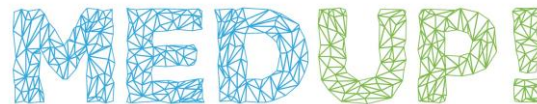




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Promoting social entrepreneurship in the Mediterranean Region

First Coordination Meeting Rabat 10 October 2018

Hadeel Qazzaz, Regional Gender Expert

Consortium Leader:



European Partners:



Southern Mediterranean Partners:



Associated Partners:



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تاريخه وقت الاصدار * الملائق
ارادته ابراهيم ماد * الضمن
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Improved Access to Markets
for Small and Medium Enterprises
and Producers in the Arab World

المركز الوطني للتجارة والتنمية والتعاون العائلي من قبل مؤسسة سويسرا للتعاون والتنمية
Swisscontact
OXFAM

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.



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Project Vision

**Young people and women find
employment with decent jobs in MENA
countries.**



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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



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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.



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Promoting social entrepreneurship in the Mediterranean Region

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.



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Promoting social entrepreneurship in the Mediterranean Region

Selected indicators as per the logframe

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



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Promoting social entrepreneurship in the Mediterranean Region