

**We
inspire**

**PROGRAM
2020**



We Inspire Program

In February 2020, We Inspire program was launched by CEED Global, in partnership with the Union for the Mediterranean and with financial support from the Norwegian Embassy 100%, in order to offers to Moroccan and Tunisian women entrepreneurs and managers a personalized training, mentoring and advices as well as targeted networking events to help them validate their business plans and develop their MSMEs and startups.



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The logo for We Inspire, featuring the words "We Inspire" in a stylized, purple, sans-serif font. The logo is set against a white circular background with a purple border.

Objectives

We inspire program main objective is to enhance the leadership, management and entrepreneurial skills of existing small and medium sized businesses led by Moroccan and Tunisian women, in order to :

- ✓ Enable Women entrepreneurs to create jobs opportunities and contribute positively to the development of their country.
- ✓ to help them overcome the COVID-19 crisis and keep their businesses afloat .
- ✓ Network with like-minded entrepreneurs from the various countries to learn about different ways to overcome challenges while learning about various business opportunities internationally.



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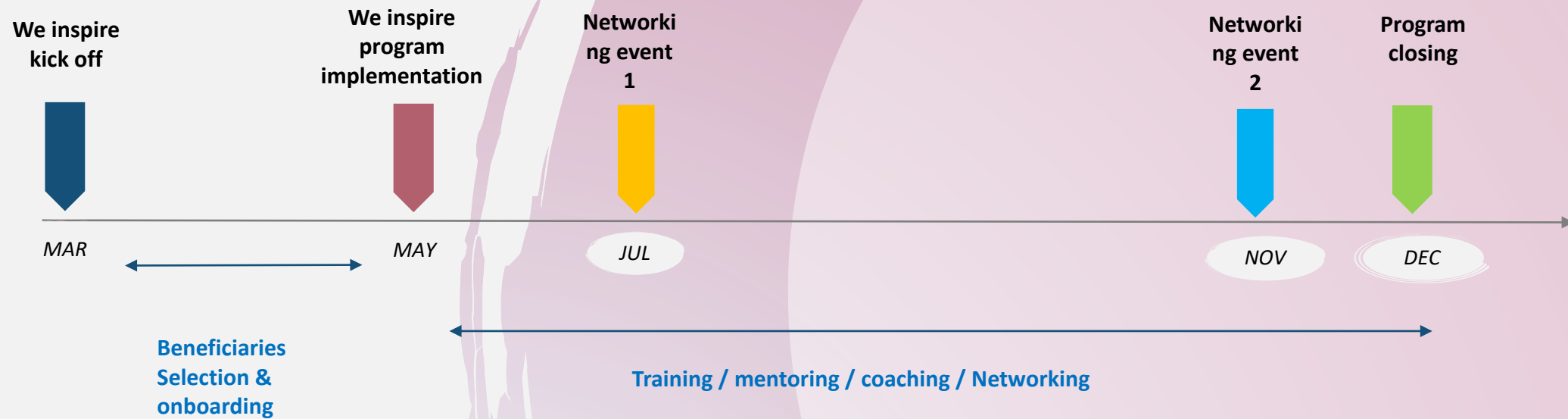
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**We
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We Inspire Timeline



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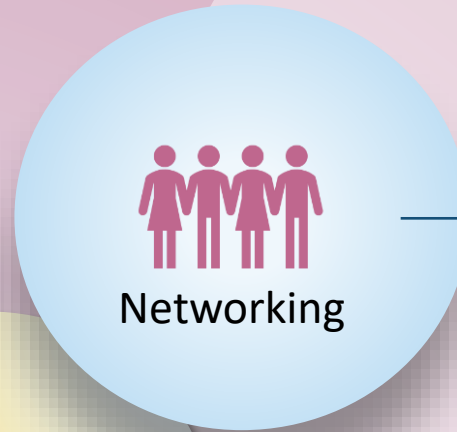
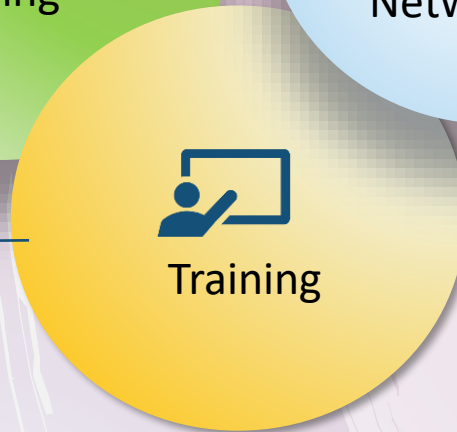


We Inspire Activities

The mentoring program is designed to match the selected mentors with startup beneficiaries in order to help them grow their business and network.



Personalized training, based on women entrepreneurs' needs and demands



It aimed to connect We inspire beneficiaries and Partner entrepreneurs to help them to develop their network and exchange important business opportunities with other national and regional entrepreneurs.

The COVID-19 pandemic challenged the world in all its aspects, and due to this pandemic CEED teams were forced to change their action plan very quickly and build and implement a contingency plan allowing a smooth continuity of all the activities to keep on supporting and helping the women beneficiaries during this crisis.

Below are the main actions that were implemented by CEED team as a reaction to the lockdown:

- ✓ Redesign the program activities from In-person activities to virtual activities
- ✓ Broaden the scope of the program from simply supporting women to grow their enterprises
- ✓ Help the beneficiaries to overcome the covid-19 crisis and keep their companies alive for the most vulnerable ones

COVID 19- Contingency Plan



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Few numbers about **We inspire program 2020:**



- 127 Moroccan and Tunisian beneficiary women entrepreneurs and managers



- 16 training workshops
- 530 mentoring hours
- 4 networking events



- More than 150 jobs created
- More than 85% satisfaction rate

- 99% of Moroccan beneficiaries reached their 2020 revenue forecast
- 16.5% of Tunisian beneficiaries increased their 2020 revenue vs 2019



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During crisis time
MSMEs take risks
and create jobs,

CEED role
is to show them
the best options.

Thank you for your attention!



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