

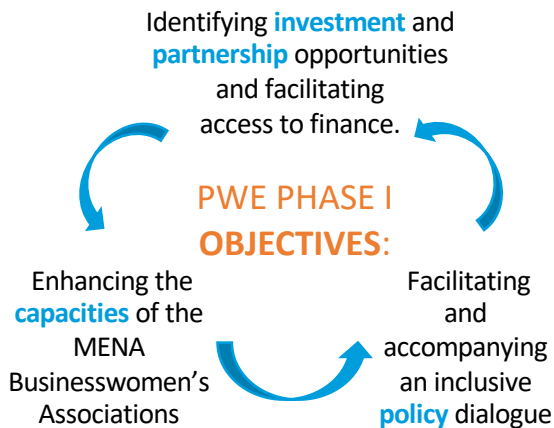


“Promoting Women’s Empowerment (PWE) for Inclusive and Sustainable Industrial Development in the MENA Region”

The project “Promoting women empowerment for Inclusive and Sustainable Industrial Development in the MENA region” seeks to enhance women’s economic inclusion and promote sustainable and inclusive growth by harnessing the great potential of women entrepreneurs within the region. The project’s holistic and inclusive approach aims at addressing the issues faced by women entrepreneurs - and aspiring entrepreneurs - at macro, meso and micro levels, creating thus favorable conditions for sustainable growth through the development of female entrepreneurship. The project, currently in its second phase, is funded in part by the Italian Ministry of Foreign Affairs and International Cooperation (MAECI) and the Agency for Development Cooperation (AICS).



PWE Phase I (2015-2018)



RESULTS HIGHLIGHTS

- ↪ The knowledge and policy dialogue on women entrepreneurship in the MENA region has been enhanced
- ↪ The role of women’s associations in supporting female entrepreneurship development has been reinforced
- ↪ Selected women-led investment opportunities were identified, formulated and promoted



8 Regional conferences and round tables



International benchmarking of the best practices



42% increase in women’s associations membership



278 % growth in business linkages and networking



170 projects promoted in Europe



276 women-led enterprise proposals supported

PWE Phase II (2019-2023)

Phase II of the project aims to leverage the results achieved in the first phase to further support the development of women-led MSMEs in selected gender-sensitive value chains in rural and urban areas for improved productive and employment opportunities.

UNIDO joins forces with UN Women and FAO that have strong presence in the MENA region with extensive experience in supporting the empowerment of women: from policy and advocacy to advancing women's rights, to providing specific technical support to female beneficiaries to improve their productive practices and expand their economic opportunities.

The project will benefit from strong collaborations established with:

- Ministries of Industry and Ministries of Women and Ministries of Agriculture
- Women Business Associations
- International and local Financial Institutions,
- Private and public entities involved in Value Chain and Private Sector Development, including selected NGOs.

Building on the knowledge gained in Phase I, the project aims to address some of the main challenges faced by women-led MSMEs:



Access to
finance



Access to
markets



Access to technology
and networks

DEVELOPMENT GOAL

Women in the MENA region have enhanced economic opportunities

OUTCOME 1

The business environment is more conducive for women participation in the economic life of their countries

OUTCOME 2

Financial barriers faced by women entrepreneurs are alleviated

OUTCOME 3

Women-led Micro- Small- and Medium Enterprises are better integrated into the local, regional and international markets

OUTCOME 4

Women have increased the quality and quantity of their products & services in selected gender-sensitive value chains

ROLL-OUT YEAR 1

