



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

# Fostering gender equality and women's empowerment in the Euro- Mediterranean region

Barcelona, 24 November 2015

# The UfM in short | Facts & Figures



- **43 Countries**
  - 28 EU member states
  - 15 partner countries
- **Total Population > 800 Million**
- **Total GDP > 15 Trillion EUR**

# The UfM in short | Objectives

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Enhance cooperation and understanding between the two shores of the Mediterranean, through the implementation of concrete projects

1

Gather and promote regional, sub-regional, transnational projects, or national projects in the framework of regional strategies or initiatives.

2

Improve the socio-economic development, regional integration, sustainable development and the exchange of knowledge.

3

Work in synergy with other key stakeholders in the Euro-Mediterranean region

# The UfM in short | Priority Areas

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## 6 PRIORITY AREAS THAT HAVE AN IMPACT PEOPLE'S DAILY LIFE

**Environment and  
Water**

**Transport and Urban  
Development**

**Social and Civil  
Affairs**

**Energy**

**Higher Education  
and Research**

**Business  
Development and  
Funding**

# The UfM in short | Governance



## **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.

**DESPITE THE PROGRESS ACHIEVED,  
STILL A LONG WAY TOWARD  
EQUALITY**

# | In MENA region in 2014

- Women political participation rates is only **15.9%**, compared to the world average (**21.8%**).
- Statistics on **violence** against women remain **high** and unequal access to justice remains among the most pressing concerns.
- Only **26%** of women join the labour force compared with the worldwide female average (**52%**).
- Women's unemployment rate is about **18%** compared with a world average of **6%**, even when they have tertiary education.
- The “gender wage gap” is at least three times larger than in any of the emerging markets, estimated between **20** and **40%**.
- Only **1.2%** of managers are women, compared to an **18.6%** average worldwide, and around **12%** of adult women are entrepreneurs, compared to **31%** of men which is the largest gender gap across the different regions in the world.

**GENDER EQUALITY COSTS TO NEARLY 25% OF THE MENA REGION GDP .**

# | European Union in 2014

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- Women are still four times more likely to be working part-time than employed men.
- The proportion of inactive young women remains double that of young men.
- The gender pay gap is stagnant at 16 % and the pension gap has reached 39 %.
- Women is underrepresented as entrepreneurs, with only 34.4% of the EU self-employed and 30 % of new start-ups and women account for just 20.2% of company board members.
- Women still account for less than a third of ministers and members of parliaments in the vast majority of EU Member States.
- Women are more likely to have a higher education degree but are significantly under-represented in science, technology, engineering, and mathematics studies and careers, in research and in senior posts at all levels of education, including higher education.
- The prevalence of gender-based violence is still alarmingly high. A third of women in the EU have experienced physical or sexual violence.



# WHY WOMEN AND GENDER EQUALITY MATTERS?

## WHY GENDER EQUALITY MATTERS?

- 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.

**GENDER INEQUALITY COSTS TO NEARLY 25% OF THE MENA REGION GDP AND 15 % OF THE EU GDP**

# INADEQUATE BUSINESS DEVELOPMENT SERVICES FOR WOMEN

## THE CHALLENGES FACING WOMEN ENTREPRENEURS

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- **Cultural and social barriers**
- **Accessing to finance**
- **Lack of skills**
- **Lack of supporting structures for women who want to start and develop a business.**
- **A complicated regulatory processes at start-up stage**

## BUSINESS DEVELOPMENT SERVICES

- BDS and incubation services are underdeveloped in general in the region.
- But, services for women are very limited and not tailored to, or well-known by women entrepreneurs.
- Data shows that a rather small number of women are participating as beneficiaries of BDS.
- The mainstream of business incubators states that women are less likely to have the requisite knowledge and skills and are not “ready” for incubation.
- In parallel, 2 incubators developed by associations of women entrepreneurs (AFEM) to address the gap in the provision of BDS to women entrepreneurs, are incubating as many women’s enterprises as 12 of classical business incubators combined,



**Women’s business incubators can be instrumental in producing viable and job creating enterprises with potential for growth.**

# UFM STRATEGY | Developing women's empowerment and strengthening gender equality in the Euro-Mediterranean region

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## 4 main areas of action :

1. Developing concrete projects and initiatives: 16 projects with a strong gender component developed. **6 of them target the promotion of women entrepreneurship.**
1. Promoting a horizontal approach to gender equality within the activities of the Secretariat :  
UfMS applies a gender mainstreaming approach in all sectorial projects and initiatives.
1. Building institutional and strategic partnerships with relevant stakeholders in the region: UN Women, EC, EBRD, EIB, EESC, UNIDO, ETF, ILO... private sector and civil society
1. Developing a regional platform for cooperation and dialogue between key stakeholders in the Euro-Mediterranean region: The UfMS have an active role in the preparation of the UfM Ministerial Conferences on Strengthening the Role of Women in Society. The UfMS started a regional multi-stakeholder dialogue on women's empowerment with representatives from governments and other stakeholders as a follow-up mechanism of the Ministerial commitments.

## UFM STRATEGY | UfM Quick Facts in Women Empowerment

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- Over the 33 UfM labelled projects, 12 focus on women empowerment and gender equality.
- More than 50.000 women beneficiaries from 14 countries.
- More than 1500 students mentored to create their own businesses.
- More than 2000 young female students have access to high-level standard University programmes.
- 300 small and medium sized businesses leaded by women supported to grow their businesses, to create more jobs.
- More than 1000 women entrepreneurs trained and counseled on entrepreneurship development and business plan formulation and on access to finance.
- More than 7 national business associations supported and their capacities improved to increase their target group on women beneficiaries.
- More than 1000 jobs to be created.
- Over 1,000 key stakeholders mobilised from 35 countries through the UfM regional platform.

# LABELLED PROJECTS



## Young Women as Job Creators

### Promoter

Association of Organisations of Mediterranean Businesswomen – AFAEMME. 32 local universities, higher education centres and national businesswomen are involved.

### Objective

To facilitate young women's access to work by promoting entrepreneurship in universities through coaching, advice and tools to set up a company.

### Targeted countries

Spain, Jordan, Morocco, Palestine, Tunisia, Egypt and Albania.

### Expected outcomes

**2000 young women** are targeted by the project activities, A minimum of **70 young women starting their businesses** at the end of the programme.



# LABELLED PROJECTS



INJAZ Al- Arab Young  
Entrepreneurs Competition



Ripples of Happiness program in  
cooperation with the Coca-Cola  
Foundation

## Generation Entrepreneur

### Promoter

INJAZ al-Arab is a **confederation of national operations** collaborating with corporate volunteers and Ministries of Education

### Objective

Support and develop an entrepreneurial eco-system by offering a dynamic, multi-dimensional approach, from grassroots business education in primary and secondary schools to hands-on training in business creation by providing vital skills, acumen and training to young people.

### Targeted countries

Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, and Tunisia,

### Expected outcomes

Approximately 79,000 students (from which half will be women) will benefit from the training programmes, and 500 job opportunities will be created.

# LABELLED PROJECTS



## Réseau Entreprendre en Méditerranée

### Promoter

Réseau Entreprendre » business associations in Morocco and Tunisia

### Objective

To provide mentoring to talented start-up founders, including women, with entrepreneurial potential.

### Targeted countries

Morocco and Tunisia,

### Expected outcomes

More than 450 companies by 2017, 3,000 new jobs within three years of operation and approximately 5,000 jobs within five years.

# LABELED PROJECTS



Maharat participants during a Maharat lecture in Princess Sumayia University



Sharing ideas

## MaharatMED

### Promoter

BDC Jordan, the EBN, Palestine Technical University and the Moroccan MNA,

### Objective

Increased youth employability by means of educational courses and internships and promote entrepreneurship among youth.

### Targeted countries

Morocco, Egypt and Palestine

### Expected outcomes

Expanding Maharat Jordan across the region will imply the instruction of 6540 students and 360 trainers from Morocco, Egypt and Palestine in 3 years

## LABELED PROJECTS

### CEED Grow: Growing and Scaling Small and Medium Sized Businesses

<b>Promoter</b>	CEED Global (CEED Morocco, CEED Tunisia, CEED Albania)
<b>Objective</b>	Enhance the leadership, management and entrepreneurial skills of 300 small and medium sized businesses and women entrepreneurs, diminish the human capital gap and increase the number of women entrepreneurs and managers who own/manage SMEs and scaling companies in order to increase the number of jobs created.
<b>Targeted countries</b>	Albania, Morocco and Tunisia
<b>Expected outcomes</b>	300 companies trained, connected to mentors, new partners, investors and other resources to grow their business.

## LABELED PROJECTS

### WOMEN ECONOMIC EMPOWERMENT IN THE MENA REGION

<b>Promoter</b>	United Nations Industrial Development Organization (UNIDO)
<b>Objective</b>	To enhance women's economic inclusion and thus to create the conditions for a sustainable and inclusive growth by harnessing the great potential of women entrepreneurs.
<b>Targeted countries</b>	Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia
<b>Expected outcomes</b>	<ul style="list-style-type: none"> <li>• 2000 women entrepreneurs trained and counseled on entrepreneurship development.</li> <li>• 500 women-led promising business opportunities promoted through national, regional and international business networks and investment banks.</li> <li>• 60% of the promoted businesses are created or are under creation.</li> <li>• 50 % of assisted entrepreneurs developed new business partnerships.</li> <li>• 60 % of women obtained a loan from banks.</li> <li>• 10% of assisted women entrepreneurs have invested in new technologies.</li> </ul>



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*THANK YOU FOR YOUR ATTENTION*

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