



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



Project funded by the
EUROPEAN UNION



Cambra de Comerç
de Barcelona



ASCAME



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):

- Multilateral partnership aiming at increasing the potential for regional integration and cohesion among Euro-Mediterranean countries.
- The UfM Secretariat is contributing to reinforcing co-ownership of new Mediterranean relations through concrete regional cooperation projects.
- The mandate and mission of the Secretariat have been defined in the Paris and Marseille Declarations as well as in the Statutes adopted on 3 March 2010.
- The mandate of the UfM Secretariat focuses on identifying, processing, promoting and coordinating regional projects
- Social and Civil Affairs: advance the regional agenda on gender equality and develop a Euro-Mediterranean women's empowerment initiative; Enhance women's access to the labour market and entrepreneurial networks; Mainstream a gender approach in UfM projects and initiatives.

EUROMED
INVEST



YOUNG WOMEN AS JOB CREATORS



Project funded by the
EUROPEAN UNION



Cambra de Comerç
de Barcelona



ASCAME

afaemme
Association of Organisations of
Mediterranean Businesswomen

EUROMED
INVEST



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

Entrepreneuriat féminin



Project funded by the
EUROPEAN UNION



Cambra de Comerç
de Barcelona



ASCAME

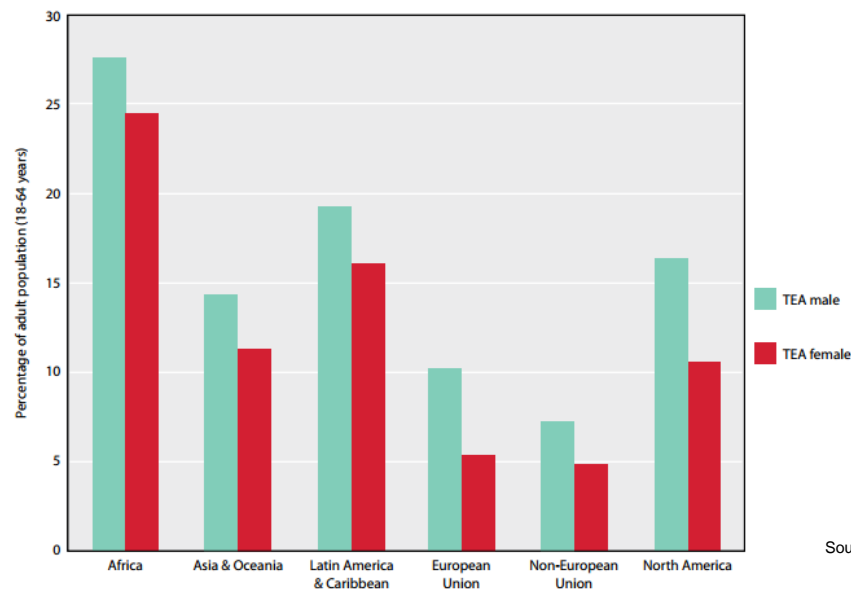
afaemme
Association of Organisations of
Mediterranean Businesswomen



1. Low number of women entrepreneurs in the Mediterranean

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



Project funded by the
EUROPEAN UNION



Cambra de Comerç
de Barcelona



ASCAME

afaemme
Association of Organisations of
Mediterranean Businesswomen



2. Special need to promote entrepreneurship in the region

a. Highly skilled women

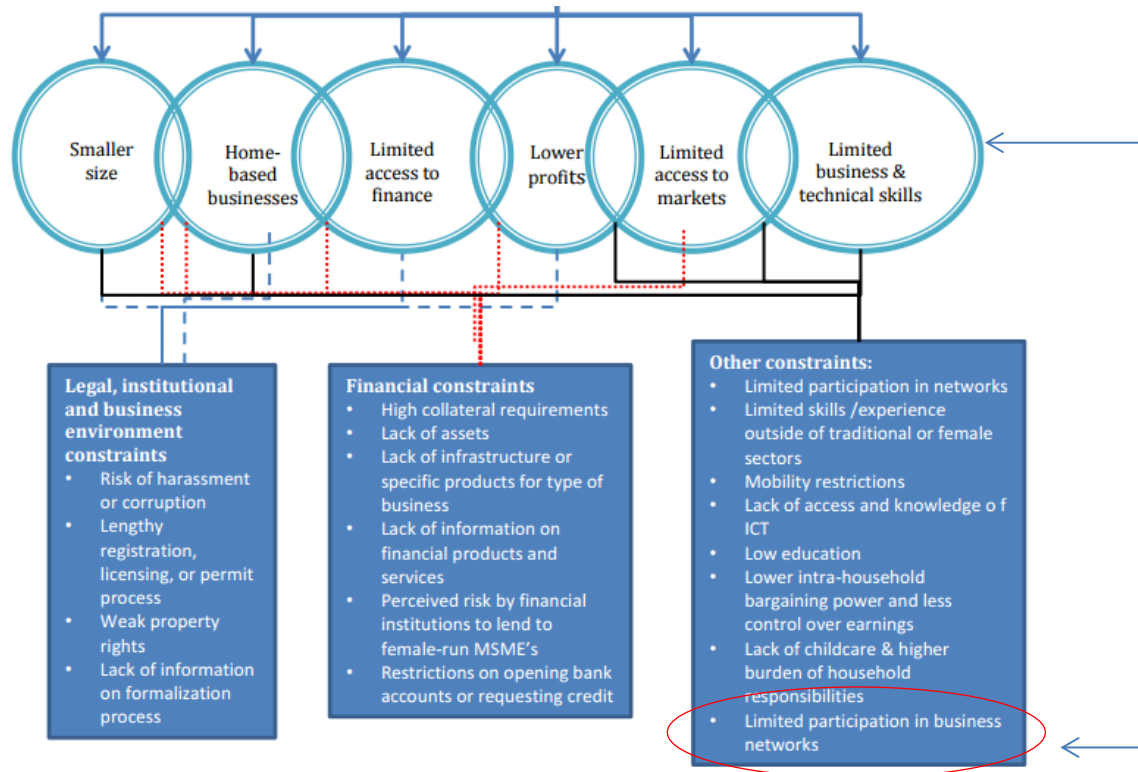
b. High female unemployment rates

→ The Middle East and North Africa (MENA) region has the lowest female labor force participation rates in the developing world (Verme, 2014).

WOMEN as an untapped resource

**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



Project funded by the
EUROPEAN UNION



Cambra de Comerç
de Barcelona



ASCAME

afaemite
Association of Organisations of
Mediterranean Businesswomen



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 maintaining
successful enterprises*



Project funded by the
EUROPEAN UNION



Cambra de Comerç
de Barcelona



ASCAME

afaemme
Association of Organisations of
Mediterranean Businesswomen



1. Business development training

- Business skills training
- Soft skills and life skills training
Reduce business and personal obstacles
- Flexibility of programs
Training programs taking into account women's childcare/familiar commitments, transportation, cultural barriers...
- Gender-sensitization of family and community
Better understanding of women entrepreneur's struggles means a more supportive environment
- Networking
Women paired with mentors/coaches/other women entrepreneurs + networking within clusters



2. Access to finance programs

- Consult with women's groups
Assess the need and scope of new financial products/programs with the community
- Ensure gender-disaggregated data collection
Collaborate with financial institutions so that they consider gender in research and data analysis
- Support gender sensitivity – train the financial community
Promote training the financial community (close gaps in access to finance / equal client treatment)
- Build infrastructure
Build a supportive network / partnerships with local org. / channels entrepreneurs - lenders



3. Access to ICT

- Training on the use of ICT
For business needs AND as means to access health and education info.
- Ensure equitable access
Access to the appropriated devices and connect/communicate in a cost-effective way
- Address limited exposure
ICT programs should include basic literacy training / basic communication through msg/email



YOUNG WOMEN ENTREPRENEURS

- 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**
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

afaemme
Association of Organisations of
Mediterranean Businesswomen

EURO**MED**
INVEST



YOUNG WOMEN AS JOB CREATORS PROJECT



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





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

EUROMED INVEST





**YOUNG WOMEN
AS JOB CREATORS**

Phase I - motivating young women
university students for entrepreneurship

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



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

- There is a need for gender sensitized business support services, especially for young women - this can directly contribute to the promotion of women entrepreneurship
- Permanent gender sensitized service provision is a good alternative to punctual programs supporting women entrepreneurship – almost no additional cost



www.afaemme.org

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

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/>

EUROMED INVEST



Association of Organisations of
Mediterranean Businesswomen



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

*Thank you very much
for your attention*



Project funded by the
EUROPEAN UNION



Cambra de Comerç
de Barcelona



ASCAME



EUROMED INVEST