



## PROJECT ENTREPRENEURSHIP - MIGRATION

### [MOBI-TRE]

*La migration en tant que ressource : mobilisation de la diaspora tunisienne et stabilisation des communautés défavorisées en Tunisie [MOBI-TRE]*

**Programme funded by:** the Italian Agency for Cooperation and Development (AICS)

**Programme implemented by:** the International Organization for Migration (IOM)

**Target countries:** Tunisia (Regions: North-West, South-Est); Italy

#### MOBI-TRE IMPLEMENTED BY IOM

Funded by the Italian Agency for Cooperation and Development (AICS) and implemented by the International Organization for Migration (IOM) in close collaboration with the Tunisian authorities at national and regional level, civil society, and the private sector in Italy and Tunisia, IOM contributes to the development of the economies of target regions, supporting disadvantaged populations, particularly women and youth, build businesses, develop skills, create decent job opportunities and contribute to their communities, through the mobilization and engagement of the Tunisian diaspora to play an important role in the economic development of the country of origin or heritage.

In line with the priorities of the Italian development cooperation on migration and the theme of gender and development as well as Tunisia's five-year Development Plan 2016 - 2020, particularly to reduce regional disparities and to stimulate agribusiness export.

The project aims, together with the national and local authorities, to develop employment opportunities for the populations of the North-West (Le Kef, Jendouba) and South-East (Médénine, Tataouine) regions of Tunisia, to tackle poverty and social exclusion, as well as promote investments by the Tunisian diaspora, particularly those established in Italy, in order to nurture Tunisia's regional development from a perspective of transnational cooperation. The activities carried out in the frame of the project aim to:

- Better understand and respond to the needs of diaspora members and the propensity to invest of Tunisians Resident in Italy;
- Foster a relationship of trust with the diasporas and engage them as partner of development for their country of origin or ancestry;
- Promote self-employment, entrepreneurship and business creation including innovative Micro, Small and Medium sized Enterprises (MSMEs) in the target regions through training and education;
- Encourage business linkages and partnerships between local entrepreneurs and Tunisian investors living in Italy;
- Encourage the access of diasporas to finance local opportunities and spur entrepreneurship, and transfer knowledge and skills;
- Improve knowledge on framework for investment in Tunisia for Tunisians Resident Abroad.

The Mobi-TRE aims at achieving these objectives through the creation and development of enterprises, employment, and diaspora mobilization initiatives to contribute to the economic growth of targeted Priority Development Regions in Tunisia, in addition to supporting the Government of Tunisia. The main beneficiaries of the project are:

- Disadvantaged and underserved Tunisian communities
- Tunisian diaspora (particularly Tunisians Resident in Italy)
- National and local authorities
- CSOs
- Tunisian Micro-, Small and Medium-sized Enterprises (MSMEs)

#### KEY ACHIEVEMENTS

During the execution period of the project, the Mobi-TRE financed 58 enterprises ([31 - 53%] female entrepreneur and [27 - 47%] male entrepreneur) implemented in 14 governorates, led in number of projects in the top-3 regions by Médénine (18), Jendouba (8) and Tataouine (7). 31% of enterprises are small and medium-sized projects in industry (mainly agri-food, textile), 28% in services (professional

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services, local services), 22% in agriculture (farming, plantation) and 19% in Tunisian crafts (production of essential oils, fibre and textile crafts). Promoting local arts and crafts sector of Tunisia, IOM was present in the most appreciated national and international exhibitions in Tunisia and Italy. Opportunities were presented for artisans to display a talent and savoir-faire in connecting with the public, network among pairs, and make business in new markets in Tunisia and Europe.

The project has an overall objective to encourage entrepreneurship and job creation, promoting decent work and access to employment and sustainable integration into the labour market for underserved and marginalized populations, including women and youth. Therefore the Mobi-TRE implemented initiatives for community participation and empowerment. Nearly 700 students, graduates, job seekers, entrepreneurs, and members of the diaspora attended the "Regional Diaspora Investment and Engagement Forum on Investment" organized in each of the four target regions: Le Kef, Jendouba, Médenine and Tataouine, sowing the seeds of self-employment and entrepreneurship mindset among aspiring youth, as well as in mobilizing Tunisians Resident Abroad to foster business entrepreneurship.

As accompaniment of start-ups is key, IOM deployed a comprehensive support programme to businesses involving all partners offering coaching as well as entrepreneurship training, for developing the Duo partners (entrepreneur- investor) to grow their business to greater levels of success. During this time frame, the project also launched a webinar series that aim at offering education and information about investments, providing an overview of the legal and regulatory framework in Tunisia, promoting diaspora contributions and stimulating more investment from Tunisians living abroad in sustainable business, to support Tunisia's path to social and economic growth.

A Guide on Investment for Tunisians Resident Abroad will soon be available in Arabic and French, as the first designed information guide to investments in Tunisia specifically for Tunisian citizens living abroad interested about business opportunities for the private sector.

#### IOM TECHNICAL EXPERTISE

Over the past decades, the engagement of diasporas in development issues such as poverty reduction or economic growth, humanitarian response or post-crisis recovery has generated an increasing interest among a variety of stakeholders and governments in particular. Accordingly, IOM organized in 2013 the first ever International Diaspora Ministerial Conference bringing together high-level government officials as well as representatives of academia, diaspora organizations, civil society, media, and private sector from around the world.

Since then, there have been constant developments in the field of multilateral migration governance and development such as the adoption of the 2030 Agenda on Sustainable Development (SDGs) in 2015, and of the Global Compact for Safe, Orderly and Regular Migration (GCM) in 2018. The latter, through its Objective 19, set the goal to "Create conditions for migrants and diasporas to fully contribute to sustainable development in all countries."



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For further information

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