BUILDING ALGERIAN YOUTH’S FUTURE

Analysis for a meaningful approach

Labour Market Report
Socio-Economic Labour Market Study
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THIS REPORT WAS DESIGNATED AS A WORKING PAPER TO ENCOURAGE DISCUSSION BETWEEN STAKEHOLDERS IN THE ALGERIAN LABOUR MARKET. READERS’ COMMENTS ABOUT THESE CONCLUSIONS ARE WELCOME AND MAY BE SENT TO EMAIL ADDRESS: EUROPE@EFE.ORG.

THIS REPORT PRESENTS THE RESULTS OF A QUANTITATIVE AND QUALITATIVE STUDY CARRIED OUT IN ALGERIA FROM NOVEMBER 2018 TO MARCH 2019. THE WORK OF FIELD INVESTIGATION AND THE STUDY OF WEBSITES TO SUPPORT PROFESSIONAL INTEGRATION THROUGH TOOLS OF ARTIFICIAL INTELLIGENCE DEVELOPED IN THE CONTEXT OF THE PROJECT, WAS CONDUCTED BY THE ALGERIAN COUNCIL OF BRENCO E & C, AND COORDINATED BY THE BAYF PROJECT TEAM COMPRISING A FIELD TEAM IN ALGERIA AND AN EFE-EUROPE OFFICE IN MADRID.

THIS STUDY AIMS TO STRENGTHEN THE SOCIO-ECONOMIC KNOWLEDGE OF THE LABOUR MARKET IN THE PILOT WILAYAS BY INVOLVING ALL CONCERNED STAKEHOLDERS. THE BAYF PROJECT SETS OUT RECOMMENDATIONS FOR NEW INTERVENTIONS, WHICH CAN BE IMPLEMENTED BY PRIVATE SECTOR COMPANIES, COMPETENT AUTHORITIES, EDUCATIONAL INSTITUTIONS AND INSTITUTIONS IN THE FIELDS OF EDUCATION AND EMPLOYMENT THROUGHOUT COUNTRY.

THIS REPORT REPRESENTS AN INVITATION TO ACTORS AND STAKEHOLDERS IN THE ALGERIAN LABOUR MARKET TO GET ACQUAINTED WITH THE STATE OF ALGERIAN INSIGHTS.
TABLE OF CONTENTS

SYNTHESIS........................................................................................................................................... 5
CONTEXT.................................................................................................................................................. 7
PROJECT GENESIS .................................................................................................................................. 8
METHODOLOGY – INNOVATION ............................................................................................................. 8
STATE OF MIND AND HABITS OF JOB SEEKERS .................................................................................. 9
ENTREPRENEURSHIP AMONG JOB SEEKERS .................................................................................... 14
WOMEN IN THE EMPLOYMENT MARKET .............................................................................................. 15
LABOUR MARKET.................................................................................................................................... 17
SUSTAINABLE INDUSTRIES AND THEIR JOBS .................................................................................... 20
COMMUNICATION AMONG STAKEHOLDERS ....................................................................................... 25
BARRIERS TO FORMAL EMPLOYMENT MARKET .................................................................................. 28
CONCLUSIONS ...................................................................................................................................... 30
RECOMMENDATIONS AND AVENUES FOR SOLUTION ....................................................................... 31
Annex: Background sheet on wilaya ........................................................................................................ 34
TABLES OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Schematization of the 5 Categories of the Algerian Labour Market Actors according to the BAYF Study</td>
</tr>
<tr>
<td>2</td>
<td>BAYF Project Stakeholder Identification and Matrix Selection</td>
</tr>
<tr>
<td>3</td>
<td>Schematization of the Methodology adopted by the BAYF study (source: software AI)</td>
</tr>
<tr>
<td>4</td>
<td>Distribution of Jobseekers Interviewed in BAYF Project Cities</td>
</tr>
<tr>
<td>5</td>
<td>Characteristics of BAYF respondents</td>
</tr>
<tr>
<td>6</td>
<td>Distribution of unemployed people (total male-female) according to their level of education (1% n / r)</td>
</tr>
<tr>
<td>7</td>
<td>Age pyramid of the sample</td>
</tr>
<tr>
<td>8</td>
<td>Distribution of education levels of unemployed people registered at ANEM, according to their Feb 2018 report</td>
</tr>
<tr>
<td>9</td>
<td>Distribution of the multimedia and ICT devices accessible by the applicants</td>
</tr>
<tr>
<td>10</td>
<td>Access to internet</td>
</tr>
<tr>
<td>11</td>
<td>Time spent on the Internet</td>
</tr>
<tr>
<td>12</td>
<td>Known Search Websites for Job Opportunities</td>
</tr>
<tr>
<td>13</td>
<td>Experience in Job Interviews Of Unemployed People Versus Time To Find A Job</td>
</tr>
<tr>
<td>14</td>
<td>Distribution Of Causes Of Not Participating In A Job Interview Cited By Gender</td>
</tr>
<tr>
<td>15</td>
<td>State of self-confidence of the unemployed after having a job interview</td>
</tr>
<tr>
<td>16</td>
<td>Jobseekers’ Level of Anguish Concerning the Appearance of Major Crises in Algeria</td>
</tr>
<tr>
<td>17</td>
<td>The different ways of looking for a job by the unemployed people</td>
</tr>
<tr>
<td>18</td>
<td>Time spent looking for job per week by applicants</td>
</tr>
<tr>
<td>19</td>
<td>Did vocational training and university prepare unemployed people for work?</td>
</tr>
<tr>
<td>20</td>
<td>Sources of Financing Contractors</td>
</tr>
<tr>
<td>21</td>
<td>Distribution of difficulties experienced by entrepreneurs</td>
</tr>
<tr>
<td>22</td>
<td>The ideal job according to the respondents</td>
</tr>
<tr>
<td>23</td>
<td>Should women participate on the labour market?</td>
</tr>
<tr>
<td>24</td>
<td>Why should women have a job?</td>
</tr>
<tr>
<td>25</td>
<td>Employment of women accepted by society</td>
</tr>
<tr>
<td>26</td>
<td>Causes that prevent women from working</td>
</tr>
<tr>
<td>27</td>
<td>Perception of female / male competition in the labour market</td>
</tr>
<tr>
<td>28</td>
<td>Causes that show women as a potential threat to the labour market for men</td>
</tr>
<tr>
<td>29</td>
<td>Need for action expected of the state to promote the integration of women into the world of work</td>
</tr>
<tr>
<td>30</td>
<td>Barometer of the level of maturity of the acceptance of the woman-worker in the different cities</td>
</tr>
<tr>
<td>31</td>
<td>Distribution of the industries recruiting according to the requests registered by ANEM in February 2019</td>
</tr>
<tr>
<td>32</td>
<td>Geographical distribution of job offers analysed over the period January 1 to March 31, 2019 in the wilayas</td>
</tr>
<tr>
<td>33</td>
<td>Evolution curve per week of job offers analysed over the period 1 January to 30 March 2019</td>
</tr>
<tr>
<td>34</td>
<td>Evolution curve per week of the job offers analysed over the period from 1 January to 20 February 2019</td>
</tr>
<tr>
<td>35</td>
<td>Evolution of the registration of new individual craftsmen</td>
</tr>
<tr>
<td>36</td>
<td>New expansion zones and tourist sites in Tamanrasset and Ghardaïa validated in 2017</td>
</tr>
<tr>
<td>37</td>
<td>Modelling of the Algerian Labour Market</td>
</tr>
<tr>
<td>38</td>
<td>Screenshots of the ANEM mobile app</td>
</tr>
<tr>
<td>39</td>
<td>Screenshots of the ANSEI KHIDMA Mobile App</td>
</tr>
<tr>
<td>40</td>
<td>Screenshots of official graduate’s search on the website of the Ministry of Training and Vocational Education</td>
</tr>
<tr>
<td>41</td>
<td>Screenshots of the CNEPD website</td>
</tr>
<tr>
<td>42</td>
<td>Sources of income of the unemployed by gender</td>
</tr>
<tr>
<td>43</td>
<td>Distribution of employees by private and public sector organizations</td>
</tr>
<tr>
<td>44</td>
<td>Percentage of Workers in relation to their situation with CNAS</td>
</tr>
<tr>
<td>45</td>
<td>Percentage of Workers in relation to their situation with CNAS</td>
</tr>
<tr>
<td>46</td>
<td>Internet sites used for self-study (informal)</td>
</tr>
</tbody>
</table>
SYNTHESIS

While Algerian youth represent more than half of the country's total population, young people suffer from persistent unemployment, affecting social stability and the wider economy. With 40.8% of unemployment, it is young women who are particularly struggling to enter the labour market. While youth claim there is a lack of opportunities, employers blame the lack of employability as well soft and technical skills among the workforce.

In order to understand the complexities of the Algerian labour market and produce a comprehensive analysis, Education For Employment (EFE-Europe), with the support of the UK Government, engaged a wide range of stakeholders across the country. From November 2018 to March 2019, 2,160 people participated in a labour market study in the target cities of Ain Salah, BécharBéchar, Bordj Bou Arreridj, Ghardaia, Illizi (In Amenas), Oran, Ouargla, and Tamanrasset.

The study revolved around a classic research angle and an innovative angle that used artificial intelligence software specifically adapted to the project. The classical research consisted in engaging focus groups as well as qualitative individual interviews with representatives of the private, institutional and academic sector, in addition to the distribution of quantitative surveys among 1,475 jobseekers. The artificial intelligence tool collected and analysed over 30,000 current job offers in Algeria including 4,824 in target wilayas of the study, in terms of geographical distribution, occupations, professions, requested skills and levels of required education.

The lack of trust has been observed at various levels between job-seekers, employment agencies and private companies. While job-seekers suffer from the lack of self-confidence, companies face difficulties with recruitment systems, creating a reluctance from the private sector to engage with institutions. This lack of trust is exacerbated by the lack of communication and information-sharing among stakeholders.

While private companies, especially SMEs and micro businesses face precipitated and exclusive recruitment due in particular to weak human resources structures, most unemployed people identify the lack of job opportunities as the main reason for their situation of joblessness, creating discomfort exacerbated by social pressure because of their unemployment, putting them in an attitude of passivity and pessimism at the risk of social exclusion.

The digitalization of the labour market, particularly with the adaptation of institutional employment agencies to new technologies, offers an opportunity for growth given the strong connectivity of the Algerian population and youth in particular. Improving digital platforms and truly connecting all stakeholders becomes a priority for an effective modernization of the labour market.

Beyond the unquestionable digitalization of society, employment-oriented sectors identified in the target cities of the study during its implementation, demonstrate the great diversity of the economic potential of Algeria, including its traditional industries such as agriculture and handicraft. Other sustainable sectors under development include manufacturing, tourism, and even recycling. In these sectors, sales-related occupations are in great demand.

In parallel with jobs likely to be created in these sectors among young job-seekers, there is a tangible inclination towards entrepreneurship and self-employment. It is particularly among young women that we can observe motivation and possibility within the current socio-economic and cultural framework of Algeria, to start up a business or be active in a liberal profession.

Women in the labour market remain preferred in professions related to services and care for children and women (such as the medical sector or education). In some cases, women are seen by men as a form of competition in the labour market.

Formalizing the economy and markets is done through the centralization of processes that do not respond to the reality of the labour market for all stakeholders. It is also marked by its rigidity and bureaucracy which make these formal practices unfit to the rapid evolution of economic markets.

This right-minded standardization is at odds with the practices and behaviors that exist in the clandestinity of different actors of Algerian employment. This informal aspect of the labour market generates obstacles and misunderstandings that impact the decision-making of all stakeholders. Similarly, through
this mind of practice, strategies to circumvent obstacles due to the centralization and rigidity of formal systems are being developed. These informal practices deserve to be studied, standardized and formalized.

In conclusion, the study explains the necessity to increase self-confidence among jobseekers, and to provide them with appropriate training on sustainable development industries. An important component of these training courses is the need to develop soft skills of Algerian workforce, especially among young people, and to help them develop a successful career project through access to the labour market or through the creation of income generating activities.

By simultaneously advancing with the global digitalization of the social and economic environment, it is in the interest of all stakeholders to improve communication, access to information, and the adaptation of job offers to really reflect the active population looking for employment, and thus integrate it into the labour market.

For jobseekers and influencers to be reached out and guided in a positive and productive way, it is essential to build capacity of public institutions to support professional integration and entrepreneurship in terms of evaluation of skills, identifying job opportunities, and required trainings.

The digital culture and digitalization of organizations in Algeria should be a means for rapprochement and communication among different stakeholders in the labour market. This digitalization will also help set up an open data approach that will enable all stakeholders to make decisions in DataDriven and also reduce the negative effects of nepotism and corruption in this market.

Finally, to improve the reputation that vocational training and public education centers often suffer from, and to increase their visibility, soft skills and technical capacities of employees of these organizations need to be strengthened by providing internal trainings.
 contextual information that explains the background and reasons behind the current status.

Algerian youth under 30 represent 53.9% of the population and suffer from high unemployment rate due to the lack of adequate training to have access to the job market and get a career booster. While the labour force reached 12,463,000 people in September 2018, the market is struggling to integrate the younger generations, with youth unemployment reaching 29.1%, particularly affecting those with higher education.

After years of unsuccessful search, many jobseekers are discouraged and 1 out of 5 becomes a NEET (not in employment, education or training). The Algerian National Statistical Office (ONS) reports that 92% of people aged 15 to 19 have an informal job. Despite the high performance of women in higher education (63% of all university graduates are women and 54% of STEM degrees are held by women), young women's unemployment is high at 40.8%.

Although there is little official disaggregated data to support the problematic levels of unemployment in target cities of the project, online sources often report social unrest directly related to unemployment. All this jeopardizes competitiveness and growth and can lead to frustration, which can in turn become a potential source of socio-economic instability or a reason for migration.

As a result, Algeria ranked 92 out of 140 in the World Economic Forum’s (WEF) Global Competitiveness Index in 2018, scoring low in the efficiency of labour market as well as higher education and training. It also ranked 126 out of 183 according to the 2016 Commonwealth World Youth Development Index, after recording a drop of 8% compared to 2015, the lowest score among MENA countries.

A 2016 survey conducted by Asda’a Burson-Marsteller public relations firm of 3,500 young people in the MENA region (including Algeria) revealed that young people believe that the lack of jobs and opportunities is the main reason for their resentment.

In the same context, the SAHWA project funded by the European Commission in 2014-17 and of which EFE was a key strategic partner, 86% of respondents said that the lack of job opportunities, lower incomes and bad living conditions are reasons behind immigration, and although 75% said that they did not wish to immigrate, they would consider it, given the situation in their country.

In 2016-17, EFE conducted a thorough analysis of the Algerian labour market that included interviews with 212 private sector companies, 57 interviews with HR managers, 17 interviews with employment and training experts, and 15 interviews with representatives of private and public institutions. This has helped to identify the main sectors of growth in the country, including: Retail, ICT, Tourism, Industry, Agribusiness, Transport, Construction, Pharmaceutical. EFE also identified the hiring needs of Algerian companies through an analysis of the most requested skills identified by employers: Communication Skills, Leadership, Professionalism, Organization, Conflict Resolution, Know-How, Teamwork, Spirit of analysis and innovation, etc., all soft skills.

Employers consulted by EFE as part of this analysis talk about the lack of general employment preparation and specific skills. The non-technical skills mentioned above are among those most in demand, but the range is very wide, including language, analytical skills, CV and interviewing techniques, and general workplace behavior such as punctuality, flexibility and adequate clothing at work. There is a serious mismatch between the skills requested by employers and the skills of new jobseekers. The public education system does not provide young people with the 21st century skills requested by business, with public universities continuing to focus on traditional and public jobs rather than high-demand jobs in fast-growing sectors. This labour market study finds that two years later, the same challenge continues.

The National Office of Statistics (ONS) shows that unemployment rate among women (19.40%) is still higher than among men (9.9%). According to the latest decennial survey of consumer spending and households living standard conducted by the Algerian National Statistical Office in 2011, the average monthly net salary of women was 33,900 DZD, compared to 28,700 DZD for men. According to this study, although women make up only 15.7% of the workforce, 44.4% of female employees have a university degree compared to only 10.7% for men, which illustrates the fact that the average Algerian salary increases sharply with the level of education. It is crucial to counter this inequality. Indeed, a number of studies reveal that, beyond the promotion of
dignity and financial independence, improving the participation rate of women in the labour market has considerable benefits for companies, households’ incomes and national, regional and international production.

Unsurprisingly, many companies in different industries around the world that have increased their pool of female talent have witnessed access to the best talent available, improved productivity and innovation, enhanced team dynamics, reduced turnover and long-term relationships, a better work environment; and thus an increase in income. Other studies show that female-headed households tend to save more, and that rising household incomes have an impact on the overall economy by increasing consumption, making markets stronger and more efficient.

**PROJECT GENESIS**

In this defined context, it is important to understand and identify issues and challenges that are known in the Algerian labour market.

The process of investigating the representation of socio-economic data of the labour market in Algeria is part of the general project of "Building Algerian Youth's Future - BAYF", proposed and implemented by Education For Employment in Europe (EFE-Europe) with the support and funding from the UK government.

EFE has undertaken several actions to generate information from the different stakeholders of employment in Algeria and more precisely in the southern regions - in pilot cities of : Ain Salah, Béchar, Bordj Bou Arreridj, Ghardaia, Illizi / In Amenas, Oran, Ouargla, and Tamanrasset in order to:

- Identify growing and job-creating sectors
- Identify the most sought-after skills by companies and economic sectors (especially rare skills)
- Identify jobs and concrete profiles, those in tension and those in transformation or disappearance
- Identify the need to support the integration of graduates from higher education or vocational training centers and their follow-up
- Identify social-related issues

It should be noted that the towns of Bordj Bou Arreridj and Oran were introduced in the project perimeter in order to be a point of reference for the establishment of possible statistical correlations during comparisons between the results of BAYF study and the results of other studies carried out in the northern regions of Algeria.

Stakeholders to be approached in this study are:

(i) job-seekers and employees with less than one-year job,
(ii) Family, friends and all sources of informal information, including social media channels to which jobseekers are exposed,
(iii) Not for profit civic associations working in the labour market,
(iv) National public or private media such as newspapers, televisions, radios etc.,
(v) Public and private education and vocational training institutions,
(vi) State institutions and agencies,
(vii) Public or private placement companies for job seekers.

**METHODOLOGY – INNOVATION**

The data generation in this study comes from a creative and innovative approach, based, on one hand, the results of a qualitative and
A quantitative study of the labour market carried out by a multi-disciplinary team of 32 people, and on the other hand, development and use of artificial intelligence that analysed job opportunities on the Algerian web network.

The study has therefore defined a new angle of analysis and a new dimension of understanding, which is the content generated on the internet by Algerian companies and organizations offering employment opportunities in Algeria.

Figure 3 Schematization of the Methodology adopted by the BAYF study (source: software AI)

The classic study revolved around the organization of actions that involved nearly 2,160 people in different cities of the project:
- 8 semi-structured focus groups exclusively with jobseekers,
- 73 semi-structured individual interviews with stakeholders, excluding jobseekers,
- 6 engagement and brainstorming events (Meet-up) with all stakeholders including non-interviewees,
- 1,475 individual structured interviews with jobseekers,
- A final event with 150 participants, including 51 of the targets wilaya of the project, which allowed the exchange of information and brainstorming for this final report.

These different actions were intended to highlight difficulties, expectations, good practices and behaviours of the various stakeholders in the Algerian labour market. Attention has been given to jobseekers (always keeping a focus on women), who represent the least heard and understood stakeholder, even though unemployed people are the clients of all initiatives carried out by the rest of the actors of the labour market. The observations and hypotheses, put forward following the qualitative phase carried out with the involvement of all stakeholders, were validated or invalidated by the quantitative analysis carried out among jobseekers.

STATE OF MIND AND HABITS OF JOB SEEKERS

The sample of study was selected based on unemployment quotas in the population of economic activity age (15 - 59 years) as well as a selection of people from different social backgrounds.

18-34-year olds represent 93% of the total sample. The 85% of interviewed unemployed people are not representative of the unemployment rate in BAYF project regions but indicate the distribution of unemployed people in our sample.

The general characteristics of respondents are given below:

Figure 4 Distribution of Jobseekers Interviewed in BAYF Project Cities

Figure 5 Characteristics of BAYF respondents
The 15% of the sample are employees or young entrepreneurs, enriching the study by providing a glimpse on people who have recently been employed.

Unemployed people who have been approached say that they have followed or attended higher education for 55% for men and 64% for women. 2% of men say they left the education system at the primary level, against 1% for women. The main language of education of unemployed people is Arabic for 88%, French for 10% and English for 2%.

According to a monthly report published by the National Employment Agency (ANEM) in February 2019, out of a total of 1,444,328 applicants registered in their database, only 30% are university graduates compared to 61% in national secondary and middle school.

These figures are in line with the results of the BAYF study, which has further allowed to distinguish between people who went to university without graduating.

This difference of 29% +/-3% is induced according to the results of our study by the rigidity of ANEM’s procedures during the registration of jobseekers in its database (diploma is the unique recognized reference) and to the limitations of the current information system. This gap is also an indicator that shows that most students do not go to ANEM during their study period.

The first clear observation is that 88% of applicants use and prefer Arabic as a language of communication, reading and writing than the clear majority of job offers which are published on the internet in French. This indicates that companies are not turned to human resources marketing logic, where applicants are internal prospects of the company who will become once hired internal customers.

One of the first questions asked to jobseekers was to analyse the cause of their unemployment: Why did they not find a job?

Applicants were given many reasons to enable them to make a clear distinction between the different situations they would have known.

51% of them have clearly identified the lack of employment opportunities in their respective regions as the main cause of their unemployment. This is a surprising fact knowing that at the same time, Artificial Intelligence allowed us to identify 4,829 available job opportunities (at least 100 per city), across all the project’s target...

It was possibly understood that these job-seekers, having stated that there was no job offer at the time of the study, were not aware of these opportunities because they did not have access to internet or did not know the websites where these job offers were posted.
However, 52% of respondents claim to own a smartphone and 27% of them claim access to a laptop.

Figure 9 Distribution of the multimedia and ICT devices accessible by the applicants

88% of interviewees said they had access to the internet using one of the multimedia equipments mentioned above.

Figure 10 Access to internet

55% of respondents spend more than 3 hours a day connected to the internet but only one in two people use the internet as a means for job search.

Figure 11 Time spent on the Internet

The first website visited by online and digital job-seekers is Emploitic with 20%, 15% of them use the well-known Algerian marketplace Ouedkniss, followed by 12% for ANEM website ”WassitOnline”. Emploi-Partner, Emploitic's competitor scores 10%.

It can be noticed that 16% say they do not use any of these websites, preferring to do their own research on social media channels (groups, company page and companies' recruitment page on Facebook, universities and associations’ publications and friends on different social media networks).

Applicants therefore had access to the internet and knowledge of websites analysed by Artificial Intelligence, but clearly identified the lack of employment opportunities as being the cause of their unemployment, which can be explained by their misunderstanding of the market employment and job search mechanisms.

Following focus groups conducted with unemployed people, a reason that could explain this result was identified. Applicants have shown pessimism about their chances of finding a job and a lack of self-confidence due to the high social pressure they face because of their unemployment and the need to find a job.

This reason has been fully confirmed by applicants, as 72% say they have had only one job interview since the beginning of their job search, or none. The reasons that did not allow
them to get a job interview were 67% is that they did not apply for any job offer.

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Figure 13 Experience in Job Interviews Of Unemployed People Versus Time To Find A Job

19% 27% 57%

Figure 15 State of self-confidence of the unemployed after having a job interview

This lack of self-confidence and pessimism is not rooted in the minds of all unemployed people because 57% of the unemployed people who managed to get a job interview saw their level of optimism increasing, feeling having the chance to have secured an interview to the point of thinking of having the de facto position.

It is obvious that the euphoria of securing a job interview is so great that it influences the candidate’s (unemployed) state of mind and makes him or her more optimistic.

Applicants are thus a very sensitive population to quick win, which makes them receptive to the initiatives that can be put in place to facilitate their access to a job interview or a short and certified training, to keep hope in the future without being disconnected from the reality of the labour market.

On the other hand, this exacerbated sensitivity during job interviews and the lack of understanding in the interpretation of recruiters’ signals demonstrate the lack of preparation (in terms of training) on the methods and procedures related to the professional recruitment interviews.

This exacerbated sensitivity is added to the anxiety among jobseekers regarding their future. This anxiety was measured based on their concern to see Algeria experiencing a crisis in the near future.

It has become clear that jobseekers do not master the elements of labour market, having never taken the first step towards their future job and adopting a passive attitude.

This passivity can be traced back to a lack of self-confidence that makes job seekers pessimistic about their chances of finding a job.

In the education of their children and more specifically in supporting children in their pupil and student's life, parents spend a lot of time with them, creating an emotional bond but also a transfer of knowledge and know-how in terms of behavior and soft skills.
31% say they think that Algeria will experience a political crisis in the coming months, while 29% speak of an economic crisis. This shows a maturity of citizenship among unemployed people but more broadly among young citizens.

13% of jobseekers fear a security crisis due to the fact that Illizi, Tamanrasset and Béchar are situated at the border with Mali, Libya, Western Sarah and Chad. 14% of jobseekers on their side spoke of a food or environmental crisis.

To the question 'How do you find a job?', the first source or method observed to find a job for applicants is ANEM offices with 20%, followed by ads on newspapers with 13%. Help of parents and friends represent 10% of the research methods.

This shows that ANEM enjoys a certain notoriety among unemployed people.

The job search methods adopted by jobseekers remain classic and passive, in the sense that, in addition to submitting their application to ANEM or to potential employers, very few unemployed people remain active and determined in their quest for job.

The time that is spent looking for a job per week does not exceed three (3) hours, which allows us to note that, apart from a lack of confidence and pessimism, jobseekers also have shortcomings in the management of their time in searching for employment. As a result, one in two unemployed people spend more than 3 hours a day on the internet (see Figure 10), but most young people spend less than 3 hours per week looking for job. This is an additional evidence of the applicant's lack of preparation for the labour market's reality and for job search methodologies.

49% of unemployed people with higher education think that the education system prepares them for working life. This shows a significant disconnection from the reality of professional world because most, if not all, of the focus groups with stakeholders clearly highlighted the lack of relevance of the education system in regard with the required training, against skills requested by companies. This increases the misunderstanding of the job market and the socio-economic environment in which unemployed people evolve, which can be considered as naive if not a blatant utopianism.

However, jobseekers who are members of associations or student clubs or having
benefited from training on employability and soft skills provided by these latter, as observed in Oran or Ouargla, stood out among the rest of unemployed people through better preparation and understanding of the labour market.

**ENTREPRENEURSHIP AMONG JOB SEEKERS**

Entrepreneurs account for nearly 2% of all respondents in the BAYF quantitative survey. 39% say they were able to start their business by getting funding from their families, and 6% from the state's business creation support schemes, equally with bank loans, and finally 3% through business angels funding.

The difficulties faced by entrepreneurs to start up their business were the lack of information on the procedures related to the creation of business with 37% and bureaucracy with 10%.

![Figure 20: Sources of Financing Contractors](image)

Marketing difficulties and the lack of coaching or mentorship account for 14%. Access to property and public services account for 6% among the difficulties that entrepreneurs face. Corruption accounts for 3% of issues.

![Figure 21: Distribution of difficulties experienced by entrepreneurs](image)

According to all respondents to the survey, 30% say that the ideal job, without exception, is entrepreneurship or liberal professions. Women have more 'entrepreneurial spirit' as they say that they want to start up their own business or be in liberal profession with 37% compared to 24% for men. This trend may represent a compromise that women find in entrepreneurship to enable them to have flexible hours to take care of family, to ensure children's education, to participate in increasing households' income and potentially work from home without having to be exposed to discrimination such as gender diversity. For example, throughout 2018, the National Micro-Credit Management Agency (ANGEM) has financed 877,526 business projects creation, 63% of which are carried out by women (64% are over 30 years old). The most heavily funded activities reaching 39% such as small micro business industries, 20% services and 18% handicrafts, all activities that can be carried out at home.

Vocational training also deals with unemployed entrepreneurs who have plans to start a business and are obliged to get training to have access to state's entrepreneurship support schemes. Rare are the applicants who follow training that is objectively chosen, which could add value to their project, but found themselves in an opportunistic approach as they want to conduct the shortest training and the fastest as possible as a formality for their funding request.

Universities are increasingly aware of the need to act regarding entrepreneurship. Within the same several universities, there are entrepreneurs’ labs, but their status and mode of operation depends very much on the volunteer work of university teachers and external coaches. In addition, the people in charge are often not trained to face the challenge of supporting future entrepreneurs.
Applicants in all cities have discussed motivation to be an entrepreneur by two major aspects:

- The “autonomy” to manage one’s time and activities and to create one’s own opportunity,
- “Mistrust” of the risks to be undertaken and the uncertainty of economic developments in their respective regions, makes them pessimistic about the future.

These two aspects demonstrate the necessity to start a debate at all levels, with the jobseekers who have an entrepreneurial spirit and who ask questions which they cannot answer and therefore apply precautionary principles by excluding state support schemes for entrepreneurship or trading/exercising in the informal sector, at a time when the Algerian national economy is heavily lacking, according to the figures of the Ministry of Industry, more than one million small and medium-sized businesses to support the economy and job creation.

WOMEN IN THE EMPLOYMENT MARKET

The participation of women in working life in the Algerian cultural context is a question that cannot be neglected. In this question, 72% of respondent men and women said they were in favour of a woman who plays an active role in society.

57% of men think that women should participate along with men in professional and economic life. On the other hand, it has been observed that opponents of women's work are not only men, but also 11% of women who say they are housewives because tradition or religion require it; or to avoid conflict with their spouse or family. The conservative women interviewed during the BAYF project are mainly found in the wilayas of Ghardaïa (12%), Bordj Bou Arréridj (11%) and Tamanrasset (20%).

From all respondents (men or women), who support that women should be professional or entrepreneur, 52% claim that increase in household income necessarily happens through a professional activity of all household members of age and in force to do so. 33% believe in the equality of women and men and understand that women and men must work to achieve personal fulfilment and autonomy. In fact, 9% of respondents say they come from families or regions where women have always participated in professional life.

People who say they are in favour of women's work have nevertheless set certain conditions on the types of jobs that are tolerated and considered appropriate for women. Therefore, 25% of them say that the profession of teacher in the national education is correct according to their value. The profession of teacher is accepted because the idea received by the respondents is that this job allows women to have flexible hours, to continue to perform household chores at home and especially women are in contact with children, which does not represent for them an environment where men and women mix.

Professions in the medical sector enjoy a historical notoriety in the Algerian collective and cultural memory, along with professions of lawyer and engineer. However, medical jobs are partially accepted because it allows to have access to different social status within the society, representing places where management of gender mix is generally applied. Similarly, it comes from a pragmatic viewpoint of some conservative people who claim that medical professions must be partially for female to take care of women who come to hospital and clinic (to treat women by other women). Thus, 28% cited the medical and paramedical professions in clinics or hospitals, but only for care provided to women (of which 11% in the liberal profession). On the other hand, less
flexible working hours do not encourage the acceptance of these professions for women.

10% think that manual and handicraft work that women can do at home is the most appropriate job according to them. This type of occupation is strongly accepted by the whole society because it allows access to get additional income to the family (if not the main income) without having to make concessions for men (generally conservative in this case).

8% say that women can work in all fields, provided that the job is not far from woman’s principal residence. These people have no problem with women’s work but think that Algerian society is very conservative, and that a woman exceeding a certain time outside her house exposes her to dangers.

It is observed that 15% of respondents do not see any restrictions or limits. These respondents grew up in areas where women occupy (or occupied) the public space alongside men without any taboos and participated in socio-economic life without any restrictions. In the same way, these people were born in families where mothers, sisters, and/or grandmothers have always worked.

35% of people who are against the work of women put at the top of the list the fact that the society is too tough with women. 18% think that women should not work in mixed environments, and 15% highlight the repetition of family and cultural pattern of their region.

13% claim that religion is a curb that prevents women from working. 11% say that women must ensure the education of children within family. Finally, 8% think that women simply cannot work like men.

It is important to note that young jobseekers, men and women, who participated in focus groups in different cities where the project is being implemented, found that their reasoning regarding the place of women in the society is influenced by the mimicry of their elders’ behaviour. However, as soon as the debate revolves around the question of women and their work, a critical and pragmatic spirit quickly arises in the jobseekers’ way of thinking, prompting them therefore to reconsider their position and rethink the place of the woman as an economic actor, noting aberrations that can no longer be accepted today.

The feeling that women compete with men in the labour market reaches 38% among respondents, because they believe that women are favoured in terms of hiring. This is based on an amalgam of misconceptions, such as the idea that recruiters are usually men, with
women using their charm to seduce recruiters or vice versa.

25% think they accept wages lower than the market wage and/or men's wages. 14% think that women accept precarious employment situations (4% of whom are not legally working). These people think that women accept any offer of employment on any condition, thus creating a favouritism of women by recruiters who want to offer low wages or have their employees do very complex, risky or unrewarding tasks.

20% think that women have advantages because they do not have the obligation of military service.

1. The 'ultra-conservative' believe that women must be housewives who are responsible for the well-being of the family by doing household chores at in addition to bringing up children.

2. The second behaviour is that of the 'conservative'. For them, women can work in areas in conformity with the customs of their region.

3. The last behaviour is that of 'pragmatic'. they see women's work as a cost-effective way to support the family.

LABOUR MARKET

The Algerian formal economic fabric is made up of a total of 178,575 companies, where 4.66% are based in the South, 15.95% in the West, 24.99% in the East and 54.40% in the Centre across the country.

The average workforce of 34% of companies does not exceed 5 people, compared to only 1% of companies employing more than 100 people. Between January and June 2018, 72% of registered companies, most of them, operate in manufacturing, trade, motor vehicle and motorcycle and transportation as well as warehousing industries.

According to a monthly report published by ANEM in February 2019, among the job vacancies registered, 19% came from public organizations, 8% from foreign private companies based in Algeria and 73% from national private economic operators.

Businesses primarily engaged in services represent the leading recruiter with 37% of
offers registered by ANEM, followed by manufacturing and industrial companies with 32% and construction and public works with 29%.

Only 75% of companies’ recruitment requests were filled by ANEM services.

25% of unfilled job openings reach 40% of job offers in services sector, 29% in construction and public works, 28% in manufacturing and 2% in agriculture jobs.

According to artificial intelligence on March 31, 2019, the number of opportunities available in the pilot wilayas of BAYF study was 4,829, mainly in the macro-industry service, the constructions and public works, and manufacturing industry.

According to a monthly report published by ANEM in February 2019, 41,128 job vacancies were registered with 19% from public organizations, 8% from foreign private companies based in Algeria and 73% from national private economic operators.

Only 30,797 recruitment requests issued by companies were filled by ANEM services.

The most requested couples (profession and skills) are:
FOR SERVICE INDUSTRY:

1. Surface technicians in offices, hotels and businesses.
2. Sellers in store
3. Administrative and secretarial agents
4. Security and vigilance officers

Companies are looking for profiles for those occupations with the following behavioural and technical skills:

- **Technical knowledge**: in administration and management as well as in personal and customer service,
- **Behavioural skills**: adaptability, flexibility, proactivity and determination,
- **Professional knowledge**: administrative activities and mastery of languages,
- **Technological tools**: in office suite software.

FOR CONSTRUCTION AND PUBLIC WORKS INDUSTRY:

1. Construction and building workers
2. Professional construction and building technicians in all fields,
3. Construction Supervisors,

Companies are looking for profiles for those occupations with the following behavioural and technical skills:

- **Technical knowledge**: in production, processing and mathematics,
- **Behavioural skills**: adaptability, flexibility, responsibility,
- **Professional knowledge**: time management techniques and language skills,
- **Technological tools**: in office suite software and programming software.

FOR MANUFACTURING INDUSTRY:

1. Operators and handlers of industrial machinery and equipment,
2. Sellers in store and
3. Administrative and secretarial agents,

Companies are looking for profiles for those occupations with the following behavioural and technical skills:

- **Technical knowledge**: in transport, logistics, mathematics, engineering and technology,
- **Behavioural skills**: adaptability, flexibility and responsibility,
- **Professional knowledge**: time and language management techniques,
- **Technological tools**: in office suite software and programming software.

Companies in BAYF project regions demonstrate that micro businesses and small and medium-sized businesses are very sensitive to the rapid and volatile changes in their economic and commercial market.

The size of these companies does not allow them to organize themselves in terms of human resources by having clear HR policies (recruiting), by setting up recruitment forecasts or internal HR documentation such as job descriptions. This short-term environment and slowness caused by bureaucracy mean that companies often recruit in a hurry and resort to informal internal co-optation as well as the selection of candidates in complacency job interviews, as the main sought-after skills are confidence, rigor, desire to learn, the respect of hierarchy and method in the execution of the missions entrusted to them (to be methodological).

Skills such as time management, analytical and synthesis skills, writing and interpersonal skills are deemed necessary by companies. However, this list of skills and the basic training of applicant (diploma / certificate) are supposed to be acquired by job-seekers during their training in educational institutions.

Artificial intelligence through its analysis of job offers of the study period highlighted the same skills. However, the behavioural sought-after skills of applicants and induced by emergency recruitment are not identifiable in job advertisements posted on the web.

These companies have nevertheless developed relations of complementarity and trust with ANEM agencies in their region to regulate recruitments that are done in an emergency. Through focus groups with jobseekers, it appears that these practices that are not made with the intention of constituting nepotism are thus interpreted by 6 people out of 10.

The fact that micro and small and medium-sized businesses do not necessarily have a human resources management department or tools to facilitate the management and planning of the evolution of their human resources, reveals managerial malfunctions in terms of internal
communication, knowing the social climate, as well as establishing a training plan and a salary system. These dysfunctions have direct impact on employee’s loyalty and motivation. It has been observed that all companies interviewed without an HR structure have a turnover that exceeds 30%.

The question of training in small businesses is a dilemma for managers. 69% say that in-service training for employees is important for them and they want to train new recruits, but they are reluctant to do so for fear of having them leave the company after training to go to competing companies that will offer them a slightly higher salary. It is therefore obvious that the lack of loyalty tool in small businesses is directly correlated to the significant lack of training in companies, thus creating this ‘training dilemma’.

For state-owned companies and/or large SMEs /SMIs, 90% of employees are trained, as it is compulsory and regulated, but suffers from budgetary restrictions due to the fluctuation of the business environment according to PESTEL. However, these companies do not avoid the dilemma of training as the existence of training courses has another effect. The qualitative study shows that very often the people selected to be trained are seasonal employees because they have demonstrated to companies their loyalty or these same training courses are offered as a loyalty tool. This is interpreted by the rest of employees as a lack of professionalism in the management of human resources, favouritism and nepotism by their employers.

The question of coaching was addressed by the companies during individual interviews, although it is not seen as a know-how transfer solution but as an integration of new recruits from an HR standpoint for 80% of the companies.

It is also observed that 19% of unemployed people say they have benefited from vocational training (26% of them are women), the 26% of them claim to have done more than one vocational training.

The choice of specialty is made for 14% of respondents by observing job offers announced by ANEM, 10% to launch an entrepreneurial project and 10% under the influence of friends and parents. It is becoming clear that applicants need to be trained at an early age in labour market analysis methods to enable them to best assess their skills versus the short-term market need, with the aim of overcoming a standstill situation as soon as possible.

The fact that applicants have increased their skills through multiple training is generally interpreted as a competitive advantage. However, it has been observed that these multiplications of courses chosen in a non-directed way by applicants’ risk to put them in a disadvantageous situation by weakening their self-confidence of getting trained and not finding job thanks to these trainings but also due to ANEM information system that should improving the management of multiple profiles of the same applicant.

This multiplicity of applicants’ profiles also creates a virtual increase in the number of registered applicants in ANEM. At the end of February 2019, the database of the ANEM registered 1,444,328 applicants, 70% with a single profile against 30% who had between two and three profiles. Any request to recruit coming from company is transformed into a profile search that meets its needs. Applicants with multiple profiles are therefore competing with single-profile applicants. This situation means that ANEM database shows 1,992,876 applicants’ profiles instead of the 1,444,328 applicants (a virtual increase of 38%).

It is also important to note that the Algerian Nomenclature of Jobs/ Employments (NAME) is the one adopted by ANEM to monitor the evolution of the labour market. This nomenclature, rolled out in 2017, provides the formalized classification of 422 jobs in 16 business sectors, 87 fields and 36 sub-fields.

This nomenclature is not fully adopted by the rest of the labour market stakeholders, making the exercise of matching job applications versus employment opportunities very complex.

SUSTAINABLE INDUSTRIES AND THEIR JOBS

Based on the analysis of ANEM data, The National Office of Statistics (ONS) reports as well on the results of the artificial intelligence analysis, the areas that recruit the most are: Services, Construction and Public Works and Manufacturing Industry.

However, following individual interviews and focus groups with all stakeholders, areas of sustainable and specific industry were identified.
Although agriculture has great potential and the need for local production is paramount, the barrier to financial entry is very important, which does not facilitate the emergence of many farms. Agriculture in Saharan regions has always been based on date palm plantation (consisting of about 1,000 cultivars) given its ability to adapt to harsh climatic conditions and which constitutes the essential element on which all the ecosystem, which culturally does not encourage the development of industrialized agriculture without phoeniculture.

The phoenicultural resources are estimated at 167,279 hectares equivalent to the production of 10,255,000 quintals. The variety Deglet Nour represents 53%, mainly located in the Zibans, Souf and Oued Righ. These areas affirm their position as leaders of phœnicicole production thanks to the varieties of Degla Beida and Ghars, while the Touat and the Gourara are known especially for the variety Takarboucht.

The implementation of various programs for the development of southern regions by the Ministry of Agriculture, Rural Development and Fisheries, has enabled in the Saharan wilayas of BAYF project to see the development of grain farming accounting for more than 8,1900 hectares located mainly in the Zibans and the country of dayas. It concerns the wilayas of: Béchar, Beni Abbes, Ghardaïa (El Meneea), Illizi (Djänet), Ouargla (Touggourt), Tamanrasset (Aïn Salah and In Guezzam) and the wilayas of Adrar, Biskra, El Oued, Laghouat and Tindouf, despite the climate harshness. Other crops that have seen exceptional growth over the past ten years are vegetable crops currently accounting for nearly 92,736 hectares of which 41% is reserved for potatoes. It is widely spread in Touat, Oued Righ, M’Zab and mainly in Souf and Ziban. The arboriculture holds a significant place with a surface of 21,203 hectares. The main fruitful crops are olive trees, whose area exceeds 10,800 hectares, as well as apricot and pomegranate which are widely planted in the Ziban and M’Zab regions. As for other crops, 19,196 hectares are dedicated to perennial forage and 5,255 hectares to industrial crops (tobacco, henna, saffron and tomato).

Culturally, livestock breeding is also seen as an industry of the future. Nevertheless, pre-market processing would increase value creation. For example, camel milk, and more specifically camel milk powder, can be a high value product that can be exported directly internationally. The red meat and tannery sectors could thus serve as secondary income. According to figures of the Minister of Agriculture, Rural Development and Fisheries, the total number of livestock including all combined species is 33.6 million head during the period 2010-2017. The camel and equine numbers represent respectively 1% and 0.5% of the total numbers. Out of nearly 250 thousand camels 50% are in the wilaya of Tamanrasset.

Waste, its treatment and recycling represent an industry that can quickly take off in all these cities.

In some wilayas of the BAYF project, the daily production of household waste is 0.65 kg/inhabitant/day for the wilaya of Béchar and 0.7 kg/inhabitant/day for the wilaya of Ghardaïa and 0.5 kg/inhabitant/day for the wilaya of Illizi and Tamanrasset.

The daily production of waste in these wilayas, compared to the population, represents nearly 936 tons of waste produced per day. Part of the generated waste is treated, however still leaving an annual stock of 111 045 tonnes untreated.

In these same wilayas it is estimated that about 491,340 people are not served by waste treatment facilities. A flagrant lack is due to, on one side to the geographic divide of these wilayas, and on the other side, due to the lack
of waste treatment, collecting households wastes companies.

In 2017, the two wilayas of Ghardaïa and Béchar managed to recover some of the packaging before their burial in the landfill.

This valuation generated an amount of 310 million dinars for the city of Béchar, and 460 million dinars for the city of Ghardaïa for a total of 770 million dinars of added value for its two regions.

The wilayas of Tamanrasset and Illizi, which generate more than 420 tonnes of waste per day, could not recover any of their waste in 2017.

By these simple figures, it is obvious that waste treatment in the southern wilayas of the BAYF project is urgent in order to provide a pleasant living environment for citizens of its regions but also to avoid an environmental and economic disaster.

For this, special support must be given to the first companies in the field that exist in all these cities. This support could come from chambers of commerce and industry, which have the necessary network to guide them towards potential new markets apart from plastic (glass, oils, paper, composting, animal skins).

Training the future founders of these companies and offering them financial support can push this fledging industry to not limit itself to transforming waste into raw material for plastics industries. These companies may partially or totally transform this raw material into a finished product that could be sold in their local consumer market (pots, garbage cans, agricultural tools, etc.).

Agriculture must continue to produce without polluting the environment, disrupting ecosystems and depleting natural resources. There is a necessity to use renewable resources in approaches for the development of agricultural and rural areas throughout their diversity.

Renewable energies, and particularly solar photovoltaics and the maintenance of equipment needed for solar energy production, represent an industry likely to grow in these regions.

Due to its geographical location, Algeria has one of the highest solar resources in the world. The duration of sunshine in almost the entire national territory exceeds 2,000 hours annually and can reach 3,900 hours in the Highlands and the Sahara.

The average duration of sunshine in the south-east is 3,500 hours /year. The national program for the development of renewable energies and energy efficiency, aims at putting into service a renewable generation capacity of 47 to 51 TWh by 2030, which accounts for 37% of the existing capacity and 27% of the electricity produced for domestic consumption (12000 MW for the national market and an export opportunity of up to 10 000 MW). Algeria’s energy strategy is based on accelerating the development of solar energy. The government plans to launch several solar photovoltaic projects with a total capacity of around 800 megawatts-peak (MWp) by 2020. Other projects with a capacity of 200 MWp per year are expected to be completed between 2021-2030.

To date, 14 wilayas in the country, particularly those in the South, have 343 MW renewable energy plants.

In addition, Algeria is committed to mitigating some of its Greenhouse Gas (GHG) emissions from the three most important gases in terms of emissions: carbon dioxide (CO2), methane (CH4) and nitrous oxide (N2O) at COP 21. To honour its commitments, the use of renewable energies is the most serious, cleanest and most commercially viable alternative.

First indicators have been observed, as in the town of Tamanrasset where street lighting is provided by solar streetlights, the lighting of gardens and hotels is also provided by photovoltaic. In some farms, water pumping is provided by conventional hybridized pumping stations operating through solar energy.

The mining sector exists in most of these regions, but the high cost of these projects and the slowness to start them off makes this industry very heavy and totally reserved for a minority of investors or entrepreneurs. The potential of these industries to provide these regions with employment opportunities should
not to be overlooked. Nevertheless, we must not omit the impact on the environment, which is a resource that must be preserved for agriculture and tourism. An arbitration will have to be wisely considered, to avoid destroying a sustainable industry for the benefit of an industry that does not exist.

INDUSTRIE DU TOURISME

It is obvious that when visiting all the cities of the project, one of the first sources of sustainable income that is observed is represented by tourism and handicrafts.

In 2017, the capacity of the Saharan regions recorded a total of 59 hotels with a capacity of 4,928 beds, according to the Ministry of Tourism and Handicrafts. The number of registered tourists from the Saharan season (between October and April 2017), is 130,339 of which 87% are national tourists.

In 2017, handicraft jobs allowed to create at the national level a total number of jobs distributed as following: traditional craftsmanship and art 28,360 jobs, crafts production of goods 10,455 jobs and service craft 23,915 jobs.

In 2017, only one tourism project in partnership with foreign investors was registered within the area of BAYF study. The partnership project resulted in the creation of an Italian-Algerian joint venture SARL RICARDI GLOBAL worth 208 million DA. The project aims to build a 1,104-bed complex and create 200 permanent jobs. The complex will be in El Hadjira in the wilaya of Ouargla.

Even with these actions undertaken by the Ministry of Tourism and Handicraft, these two industries have experienced deterioration and deep degradation over the last ten years. Yet, the development of domestic tourism and new products, such as corporate team-building activities, can be boost this industry.

The development obstacle remains the high price of air transport compared to the purchasing power of the Algerian consumer. The economic arbitrage is that consumers makes these domestic tourist destinations directly in competition with countries abroad (Turkey, Malaysia, Indonesia, etc.).

Several participants in events organized in the target wilayas through the project reveals possible domestic tourism, which risks creating pressure on the existing infrastructures capacity that will not be enough and that will be very quickly degraded. Most of these new consumers do not have experience in this type of tourism. A period of acculturation and education will be necessary to avoid the degradation of natural tourist areas as well as

<table>
<thead>
<tr>
<th>Wilaya</th>
<th>Commune</th>
<th>Nom de la ZET</th>
<th>Vocation</th>
<th>Nature juridique</th>
<th>Superficie (HA)</th>
<th>Nombre de ZET</th>
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<tr>
<td>Tamanrasset</td>
<td>Tamanrasset</td>
<td>Aguenar</td>
<td>Saharien et culturel</td>
<td>Domaine privé de l'Etat</td>
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<tr>
<td>Ghardaia</td>
<td>El Guerrara</td>
<td>Benfileh</td>
<td>L'Agritourisme. privé de l'Etat</td>
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Figure 36 New expansion zones and tourist sites in Tamanrasset and Ghardaïa validated in 2017
the adaptation of tour guides to this new population of clients.

Handicraft industry, which is directly linked to tourism and tourists, should break this link to allow its full development. Some attempts have demonstrated its potential internationally at trade shows in African countries.

It is also necessary to improve the image of these employment sectors. The focus groups with young job seekers showing a bad image that sometimes the sectors of tourism and handicrafts suffer from.

Training schools for craftsmen are needed to train the future workforce of this industry. Encouraging and supporting entrepreneurs who think differently about this industry nevertheless remain a priority to see an international and national leap of handicrafts in these regions.

The regions of the great south of Algeria is a blending of cultures coming from deep Africa, creating an extraordinary richness.

It has been observed, mainly in Tamanrasset, that the security crises in the Sahel region have led to an exodus of populations from neighbouring countries to this city. This population which has moved to Algeria, is a treasure of ingenuity and mastery of wood processing and boiler making jobs. A transfer of know-how can be made to create local Algerian companies which will allow the commercialization of office, home and even high-quality, hand-made hotel furniture.

The emergence of industries whose markets are in the north of the country can also be a solution to the empty return of delivery trucks. This will have double impact: creating jobs and wealth in these cities and reducing the cost of transportation and goods transported from northern regions. The southern regions are also logistical hubs that could allow the creation of a logistics industry in these cities.

Finally, we must not underestimate the digitalization of minds and industries, the first signs of a new digital economy. If an Internet connection is available and stable in all these regions and electronic payment on the internet is accessible to all Algerian SMEs, internet commerce, content production, computer development or consulting services will see the light in a very near future.

Indeed, important achievements are in the benefit of the sector of the Information and Communication New Technologies (ITC) where the main achievements in the BAYF study are:

- The completion of the Algiers - Ain Guezzam optic fibre link, until the border with Niger, is an integral part of the optic fibre link of Algiers (Algeria) - Zinder (Niger) - Abuja (Nigeria).

This project launched within the framework of NEPAD, it is intended to make this infrastructure available to the populations of these three countries and neighbouring countries, and to ensure communication to Europe through link points in Algeria via optic fibre submarine cables, including the project to build Oran’s Valence-based Oran optic fibre link (ORVAL), with a capacity of 100 Gbps and a length of 563 km, which reinforces access high to quality network services, such as the two existing cables, namely SMW4 linking Annaba to Marseille, and Alpal2 linking Algiers to Palma.

- The expansion of mobile telephony, which is marked by the emulation of three operators competing in the market, together totalling nearly 46 million subscribers with more and more diversified offers at competitive prices.

Mobile 3G technology, launched since 2014, has been gradually deployed throughout the national territory accounting for 47% of subscribers; In 2016, it expanded to 4G, a very high-speed technology that facilitates the digital life of businesses and citizens, and represents nearly 22% of subscribers.

Young entrepreneurs, both formal and informal, have been observed in Béchar, Tamanrasset and Ouargla, who have successfully managed to develop their own businesses and generate income on a recurring basis. Historically, service and commerce are the first industries in all these cities. Their digitisation can only work and find their way into e-commerce and marketing platforms (Market Place).
In short, all these so-called sustainable industries according to the local context listed above will in each of wilaya of the BAYF project, in priority in the southern cities, create permanent employment as well as the orientation of unemployed people who do not manage to find a job including the dead stock of applicants in ANEM databases. The professions that will result from these industries are:

- The installers - maintainers specialized in solar thermal and photovoltaic systems will participate in the installation of equipment, commissioning of facilities and their maintenance over time,
- Recovery and recycling agents who collect, recover and sort products, equipment and materials at the end of their life, directed towards disposal or recovery channels,
- Waste treatment technicians involved in the management of collection, sorting of products, equipment and end-of-life materials directed to their disposal or recovery units,
- Technicians in the handicraft of precious and semi-precious stones, metal, noble metals, wood, weaving and tannery,
- Veterinary doctors for camel breeding, dairy industry and camel meat,
- The technicians of agronomy, agriculture and animal breeding,
- Specialists in craft, solar and agriculture industries,
- Logistician technicians who will participate in the management of distribution and supply chains of all its industries,
- Developers in mobile application and web site (backend/frontend),
- Technicians in digital marketing.

This list of professions is only a quick extraction of the full potential of jobs that will be induced by these sustainable industries. Many training courses for these jobs exist in training centres, schools and universities. However, adapted and accelerated training programs will have to be designed and put into place to allow the reorientation of individuals who initially have an initial training outside the field.

Bringing training places closer to the places of residence of job-seekers in the South, or digitisation, is also a prerequisite to allow the emergence of these skills.

COMMUNICATION AMONG STAKEHOLDERS

ANEM is the first job search channel cited by the applicants. For this reason, in this study, interviews were organized with their representatives in all cities targeted by the project.

These different exchanges made it possible to understand that today, ANEM has three main means that are a network of national agencies, an information system and human resources.

ANEM's information system has not been able to evolve at the pace of change in the labour market resulting from transformations, including in digital, industries, jobs, skills and modes of companies’ organizations. Although this is a common situation in most employment organizations, it strongly impacts matching
between business needs and the availability of registered applicants in the ANEM databases.

ANEM's information system does not fully integrate the notions of soft skills, being rather based on technical skills related to certificates and diplomas of Algerian training institutions.

In addition, bureaucratic procedures are moving at a slower pace than rapidly changing firms, creating a discord in the labour market.

This situation generally degrades the level of trust between companies, their employees, their future employees (psychological contract) as well as employment support institutions.

All these stakeholders lose trust among themselves, but the biggest losers are unemployed people who are very sensitive to these signals because they are in a position of lack of self-confidence, which is transformed by lack of understanding from their society, victimization and social exclusion in some extreme cases (see Figure 19 and Figure 18, State of Mind and Habits of Jobseekers).

The proposed labour market conceptualization, prior to the investigation on the ground, is based on the above schematized assumptions (see Figure 25). The proposed labour market model is based on an understanding of information transfer (communication) between the two main stakeholders, firms and unemployed jobseekers.

Companies, regardless of their form, status, structure, size or field, have a permeable perimeter wall to recruitment which, depending on the quality of information from the socio-economic environment, isolates them from the rest of the labour market, becoming more and more reluctant to the absorption of unemployment and unemployed people.

This index of permeability is influenced by information sources that, by their spectrum, deform the reality and make these two stakeholders' asymmetric information.

According to this conceptualization, the need for communication between all stakeholders of the Algerian labour market, thus becomes more than necessary, if not urgent to restore the confidence which is essential to the natural regulation among all actors. This observation was fully confirmed during the focus groups and Meet-Up carried out in all cities of BAYF project which made it possible to observe that regional actors did not have the recurring opportunity to meet each other and regularly exchange information on the evolution of their environment.

Companies as well as organizations must rethink their process of recruiting and supporting unemployed people. They must see them as customers of their actions, and thus putting in place all known and mastered logic of modern marketing that puts the human at the centre of all reflections.
Special attention has been given to the three most popular institutions in the labour market: ANEM, ANSEJ and State vocational training. They are the subject to an investigation as to the implemented actions as part of the improvement of their communication towards stakeholders and more particularly the jobseekers.

It has been noted that ANEM and ANSEJ have made a qualitative leap in adapting to new information and telecommunication technologies. Both institutions have modernized their websites in terms of content and user’s experience. However, despite being responsive websites, they were not designed to be mobile-friendly, as job seekers said that the first device they use to surf the Internet is the smartphone.

However, these two institutions, in addition to their websites, have launched two smartphone mobile applications online, offering a better user experience for jobseekers compared to their website.

ANEM launched in January 2018 its application "My job" which allows jobseekers to have access to available job opportunities posted by this institution. However, there were discrepancies in the number of vacancies available between the application and the website. There is also a second ANEM application launched in July 2017 (updated in January 2018) which makes it possible to research ANEM’s agencies (position, itinerary) and which also makes it possible to locate the nearest ANEM agencies. However, this application is still in trial version, which does not make it operational.

Both ANEM applications only record 15,000 downloads on the platform "Play Store Google" Android mobile applications. This indicates the lack of awareness around these applications due to a lack of promotion. For example, the online taxi application Yassir, launched in September 2017 and whose service is only operational in a few cities across the country, has more than 500,000 downloads on the same platform.

The two ANSEJ applications suffer from the same observation, with only 10,000 downloads since they went online in 2017. However, the ANSEJ application "KHIDMA" allows companies and people who are looking for subcontractors or suppliers who have benefited from ANSEJ to list them and to have access to their contact details.

This is a very good information-sharing initiative but needs to be improved and kept up to date.

In the case of public vocational training, no mobile application is available, and no dedicated website is online.

Communication on the web is conducted through the website of the Ministry of Training and Professional Education, which does not comply with the UX/UI standards desired by Algerian digital and mobile users.

However, an interesting feature available on the ministry's website allows everyone to verify the authenticity of diploma/certificate officially registered by institutions approved by the Ministry of Training and Vocational Education. Despite the great usefulness of this feature for recruiters wishing to qualify the curriculums vitae they receive, it is rarely known by companies (1% of companies interviewed said they know it).
A second point on vocational training is the launch by the CNEPD (The National Centre for Distance Learning) of an e-learning platform that gives access to the list of existing courses and to do registration. Some courses are also available without registration but during the platform test at the time of the study, no training was available without registration.

The same situation for the professional training, the notoriety of its solutions on the web being completely degraded among job seekers, due to a great lack of communication and promotion.

**BARRIERS TO FORMAL EMPLOYMENT MARKET**

The informal sector as notion is an evolutionary concept. Since the term "informal" was created in the early 1970s, it has been used in different acceptances for different purposes.

Initially, it referred to a concept for analysis and policy development. Nowadays, this term is sometimes used in a much broader sense and refers to a concept that defines activities not covered by conventional sources of statistics that currently exist.

In line with the original notion, the 15th ICLS resolution, in defining the informal sector, is part of the perception of an informal sector as an analytical/policy concept rather than a statistical concept.

Paragraph 5 (1) of the 15th ICLS resolution states:

"The informal sector can be broadly described as a set of units producing goods or services primarily to create jobs and incomes for the people. These units have a low level of organization, operate on a small scale and in a specific way, with little or no division between labour and capital as production factors. Employment relationships - when they exist - are mostly based on casual employment, kinship, or personal and social relationships rather than contractual arrangements with formal guarantees."

As part of BAYF project, it is imperative to highlight the informal part of the labour market, the obstacles that arise from it and especially the circumvention strategies sometimes adopted by different stakeholders.

The main challenges of formal economy in Algeria are its difficulty in meeting the needs of different stakeholders in the labour market, in particular SMEs and micro business entrepreneurs, as well as in the rigidity of established formal practices, which are struggling to adapt to rapidly changing economic markets.

The activities that 53% of jobseekers have in the informal sector are one of the sources of income that enables them to cope with the daily living expenses.
Most cited informal activities by unemployed people are making pastries, cakes and traditional dishes and sewing for 60% of women. The sale in markets, streets and secondary trades represent 60% of men’s activities.

On the other hand, in this same age group, people who do not have higher education and who start or carry out economic activities in the informal sector do not consider themselves unemployed, knowing that they are not in a permanent jobseeker position nor available in the short term.

During focus groups with jobseekers, we found within students’ community, the existence of autonomous economic activity among students who work in the informal sector such as: photographer, sports coach, private teacher, computer developers, etc.

To analyse this point in depth, participants were asked how they get their daily expenses. Some of them have of course highlighted the crucial support of their parents and friends. 65% of women find an income source from the support of parents/friends, against 35% for men.

For some jobseekers, these activities were very recurrent. It is observed that this professional experience developed in the informal sector, but nevertheless constituting an economic activity (effort provided) is not considered as ‘work’. This experience and energy are rarely capitalized or transformed into a more formal activity.

It is also interesting to note that some graduated jobseekers who have informal economic activity see aid schemes provided by the state (DAIP) that promote the professional integration of graduate applicants, as a form of additional compensation. This situation negatively affects the relationship between the company, the first-time job-seeker and the state aid schemes. In this case, the informal sector also influences the value scale of jobseekers about their salary expectation, which can be excessive.

The informal sector for jobseekers and new workers has a direct link to social security.

Businesses and public administration account for 55% of employers’ organizations in surveyed cities according to respondents’ statements. Private companies account for 43% of employers. 1% of respondents admit to working in the informal sector.

20% of workers who responded to the survey say they do not have social security. Women are more at risk with 25% of them saying that they are not registered with CNAS.

The first reason why employees are not insured is a desire that comes from themselves (50% of them). It is motivated by 13% by a remuneration gain. 42% of them find themselves in this
The informal sector is also very much present in the lives of jobseekers but also among the rest of stakeholders to the point where the demarcation line between formal and informal sectors becomes very thin and difficult to distinguish.

We find this notion of informal sector, when job seekers want to move towards new training or seek information on opportunities they are offered because of their studies or when researching information on the reputation of a company or institution that is hiring. In this case we speak of the circle of informal media that are family, friends or social networks.

The informal sector is also found in the training mode of applicants. Today, applicants can have access to training that is informal because it is not backed by a recognized diploma, an accredited school, or even an online training platform that is known and recognized by all.

Informal training and self-training practiced by jobseekers using content available on the internet have been evaluated based on the knowledge of the most well-known Internet websites providing training content with the possibility of having certifications.

The second website, with 6% of responses, is EtuDz website, a young Algerian start-up. This platform makes it possible to share content of Algerian education system courses and training content for students and by students of all levels.

Websites containing high quality content and best known at international level are rarely visited, representing only 11% of responses distributed over the five different platforms. It could be possible that the language used on these platforms and the lack of targeted regional communication (apart from word of mouth) may not be known.

By amalgamating international platforms EdX, Coursera, Open Classroom, Khan Academy et FunMooc as well as the platform of the Algerian start-up EtuDz, it is observed that 17% of people are trained on the basis of content indirectly from known schools and universities, which reduces the informal effect of this educational channel.

**CONCLUSIONS**

Over the project period, from November 2018 to March 2019, the engagement of 2,160 people from all cities and stakeholders targeted by the study generated an extraordinary flow of information and observations.

Stemming of a collaborative work, this study has made it possible to reformulate certain issues of the labour market by shedding light on the people who experience daily difficulties and obstacles induced by the existing systems. In addition, empathic observation and empirical confirmation have provided results focused on all stakeholders that form and participate in the Algerian labour market.

In all sections of this report, issues and solutions have been identified. The proposed conclusions and recommendations stem from the participation of all stakeholders in the different phases of the project.

The first conclusion of BAYF project is that there is a real hope for a better tomorrow and sustainable development in all Algerian cities among young jobseekers and all stakeholders in the study. The focus groups, the interviews, the Meet-Up and the field survey have highlighted the people who dedicate their energy towards the creation of solutions to the existing problems in the labour market across the country. Job seekers are waiting for the
opportunity to prove their talent and abilities and are on the lookout for a helping hand that will enable them to move forward.

Seven major conclusions can be drawn from the study:

2. Jobseekers are not referred to training directly related to sustainable development industries.
3. There is a lack of communication among all stakeholders in a recurrent and cross-cutting way.
4. Active population and young jobseekers lack soft skills required in the labour market.
5. The information systems of aid institutions and organizations for job market integration lack the necessary capacity to guide jobseekers in an effective and inclusive manner.
6. Internal capacities of organizations supporting professional integration and entrepreneurship do not meet the needs of stakeholders.
7. Vocational training organizations suffer from a reputation that is often negative and regularly constitute a last chance solution after school dropout.

Based on this overall conclusion, recommendations are proposed below. The purpose is to present possible solutions for exploration, testing, improvement and deployment through one or a stakeholder’s consortium.

**RECOMMENDATIONS AND AVENUES FOR SOLUTION**

**Enhancing family role**

- Parents play the role of primary referent in youth orientation. In this regard, training institutions could first raise awareness, then provide training to parents as a second phase to guide and learn how to guide their children.
- Building or rebuilding self-confidence in job seekers should be done as early as possible in the development of their adult personality. Parents represent the first actors to be able to do so by dedicating more and more themselves to the schooling of their children.

**Modernizing basic education**

- Promote collaborative and creative teaching based on speaking and dialogue (teamwork) and methodologically based on immersion and experiential learning.
- The teaching of behavioural skills must be imperative to learn rigor, work value, surpassing oneself, time management and task organization.
- Inculcate to children from an early age the socio-economic contribution of active women in society to normalize the feminisation of the labour market. This can be done through the adaptation of educational manuals to reflect and therefore encourage the professional activity of women.
- Integrate in teaching modules or in speaking sessions in the form of drama workshops or debates, to decomplex individuals and teach them the art of argumentation.
- Multiply corporate visits for school trips and immersion courses within companies for high school students and students to enable young people to live and see the world of work through themselves.
- Certain levels of education could include in their training cycle business games that will convey the basics of the labour market and techniques of analysis as well as understanding of the socio-economic environment.
- The elementary school could include in its teaching programs, teambuilding exercises with the objective of supporting the child in his relationship with others and learn to trust.
- In primary school, organize sessions revolving around active woman by inviting active women in various fields and sectors to share their experiences and standardize the professional activities of women in the labour market.

**Encourage support for university students**

- Develop a gateway in the information systems of universities and ANEM, to automate the registration of students at ANEM at the end of the cycle and enrich its database. A possible dissolution is the establishment of a web platform owned by ANEM dedicated to the university students and professional training community to
allow them to register online with ANEM and have access to offers that would be filtered beforehand according to their profile.

- Support universities in the development of entrepreneurship centers and business-university liaison offices, by training trainers to soft skills and coaching techniques and start-ups mentorship, and rethink their method of funding to make volunteering a secondary source.

- Legislate to regulate the legal and particular status of student workers to enable them to be recruited by companies and prepare them to work in the formal sector, without excluding them from state aid mechanisms (DAIP) while they are at university. Similarly, the status of student entrepreneur must be clearly defined to allow him/her to overcome uncertainties as early as possible in his/her entrepreneurial journey, and train already established entrepreneurs.

- Training ambassadors among university students, high school students and association members, to provide orientation and guidance to create a information source and decision-making within jobseekers community.

- Encourage the creation of student associations and clubs within schools and universities and integrate them into awareness-raising actions carried out by vocational training centers, universities and schools.

- Create or revitalize student exchange programs among neighboring African and European countries in order to develop openness among young people and enable them to build their identity amid the cultural blend of this region.

- In 'ultra-conservative' southern regions, encourage women-only university courses to reach more women.

**Act on training needs**

- Train applicants on job search techniques, resume writing and marketing staff including on social networks like LinkedIn.

- Train jobseekers who show a lack of language skills, mainly French and English, including professional writing.

- Train future entrepreneurs and existing entrepreneurs in market analysis, marketing, pricing, fundraising and strategic piloting techniques.

- Develop entrepreneurship support tools specifically for women (training in strategic piloting and pricing and access to financing mechanisms), particularly in Southern wilayas.

**Improve the visibility of vocational schools**

- Demystify vocational training in the eyes of applicants in order to help them overcome the image of failure, by launching testimonial-video campaigns of people who have found a job and which can be posted on social networks.

- Launch awareness-raising campaigns at all levels of education and vocational training around the risks of “fake news” and good practices to recognize and denounce them on different media. Train online and offline media to the techniques of research on the web for the authenticity of digital information.

- Improve the image of vocational training for young people through campaigns showing the importance of the results that vocational training provides to young jobseekers in a positive way through their professional integration.

**Strengthen institutional capacities**

- Modernize ANEM's information system by including a new nomenclature that will reduce the loss of non-technical skills (soft skills) applicants. This modernization will also enable companies to best express their needs.

- Develop a gateway in the information systems of universities and ANEM, to automate the registration of students at ANEM at the end of the cycle and enrich the database. A possible dissolution is the establishment of a web platform owned by ANEM dedicated to university students and the professional training community to allow them to register online with ANEM and to have access to offers that would
be filtered beforehand according to their profile.

- Increase the direct competitive position of public vocational training vis-à-vis private schools and training programs and self-training on the web, in order to boost its strategy of positioning in the labour market. It is understood not to legislate to create a monopoly of vocational training but instead to consider the training market as a high competition market.

**Improve communication among stakeholders**

- Open public debate with all labour market stakeholders to address the issues of nepotism and corruption. Put in place new provisions and communicate on existing actions in the fight against fraud, nepotism and corruption among all stakeholders.

- Provide all APIs stakeholders with data and information available in open source to foster co-creativity. For example, ANEM could provide access to its database of jobseekers in Algeria to guarantee full transparency of its operations and to see the emergence of computer applications developed by the Algerian ecosystem. Vocational training may also consider doing the same to see computer applications.

- Communicate the risks and impact of work without social security by all stakeholders and acculturate job seekers on the forms of work contract and understanding payroll structures.

- Provide entrepreneurs with a single, unified web-based platform that would gather all information needed for business creation, legal obligations and schedules, sources of financing and support.

- Observe, understand and communicate the activities and mechanisms of the labour market in the informal sector, and undertake their formalization and standardization to end the illegality of these practices. For example, co-optation within companies must be standardized by procedures known to all to prevent this practice, which results in settling recruitment problems, from being seen as nepotism.

**Benefit from digital**

- Establish stakeholder-level digital contact points (telephone application, web platform) in addition to traditional call centers to record complaints, needs and concerns of applicants.

- Improve the image of Algerian applicants and young people in the media by training and informing the online and offline media about methods and good practices of communication towards young people.

- Strengthen the digital communication of all stakeholders on the web and mainly on social networks, keeping in mind a strategy to create traffic to their official web sites, which must be constantly updated, as they enjoy greater confidence.

- Identify all points of contact between stakeholders and job seekers to improve the experience-client and train all youth interlocutors in orientation skills.
Annex: Background sheet on wilaya

CAUSES DE NE PAS AVOIR PARTICIPÉ À UN ENTRETIEN D'EMBAUCHE

14,7% des candidates n’ont jamais rencontré un employeur
57% des garçons n’ont jamais rencontré un employeur

LA CONFIANCE EN SOI AUGMENTE APRÈS UN PREMIER ENTRETIEN D’EMBAUCHE

35% Femme 65% Homme

BÉCHAR

Région : Sud-Ouest Population ONS2008 270 061 Superficie 162 200km² Personnes Impliquées par l’étude 210

PROFESSION LA PLUS RECHERCHEE
Technicien(ne) de surface dans les bureaux, hôtels et entreprises

FORMATION LA PLUS RECHERCHEE
Enseignement Supérieur de court cycle 46% DES OPPORTUNITÉS

MARCHÉ DE L’EMPLOI

PERCENTAGE D'ACTIVITÉS
64% Actif sur le marché du travail
20% Actif mais non productif
16% Actif mais non productif
2% Actif mais non productif
1% Actif mais non productif

COMPÉTENCES LES PLUS DEMANDÉES

Labour Market Analysis
Building Algerian Youth’s Future

Analysis for a Meaningful Approach

WILAYA BORDJ BOU ARRÉRIDJ

Région : Nord-Est
Population ONS2008 716 423
Superficie 3 920 km²

Personnes Impliquées par l’Étude 260

LA COMPAGNIE EST SOUS AUGMENTATION APRÈS UN PERIOD D’EMPLOI DÉSAXÉ.

39% Homme
51% Femme

33% Commerce
29% Industrie manufacturière
18% Construction
8% Transports et Entreposage & Agriculture, Sylvoiculture et Pêche
12% Autre

PROFESSION LA PLUS RECHERCHEE
Manutentionnaire

FORMATION LA PLUS RECHERCHEE
Enseignement Supérieur de court cycle
46% DES OPPORTUNITÉS

LES FEMMES ONT-ELLES LEUR PLACE SUR LE MARCHE DU TRAVAIL?

68% - Oui

COMPTÉNCES LES PLUS DEMANDÉES

Labour Market Analysis
Building Algerian Youth’s Future

Analysis for a Meaningful Approach

WILAYA ILLIZI
(In Amenas)

Région : Sud-Est  Population ONS2008 52 333  Superficie 284 618 km²
Personnes Impliquées par l’étude 90

16% Femme  84% Homme

INDUSTRIE DU TOURISME
10% Industrie manufacturière
17% Restauration, hospitalité et tourisme
12% Services administratifs
12% Construction
8% Transports et entrepôts & Agriculture, Sylviculture et Pêche

PROFESSION LA PLUS RECHERCHÉE
Aide de cuisine

FORMATION LA PLUS RECHERCHEE
Enseignement Supérieur de court cycle
52% DES OPPORTUNITÉS

MARCHÉ DE L’EMPLOI

IN AMENAS

IN AMENAS

Labour Market Analysis
Building Algerian Youth’s Future

**Analysis for a Meaningful Approach**

**Wilaya Oran**

**Causes of me not having participated in an interview: homosexuality**

- 42.4% Due to a lack of alignment with my goals.
- 66% I was not contacted by the employer.
- 49% Gender
- 51% Gender

**Representativeness of the sample:**

- 49% Femmes
- 51% Hommes

**Region:** Nord-Ouest

**Population:** ONS2008: 1,454,078

**Surface:** 2,114 km²

**People involved in the study:** 280

**Profession:**

- Vendeur/vendeuse

**Formal Education:**

- Supérieur de court cycle
- 61% Des opportunités

**Marché de l’emploi:**

- 64% Public
- 34% Private
- 2% Entrepreneurs

**Profession:**

- 31% Industrie manufacturière
- 19% Industrie du tourisme
- 19% Construction
- 17% Transports et entreposage
- 12% Commerce

**Skills most in demand:**

- Communication et médias sociaux
- Marketing et publicité
- Management et résolution de problèmes
- Gestion des personnes et de projet
- Communication et relations publiques
Building Algerian Youth’s Future
Analysis for a Meaningful Approach

CAUSES DE NE PAS AVOIR PARTICIPÉ À UN ENTRETIEN ÉDUCATIF

14,5%
- Difficulté en raison de l'écart entre la formation et le marché du travail
- Insuffisance des compétences des demandeurs d'emploi
- Insuffisance de l'offre de formation

59%
- Manque de confiance en soi
- Difficulté à trouver de l'aide
- Manque de ressources financières

Femme 47%
Homme 53%

Région : Sud-Est
Population ONS2008 558 558
Superficie 211 980 km²
Personnes impliquées par l'étude 210

PROFESSION LA PLUS RECHERCHÉE
Technicien(ne) de surface dans les bureaux, hôtels et entreprises

FORMATION LA PLUS RECHERCHÉE
Enseignement Supérieur de court cycle 57% DES OPPORTUNITÉS

LES FEMMES OFFÈCIENT LEUR PLACE SUR LE MARCHÉ DU TRAVAIL

76%
- Oui
- Non

COMPÉTENCES LES PLUS DEMANDEES
- Communication
- Initiative
- Résolution de problèmes
- Leadership
Building Algerian Youth’s Future
Analysis for a Meaningful Approach

WILAYA
TAMANRASSET
(Tamanrasset & Ain Salah)

Région : Sud-Est
Population ONS2008 : 176 637
Superficie : 557 906km²
Personnes Impliquées par l’étude : 290

47% Femmes
53% Hommes

POÊTE LE PLUS RECHERCHE
Technicien(ne) de surface dans les bureaux, hôtels et entreprises

FORMATION LA PLUS RECHERCHEE
Enseignement Supérieur de court cycle
50% DES OPPORTUNITÉS

MARCHÉ DE L’EMPLOI

30% Construction
28% Commerce
12% Transports et entreposage
9% Industrie manufacturière
8% Services administratifs
13% Autre

81% POUR AVOIR PLUS DE REVENUS

COMPÉTENCES LES PLUS DEMANDEES