



# YOUNG WOMEN AS JOB CREATORS

## PHASE II RESULTS



### WHY THE PROJECT



1. Motivate  
Women Entrepreneurship Days



2. Advice  
Business Planning



3. Train  
Marketing, Management, Finance



4. Mentor  
Personal support



5. Start  
Business Creation

### ABOUT THE PROJECT

**Unemployment** is a large problem for the Mediterranean region

**Youth** unemployment in the MENA region is particularly shocking

**Entrepreneurship** fosters employment and the development of new skills, boosts innovation and opens up markets

**Women** need to be integrated into the labor market—why exclude 50% of potential job-creators?

Promoting women's entrepreneurship tackles the root causes of sectorial and occupational segregation

#### Phase I (2013-2014)

- 4 countries (Morocco, Palestine, Jordan, Spain)
- 18 motivating Women Entrepreneurship Days
- 800 participating young women & men

#### Phase II (2015-2016)

- 6 countries (Morocco, Palestine, Jordan, Albania, Egypt, Tunisia)
- 16 motivating Women Entrepreneurship Days
- Over 1000 participating young women & men

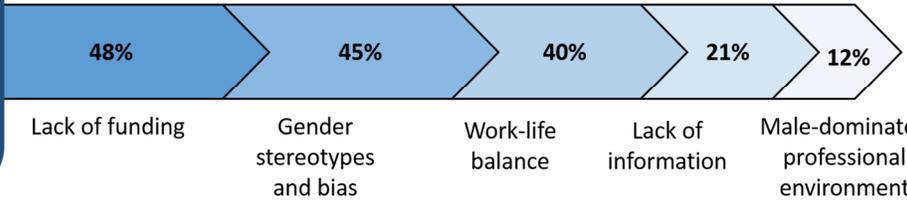


**ALBANIA**

**SITUATION**

>25% youth female unemployment  
 Gender parity in education, but men still own 75% of businesses  
 Only 17% of SMEs business managers & owners are women

**OBSTACLES**



**WHAT WE DID**

2 Women Entrepreneurship Days

**RESULTS**

16 business ideas  
 ↓  
 5 businesses

**PROPOSED SOLUTIONS**

- More funding opportunities for young women entrepreneurs (50%)
- Business Advice Center for students (34%)
- Teach Entrepreneurship in university (14%)

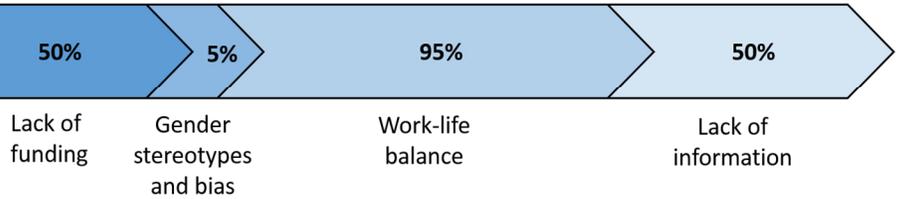


**EGYPT**

**SITUATION**

65% youth female unemployment (3 times that of males)  
 Men outnumber women in tertiary education, labor force participation, and the business world

**OBSTACLES**



**WHAT WE DID**

2 Women Entrepreneurship Days

**RESULTS**

3 businesses created + 7 awaiting funds

**PROPOSED SOLUTIONS**

- More funding opportunities for young women entrepreneurs (100%)
- Business Advice Center for students (100%)
- Teach Entrepreneurship in university (100%)

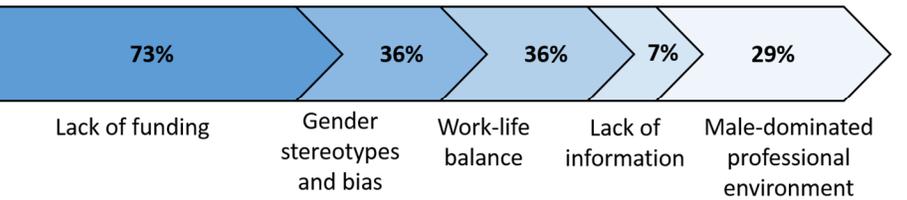


**JORDAN**

**SITUATION**

48% youth female unemployment  
 Despite a roughly gender-equal enrolment in tertiary education, many well educated women are still unable to find jobs

**OBSTACLES**



**WHAT WE DID**

3 Women Entrepreneurship Days

**RESULTS**

3 businesses developed, but ultimately not started

**PROPOSED SOLUTIONS**

- More funding opportunities for young women entrepreneurs (40%)
- Business Advice Center for students (23%)
- Teach Entrepreneurship in university (37%)



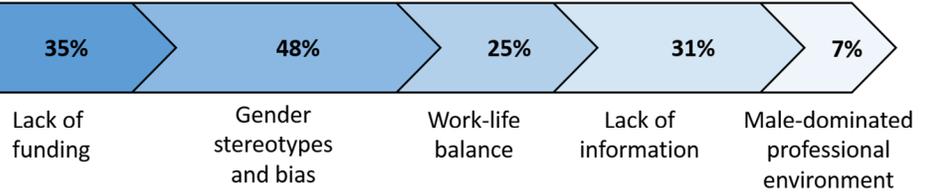
# PHASE TWO

## PALESTINE

### SITUATION

**63% youth female unemployment**  
 Unstable political situation creates violence and impoverishment which affects both men and women alike  
 These circumstances blind society to women-specific issues

### OBSTACLES



### WHAT WE DID



### RESULTS



### PROPOSED SOLUTIONS

- More funding opportunities for young women entrepreneurs (25%)
- Business Advice Center for students (40%)
- Teach Entrepreneurship in university (25%)

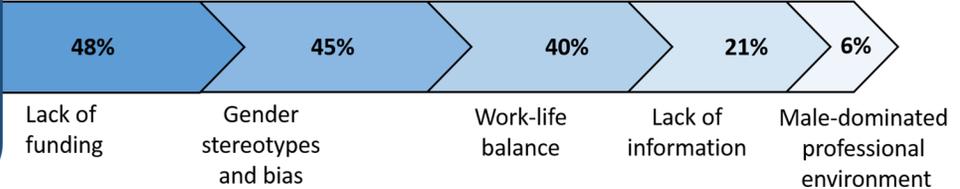


## TUNISIA

### SITUATION

**30% youth female unemployment**  
 Despite one of the highest levels of education in the region, only a 26% female labor force participation (versus 70% for men)

### OBSTACLES



### WHAT WE DID



### RESULTS



### PROPOSED SOLUTIONS

- More funding opportunities for young women entrepreneurs (36%)
- Business Advice Center for students (33%)
- Teach Entrepreneurship in university (28%)

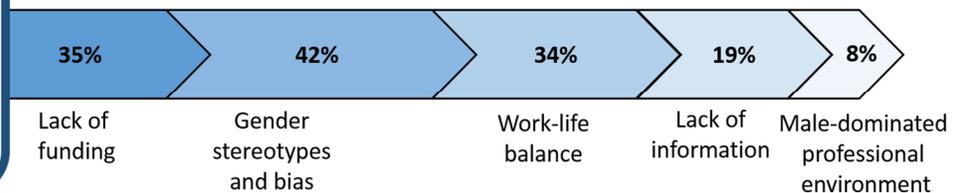


## MOROCCO

### SITUATION

**10.9% youth female unemployment**  
 Few legal reforms with slow implementation, widespread societal discrimination, and continuing violence against women

### OBSTACLES\*



### WHAT WE DID



### RESULTS



### PROPOSED SOLUTIONS\*

- More funding opportunities for young women entrepreneurs (35%)
- Business Advice Center for students (30%)
- Teach Entrepreneurship in university (31%)





# FINAL CONFERENCE

CAIRO, EGYPT  
28 APRIL 2016



Concluding results from the Young Women As Job Creators project on barriers specific to women which impede their progress in the business world and enablers that would assist them in becoming successful entrepreneurs:

ENABLERS

## ROLE MODELS

Direct meetings with accessible and visible role models motivate women towards entrepreneurship



## UNIVERSITY

Introduction of an entrepreneurial culture in university is crucial to raise awareness of the potential of entrepreneurship



## SPECIFIC TRAINING

Training is critical to provide women with key business skills for entrepreneurship especially when quality of education is low



## FAMILIAR ENVIRONMENT

Support and approval within the home is key, as family strongly influences a woman's decision to enter the business world



## GOVERNMENT INITIATIVES

Governments of all six countries are implementing measures to promote entrepreneurship to tackle youth unemployment



BARRIERS

## ROLE MODELS

Fewer women entrepreneurs means fewer successful women entrepreneurs and thus fewer accessible role models for aspiring women entrepreneurs

## RELEVANT NETWORKS

Women are less present in networks that could guarantee them access to critical finances, support, and information

## EXPERIENCE

Less-skilled women entrepreneurs struggle to prepare companies for survival and growth as previous experience fosters ability to find and capitalize on opportunities

## TIME

Traditional gender roles place most of domestic duties on women, leaving them less time to meet potential investors, access training, seek customers and suppliers

## CAPITAL

Due to societal obstacles such as pay gaps, women are prevented from generating large amounts of their own capital which dissuades investors

## GOING FORWARD

The "Young Women as Job Creators" project

- o brought to light the **crucial link between internal motivation and business creation**
- o successfully motivated a portion of the women, though **for many it was an insufficient time frame to help them truly overcome their reluctance in regards to entrepreneurship**
- o demonstrated that **encouragement of entrepreneurial spirit from an early age is critical** and that it is only **through a sustained and holistic effort that long-term change can be achieved**

The focus on motivating young women cannot stop with the end of the "Young Women as Job Creators" project!

Rather, this initiative should be seen as a launching point for further endeavors to empower young businesswomen throughout the Mediterranean.

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