Third round table: **"Entrepreneurship for job creation in the digital age"**

Speakers

Mr. Mohamed MANI: Director General of ANETI

Mr. Pierre SOUDAN: "Molengeek", Actiris, Belgium

Mr. Richard LAVALLEE: National Coordinator of the «Les Jeunes au Travail» project of ILO

Mr. Naoufal NAJJAR: Head of the Networking and Collaborative Platforms Department, Agence Digitale MarocPME, Morocco

Mr. Hichame TAJEDDINE: Head of Self-employment division at ANAPEC

Moderator

Mr. Yahya OUKACH

The Tunisian experience presented by the DG of ANAETI is characterized by the development of a set of tools and platforms that offer an integral information support to post-creation follow-up. Steps of the process are sensitization, training, development of the business plan, business model, and accomplishment of administrative procedures as well as networking and revitalization of the entrepreneurial ecosystem.

Regarding ACTIRIS, Brussels Capital region PES, the concept of Molengeek allows the recovery of young people including 50% of NEETS (Not in Education, Employment or Training) through an accompaniment process that promotes the acquisition of IT skills allowing the creation and incubation of Start-ups by supporting on the creation of a relationship of trust between marginalized young people, the PES and companies in partnership with local actors.

This approach also promotes exchanges through beneficiary practice sharing trips and other international cooperation programs such as the Min Ajliki program for participation in entrepreneurial events such as Hackathon and Start-up Weekends.

In respect to Morocco, during this session the audience participated in two experiences on the use of digital technology for business support, namely that of MarocPME and ANAPEC.

The first one consists in a 3D digital forum, that brings together the entire entrepreneurial ecosystem that visitors can access 24/24 and 7/7.

National and regional stands of entrepreneurship actors where we can find, videoconferences, brochures, institutional videos. A range of services made available to these visitors including project

leaders.

In addition, in order to support the implementation of the new status of the sole proprietorship, MarocPME has developed a platform for registration tracking and exchange between an advisers network specialized in supporting the creation of business on all the national territory.

The second representative of Morocco, ANAPEC, has engaged in a digital and cross channel strategy in recent years.

For self-employment, in addition to the use of social networks and media, mobile applications, texting, and emailing, this year is the portal to self-employment that will serve to promote entrepreneurship and to ensure an easy access to information and an e-accompaniment to stand-alone project leaders.

Morocco's PES has presented as well a directory containing entrepreneurship support services, currently being tested.

It is a platform that through geo-tracking will allow the provision of financial and non-financial support services as well as existing entrepreneurship schemes.

This tool has been developed in the framework of the project of ILO «Les Jeunes au Travail».

The national program coordinator was among the speakers and he presented the CLE distance training program (understanding the company) that consists of 9 modules and 45 themes that can be face-to-face or online (long distance).

On the other hand, this project has developed on behalf of ANAPEC some video clips intended for low-level students based on cartoons and diagrams and which have a twofold objective: didactics used by coaches specialized in the creation of companies during the animation of the workshops and also being a communication tool on the web.

Suggestions:

1) The establishment of an integrated entrepreneurial ecosystem based on the complementarity between all the actors concerned by the accompaniment of project leaders and the creation of a companies.

2) The classification of project leaders according to their competence level regarding digital technology use. For this purpose, it is advisable to adapt digital support tools to the following different levels:
   a. Acquisition level
   b. Use level
   c. Transformation level

3) The monitoring of the exchange of best practices between PES regarding the use of digital technology to support project leaders, especially those with specific needs, is an example of people with disabilities and more precisely those with sensory disability.

4) Improving distance learning development throughout the process of pre- and post-creation support.

5) The creation of a mix between digital and human support so as not to disadvantage the stand-alone project leaders in the use of information technologies.