result 2: Dissemination Programme**

- Identification of target companies for initial training
- Design of a awareness raising programme
- Introduction of entrepreneurship modules
- Selection of trainers; internships for training
- Training of 48 ANAPEC advisers and resource persons for entrepreneurship development
- Support to trainees during their internships

**Result 3: SME Enterprise Creation**

- Definition of support requirements
- Design of a communication strategy toward employers and partners
- Design and installation of a contract framework for the partner structures
- Selection of and support to future creators of entrepreneurs
- Follow up on the establishment of new enterprises