



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



UNIDO-CANADA-UN WOMEN COOPERATION

Women economic empowerment for inclusive and sustainable growth in Egypt

CONTEXT

Although Egypt's economy has shown strength and resilience in the face of the COVID-19 shock, longstanding economic challenges, particularly those facing women, persist. For instance, women experience higher levels of unemployment at 21.4%, more than triple men's unemployment rate (CAPMAS, 2020). And 50% of working women are employed in the informal sector (World Bank, 2018). The rate of women's business ownership and entrepreneurial activity also remains low. This situation complicates women's ability to exercise their economic equality and independence.

In this context, UN Women and UNIDO are implementing a five-year Joint Programme (JP) branded as "Rabeha" – Arabic for "Winner"— and funded by Global Affairs Canada (GAC). It adopts a multi-sectoral approach combining activities at policy, institutional and individual levels, and aims to increase the economic participation of at least 6,300 women in Egypt's private sector in seven governorates: Cairo, Giza, Alexandria, Beheira, Fayoum, Beni Suf, and Al-Minya.

STRATEGY

UNIDO's part of the Joint Programme "Women Economic Empowerment for Inclusive and Sustainable Growth in

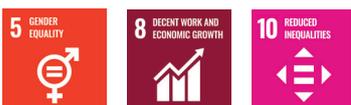
Egypt" includes providing support to 2,300 women to harness their full potential as entrepreneurs, early-stage business owners or employees in three value chains of focus: Date palm, Medicinal and Aromatic Plants (MAPs) and Handicrafts. It will implement evidence-based training interventions that have been informed by the results of gender-sensitive value-chain assessments.

Firstly, UNIDO builds capacity of local government and non-government institutions to deliver support services to women that address their needs and challenges.

Secondly, UNIDO provides a multi-stage technical business training to 1,100 women entrepreneurs and early-stage businesses within the key value chains to grow. The training covers topics such as product development, innovation, branding and marketing, as well as promotion strategies, including e-marketing and environmentally sound practices.

Thirdly, UNIDO trains 1,200 women job seekers in both technical and leadership skills to enable work in value-addition stages of targeted value chains, and job-matching services to support their recruitment.

WORKING TOWARDS



REGION



GEOGRAPHICAL COVERAGE

EGYPT



DURATION

2019 - 2024



TOTAL BUDGET

8.9 million Canadian dollars



PARTNERS

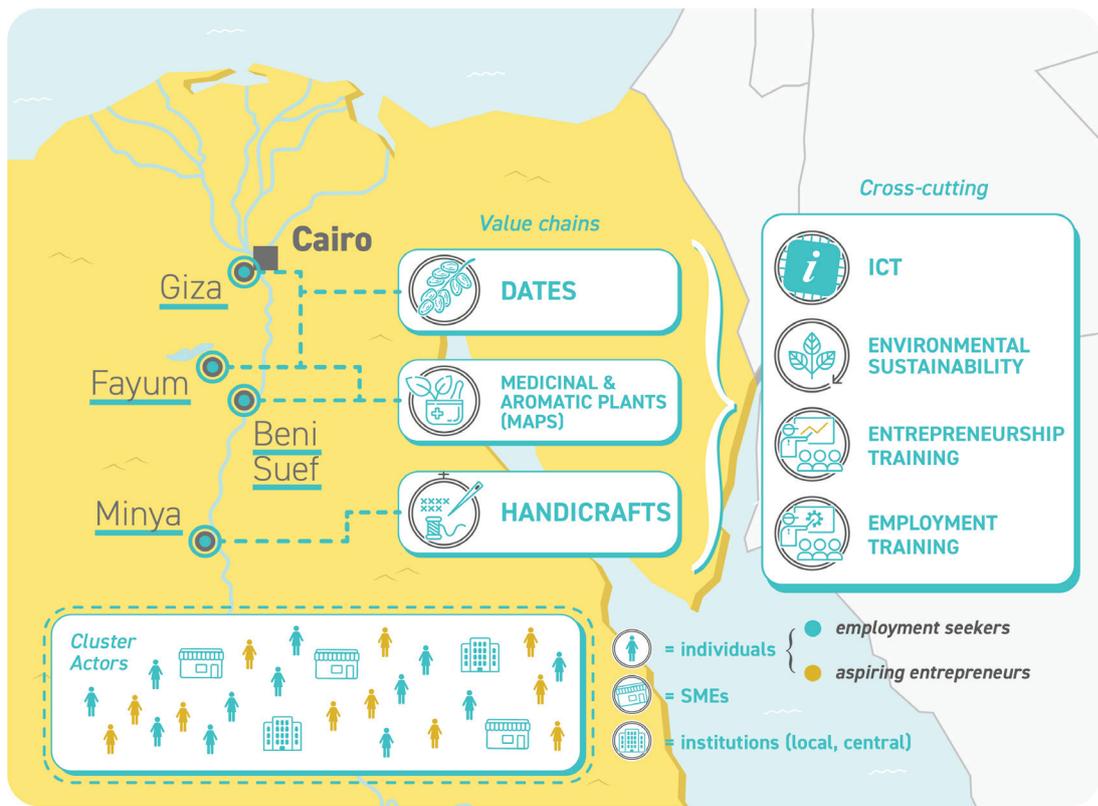
UN Women, Global Affairs Canada (GAC), National Council for Women (NCW) and the Ministry of Trade and Industry (MoTI), Micro, Small and Medium Enterprises Development Agency (MSMEDA).



CONTACTS

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Tier 1



TRAINING OF TRAINERS
to build capacity of 5 institutions that offer business development and sectoral support services to women entrepreneurs

Tier 2



AWARENES RAISING
to orient 2,300 women on viable economic opportunities in one of three value-chains

Tier 3



TRAINING
to 600 aspiring women entrepreneurs and business owners on business plans and models, and 1,200 women employment seekers in sector-specific technical skills

Tier 4



MENTORING
for 300 women aspiring entrepreneurs and business owners to operationalise and grow their businesses

IMPACT

TIER 1

- **47 government staff trained from 5 Ministries:** Ministry of Trade and Industry (MoTI); Micro, Small and Medium Entrepreneurship Development Agency (MSMEDA); Ministry of International Cooperation (MoIC); Ministry of Youth and Sports (MoYS); and Ministry of Local Development (MoLD);
- **4 enhanced support services targeting women entrepreneurs** designed and presented (output of the above training);
- **A total of 5 new support service toolkits** provided to the Ministries (one for each Ministry).

TIER 2

- **2,390 women beneficiaries reached during awareness raising campaign.** Each beneficiary received brochure on local government support services;
- **72 staff from 49 institutions** (academia, government, civil society, private sector) in the target governorates **were engaged in stakeholder consultations** as part of the preparations for the campaign, and to raise their awareness of entrepreneurship and employment opportunities for women in the target VCs as well as local support services available to women.

