First Coordination Meeting
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This project is co-funded by the European Union.
Why a Gender Approach?

● A gender approach looks at the gaps men and women of different ages, economic situation, ethnic, class and level of education, face.

● In the MENA region women entrepreneurs face many gender-specific obstacles to business development ranging from access to finance to business registration and freedom of movement.

● Women’s labour force participation in MENA is the lowest in the world, and unemployment is highest.
Project Vision

Young people and women find employment with decent jobs in MENA countries.
What is our Approach?

● **Gender mainstreaming**
  - Identify barriers to women entrepreneurship at country level (in the framework of Country Studies)
  - Specific indicators to monitor Women Economic Empowerment
  - Making sure that gender segregated data is gathered across the project

● **Advocacy and influencing**
  - Regional Gender Study: compare results from barrier analysis at country level, and produce practical recommendations
  - Advocacy campaign based on recommendations provided by the Regional Study
Why a Gendered Approach?

● There is a wide pay gap between women and men, particularly in the private sector.

● Women have difficulty accessing senior management positions both in the public and the private sector.

● Women’s entrepreneurship lags far behind that of men, and when women do create firms, they are often micro-enterprises active in consumer-oriented sectors.

● Women are more often entrepreneurs out of necessity rather than opportunity.
A gender blind approach does not work?

- Men and women face the same conditions in registering a business. Yet in practice, women face additional challenges in business registration and licensing procedures.

- Access to finance is in principle equal. However, different factors – such as unequal inheritance laws and bank requirements that expect husbands to co-sign loans – contribute to women having less available collateral to secure external financing than men.
Selected indicators as per the logframe

- No. of jobs created (disaggregated by gender, age and rural/urban location)
- No. / % of women social entrepreneurs in targeted firms
- No. of young people and women who engage in activities (debate/ training/projects etc.) related to social entrepreneurship
- No. of people from targeted SEs trained in financial and technical tools for SEs (disaggregated by age, gender and location rural/urban)
- No. of success stories identified and disseminated
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Arab states occupy the lowest rank of Gender equality.
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