

Tataouine Vocational Center

Tataouine, TunisiaVienna, Austria



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Website:

<http://www.omv.com>



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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

OMV started a vocational training initiative in Tataouine to improve employability of local people in various industries

Triggers:

- Scarcity of technical and engineering skills on local labor market
- Very high unemployment rate particular among young generation

About Project

Problem: What problem is this project trying to address?

The unemployment rate in Tataouine is over 50%. This means every second person is unemployed - and that often already for a long time. At the same time OMV - as well as the overall oil&gas industry - is expanding its operations in the South of Tunisia and has demand for skilled labour.

Solution: What is the proposed solution? Please be specific!

Resourcefulness – our concept for responsible business behavior - is about proactively understanding and responding to the broader needs of the communities within which we operate. We seek projects addressing specific requirements and demonstrating long-term partnership, while also providing OMV with business opportunities. In the case of Tataouine we started the setup of a Vocation training center. Our aim is threefold: a) increase market orientation of existing vocational training programs in the region, b) function as placement center and hub between existing institutions and agencies and c) promote entrepreneurial spirit low self-employment.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

The win-win setup makes all the difference, as it ensure sustainability of the program by design. We hope to be the spark for Tataouines future prosper economic development.

Sustainability

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

We already shared our project idea with other oil&gas related companies in the regions - and they are very excited to be part of it. When it comes to existing vocations training programs and institutes, we see each other not as competitors but as partners!

Team

Founding Story

We presented the project idea at the North Africa Oil & Gas Summit in Vienna last year. In the break there was a long queue in front of the speaker - all the oil&gas people wanted to exchange about the project and their future involvement. Win-Win-Solutions based on rock-solid facts are the future of Community Relations and Development

About You

About You

First Name

Richard

Tell us about yourself/your team.

My Mission as Community Relations Manager at OMV: Maintain license to operate through transparent, honest and reliable relations with our communities worldwide

What makes you an intrapreneur? What are the skills, capabilities, and personality traits that make you an intrapreneur?

- Keen sense of cultural differences due to the ability to successfully manage international community development and IT projects in sensitive regions (e.g. Kurdistan Region of Iraq, Libya, Tunisia, Pakistan, and Yemen)

About Your Organization

Company Country

, WIE, Vienna

Primary country where this project is creating social impact

, TA, Tataouine

Additional countries or regions

Industry

Other

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen..

Innovation

Select the stage that best applies to your solution

Idea (you're poised to launch)

The Solution: Why is this solution innovative for your company and industry?

Resourcefulness – our concept for responsible business behavior - goes beyond classical CSR. We look for win-win solutions. In the case of the Tataouine Vocational Training Center we aim to provide on the one hand the local population with the skills the need to be successful and on the other hand OMV with the skilled labour force we need to operate.

Impact

What has been the impact of your solution to date?

Overwhelming positive responds from all stakeholder groups involved to fat.

What is your projected impact over the next 1 to 3 years?

We will invest 3mio EUR over the next 2 year to setup an inspiring and sustainable center for vocational training in the Tataouine region.

What barriers might hinder the success of your project? How do you plan to overcome them?

Engaging with all relevant stakeholders without diluting our efforts. As the need for economic development in the region is significant, we need to be very resourceful. Professional and transparent stakeholder engagement will be an important tool for success.

Sustainability

What is the benefit or value you're creating for your business?

Stimulating economic growth in the regions where we are active we see as our utmost social responsibility. As a key for this we promote the skills people require to be successful. We invest in the economic development of the communities in which we operate by vocational trainings, local workforce development and local supplier development.

How are you leveraging internal resources (funds, time, knowledge, etc.) to support this initiative?

OMV will invest 3mio EUR over 2 years to ensure a sustainable setup

Expand on your answer, explaining the long-term funding and support plan.

In order to sustain our program we design it in strong cooperation with local ministers and authorities in line with existing market demands.

Tell us about your partnerships across your company and externally that are key to your project's success.

Internally the setup requires a multi-disciplinary team (community relations, procurement, legal, communication, business operations,...) and a strong partnership with a Hilfswerk Austria International, an international NPO with many year of experience and extensive knowledge in vocational developing cooperation. Excellent stakeholder engagement with local authorities and ministries will be crucial for a sustainable handover.

What internal support have you gotten for your project? What kind of push-back have you received?

I don't believe if the cooperation is close, success is not supporting

I truly believe: if the meaning is clear everyone's in and supportive.

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