



## *EUROMED Invest Academy Barcelona*

**“Barcelona Declaration+20, Trade and  
Investment for a Mediterranean of shared  
prosperity”**

### **Young Women as Job Creators**

Stimulating Women Entrepreneurship in the Mediterranean

*Barcelona, 24th of November 2015*



## About us

Entrepreneuriat féminin

---



## Association of Organisations of Mediterranean Businesswomen (AFAEMME):

- Founded in 2002 as a quadruple-oriented organisation:
  - *Federation of Mediterranean businesswomen organisations*
  - *Platform for gender and business projects*
  - *Networking platform for women entrepreneurs*
  - *Euro-Mediterranean lobby organisation*
  
- 47 member organisations from 23 Mediterranean countries

Albania, Algeria, Bosnia & Herzegovina, Croatia, Cyprus, Egypt, France, Greece, Italy, Jordan, Lebanon, Lybia, Malta, Montenegro, Morocco, Palestine, Portugal, Principality of Monaco, Slovenia, Syria, Spain, Tunisia, Turkey



## Union for the Mediterranean (UfM):

- The co-presidency: The UfM is chaired by a co-president from the EU and a co-president from the Mediterranean partner countries.
- The Senior Officials: The work of the UfM is overseen and coordinated by the Senior Officials of the Foreign Affairs departments of the 43 partner countries, EU institutions and the League of Arab States.
- The Secretariat: Based in Barcelona, it is led by a Secretary General, assisted by 6 Deputies Secretary General for the 6 areas of work. It is financed by the European Commission and countries' contributions.



EURO**MED**  
INVEST



# YOUNG WOMEN AS JOB CREATORS



Project funded by the  
**EUROPEAN UNION**



Cambra de Comerç  
de Barcelona



ASCAME

*afaemite*  
Association of Organisations of  
Mediterranean Businesswomen

EURO**MED**  
INVEST



# Women entrepreneurship – how to mobilise the untapped economic potential and increase BSO membership

Entrepreneuriat féminin

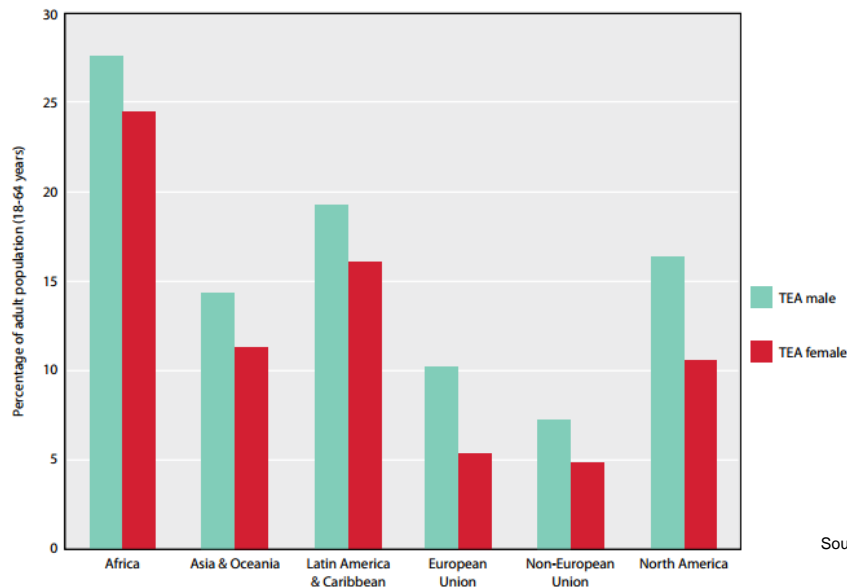
---



## 1. Low number of women entrepreneurs in the Mediterranean (both shores)

Early-stage entrepreneurial activity is dominated by men.

**FIGURE 2.10 MALE AND FEMALE EARLY-STAGE ENTREPRENEURIAL ACTIVITY (TEA) IN 2014, BY GEOGRAPHIC REGIONS**



Source: GEM 2014





## 2. Special need to promote entrepreneurship in the region

### a. Highly skilled women

### b. High female unemployment rates

→ MENA region: Only 26% of women join the labour force (worldwide female average: 52%). Women's unemployment rate is about 18% (world average of 6%)

→ EU: Women are four times more likely to be working part-time than employed men. The proportion of inactive young women remains double that of young men

**WOMEN** as an untapped resource

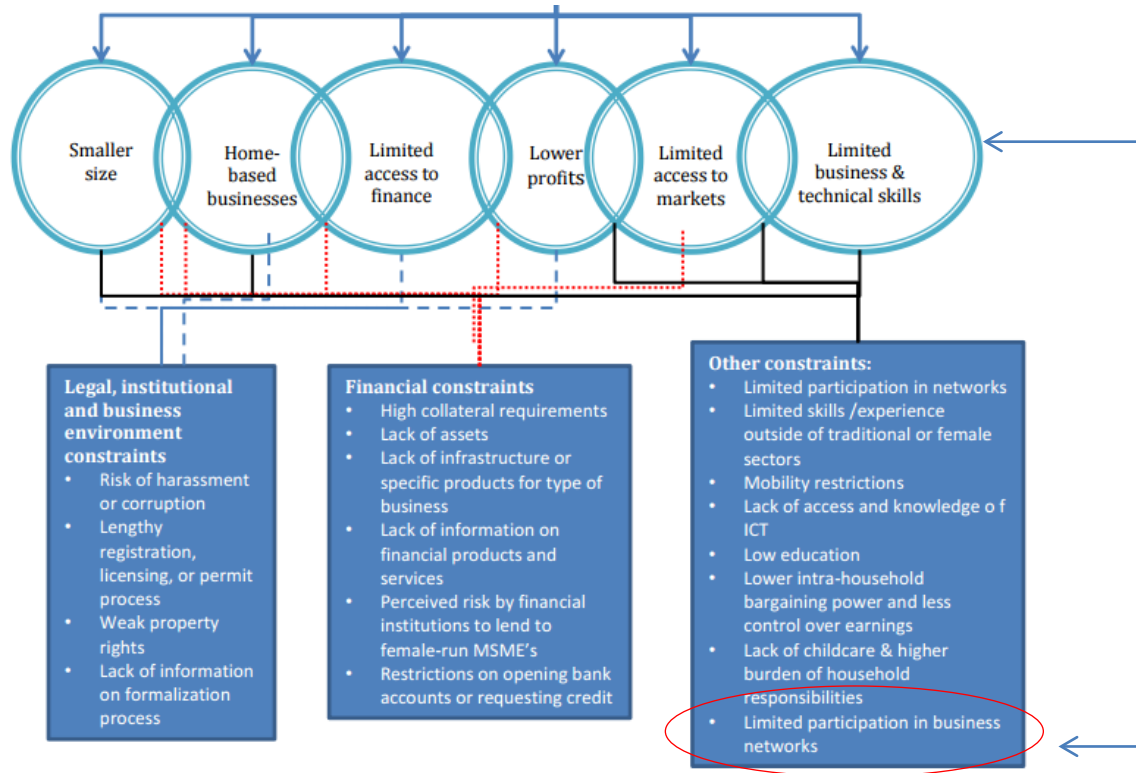
**GENDER INEQUALITY COSTS 25% OF THE MENA REGION GDP / 15 % OF EU GDP**

**Directing women towards entrepreneurship → opportunity for  
JOB CREATION and GROWTH**





## 3. Limited participation of women in BSO/business networks



Source: World Bank Female Entrepreneurship Resource Point



## *Limited participation of women in BSO/business networks*

- **Unequal access** to resources, skills and experience, opportunities, and business networks („systemic“ biases)
- Limited provision of **gender sensitized business development services**; women are not well served with mainstream business support



***Some program approaches to address women's challenges in creating/maintaining successful enterprises (gender sensitized BDS)***





## YOUNG WOMEN ENTREPRENEURS - obstacles

- Lack of **self-confidence** / awareness about entrepreneurial potential
- Lack of appropriated business/management **skills**  
*Universities and others education institutions don't provide this kind of competences*
- More difficulties in accessing **credit**  
*Banks reluctant to fund new entrepreneurs / lack of financial literacy*
- Low presence in entrepreneurs' **networks** / lack of **supportive structures**  
*Fewer business opportunities / Fewer financing opportunities*

EURO**MED**  
INVEST



# YOUNG WOMEN AS JOB CREATORS



Project funded by the  
**EUROPEAN UNION**



Cambra de Comerç  
de Barcelona



ASCAME

*afaemite*  
Association of Organisations of  
Mediterranean Businesswomen

EURO**MED**  
INVEST

# EUROMED INVEST



## YOUNG WOMEN AS JOB CREATORS PROJECT



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



Project funded by the  
EUROPEAN UNION





## ***YOUNG WOMEN AS JOB CREATORS PROJECT***

Supported by the UfM because:

- Gender equality is first of all a **basic human right**. Women have the right to live in dignity and enjoy the same rights and opportunities as men.
- Gender equality is also **Smart economy**. It is widely agreed that better use of the female population could increase economic growth, reduce poverty, enhance societal well-being, and help ensure sustainable development.
- Strong evidence shows that companies that invest in women's employment gain an important **competitive advantage**. Companies with more women on their boards are found to outperform their rivals with a 42% higher return in sales, 66% higher return on invested capital and 53% higher return on equity.
- With 28% of youth unemployment in the region, improving access to business support and finance for micro, small and medium-sized enterprises led by women will create more than half the **jobs in the region**.



Phase I - motivating young women university students for entrepreneurship

Lack of self-confidence / awareness about entrepreneurial potential

Low presence in entrepreneurs' networks

**Motivational “Women Entrepreneurship Days”**

MOTIVATION - ROLE MODELS – NETWORKING

**Business advice by businesswomen associations**

EXPLORING BUSINESS IDEA DEVELOPMENT

CONTACT WITH BUSINESSWOMEN ASSOCIATIONS





## CONCLUSIONS:

- Actions to support women entrepreneurship among young women are still needed in BOTH shores (students expressed the need)
- Major obstacles: lack of specific business skills + lack of funding

# EUROMED INVEST



Project funded by the  
EUROPEAN UNION



Cambra de Comerç  
de Barcelona



ASCAME

afaemite  
Association of Organisations of  
Mediterranean Businesswomen

EUROMED  
INVEST

## Phase II – creating successful women owned businesses

Lack of appropriated business/management skills

Difficulties in accessing credit

Low presence in entrepreneurs' networks

**Training in marketing, management and finance**  
**GENDER SENSITIZED BUSINESS SKILLS DEVELOPMENT**

**Individual mentoring**  
**CONTACT WITH OTHER BUSINESSWOMEN /BUSINESSWOMEN ASSOCIATIONS**

# EUROMED INVEST



## *CONCLUSIONS*



## *Business development services/training*

- Business skills training
- Soft skills and life skills training  
*Reduce business and personal obstacles*
- Consult with women's groups
- Ensure gender-disaggregated data collection
- Flexibility of programs  
*Taking into account women's childcare/familiar commitments, transportation, cultural barriers...*
- Gender-sensitization of family/community/financial community  
*Better understanding of women entrepreneur's struggles means a more supportive environment*
- Networking/Build infrastructure  
*Women paired with mentors/coaches/other women entrepreneurs/partnerships*





- Need for gender sensitized business support services, especially for young women - this can directly contribute to the promotion of women entrepreneurship (make the difference)
- Permanent gender sensitized service provision (for example women's business incubators) is a good alternative to punctual programs supporting women entrepreneurship – almost no additional cost



[www.afaemme.org](http://www.afaemme.org)

<http://www.afaemme.org/young-women-as-job-creators>

[www.ufmsecretariat.org](http://www.ufmsecretariat.org)

<http://ufmsecretariat.org/young-women-as-job-creators-ufm-prepares-the-launch-of-the-second-phase-of-the-project-to-promote-women-entrepreneurship/>



Project funded by the  
**EUROPEAN UNION**



Cambra de Comerç  
de Barcelona



ASCAME





# EUROMED INVEST



## afaemme

Association of Organisations of  
Mediterranean Businesswomen

*Thank you very much  
for your attention*

*[projectcoordinator@afaemme.org](mailto:projectcoordinator@afaemme.org)*

*[fatihahassouni@ufmsecretariat.org](mailto:fatihahassouni@ufmsecretariat.org)*



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



Project funded by the  
**EUROPEAN UNION**



Cambra de Comerç  
de Barcelona



ASCAME

afaemme  
Association of Organisations of  
Mediterranean Businesswomen

# EUROMED INVEST