



# UNION FOR THE MEDITERRANEAN

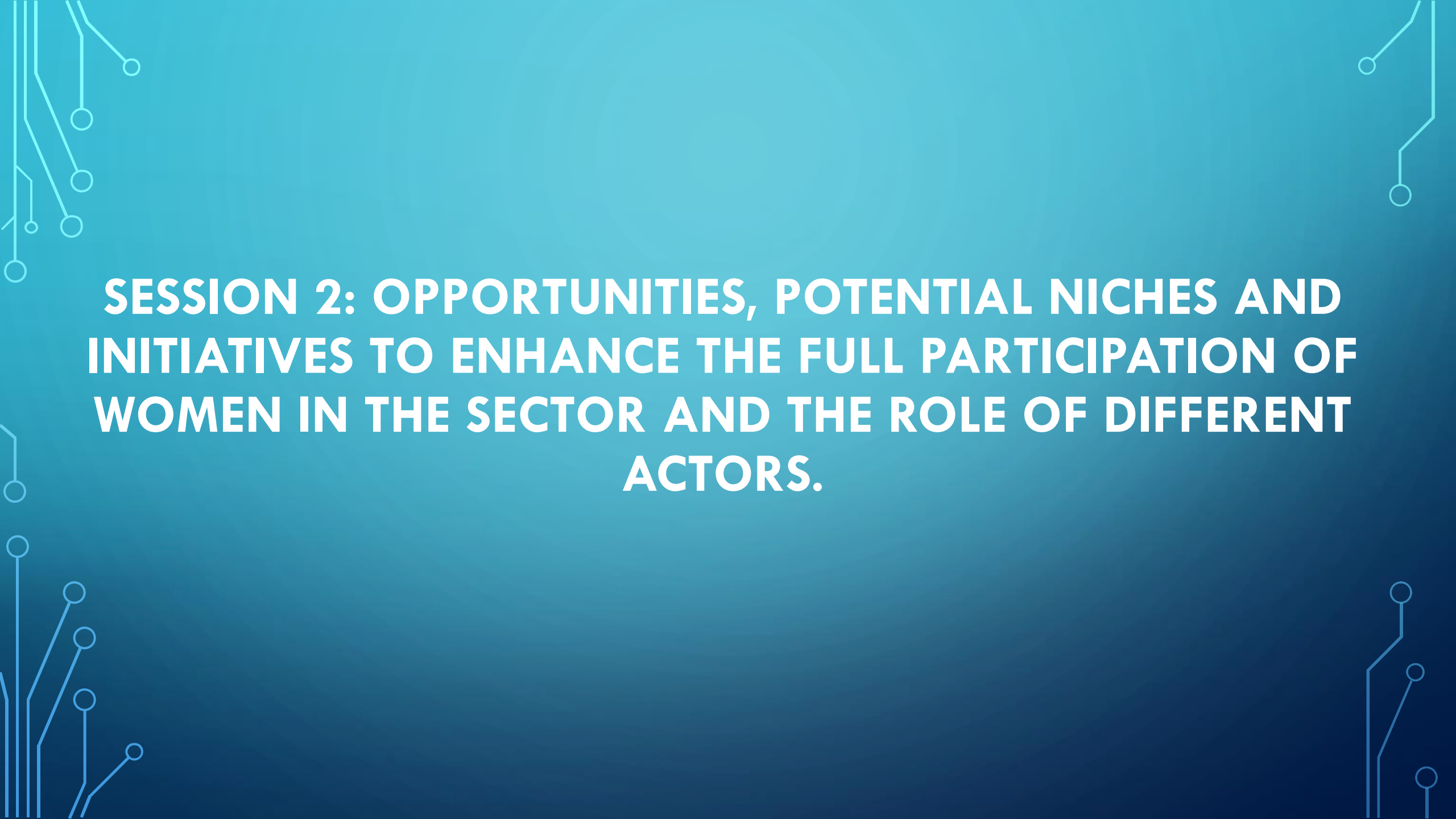
## **Women Economic Participation & ICT in the Mediterranean Region: Constraints & Opportunities**

Hasan Omar

Glow Innovations – Business Acceleration

Palestine

*Barcelona  
March 26, 2015*

The background is a blue gradient. In the corners, there are decorative white line art elements resembling circuit boards or neural networks, with lines and small circles connecting them.

## **SESSION 2: OPPORTUNITIES, POTENTIAL NICHEs AND INITIATIVES TO ENHANCE THE FULL PARTICIPATION OF WOMEN IN THE SECTOR AND THE ROLE OF DIFFERENT ACTORS.**

# OVERVIEW

- ✓ Palestine Context, socio-economic, geo-political...
- ✓ Donor dependent, connected and weak economy
- ✓ Uncertainty, Political instability, external factors & restrictions!
- ✓ Un-employment rate (~25%) Youth (>50%) & Women
- ✓ Education, Entrepreneurship & Innovation Eco-System
- ✓ Knowledge/Innovation-Based Economy.



# GOOD PRACTICES

- Women Entrepreneurship Initiative (MSMEs)
    - Promotional Campaign, Activities, Capacity Building, Contests, Mentoring...
    - Team: Mixed
    - Entrepreneurs with Experience / Fresh Graduates
    - Success Stories: great but few
- Employability vs. Employment  
Job Creation vs. Job Placement

# Entrepreneurial Women, Engines for Development Resources but?

## Challenges:

- Cultural and Social
- Education System — LLEL & Innovation
- Centralization
- Business Ideas:
  - Necessity vs. Opportunity
  - Pull vs. Push
  - Local vs. Intl



# GOOD PRACTICES

- **Work On-line Initiative: While at Home, Jobs, Freelance, Outsource, Micro-work \***
  - ICT: Core / Tool
  - Individual success stories – not institutionalized
  - Huge potential (single / married / Gaza)
- **Challenges**
  - Competition (low wages, mass...)
  - Some Skills (Soft & Hard) ... rate
  - Communications, Marketing & Languages

Adapt vs. Adopt  
Replicate vs. Localize

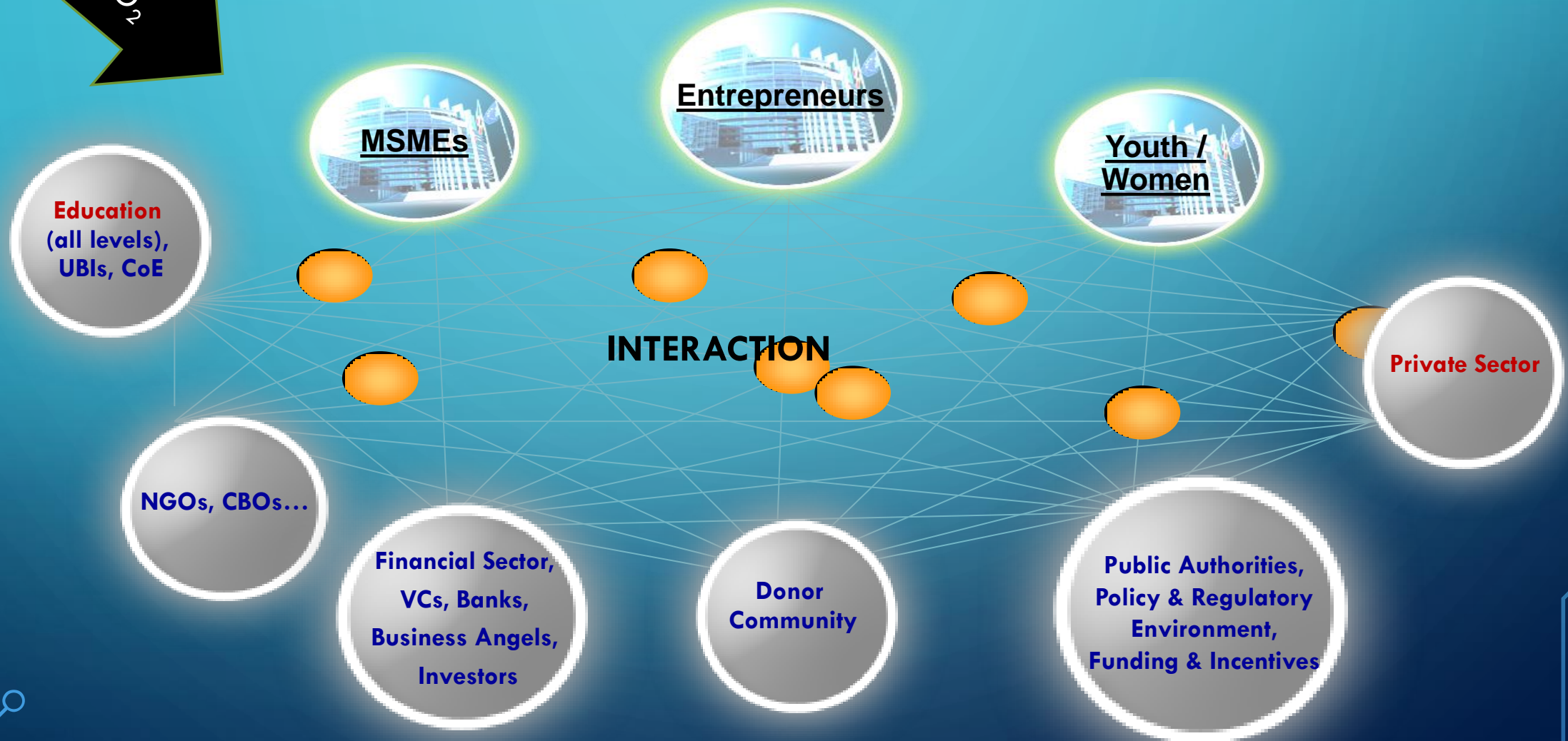
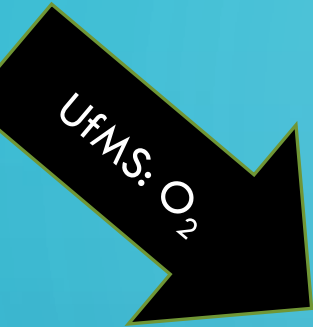
# RECOMMENDATIONS

- A localized online platform for the region (OSS)
- Sustainable Funding Model, Guarantee Fund / Accessible Loans...
- Capacity Building & Training – By Doing, Mentoring & Coaching
- Strategies, Legal Framework, Policies, Regulations, Payment Methods!
- M&E System and Follow up Mechanism – Indicators & IMPACT
- Trends – Potential - Opportunities:
  - Mobile (Tech, Apps, Games)
  - Digital Arabic Content (DAC)
  - Online Marketing & Social Media

Business Angel Network (Women)  
Diasporas: untapped resources

# THE ECO-SYSTEM: COLLABORATION, COOPERATION & INTEGRATION

## Regional, Clustering, Exchange



The background is a blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines and small circles representing nodes.

# Thank You

[Hasan.Omar2015@gmail.com](mailto:Hasan.Omar2015@gmail.com)

# Questions?

