

PARTNER IDENTIFICATION FORM

PIC number	865947519
OID number	E10424361
Legal name of the organisation	TUTORIUM
Legal name of the organisation in Latin characters (if applicable)	TUTORIUM
Acronym/Organisation's short name	TUTORIUM
Department (if applicable)	
Address	05 Bis Rue Dag Hammarskjöld, El Menzah 5, Ariana Médina
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Profile

Type of organization	Social Enterprise (limited liability company)
Is the partner organization a public body?	no
Is the partner organization a non-profit?	no

	Legal and contact	Second contact
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Department		
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Social media and visibility:

MEDIUM	LINK	FOLLOWERS
Facebook		
Instagram		
LinkedIn		
Newsletter		
Website	https://tutorium-startup.com	

Background and Experience

TUTORIUM is a social enterprise established in 2026 in Ariana (Greater Tunis), Tunisia, dedicated to bridging the gap between education and employment for young people by providing high-quality training, mentorship, and practical learning opportunities in the fields of employability, vocational education, emerging technologies, and soft skills development. TUTORIUM was founded by a team with many years of experience in youth empowerment, intercultural dialogue, and non-formal education across Tunisia and internationally. Registering as a social enterprise reflects our commitment to building a sustainable and professionally structured organisation capable of delivering long-term impact in youth employment and skills development.

The TUTORIUM team brings extensive experience in youth work, project management, intercultural cooperation, and training facilitation gained through years of involvement in Erasmus+ projects, Model United Nations programmes, and community initiatives across Europe and the MENA region. Our lean but highly experienced team allows us to remain agile and responsive to the evolving needs of young people in the Tunisian labour market while maintaining high standards of programme design and delivery.

VISION: A dynamic and inclusive ecosystem where every young person in Tunisia has access to the skills, networks, and opportunities needed to thrive in the modern economy and contribute meaningfully to society. TUTORIUM envisions a future where youth unemployment and skills mismatches are addressed through innovative, accessible, and market-relevant education that combines technical competences with soft skills and intercultural awareness.

MISSION: To equip young people aged 18 to 35 with market-relevant skills in emerging technologies, professional competences, and personal development through mentorship programmes, vocational training, internship placements, and experiential learning. TUTORIUM aligns its work with the United Nations Sustainable Development Goals, particularly SDG 4 (Quality Education), SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation and Infrastructure), SDG 10 (Reduced Inequalities), and SDG 17 (Partnerships for the Goals).

Our areas of activity cover a broad and interconnected spectrum designed to prepare young people for the demands of the contemporary and future labour market. In the field of emerging technologies, we deliver hands-on training programmes in artificial intelligence, digital marketing, robotics, smart home technologies, and the Internet of Things, ensuring that young Tunisians are equipped with the technical skills and digital literacy required in the digital economy. In the area of employability and vocational education, we design structured pathways that combine classroom-based training with real-world application through internship placements, enterprise visits, and project-based learning, enabling participants to build portfolios and gain direct workplace experience. Our soft skills and personal development programmes focus on communication, leadership, teamwork, critical thinking, problem-solving, negotiation, and intercultural competence, which are recognised by employers as essential for career success and civic participation. Additionally, our mentorship programmes connect young people with experienced professionals who provide guidance, feedback, and networking opportunities that accelerate career development.

Our strategic objectives are to: (1) provide accessible and high-quality training in emerging technologies and professional skills that directly respond to labour market demands in Tunisia and the wider Mediterranean region; (2) establish sustainable mentorship and internship programmes that create meaningful bridges between youth, enterprises, and the professional world; (3) promote vocational education and experiential learning as effective pathways to employment and entrepreneurship; (4) foster soft skills development and intercultural competence as foundations for personal growth and active participation in democratic and economic life; (5) build and maintain transnational partnerships with organisations, enterprises, and institutions across Europe and the MENA region to expand opportunities for Tunisian youth and facilitate knowledge exchange.

TUTORIUM is committed to operating at the intersection of education, technology, and social impact. By combining grassroots youth work experience and an international network with a professional social enterprise structure, we are uniquely positioned to deliver programmes that are both community-rooted and market-relevant, ensuring that young people in Tunisia are prepared for the jobs of today and equipped to shape the industries of tomorrow.

Our activities:

TUTORIUM is a newly registered social enterprise established in 2026 in Ariana (Greater Tunis), Tunisia, whose founding members have been actively involved in youth work and international cooperation for over a decade. While TUTORIUM is new as a formal entity, the team behind it brings deep and proven experience in non-formal education, intercultural dialogue, project management, and training facilitation gained through participation in Erasmus+ mobility projects, Euro-Mediterranean cooperation, Model United Nations programmes, and youth initiatives across Europe and the MENA region.

Throughout their academic and professional journeys, the members of TUTORIUM have taken part in a wide range of youth work initiatives as participants, organisers, trainers, and facilitators. Their collective experience spans Erasmus+ Key Action 1 youth exchanges and training courses, national and international conferences on civic engagement and intercultural dialogue, mentorship programmes for young people and international volunteers, and awareness campaigns on European opportunities and active citizenship. This diverse experience has equipped the team with strong competences in project cycle management, stakeholder coordination, content design and facilitation, and dissemination activities.

At the local level, TUTORIUM carries out regular youth work activities in Greater Tunis and surrounding communities, and online for young people in other regions, with a specific focus on bridging the gap between education and employment. Each programme runs for 4 to 6 weeks in groups of 15 to 20 participants, with a new cohort every 2 to 3 months, and ends with a TUTORIUM certificate of completion. Every learner is paired with a mentor, and internships are offered where places are available. Our regular activities include the following programmes, with sessions every week or every two weeks:

- **Employability and Career Readiness Programme:** Structured workshops and coaching sessions that prepare young people for the labour market through CV writing, interview preparation, professional communication, personal branding, and career orientation. These sessions are complemented by study visits to enterprises and networking events with employers, providing participants with direct exposure to professional environments.
- **Emerging Technologies Training Programme:** Hands-on training courses in artificial intelligence, digital marketing, robotics, smart home technologies, and the Internet of Things. These programmes are designed to equip young Tunisians with the technical skills and digital literacy demanded by employers in the digital economy. Training sessions combine theoretical foundations with practical workshops and project-based assignments to ensure participants develop applicable competences.
- **Internship and Mentorship Programme:** A structured programme that connects young people with professional mentors and internship opportunities in enterprises, start-ups, and organisations. Mentors provide ongoing guidance and networking support, while internship placements offer practical workplace experience that strengthens professional profiles and confidence. This programme is designed to create sustainable bridges between youth and the professional world.
- **Soft Skills and Personal Development Programme:** Interactive workshops focused on communication, leadership, teamwork, critical thinking, problem-solving, negotiation, and intercultural competence. Using non-formal education methods such as role-playing, simulation exercises, group challenges, and peer-to-peer learning, these sessions develop the transversal skills that complement technical knowledge and are essential for professional success and active civic participation.
- **Vocational Education and Entrepreneurship Programme:** Training modules that support young people in exploring vocational pathways and developing entrepreneurial mindsets. Sessions cover business model development, financial literacy, project planning, and innovation management, equipping participants with tools to create their own employment opportunities and contribute to local economic development.

In delivering all our programmes, we apply non-formal education methodology supported by the principles of experiential learning and intercultural exchange. Our methodological toolkit includes Design Thinking for community-driven problem solving, structured debating and Model United Nations simulations for civic engagement and leadership development, and participatory facilitation methods that ensure inclusive and learner-centred environments. We are committed to continuously updating our training content and methodologies to reflect the latest developments in technology and labour market trends.

Furthermore, TUTORIUM maintains active relationships with local stakeholders, including educational institutions, enterprises, civil society organisations, and public authorities, to ensure that our programmes are well-integrated into the broader youth employment and skills development ecosystem in Tunisia and that we reach young people who face the greatest barriers to accessing quality education and employment.

Team and experience

Our EU projects are led by a dedicated and multidisciplinary team whose members bring complementary competences spanning youth training, project management, intercultural facilitation, business development, communication, research, and community engagement. The team brings years of hands-on experience in youth work and international cooperation. Below are the key persons and the competences and previous experience they bring to EU projects.

Ichrak Elabdi (Founder and Managing Director) is a highly driven professional with extensive experience managing youth empowerment, entrepreneurship, and civic engagement initiatives across Tunisia and the MENA region. She has coordinated projects with EFE Tunisie, GAME, and international partners, focusing on training and capacity building. Alongside her project work, Ichrak has contributed as an independent journalist amplifying youth voices. With a background in biomedical engineering and marketing, and volunteer leadership with AIESEC and the Arab Organisation of Diplomacy, she brings technical expertise and deep commitment to youth development. In EU projects, Ichrak leads partnership coordination, dissemination activities, and the design of entrepreneurship and vocational training modules.

Mohamed Taher Kharroubi (Project Manager and Trainer) manages projects and facilitates training. He coordinates the THAMM legal-migration project at the French Office for Immigration and Integration (since 2024), working with ANETI and AFTP, and previously coordinated the Digital Works project at Education For Employment and worked as a senior innovation consultant at EY Tunisia. He has delivered more than 350 hours of employment training at AHK Tunisie and lectures at ESSECT. He holds a Master in Human Resources Management (ESSECT) and is a certified trainer of trainers. In EU projects, Mohamed Taher leads project management and training facilitation.

Yasmine Mrad (Youth Coordinator and Trainer) designs and delivers interactive learning on civic engagement, human rights, conflict transformation and intercultural dialogue. She has worked with the Arab Organisation of Diplomacy since 2017, now as a youth capacity-building consultant, trains youth workers with Youth Ambassadors for Local Development, and was national coordinator of MENAMUN from 2017 to 2019. She holds a Master in Business Law. In EU projects, Yasmine leads youth coordination and the non-formal education strand.

Mahdi Kharrat (Digital Communication and Visibility Specialist) runs digital communication, visibility and dissemination. He works in social media content, Meta advertising, SEO and e-commerce, and has advised companies and the GIZ PEMA project on marketing strategy and communication plans. He holds a research master's in marketing (FSEG Sfax) and a master's in quality, safety and environment (ISGIS), and is Google Ads and Analytics certified. In EU projects, Mahdi leads digital communication, visibility and dissemination.

Khaled Echehm (Senior Entrepreneurship Expert) has more than 20 years of experience in entrepreneurship support and local economic development with ANETI, UNDP, UNIDO, UNOPS, GIZ, IOM, Mercy Corps and AICS, including as head of ANETI's Espace Entreprendre in Medenine (2013–2018). He is a certified Green Business Canvas and Green Business Plan trainer (Education For Employment) and holds a Maîtrise in Economics (FSEG Sfax). In EU projects, Khaled is the senior expert for entrepreneurship and green economy coaching.

Project teams and staff

Describe the project teams and how they will work together to implement the project.

List the staff included in the project budget (budget category A) by function/profile (e.g. project manager, senior expert/advisor/researcher, junior expert/advisor/researcher, trainers/teachers, technical personnel, administrative personnel etc — use the same profiles as in the detailed budget table, if any (n/a for prefixed Lump Sum Grants)) and describe briefly their tasks. Provide CVs of all key actors (if required by the Call document/Programme Guide).

Name and function	Organisation	Role/tasks	Professional profile and expertise
Ichrak Elabdi (Lead Coordinator)	TUTORIUM	Lead Project Coordination and Training Design	- Project Coordinator at GAME (April 2025 – present): coordinates entrepreneurship approaches within Street Sports and Culture, develops training curriculum for youth, manages events. - Project Coordinator at EFE Tunisie – Danish-Arab Partnership Programme (August 2023 – March 2025): overall project management, partner coordination, skills development workshops, support for youth in Green Business Canvas Models. - Independent journalist at Shams Al Yaoum (2020 – present): writing news articles, conducting interviews, covering civic events. - Business Development Manager at Africa Medical Gate (2021 – 2023) and Carthage Immo (2020 – 2021): commercial strategy development, client prospecting, contract negotiation. - Master Trainer at the Arab Organisation of Diplomacy (2019 – present): co-facilitated TOT for 30 trainers on Structured Democratic Dialogue Process; co-facilitated 7-day workshop for 50 youth on SDDP and the UN Model; trainer in Reciprocal Maieutic Approach (RMA) on the Pathway to Civic Participation project (2023–2025). - Co-Campus Director, Hult Prize – University of Sfax (2017–2020): mentored and trained 275 students in BMC, innovation, pitching, and leadership. - Academic background: Master's Degree in Marketing and Development of Cosmetic and Parapharmaceutical Products; Bachelor's Degree in Biomedical Engineering (University of Sfax). - Languages: Arabic (native), French (advanced), English (advanced).
Mohamed Taher Kharroubi (Project Manager and Trainer)	TUTORIUM	Project Management and Training Facilitation	- THAMM Project Coordinator at the Office Français de l'Immigration et de l'Intégration (March 2024 – present): promotes legal migration pathways for youth, coordinates with French employers and Tunisian partners (ANETI, ATEP), organises capacity-building training and linguistic reinforcement. - Digital Works Project Coordinator at Education For Employment (May 2022 – February 2024): promoted alternance training, certified youth IT talents, trained university teachers, coordinated with GIZ (project/steering committee), managed budget projections. - Senior Innovation Consultant at Ernst & Young Tunisia (January 2022 – May 2022): PMO of Scan & Match project, elaborated project proposals, coordinated consultants, organised Survey & White Book, accompanied startups through workshops. - Project Officer and Trainer at AHK Tunisie – CORP (June 2019 – December 2021): delivered 350+ hours of employment training and conferences, managed individual and group interviews, supported youth in entrepreneurship, insertion, and professional reconversion for graduates, rural women, and vulnerable populations. - Vacataire lecturer at ESSECT (September 2024 – present): teaches Labour Market Analysis and Negotiation Strategy at Master GRH level. - Academic background: Master Professionnel in Human Resources Management, ESSECT (mention: Bien); Licence Fondamentale in Management, ESSECT (mention: Assez bien). - Certifications: Training of Trainers (40 hours, MEDSIRAT); Project Management (78 hours, SMART FUTURE). - Languages: Arabic (native), French (excellent), English (advanced).

Yasmine Mrad (Youth Coordinator and Trainer)	TUTORI UM	Youth Coordination and Non- formal Education	- Youth Capacity Building Consultant at the Arab Organisation of Diplomacy (August 2023 – present): designs and delivers non-formal education activities across civic engagement, human rights, conflict transformation, and intercultural dialogue. - Partnerships Assistant at AOD (September 2020 – July 2023) and Project Assistant (September 2017 – August 2020): supported project cycles, managed partner relations, contributed to youth capacity-building programmes. - Youth Worker and Trainer at Youth Ambassadors for Local Development (September 2023 – present): facilitates Structured Democratic Dialog Process and Reciprocal Maieutic Approach. - National Coordinator of MENAMUN 2017, 2018, and 2019; participant in the Pathway to Civic Participation project (Erasmus+) as multiplier; delegate at the North Africa Capacity Building Forum. - Core areas of youth work: social youth work and community activism, participatory research, structured democratic dialogue, human rights and conflict transformation, non-formal education (gamification, debating). - Academic background: Master in Business Law. - Languages: Arabic (native), French, English.
Mahdi Kharrat (Digital Communication and Visibility Specialist)	TUTORI UM	Digital Communicatio n, Visibility and Dissemination	- Digital Content and E-commerce SEO Specialist at Masmoudi Gourmet (January 2026 – present, remote US/Canada): manages social media content, optimises Meta Ads campaigns, manages SEO on Shopify, designs Email Marketing campaigns, analyses campaign performance. - Account Manager at Oryzon Partner (August 2025 – November 2025): integrated product listings on European marketplaces (Amazon, Cdiscount, Fnac, Carrefour), managed logistics and after-sales service, coordinated promotional campaigns. - Marketing Manager at Ste. Propretex – Grande Distribution (December 2023 – August 2025): developed 360° marketing strategy covering digital, field, and client relations; managed Meta Ads (Facebook/Instagram); organised events; performed market benchmarking and KPI analysis. - Marketing Consultant for Centre de loisirs FunTime, Ste. ArtisRaw, and GIZ/Projet PEMA (2022–2025): elaborated marketing strategies, editorial calendars, SEO audits, website refactoring, and communication plans. - Test Manager and Support at Amal XR (December 2020 – June 2022): usability testing for VR rehabilitation application, client prospection and support. - Academic background: Mastère de Recherche in Marketing (FSEGS, qualitative study on storytelling and artisanal products on Etsy); Licence in Marketing/Export Management (2nd in class, FSEGS); Mastère in Quality, Safety and Environment (ISGIS). - Tools: Meta Business Suite, Adobe Creative Suite, Figma, Canva, Shopify, SEMrush, Ahrefs, Google Analytics, Google Search Console, ChatGPT Pro. - Certifications: Google Skillshop (Ads & Analytics), Social Media Community Manager (SMCT), UX Design Academy. - Languages: Arabic, English, French.
Khaled Echehm (Senior Entrepreneurship Expert)	TUTORI UM	Senior Expert / Entrepreneurs hip and Green Economy Coach	- More than 20 years of experience in entrepreneurship support, self-employment promotion, and local economic development within public institutions and international organisations (PNUD, ONUDI, UNOPS, GIZ, OIM, Mercy Corps, AICS, US Embassy). - Green Entrepreneurship Coach on QIMA Project (CIDEAL / TAMSS / INNOVA CONSULT, 2025): two cohorts; BMC and Business Plan coach for Tunisian Culture Builders Bootcamp (GAME, DAPP, CONECT). - Entrepreneurship Coach on HAJTI BIK Project (AICS / OIM / NEXT-SLIDE, 2024–2026): coaches project holders integrating sustainable income-generating activities; supports economic empowerment and inclusion. - Trainer and Coach on NAMAD Project (OIM / NEXTSlide, 2024–2026): soft skills, ideation, BMC and Business Plan training for young migrants. - Coach on DOERS 2 Project (US Embassy / Ourghema Coworking Space, 2024): accompanies entrepreneurial projects, innovation, prototyping, and business model structuring. - Expert and Coach at WIDU AFRICA – GIZ / REDSTART Tunisia (2022–2023):

			promoted employment and entrepreneurship in the informal sector. - Expert Entrepreneur at ONUDI – Programme MACHROU3I (2018–2021): accompanied startups and enterprises, promoted self-employment and sustainable job creation. - Expert National Senior at PNUD (2017): strengthened the entrepreneurial ecosystem in southern Tunisia. - Chef de l'Espace Entreprendre at ANETI Médenine (2013–2018) and Conseiller d'emploi at ANETI Médenine/Sfax (2003–2013): promoted micro-enterprise creation and managed regional support mechanisms. - Certified trainer: Fondation Education For Employment (Green BMC and Green Business Plan); Fondation KAWTAR (Financial Education Ambassador). - Academic background: Maîtrise in Economic Sciences, FSEG Sfax (2000). - Languages: Arabic (native), French (very good), English (good).
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Approved projects for which our organization has received a grant in the last 2 years

List of previous projects <i>Please provide a list of your previous projects for the last 4 years.</i>					
Participant	Project Reference No and Title, Funding programme	Period (start and end date)	Role (COO, BEN, AE, OTHER)	Amount (EUR)	Website (if any)
TUTORIUM	2025-3-AT01-KA153-YOU-000377259 – Art and Creativity as Catalysts for Empowerment and Well-being in Youth Work (Erasmus+ KA153-YOU, coordinator: EMOTiC, Austria)	01/03/2026 – 31/10/2026	OTHER (partner)	-	-
TUTORIUM	2025-3-AT01-KA153-YOU-000377955 – Mediation and Advocacy Competences and Tactics for Sustainable Futures (Erasmus+ KA153-YOU, coordinator: Arab Organisation of Diplomacy, Austria)	01/04/2026 – 28/02/2027	OTHER (partner)	-	-
TUTORIUM	2026-1-AT01-KA153-YOU-000398769 – Sustainability Education Academy 1.0 (Erasmus+ KA153-YOU, coordinator: Arab Organisation of Diplomacy, Austria)	01/08/2026 – 31/05/2027	OTHER (partner)	-	-