

# GIZ:EGYPT

## DEUTSCHE GESELLSCHAFT FÜR INTERNATIONAL ZUSAMMENARBEIT

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*Subtheme most interested in discussing?*

# Integrated Policies: Creating Systems that Work

**What do you most hope to gain from participating in the 2015 International Symposium?**

Career guidance is one of the most important missing parts in our System. It is important for us to build a strategy for our country in career guidance, but the more important is how to make it work? This is what we miss!

I expect to gain more ideas on how to do it. From where we can start, how can we integrate all efforts from the relevant stakeholders? How to overcome many challenges expected Challenges? What can be the incentives of decision makers who are sometimes looking for short term interventions? How can we get the different donors cooperate in a win / win situation manner? How can we secure the allocation of resources? What can be the appropriate system for Egypt? At least the guidelines

Share a specific example of a successful program or policy your organization has supported that is relevant to one of the four sub-themes: 1. Engaging Employers 2. The Role of Emerging Technologies 3. Why Return on Investment (ROI) Matters 4. Integrated Policies: Creating Systems that Work Please share any links to articles, research studies, or relevant materials.

## **Background:**

Employment Promotion Program in Egypt is financed by The German Federal Ministry for Economic Cooperation and Development (BMZ) and the Australian Government (AUSAID). It is implemented by GIZ and Ministry of TVET. EPP supports Ministry of TVET to jointly implement measures to promote youth employment.

GIZ usually uses the “3 level” model of action having interventions at the technical, Organizational and institutional levels.

The Main agreed upon interventions are: supporting the evidence based policies, the establishment of local labor market observatories, and providing career guidance services to the students using the curricula-based approach / career education.

EPP supports the ministry and other stakeholders to take the necessary measures to ensure the institutionalization of such services, guided by the proposed policy paper for Career Guidance in Egypt that supported by ETF In 2010.

Career Guidance measure is focusing on the transition rout from school to work to empower the youth to take informed career decisions.

## **In Engaging employers:**

Employers take an important role in providing career Guidance services, however it is not yet organized.

### **At the micro level:**

- Employers' associations are involved in the activities related to the local labor market observatories.
- Employers are cooperating via providing information on their industry and near future plans
- Employers allow videoing some of their jobs to better inform the youth about the real world of work.
- Employers participate in the opportunity awareness events (i.e job fairs)

## The Role of Emerging Technologies:

Social media is one of the important actors when we talk about youth, its attracting them, and influence them as well:

- You Tube channels are created to better inform youth about Egyptian job profiles, and also learning clips on how to overcome difficult situation at work providing videos on “job profiles” “get a job” and “stay@work” (kindly visit our You Tube channel “Egypt-at – work”)

or just click

<https://www.youtube.com/channel/UCqppmGYhbjm2rBBkL9Bi8Bw/feed>

Closed groups on Facebook for the career guidance facilitators (practitioners) to share experiences, knowledge, and photos for the activities in schools

Dropbox: is also used to share files related to the labor market observatory.

In 2015 plan, a web-based tool will be further developed to include all the visual job profiles (video, and photos), also a game based approach will be used to ensure more access to the career guidance products for more youth.

### At the organizational level:

Ministry of Education (currently Ministry of TVET) has established a unit for School To Work Transition at the central level and at the regional (governor) levels as well.

STW TU is aiming to ease the transition of TVET graduates from School to Work via supporting several interventions (Career Guidance services – labor market and career information – entrepreneurship).

STW TU is an outcome of fruitful cooperation between EPP / GIZ and ECP project that was funded by USAID.

Efforts has been started for more organization (Mezzo level) of career guidance services with other relevant stakeholders and key actors such as Universities to prepare a certification system for career guidance practitioners. Also with teachers academy to provide in service accredited training for career guidance practitioners in schools. And with the Egyptian Federation of Investor associations to organize the roles and responsibilities of investor associations .

Local Labor market Observatories are disseminated to be in 4 governors and steps have been taken towards it institutionalization.

### At the Institutional level:

Together with ILO, GIZ / EPP submitted a proposal for introducing a comprehensive system of Guidance and Counseling in Education and Work (Career Guidance)

Proposing to establish an entity that to be composed from high representation of the relevant actors and to be accommodates at the Cabinet level  
Mandate of such entity is proposed to be

- Propose CG policies/strategies and plans, submit it to the National Council for HRD, as well as ensuring proper operation of cooperation and coordination mechanisms among stakeholders;
- Discuss with stakeholders their CG plans, articulate this component of their budget (including development partners’ contribution) in coordination with the Ministry of International Cooperation; and submit its budget proposal to the National Council for HRD, for approval;
- Monitor implementation of CG plans, receive periodical reports from involved ministries and agencies and prepare an annual report to be submitted to the National Council for HRD;
- Develop, in cooperation with relevant education, training and certification bodies, mechanisms to qualify and certify the career guidance and counseling practitioners

# Become a catalyst for change.

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