



WEHUBIT

Project name

Take IT Forward

Country

Morocco



Implemented by



EFE-Europe

Budget

300,851 €

Duration

10/2020 – 03/2023

Contribution to SDGs



Implemented by



Financed by



CHALLENGES

The «Take IT Forward» project aims to meet the dual challenge of employability of young graduates and the competitiveness of companies in the ICT sector in Morocco.

The digital sector is the second largest job-creating sector in Morocco (10%) with outlets such as IT development, customer service, web marketing or community management.

However, 45% of companies have difficulty in finding candidates because of the inadequacy of training and employment, a high turnover rate (30%) and difficulty in finding profiles adapted to the requirements of the profession (mindset and soft skills). Moreover, the proportion of women in digital professions remains very low.

DIGITAL SOCIAL INNOVATION



The project supports inclusive economic growth and stimulates the competitiveness of Morocco's digital economy through:

- 1) Innovative sourcing targeting traditionally marginalized profiles (Impact Sourcing) for greater diversity and inclusion and stronger job retention.
- 2) Retraining courses focusing on the specific needs of employer partners to ensure a better match between training and employment.
- 3) Integrating beneficiaries into quality jobs in a booming digital sector.

WEHUBIT EFFECT



SCOPE OF THE PROGRAMME

Thanks to Wehubit's support, the field of intervention is extended and implemented in new regions of Morocco.

PROMOTION OF SELF-EMPLOYMENT

The project will also focus its intervention on promoting self-employment (auto-entrepreneur status).

ENCOURAGEMENT OF INNOVATION

EFE was able to put in place innovative tools to ensure training-job matching, such as AI, Big Data and Virtual Reality.

EXPECTED ACHIEVEMENTS

The project's activities aims at achieving the following results:

- 1)270 job seekers will receive online training in digital skills.
- 2)108 participants will receive face-to-face training in soft skills.
- 3)46 participants will receive retraining in ICT occupation.
- 4)At least 123 graduates of face-to-face training will be placed in employment.
- 5)Based on the average size of Moroccan households (4.6 people), the project will have an indirect impact on 566 people.

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QUALITY JOBS

LESSONS LEARNED

- 1)In terms of the coding trainings, the training is rather demanding in terms of content and timing. Training schedules should always be flexible in order to accommodate participants' needs and/or restrictions.
- 2)In terms of the existing partnerships with private sector actors, the project has learned that it is important to increase the number of partners in order to ensure sufficient employment opportunities for the programme graduates.

WOULD YOU LIKE TO KNOW MORE?



Wehubit | Enabel

Rue Haute 147, 1000 Brussels, Belgium
+32 (0)2 505 37 00 | wehubit@enabel.be

wehubit.be | enabel.be