

► Terms of Reference

IPTIC Project – Impact of Employment Policies and Job Creation in ICT in Tunisia

Recruitment of an expert or a research institute to conduct a study on the Republic of Korea's approach to promoting employment through MSME and entrepreneurship support policies.

Activity 1.1.1: Prepare a study on good practices and international benchmarks on effective NES delivery at national and local levels.

Context

The Government of Tunisia is facing multidimensional, varied and complex employment challenges. Not only do these challenges cover quantitative issues (such as the high level of youth unemployment, especially among higher education graduates, the low activity rate of female et young population, regional disparity, etc.) but also qualitative issues such as the mismatch between the qualifications offered by the education system and the requirements of economic operators as well as the accentuation of precarious and vulnerable forms of work.

To address these challenges, economic et social policies have been developed targeting various sectors, particularly within the framework of the nation's five-year development plans. In this context, in 2019, a National Employment Strategy (NES) was formulated using a tripartite and participatory approach to foster synergies and to ensure alignment with other sectoral strategies.

It is in this context that the project "Strengthening the impact of employment policies and supporting the creation of ICT-based jobs for youth and women in Tunisia", funded by the Republic of Korea through its cooperation agency (KOICA), is contributing to the Tunisian Government as well as the social partners, in line with the Decent Work Agenda and in particular Goal 8 (Decent Work and Economic Growth) by trying to bring visible short- and medium-term changes in the labour market for young people and women. This project, implemented by the International Labour Organization (ILO), aims to continue the work for a long-term national and regional employment policy in Tunisia and to contribute to the development of decent employment for young people and women through the development of value chains in new technologies by opting to achieve the following 3 results:

- The capacities of the Ministry in charge of employment are strengthened for the effective implementation of the National Employment Strategy (NES) and the Regional Action Plans (RAPs) for employment.
- Employment institutions and social partners at local level are able to design and implement relevant policies for youth employment.
- Support for the direct creation of jobs for youth and women in the ICT sector in the governorates of Tunis, Sousse and Sfax.

Overall Objective

The Republic of Korea has a strong history of creating job-focused economic and social policies. Since the 1970s, during a period of rapid industrialization, the government actions have propelled the growth of large enterprises, becoming vital to the economy. Nonetheless, the Republic of Korea faced a major economic crisis in 1997, resulting in a substantial surge in unemployment. This made unemployment issue one of the priorities leading to big efforts from both the government and private sector to rectify the situation. Since 1998, these endeavours have progressively mitigated the unemployment rate, though some effects of the crisis persist. This historical context catalysed the Korean government to develop its initial national employment strategy and initiatives centred around employment promotion. Presently, the Republic of Korea is renowned for fostering economic development and advancing employment opportunities through innovation, particularly in leading the 4th industrial revolution, which is rooted in the Information and Communication Technology.

Sharing these experiences, knowledge and good practices would indeed be useful for the ongoing process in Tunisia in terms of employment policies and promoting private initiative at both the national and regional levels. In this context, the project IPTIC aims to leverage Korean expertise to build the capacities of the partners involved in the project in the following ways:

- Understanding how the government supports private sectors, from individual entrepreneurs to conglomerates, with a focus on MSME which represents the bulk of job creation in the framework of employment promotion.
- Tracing the evolution of political efforts, transitioning from enterprise-specific support to comprehensive employment-oriented policies spanning various enterprise levels and to a focus on MSME as a crucial engine of economic growth and job creation
- Exploring how government, at both the national et regional level, place innovative efforts at the core of their initiatives to employment promotion by supporting start-ups and MSMEs in the ICT sector

Purpose of the consultation

Within the framework of the project IPTIC, the ILO will support project partners in employment policy process and in establishing a conducive market environment in the ICT sector by reinforcing support for entrepreneurs, particularly technology-driven start-ups in the targeted governorates (Tunis, Sousse and Sfax). Consequently, the selected expert will support the ILO team to carry out a study on the Republic of Korea's best practices, focusing on:

- Promoting employment through MSME and entrepreneurship support policies at both national and regional levels.
- Facilitating support for technology-based start-ups and entrepreneurs at both national and regional levels.

Tasks to be performed

The selected expert will commit to undertake the following tasks:

- 1. Conduct a desk review on good practices on the Republic of Korea's approach to promoting employment through SME, start-up and entrepreneurship supporting policies at national and regional levels.**
 - **Component 1. The Republic of Korea's transition history in supporting mechanisms/strategies from conglomerates to small-medium enterprises, and entrepreneurs with employment promotion-centred approach**
 - A comprehensive executive summary will be prepared to highlight the Republic of Korea's transition history in supporting private initiatives while promoting an employment promotion-centred strategy. This summary will outline key insights into a two-page document, encapsulating the evolution of policies and strategies fostering an environment conducive to Micro, Small and Medium Enterprises (MSMEs) and entrepreneurship. This transition has been underpinned by an employment promotion-centred approach, emphasizing the importance of job creation and social inclusion.
 - Examine the evolutionary trajectory of the MSME sector within the country, explaining its growth patterns and developmental milestones over time, and the pivotal role played by MSMEs in fostering economic and social progress and job creation.
 - Analyse the MSME and entrepreneurship support components of the Republic of Korea's Five-Year Plans for employment policy (National Employment Strategies for Job Creation and Social Inclusion 2003 – 2008; National Employment Strategy 2020; Roadmap for 70% of the 2013 employment rate; Five-year roadmap for employment 2017, 5th National Employment Plan). Through detailed analysis, the rationale behind the construction of these plans and subsequent changes will be elucidated.
 - **Component 2. The government's employment centred MSME and entrepreneurs supporting mechanisms/programmes and policies.**
 - **Institutional Framework and Governmental bodies at both national and local level:** Analyse key governmental institutions at both national and local levels, with a specific focus on their roles in fostering MSMEs, particularly in addressing employment issues. This includes key ministries such as the Ministry of Employment and Labour, Ministry of Industry and Natural Resources, Ministry of Economy and Finance, Ministry of SMEs and Start-ups, and Ministry of Science and ICT, along with their associated agencies and institutes.
 - **MSME and Entrepreneurship Support Programmes:** Review government programmes, both public and private, including aspects such as investment funds, incubation/acceleration, R&D support, globalization, marketing, and other initiatives that support SMEs and entrepreneurs. Focus on their ability to generate jobs, including incentives provided.

- **Public-Private Partnerships:** Explore collaborations between government, large corporations, SMEs, financial institutions, universities, and other sector stakeholders to promote entrepreneurship and create jobs.
 - **Promoting of young and women entrepreneurs and youth and women employment:** Examine central and local government interventions aimed at creating youth-oriented and women-led entrepreneurship ecosystems and connecting youth/women job seekers with MSMEs.
 - **Quadripartite approach:** Explore the role and practices of local quadripartite (Government, trade unions, employers' group, and civil society) in supporting local MSMEs to reform/improve in more employment-promotion favourable conditions.
 - **Regional Approach:** Analyse entrepreneurship/MSME policies and programmes as solutions to overcome regional disparities and develop regional industries for job creation, including regional cluster promotion plans.
 - **Employment and skills development:** Analyse different skills development programmes and employment initiatives for entrepreneurs and workers in MSMEs, to strengthen their capacity to create and maintain quality jobs. This includes assessing needs identification processes, the programme development procedures, and the implementation mechanisms.
 - **Access to finance:** Analyse the financing mechanisms available to MSMEs and entrepreneurs, with a focus on their accessibility and effectiveness in supporting growth and job creation.
 - **Innovation and Competitiveness:** Explore good practices in supporting micro, small and medium enterprises (MSMEs) in driving innovation, enhancing economic competitiveness, and promoting sustainable growth.
 - **Social Economy and Collective entrepreneurship:** Explore government programmes/policies promoting and nurturing social ventures and local entrepreneurs. Additionally, investigate collective enterprises and Social and Solidary Economy sector, if applicable.
 - **Employment Impact Measurement:** Assess the impact of entrepreneurship policies overtime and programmes on job creation, using indicators disaggregated by sex and age such as the number of jobs created, sectoral distribution of employment, unemployment rate, the quality of job created etc.
- **Component 3. An overview of the regulatory and policy framework for MSME.**
 - Analyse the evolution of regulatory reforms and government policies supporting MSME and entrepreneurship, with a focus on primary measures aimed at boosting job creation.
 - Explore the main objectives pursued by the MSME policy and determining if employment is one of the key objectives/targets.
 - Examine how the MSME policy framework addresses various dimensions of decent work including job creation, employment quality, access to employment and social dialogue.
 - Investigate how the MSME policy framework target the different segment of firms (micro, small and medium) as well as vulnerable groups, such as such as women, young entrepreneurs, people with disabilities or informal MSMEs.
 - Evaluate the governance arrangements at national and sub-national levels, identifying lead ministries, main governance structures and procedures (in term of coordination arrangements, advisory and consultative committees), and the involvement of employment stakeholders in the main mechanisms and committees responsible for steering MSME policy implementation and monitoring.
 - **Component 4. The government's ICT-based job creation mechanisms/programmes/policies by fostering entrepreneurship and start-ups.**
 - **Historical and Political Context:** Understand the evolution of government policies in favour of start-ups and ICT industries in the Republic of Korea, along with pivotal events shaping this field. Evaluate current status by highlighting successes and challenges encountered in ICT job creation in relation to the startup supporting policies.
 - **Regulatory and legislative framework:** Examine the specific laws, regulations and policies instituted to bolster the development of start-ups.

- **Government Initiatives and Support Programmes:** Analyse government initiative, encompassing, programmes, investment funds, incubators, accelerators, and other endeavours aimed at supporting start-ups. Explore the roles and primary public actors and the mechanism of coordination.
- **Access to finance:** Analyse the funding sources available to ICT start-ups, including public and private venture capital, government grants, loans, and other financial mechanisms.
- **Public-Private Partnerships:** Explore collaborations between government, private companies, universities, and other industry players to foster innovation and start-up growth, highlighting the government initiative to foster such collaboration.
- **Training and skills development:** Assess different training and skills development programmes for entrepreneurs and workers in the ICT sector, aimed at strengthening their capacity to generate and maintain quality jobs.
- **Regional Approach:** Explore tech-based start-up support policies and programmes implemented at the regional level. Highlight successful experiences promoting and capitalizing existing industry clusters in the region.
- **Economic and Social Impact:** Assess the impact of ICT start-ups on the Republic of Korea's economy, in terms of job creation, economic growth, technological innovation, and other social and economic aspects.

2. Presenting findings of the study and finalising the report:

- Engage in ad-hoc technical meetings with:
 - 1/ key stakeholders and ILO specialists in order to integrate their insights and address the focus and needs of Tunisian national stakeholders within the study.
 - 2/ Tunisian consultants involved in employment diagnostics and plans in order to provide technical consultation for the ongoing development of employment action plans. Specifically, focus on 1/ MSME components within the National Employment Strategy action plan and 2/the action plans for developing the regional ICT market system.
- Participate in a national workshop online in October or November 2024 to present the primary findings of the study including good practices from the Republic of Korea and gather feedback from relevant stakeholders in Tunisia.
- Prepare a 5 to 6 - page summary highlighting key findings and best practices from the Republic of Korea.

Tentative timetable and Expected Deliverables

Timeline	Tasks	Expected deliverables to be provided	Submission deadline
08/2024	- Propose a study plan - Online interviews with relevant stakeholders	<u>Deliverable 1:</u> A comprehensive study plan outlining the methodology, including a detailed schedule.	23/09/2024
09/2024-10/2024	- Launch of the study on good practices in employment-centred policy in the Republic of Korea.	<u>Deliverable 2:</u> Interim report of the study, including best practices.	21/10/2024
	- Consolidate comments on the study from relevant stakeholders through technical meetings	<u>Deliverable 3:</u> Final draft of report of the study, including partners' comments.	11/11/2024
	- Presentation of main findings of the study for a national workshop	<u>Deliverable 4:</u> Powerpoint Presentation on the findings of the study	
10/2024 - 11/2024	Finalisation of the mission	<u>Deliverable 5:</u> Final report <u>Deliverable 6:</u> 5 to 6-page summary of the report	29/11/2024

To be noted that

- All tasks will be conducted in either English or French. (Proficiency in French language is an added advantage)

Payment Method

- The mission will be carried out **from 09/09/2024 to 06/12/2024**, requiring a total of 25 man-days of work.
- Payment modality will adhere to the ILO rules and procedure.

Payment Schedule

Deliverables	Submission date of the deliverables	Percentage of payment
<u>Deliverable 1</u> : A comprehensive study plan outlining the methodology, including a detailed schedule.	No later than 23/09/2024	20% upon submission of deliverables 1, to the satisfaction of the ILO
<u>Deliverable 2</u> : Interim report of the study, including best practices.	No later than 21/10/2024	20% upon submission of deliverables 2, to the satisfaction of the ILO.
<u>Deliverable 3</u> : Final draft of report of the study, including partners' comments.	No later than 11/11/2024	60% upon submission of deliverables 3, 4 and 5, to the satisfaction of the ILO.
<u>Deliverable 4</u> : Powerpoint Presentation on the findings of the study		
<u>Deliverable 5</u> : Final report <u>Deliverable 6</u> : 5 to 6-page summary of the report	No later than 29/11/2024	

Required qualifications.

The call for consultations is suitable for experts with qualifications to provide analytical research in the field of employment policy.

- Academic Qualifications:
 - Master's degree in economics, public policy, management or related fields. A PhD is an added advantage.
- Experience:
 - At least 7 years of experience in employment or MSME and start-ups policies and the promotion of decent work or in the development of programmes related to employment and entrepreneurship and/or related fields at national and regional levels.
 - Proven experience in the development of comprehensive quality analytical reports and recommendations.
- Skills:
 - Excellent knowledge of employment and decent work issues.
 - Excellent synthesis, analysis and writing skills.
 - Ability to prepare technical publications, reports and recommendations.
 - Excellent command of Korean and English. (Fluency in French is an asset)

Composition of the file and deadline for submission

The application must include:

- **For an independent consultant:**

- Curriculum Vitae
- References for similar studies
- Technical offer: Understanding Note of the mission, including a brief explanation of the methodology used to conduct the required tasks with timeline.
- Financial offer based on the proposed number of man-days
- Annex II - Certification Form for Vendors
- Annex III - Offer Submission Form

- **For a research institute**

- Curriculum Vitae
- References for similar studies
- Technical offer: Understanding Note of the mission, including a brief explanation of the methodology used to conduct the required tasks with timeline.
- Financial offer based on the proposed number of man-days
- Annex II - Certification Form for Vendors
- Annex III - Offer Submission Form

Interested parties should submit their application documents, in electronic format with the subject line "IPTIC – Korean MSME Policy", to the following addresses tunisachat@ilo.org **no later than August, 13th 2024, before 23:59, Tunis, Tunisia time**, the latest deadline for receipt of offers.