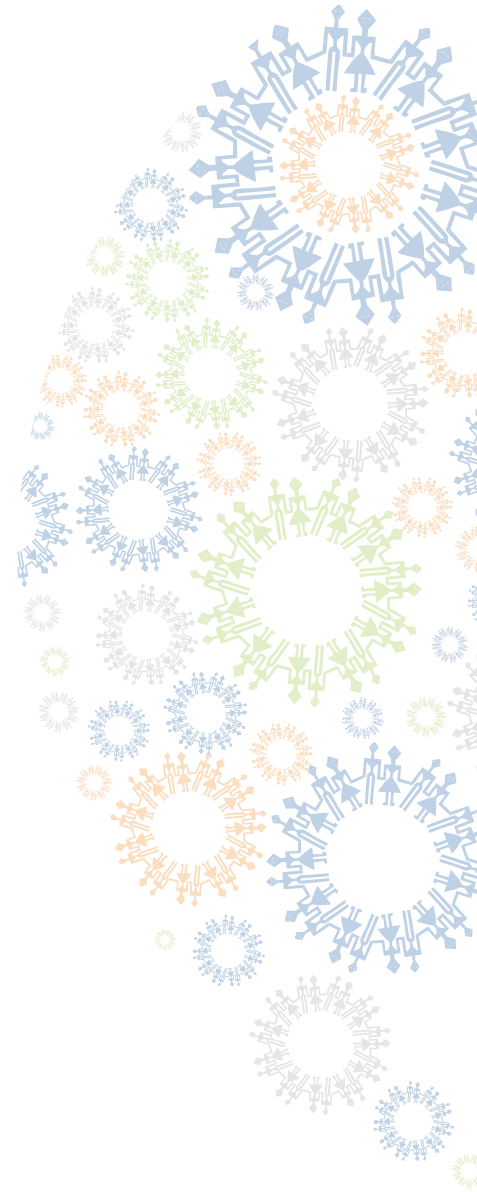
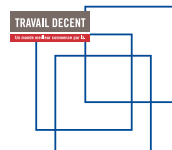




# PROMOTION OF ORGANIZATIONS AND MECHANISMS OF **SOCIAL AND SOLIDARITY ECONOMY**

**SOCIAL  
SOLIDARITY  
& ECONOMY**



# Promotion of Organizations and Mechanisms of Social and Solidarity Economy

- Funder: Kingdom of the Netherlands
- Duration: June 2016 to March 2020 (42 months)



## Partners :

- Ministry of Vocational Training and Employment (Main Partner), Presidency of the government
- Ministry of Social Affairs,
- Ministry of Finance,
- Ministry of Investment, Development and International Cooperation,
- Ministry of Agriculture, Water Resources and Fisheries
- Ministry of Women and Family Affairs,
- Ministry of Tourism and Handicrafts,
- Other technical ministries
- Social partners : UGTT, UTICA, UTAP
- National social and solidarity economy organizations and networks



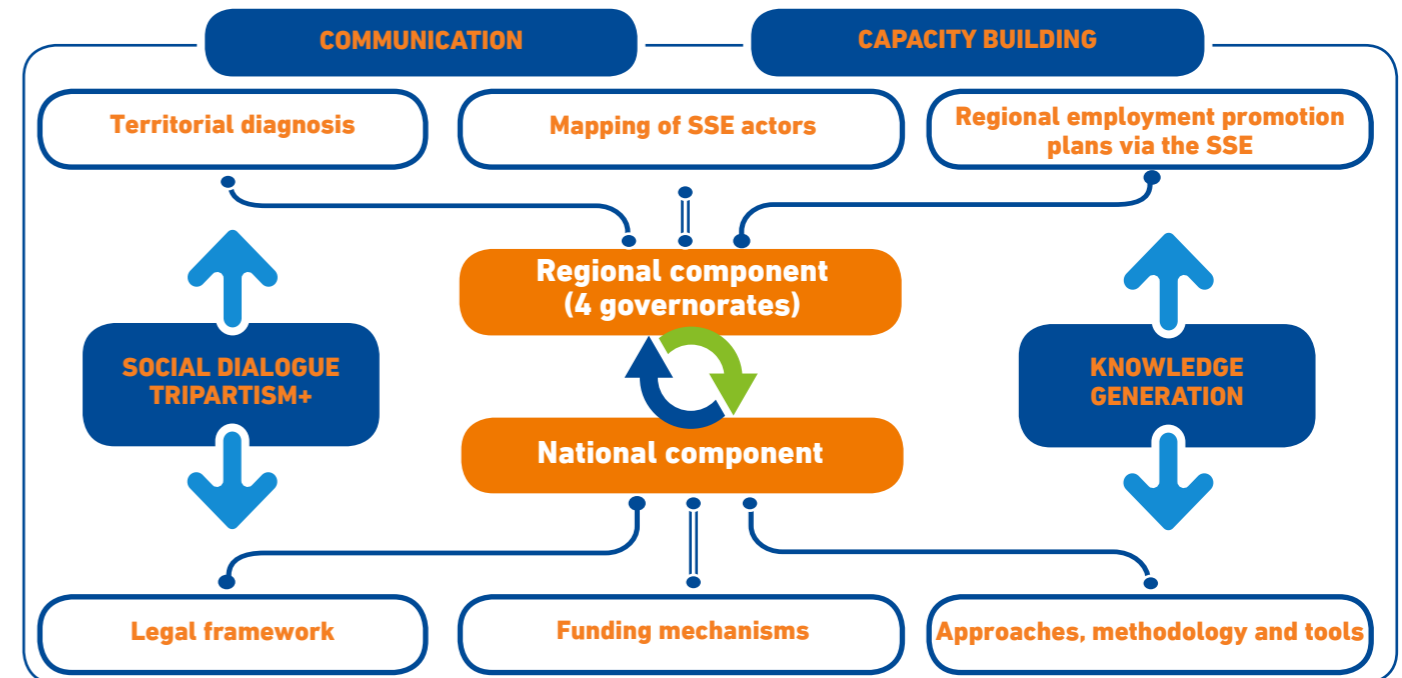
## Goals

**Development objective**  
Creation of decent employment opportunities for young people (Men and women)



- 1 Development of a legal and institutional framework and a governance system for the SSE
- 2 Development of support tools for the creation of sustainable SSE initiatives
- 3 Strengthening of SSE support institutions  
Launch and support of SSE initiatives

## Intervention strategy



# Results

32

Organizations and Pilot Companies of the SSE

28

Supporting associations



A draft SSE law developed and adapted



18

studies and guides



+150

Training actions

90

Supporters of ESS projects trained

+100,000

People affected by communication on the SSE

- Management of collective projects
- Local economic development (LED)
- Results-based management (RBM)
- Development of skills in social and solidarity entrepreneurship.
- Training on BMC and OESS business plan
- Legal creation process for SSE companies
- Technical training
- Training on health and safety in the workplace
- Training on the administrative and financial management of SSE companies
- Capacity building on marketing
- Training on the ILO tool «MyCoop»



9 Solidarity companies, 8 SMSA, 1 cooperative and 14 GDAP

6 Sectors : Beekeeping, alternative tourism, farm poultry farming, handicrafts, milk, aromatic and medicinal plants

23 North West Delegations covered: Bargou, Kesra, Makthar, Rouhia, Le Krib, Laaroussa, Nebeur, Sers, Tajerouine, Le Kef, Sakiet Sidi Youssef, Kalaat Snen, Ghardimaou, Oued Mliz, Fernana, Ain Draham, Tabarka, Béja Nord, Amdoun, Nefza, Teboursouk, Thibar, Testour

300

direct jobs



3000

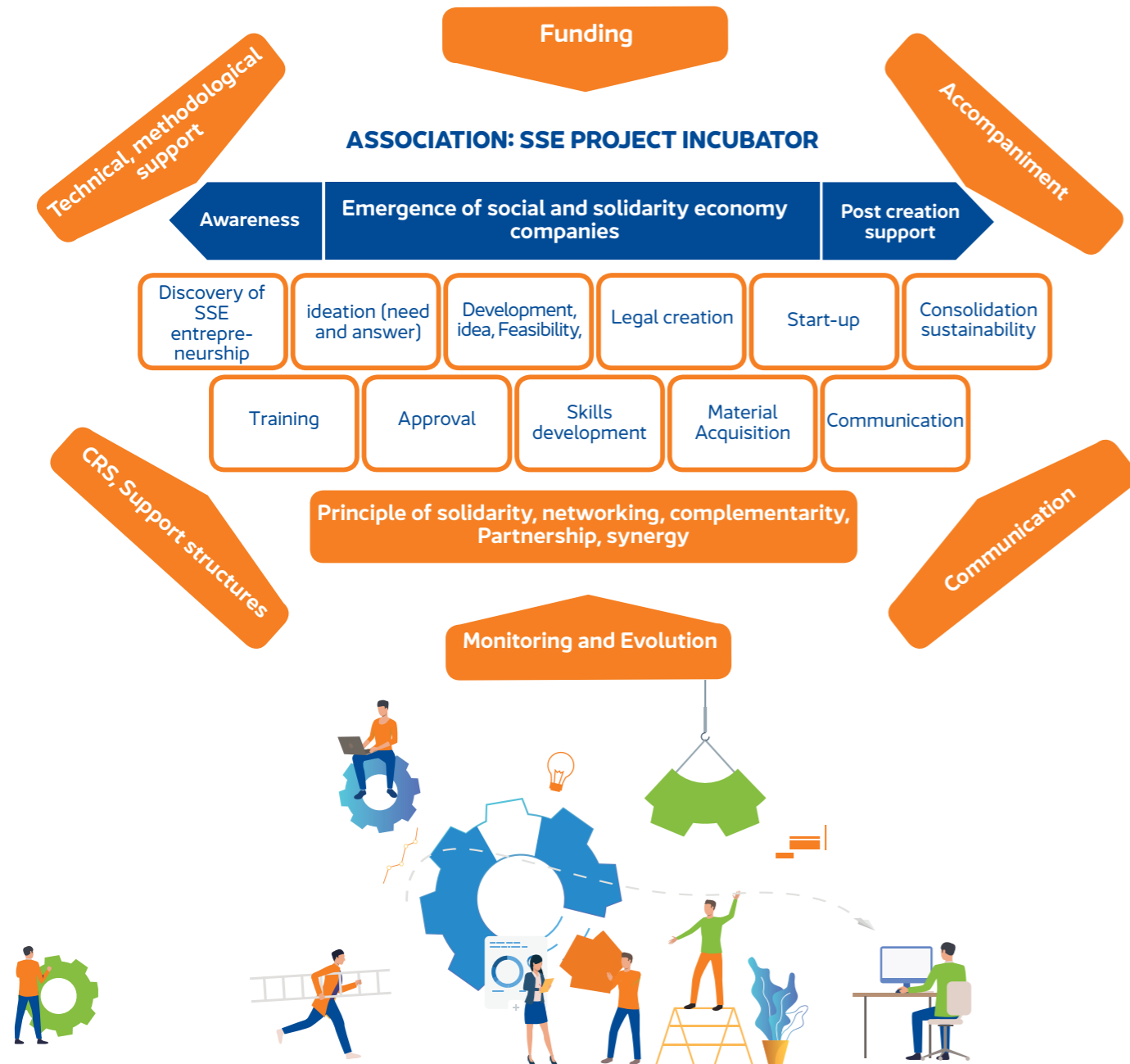
indirect jobs



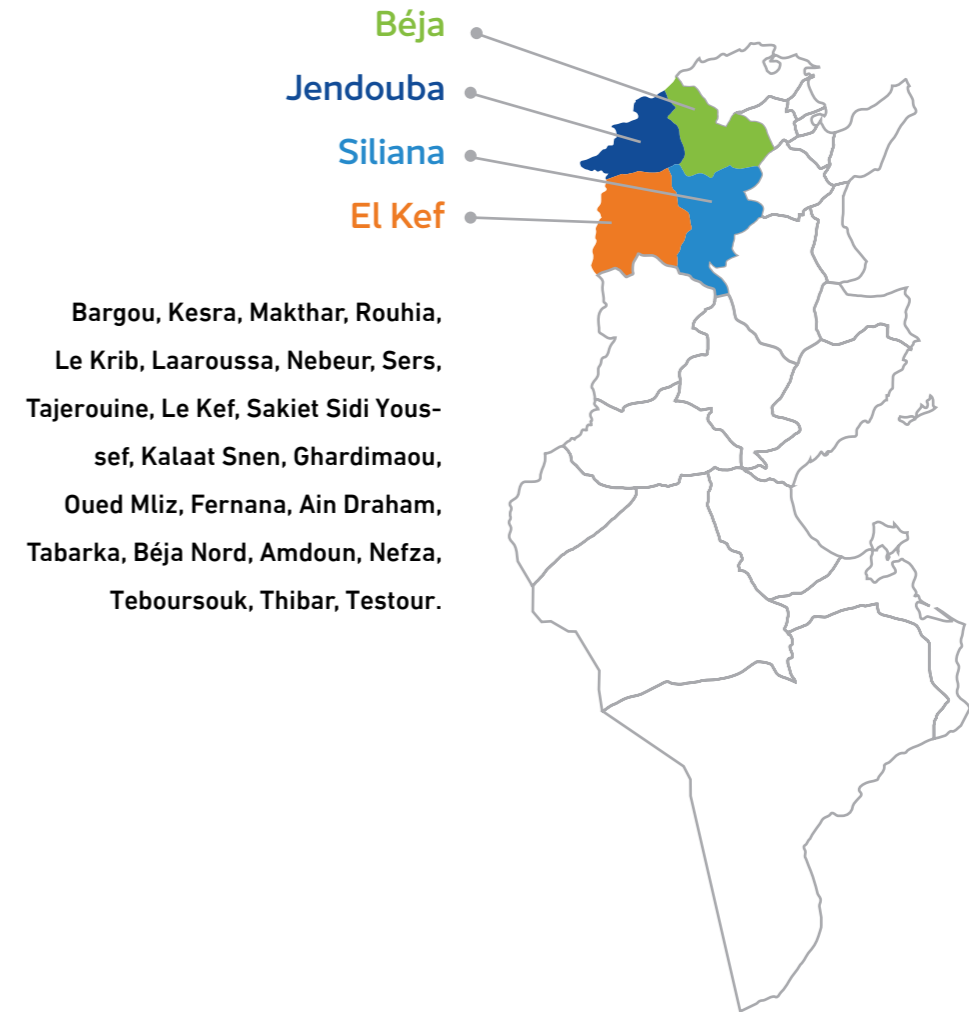
60%



## General approach to incubating SSE projects



## Support for the creation and consolidation of **32** Companies and Organizations of the Social and Solidarity Economy





# Testimonials



**Rihem Bchini**



The first step was to undergo training on the legal constitution of our group. After the acquisition of the alpine herd and the production equipment we followed another training on the quality of milk and the production of cheese. This allowed us to diversify our range. The next step is to create a label for a wider offer and possibly for export.



Pure Nature - Ain Draham/ Jendouba



**Mohamed Karam Boudeli**



As a young person wishing to avoid unemployment and be an active member of society, integrating an SMSA is a job guarantee which allows to benefit from a positive group dynamic allowing everyone to live in dignity while realizing their dreams.



SMSA Green El Kef - Kef Est/ Kef



**Nesrine Hammami**



Our craftswomen group with an excellent know-how level has made it possible to develop and modernize our products while retaining the traditional artisanal cachet of our region Makthar. Our goals are to create a label specific to our region, economic recovery, the creation of more employment opportunities and the improvement of the business climate



Nissa Makthar - Makthar/Siliana



**Ali El Mastouri**



Thanks to Promess I learned how to make a business plan. The training I followed allowed me to guarantee the continuity and sustainability of my project in the medium and long term.



Epis du Nord- Nefza/Béja



## El kef



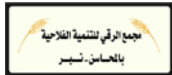
**ENTREPRISE SOLIDAIRE « LAINETEJ »**  
Femmes artisanes El Kef  
Tejerouine/El Kef



**SMSA GREEN EL KEF**  
Production and sale of honey and derivatives  
Kef Est/ Kef



**GDAP ALWIFAK**  
Swarm and Honey  
Kef



**GDAP ROUKI**  
Local honey in micro-packaging  
Nebeur/ El Kef



**GDAP INTILAQ NEBEUR**  
Poultry services  
Nebeur/ El Kef



**CIRTA NOVA TOURISTICA EL KEF**  
Cultural tourism  
Kef / Kef



**SMSA TAMAMAT**  
Beekeeping  
Sakyat Sidi Youssef/ Kef



**SMSA ELMARJA**  
Fresh cheese  
Sers Sud / El Kef

## Siliana



**NISSA MAKTHAR**  
Femmes artisanes  
Makthar/Siliana



**GDAP PAM**  
Aromatic and medicinal plants  
Bargou/Siliana



**GDAP AL AMAL**  
Honey / Collection and recycling of  
beeswax / Bee products and derivatives  
Rouhia/ Siliana



**SMSA TAMKEEN**  
Honey, embossed wax, queen breeding  
El Krib/ Siliana



**FELIX THABBORA**  
Production and sale of Aromatic and medi-  
cinal plants  
El Aroussa/ Siliana



**ARISANT COOPÉRATIF ABC**  
Bou Abdlah/Siliana



**SMSA DAR SAYAR**  
Production and sale of honey and derivatives  
Kesra/ Siliana



**ES JAWHARET ELMARAI**  
Traditional cheese dairy  
Rouhia/Siliana

## Jendouba



**Megdia**  
Promotion of local products.  
Non-timber forest products  
Tbainia - Ain Drahem/ Jendouba



**PURE NATURE**  
Goat cheese  
Babouch Ain Drahem/ Jendouba



**GDAP AIN EL BAYA**  
Chicken farmer  
Fernana/ Jendouba



**SMSA APISERVICES**  
Beekeeping  
Fernana/ Jendouba



**GDAP BERG'ESS/ AMALNA**  
Sheep farming  
Jendouba



**GDAP ASSALNA**  
Beekeeping/ Bicycle tourism Ain Sol-  
tane/ Jendouba



**ROSE DE BOIS**  
Wood transformation and sculpture  
Ain Drahem/ Jendouba



**ES BOURBEH**  
Chicken farmer  
Oued Mliz/ Jendouba

## Béja



**GDAP DJBAL BOU LAHYA**  
Beekeeping/ PAM / Chicken farmer / handicraft  
Nefza/Béja



**GDAP AL MANEMA**  
Production and sale of honey and derivatives  
Téboursouk/ Beja



**GDAP TOUMOUIH**  
Beekeeping  
Amdoun/ Beja



**GDAP EL ALAA**  
Apiculture /Plantes aromatiques et  
médicinales  
Amdoun/ Beja



**Epis du Nord**  
Ecotourism  
Nefza/Béja



**Pluri'Elle**  
Promotion of traditional natural and  
terroir food products  
Testour/ Béja



**SMSA BEEKEEPER'S HOUSE**  
Beekeeping  
Thibar/ Beja



**SMSA ZINA**  
Beekeeping  
Mkhachbia/ Beja











# 1 Development of the legal and institutional framework favoring the emergence and structuring of the SSE

## Establishment of a legal framework Elaboration of a bill

- The establishment of the legal framework for the SSE started with a national dialogue between the tripartite constituents
- The participatory approach introduced by the BIT has facilitated the involvement of all stakeholders, including SSE actors
- The SSE bill was based on the analysis and compilation of the legal texts in force as well as national reference documents.
- A comparative study (benchmarking) on the main experiences at international level in the development of SSE laws as well as the tripartite consultation workshop resulted in a better version of the law.
- The public consultation through the portal of the presidency of the government has enabled other actors, in particular civil society, to react and make comments on the various articles and chapters of this law.
- A communication campaign was carried out to support public consultation of the bill.
- The SSE bill was adopted by the ministerial council



## Communication, awareness and popularization

### Goals :

- Popularize the concepts related to SSE
- Disseminate the principles and values of the SSE
- Adhere the institutional and social partners, as well as the general public and the components of civil society to the ongoing dynamic on the SSE.

Over a hundred SSE awareness and training actions have been carried out targeting:

- Local structures
- Associations
- Young people
- Beneficiaries of the challenge fund

The communication campaign took place on public channels and radios as well as on social networks.



## Financing mechanisms for SSE companies:

A study on the financing mechanisms of the SSE has been carried out and includes:

- An overview of the financing of the SSE in Tunisia
- A comparative study (benchmarking) on the main experiences at international level in terms of SSE financing systems, mechanisms and products
- Consultations with the main public, private and associative actors concerned by the financing of the SSE in Tunisia
- The national employment fund program provided for the first time financial incentive measures to encourage young people to set up businesses in the social and solidarity economy (Government Decree No. 542 of May 28, 2019)



## Development of a national SSE statistics system

The working group set up for the development of a statistical system on the SSE sector presented its work results on July 11, 2019. This workshop marks the end of the first phase relating to the inventory of statistical data of the SSE and the definition of the indicators and perimeter of the sector's satellite account and kicks off for the second phase relating to the operation of the account.





## 2 Development of support tools for the creation of sustainable SSE initiatives

### Implementation of the Chabaka platform

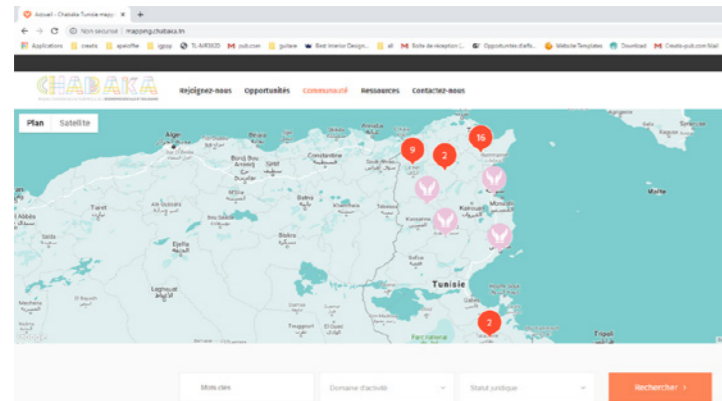


The Chabaka.tn site is a unique network allowing to highlight the identity and activities of social entrepreneurs, associations, groups, foundations and mutuels working for the development of the SSE

This platform aims to:

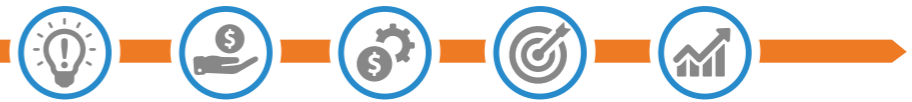
- Connect stakeholders
- Encourage exchanges and the creation of opportunities  
Build a community of strong players around social innovation
- Give visibility to the SSE sector
- Facilitate access to information
- Popularize concepts to inspire young people while advocating for their values

**Chabaka.tn is a consultative platform and also a place where news, events and documentation related to SSE and social innovation are updated.**



[www.Chabaka.tn](http://www.Chabaka.tn)

## Development and implementation of regional action plans for employment through the social and solidarity economy (PARE)



The project succeeded in creating a real regional dynamic around the SSE through the various activities carried out. This dynamic is based on territorial diagnoses carried out by PROMESS in the four governorates covered by the project (Kef, Siliana, Béja and Jendouba) aimed at identifying local economic opportunities and potential in terms of SSE. These diagnoses served as a basis for local actors to develop regional action plans for employment through the SSE. In terms of promoting employment in the SSE, the PAREs constitute a reference document for all the actions to be undertaken in each governorate.





### 3 Strengthening of SSE support institutions Launch and support of SSE initiatives

#### Capacity building of SSE support structures and development of tools to support SSE projects

- Development of a training program for SSE projects coaches
- Design of a guide to support SSE projects
- Design of a creation guide for SSE companies
- Training of 90 coaches for SSE companies
- Organization of training-action on the support of social and solidarity economy projects for the benefit of central and regional specialist executives of the MFPE and sub-supervisory structures
- Training of SSE organizations and regional support structures on the BIT tool «MyCoop» relating to cooperative management

#### Higher education, education and vocational training

- Creation of an SSE club at Lycée 2 mars Siliana
- Capacity building for students of the ESS Master at ISG and Jendouba
- Awareness raising on SSE at the Kef, Béja and Jendouba training center
- A national conference «What educational innovation for social and solidarity entrepreneurship»

#### Capacity building of beneficiaries of selected projects: + than 150 training actions

- Raining of young men and women beneficiaries of the projects on aspects related to the management of collective projects and on the development of their entrepreneurial skills.
- Training on the legal creation of SSE companies
- Technical training in relation to the activities of their respective projects and the products and services offered by their SSE companies.
- Capacity building on marketing

#### Support for the marketing of the SSE women's organizations products in the North-West: Souk of the united woman

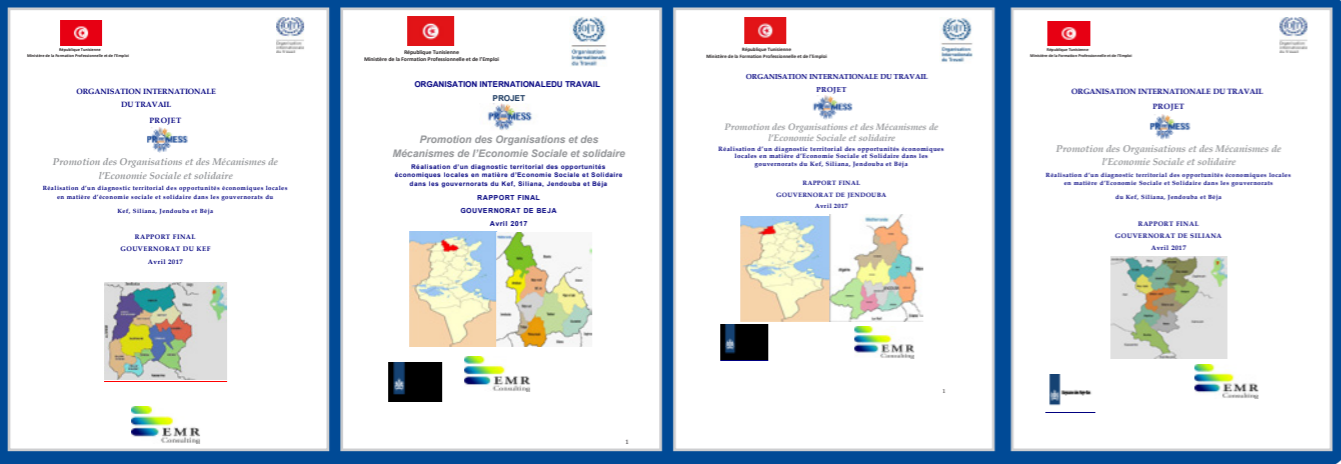
- Creation of a «Souk of women in solidarity» point of sale bringing together women's groups and offering new solutions for the sale and marketing of their products (agricultural and handicraft products).
- Creation of an SMSA whose members are the female GDA of Jendouba





# Knowledge generation

## 4 TERRITORIAL DIAGNOSTICS ON ECONOMIC OPPORTUNITIES IN SSE



ACCOMPANYING GUIDE  
SSE PROJECTS



MAPPING OF REGIONAL SSE SUPPORT  
STRUCTURES AND ASSESSMENT OF  
THEIR CAPACITIES



32 BUSINESS DEVELOPMENT PLAN SUPPORTED  
BY THE PROJECT



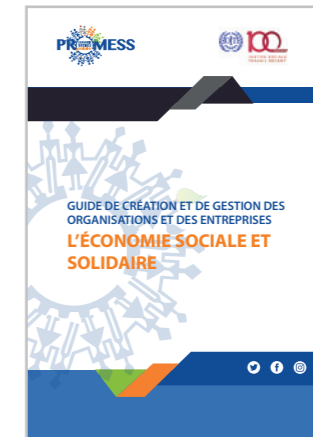
COMMUNICATION AND SOCIAL ECONOMY  
STRATEGY AND PLAN



STUDIES ON PUBLIC POLICIES  
OF THE SSE IN TUNISIA



COMPARATIVE STUDIES OF  
LEGAL FRAMEWORKS



GUIDE TO CREATING AND  
MANAGING SOCIAL AND  
SOLIDARITY ECONOMY  
ORGANIZATIONS AND  
ENTERPRISES



PROMOTION OF ORGANIZATIONS AND MECHANISMS OF SOCIAL AND SOLIDARITY ECONOMY

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