



Union pour la Méditerranée
Union for the Mediterranean
الإتحاد من أجل المتوسط

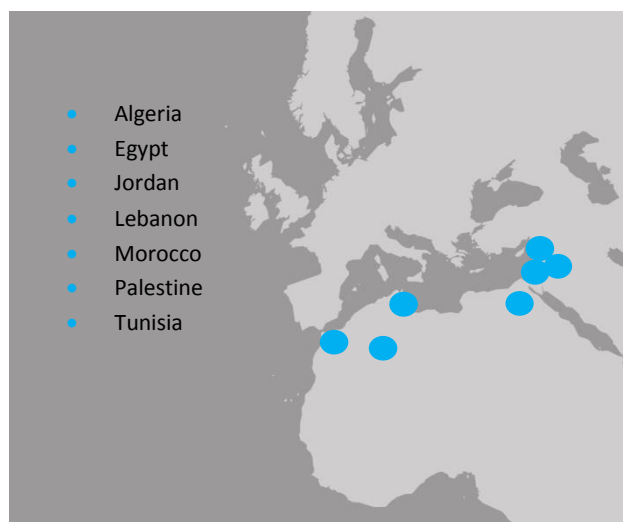
PROMOTING WOMEN'S EMPOWERMENT FOR INCLUSIVE AND SUSTAINABLE INDUSTRIAL DEVELOPMENT IN THE MENA REGION

OBJECTIVES

The project, promoted by UNIDO, sought to **enhance women's economic inclusion** and create favourable conditions for sustainable and inclusive growth by **harnessing the great potential of women entrepreneurs in the targeted countries**.

To this end, the project offered technical assistance to the women entrepreneurs to create and grow their businesses, **through national business women associations**. It facilitated and accompanied an inclusive policy dialogue between the key stakeholders with the objective of producing a set of recommendations and action points endorsed by all parties to promote an enabling environment for women's entrepreneurship in the region. Finally, the project directly **promoted women-led investments through training, coaching, identification and facilitation of business partnership opportunities and access to finance**.

This project forms part of the framework of the [Mediterranean Initiative for Jobs \(Med4Jobs\)](#). Med4Jobs is a cross-sector initiative driven by the need for an integrated regional initiative in the area of job creation. It has been developed by the UfM Secretariat to help increase the employability of youth and women, close the 'gap between labour demand and supply' and foster a culture of entrepreneurship and private sector development.



DURATION

2015 –2017

TOTAL COST

€4,525,000

PROJECTS FOR PROGRESS

BENEFICIARIES



- 7 national businesswomen's associations.
- 2000 female entrepreneurs.

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ACTIONS

The objectives of the project were to be achieved through 4 main actions:

1. **Mapping and analyzing the situation of women entrepreneurship** in the region.
2. **Facilitating and accompanying an inclusive policy dialogue** between the key stakeholders, including public key actors.
3. **Reinforcing the capacities** of the MENA Businesswomen's Associations (BWA).
4. **Identifying investment opportunities and facilitating access to finance** for female entrepreneurs.



PROMOTER

UNIDO | United Nations Industrial Development Organization

PARTNERS

- Egypt: Association for Women's Total Advancement and Development
- Jordan: Business & Professional Women - Amman
- Lebanon: Lebanese League for Women in Business
- Morocco: Association des Femmes Chefs d'Entreprises du Maroc
- Palestine: Businesswomen Forum
- Tunisia: Femme et Leadership

CONTRIBUTION

€972,000 (UNIDO- Italian Government)

RESULTS

- **Improved knowledge of women's entrepreneurship** in the MENA region.
- Strengthened capacities for providing entrepreneurship development services to other women **by 400 representatives of the National Businesswomen's Association** including Banks and Women-oriented Business Development Services.
- **2000 female entrepreneurs** trained and counseled on how to develop entrepreneurship and formulate business plans.
- **500 promising business** opportunities developed.
- **800 new jobs** created.

Med4Jobs

Creating Job Opportunities
Promoting Inclusive Growth



Contact details

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