



# JOSOUR INITIATIVE

Josour is a regional initiative **for a better future for all**. It aims to reduce inequalities between the haves and the have-nots.

A prominent inequality in the Arab region is youth unemployment. It is the highest in the world, with figures reaching 26 per cent in 2021, compared to the global average rate of 12 per cent. Given the magnitude of the youth unemployment challenge – which is seen as a major potential driver for social and political unrest in the region – the United Nations Economic and Social Commission for Western Asia (ESCWA) is launching the Josour Initiative.

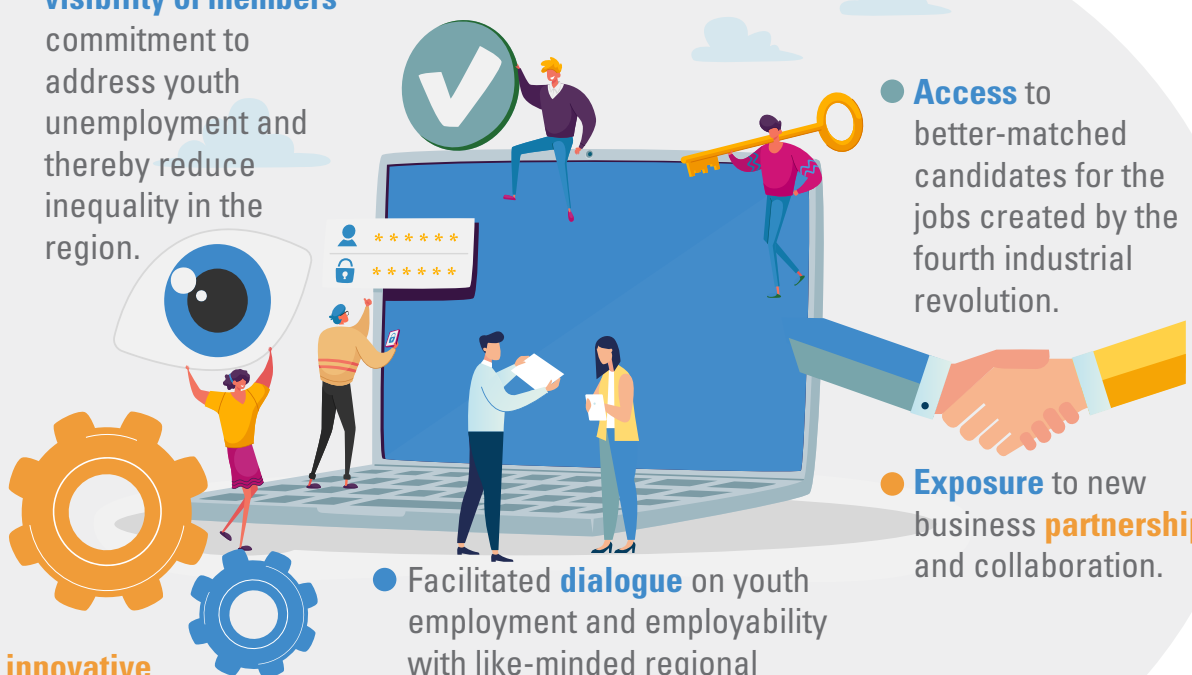
ESCWA, in partnership with Pathfinders for Peaceful, Just and Inclusive Societies, the Union of Arab Banks and the Union of Arab Chambers, is committed to supporting Arab countries in identifying viable solutions and partnering with key corporate stakeholders who are willing to contribute tangibly to improving youth employability. The initiative will promote the development of opportunities and active engagement in solution-oriented dialogue between business leaders, governments and civil society, addressing the issues underlying the lack of opportunities for young people and the need for suitably skilled candidates for recruitment.

The initiative seeks commitments to create concrete opportunities for unemployed young people and graduates and aims to provide them with services that enhance their employability, such as upskilling and reskilling, to meet the requirements of the future of work. The initiative will form a bridge between key stakeholders in the private sector and talented young people in the Arab region seeking employment opportunities.

**26%** YOUTH UNEMPLOYMENT IN THE ARAB REGION



## BENEFITS

- 
- Strong regional **visibility of members'** commitment to address youth unemployment and thereby reduce inequality in the region.
  - Access to **innovative approaches and mechanisms** for addressing challenges related to efficient recruitment.
  - Facilitated **dialogue** on youth employment and employability with like-minded regional business leaders.
  - **Access** to better-matched candidates for the jobs created by the fourth industrial revolution.
  - **Exposure** to new business **partnerships** and collaboration.

## ACTIVITIES

- **Facilitating dialogue** with the private sector and governments;
- Identifying and addressing prejudicial attitudes towards **women** and **young people with disabilities** in the labour market;
- Providing opportunities for young people to gain **new skills, work experience** and **on-the-job training**;
- Providing opportunities for young people to prepare them for the **future of work**;
- Creating **partnerships** and alliances with universities and other academic institutions;
- Providing a forum for the private sector to **exchange best practice** on enhancing opportunities.

