



YOUNG WOMEN AS JOB CREATORS

PHASE II RESULTS



WHY THE PROJECT



1. Motivate
Women Entrepreneurship Days



2. Advice
Business Planning



3. Train
Marketing, Management, Finance



4. Mentor
Personal support



5. Start
Business Creation

ABOUT THE PROJECT

Unemployment is a large problem for the Mediterranean region

Youth unemployment in the MENA region is particularly shocking

Entrepreneurship fosters employment and the development of new skills, boosts innovation and opens up markets

Women need to be integrated into the labor market—why exclude 50% of potential job-creators?

Promoting women's entrepreneurship tackles the root causes of sectorial and occupational segregation

Phase I (2013-2014)

- 4 countries (Morocco, Palestine, Jordan, Spain)
- 18 motivating Women Entrepreneurship Days
- 800 participating young women & men

Phase II (2015-2016)

- 6 countries (Morocco, Palestine, Jordan, Albania, Egypt, Tunisia)
- 16 motivating Women Entrepreneurship Days
- Over 1000 participating young women & men

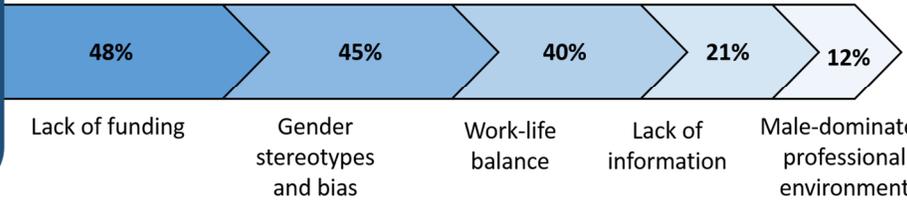


ALBANIA

SITUATION

>25% youth female unemployment
 Gender parity in education, but men still own 75% of businesses
 Only 17% of SMEs business managers & owners are women

OBSTACLES



WHAT WE DID

2 Women Entrepreneurship Days

RESULTS

16 business ideas
 ↓
 5 businesses

PROPOSED SOLUTIONS

- More funding opportunities for young women entrepreneurs (50%)
- Business Advice Center for students (34%)
- Teach Entrepreneurship in university (14%)

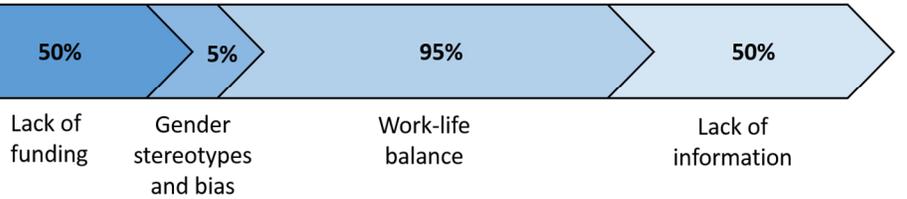


EGYPT

SITUATION

65% youth female unemployment (3 times that of males)
 Men outnumber women in tertiary education, labor force participation, and the business world

OBSTACLES



WHAT WE DID

2 Women Entrepreneurship Days

RESULTS

3 businesses created
 +
 7 awaiting funds

PROPOSED SOLUTIONS

- More funding opportunities for young women entrepreneurs (100%)
- Business Advice Center for students (100%)
- Teach Entrepreneurship in university (100%)

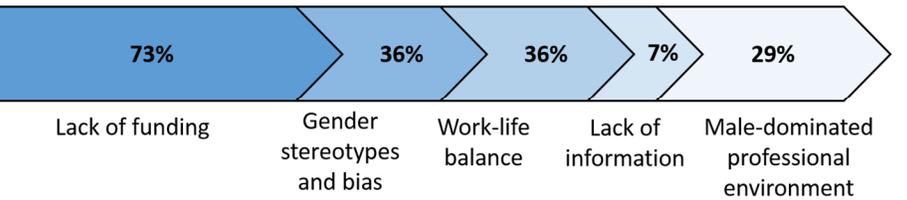


JORDAN

SITUATION

48% youth female unemployment
 Despite a roughly gender-equal enrolment in tertiary education, many well educated women are still unable to find jobs

OBSTACLES



WHAT WE DID

3 Women Entrepreneurship Days

RESULTS

3 businesses developed, but ultimately not started

PROPOSED SOLUTIONS

- More funding opportunities for young women entrepreneurs (40%)
- Business Advice Center for students (23%)
- Teach Entrepreneurship in university (37%)



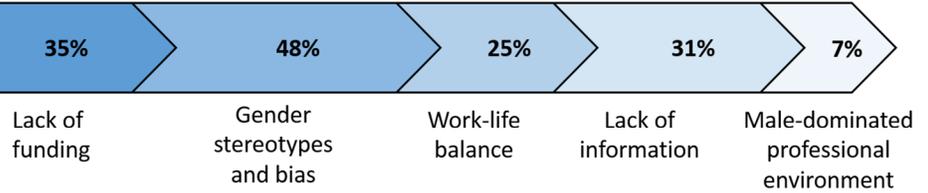
PHASE TWO

PALESTINE

SITUATION

63% youth female unemployment
 Unstable political situation creates violence and impoverishment which affects both men and women alike
 These circumstances blind society to women-specific issues

OBSTACLES



WHAT WE DID

1
 Women Entrepreneurship Day

RESULTS

5
 businesses developed, awaiting funds

PROPOSED SOLUTIONS

- More funding opportunities for young women entrepreneurs (25%)
- Business Advice Center for students (40%)
- Teach Entrepreneurship in university (25%)

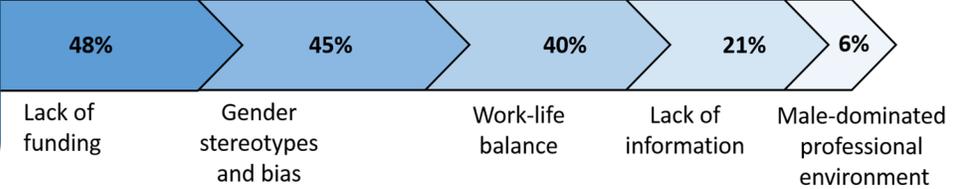


TUNISIA

SITUATION

30% youth female unemployment
 Despite one of the highest levels of education in the region, only a 26% female labor force participation (versus 70% for men)

OBSTACLES



WHAT WE DID

1
 Women Entrepreneurship Day

RESULTS

4
 businesses developed, awaiting funds

PROPOSED SOLUTIONS

- More funding opportunities for young women entrepreneurs (36%)
- Business Advice Center for students (33%)
- Teach Entrepreneurship in university (28%)

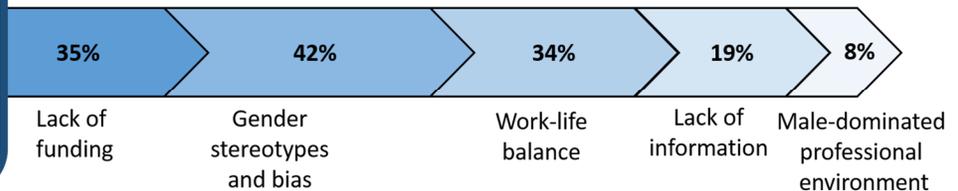


MOROCCO

SITUATION

10.9% youth female unemployment
 Few legal reforms with slow implementation, widespread societal discrimination, and continuing violence against women

OBSTACLES*



WHAT WE DID

7
 Women Entrepreneurship Days

RESULTS

14
 businesses created

PROPOSED SOLUTIONS*

- More funding opportunities for young women entrepreneurs (35%)
- Business Advice Center for students (30%)
- Teach Entrepreneurship in university (31%)





FINAL CONFERENCE

CAIRO, EGYPT
28 APRIL 2016



Concluding results from the Young Women As Job Creators project on barriers specific to women which impede their progress in the business world and enablers that would assist them in becoming successful entrepreneurs:

ENABLERS

ROLE MODELS

Direct meetings with accessible and visible role models motivate women towards entrepreneurship



UNIVERSITY

Introduction of an entrepreneurial culture in university is crucial to raise awareness of the potential of entrepreneurship



SPECIFIC TRAINING

Training is critical to provide women with key business skills for entrepreneurship especially when quality of education is low



FAMILIAR ENVIRONMENT

Support and approval within the home is key, as family strongly influences a woman's decision to enter the business world



GOVERNMENT INITIATIVES

Governments of all six countries are implementing measures to promote entrepreneurship to tackle youth unemployment



BARRIERS

ROLE MODELS

Fewer women entrepreneurs means fewer successful women entrepreneurs and thus fewer accessible role models for aspiring women entrepreneurs

RELEVANT NETWORKS

Women are less present in networks that could guarantee them access to critical finances, support, and information

EXPERIENCE

Less-skilled women entrepreneurs struggle to prepare companies for survival and growth as previous experience fosters ability to find and capitalize on opportunities

TIME

Traditional gender roles place most of domestic duties on women, leaving them less time to meet potential investors, access training, seek customers and suppliers

CAPITAL

Due to societal obstacles such as pay gaps, women are prevented from generating large amounts of their own capital which dissuades investors

GOING FORWARD

The "Young Women as Job Creators" project

- o brought to light the **crucial link between internal motivation and business creation**
- o successfully motivated a portion of the women, though **for many it was an insufficient time frame to help them truly overcome their reluctance in regards to entrepreneurship**
- o demonstrated that **encouragement of entrepreneurial spirit from an early age is critical** and that it is only **through a sustained and holistic effort that long-term change can be achieved**

The focus on motivating young women cannot stop with the end of the "Young Women as Job Creators" project!

Rather, this initiative should be seen as a launching point for further endeavors to empower young businesswomen throughout the Mediterranean.

FOLLOW US:



AFAEMME



@_afaemme_



@afaemme

Website: www.afaemme.org

Email: afaemme@afaemme.org

Phone: 00.34.93.200.58.51