



UNION FOR THE MEDITERRANEAN

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

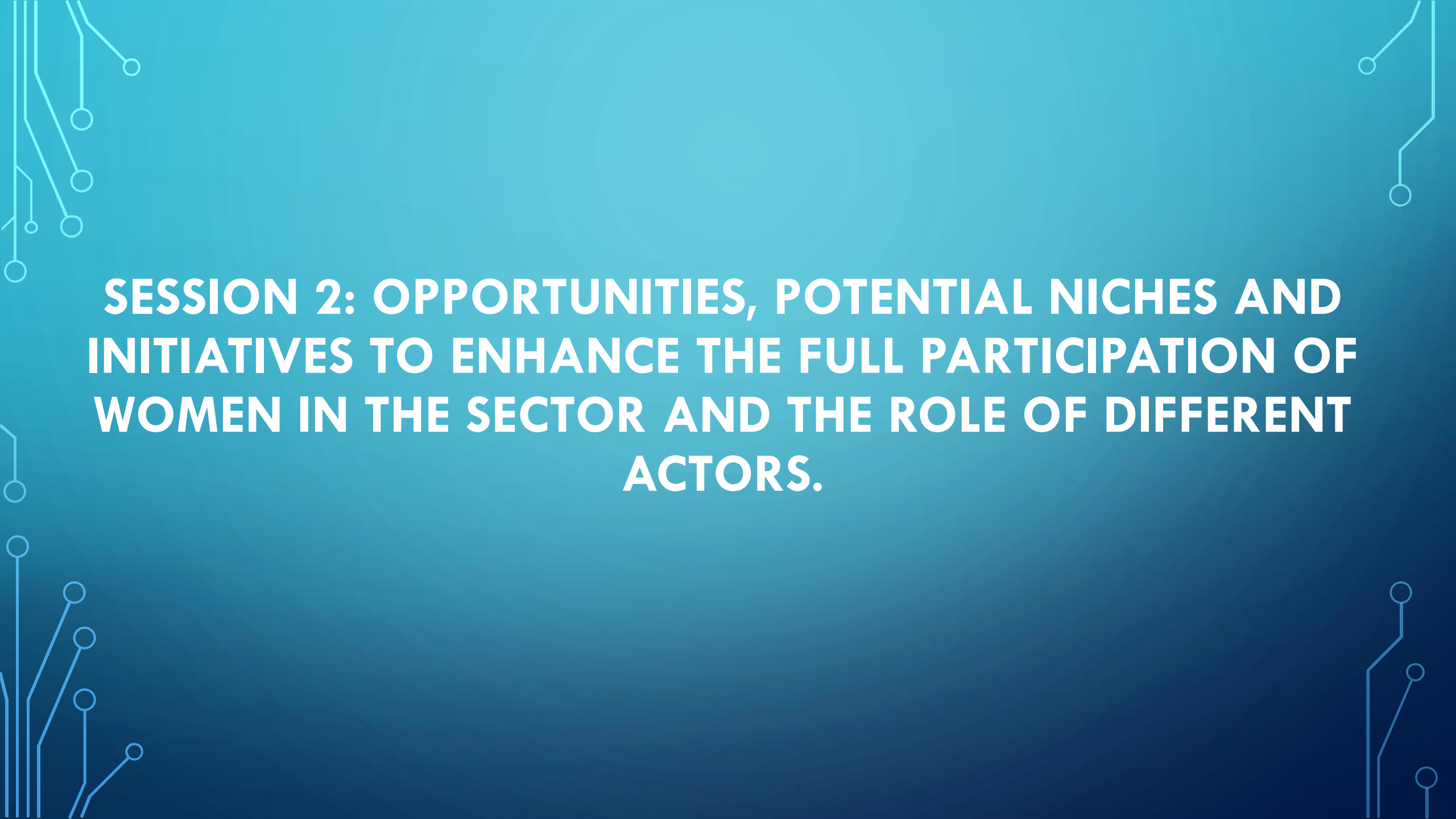
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Glow Innovations – Business Acceleration

Palestine

Barcelona

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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*

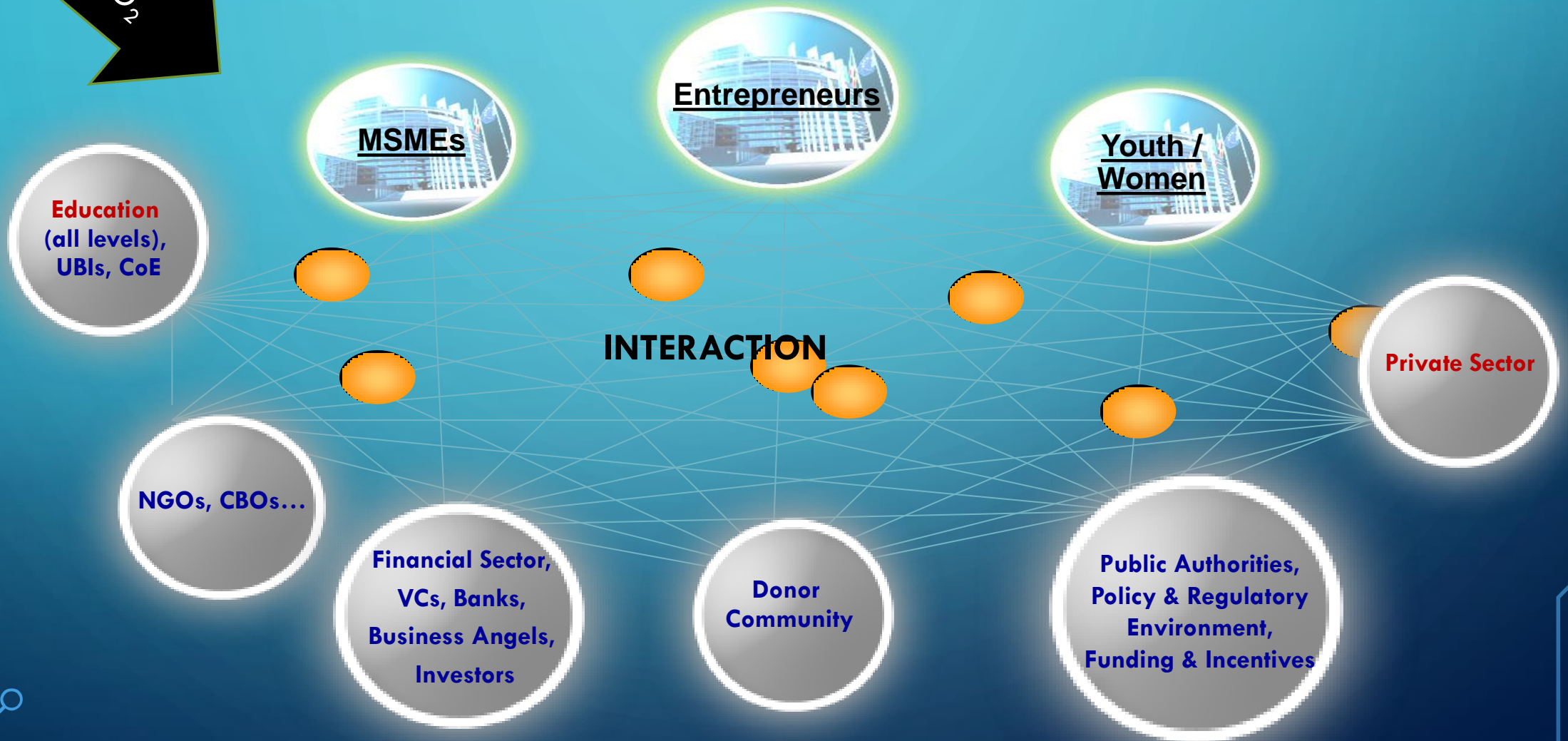
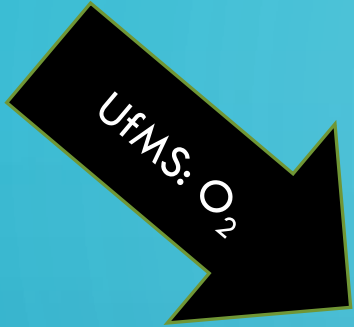
RECOMMENDATIONS

- 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



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Thank You

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Questions?

