



International
Labour
Organization

WOMEN for Growth

Supporting Women Owned Micro Enterprises in Algeria and Morocco

Key Highlights (December 2016)

In North Africa, **female unemployment** remains high at **18.9%** (vs a world average of 6.4%), and employment rates remain very low at 19.7% (vs a world average of 47.8%). In addition, across the Middle East and North Africa, only **12% of women run their businesses**, compared to 33% of women world-wide.

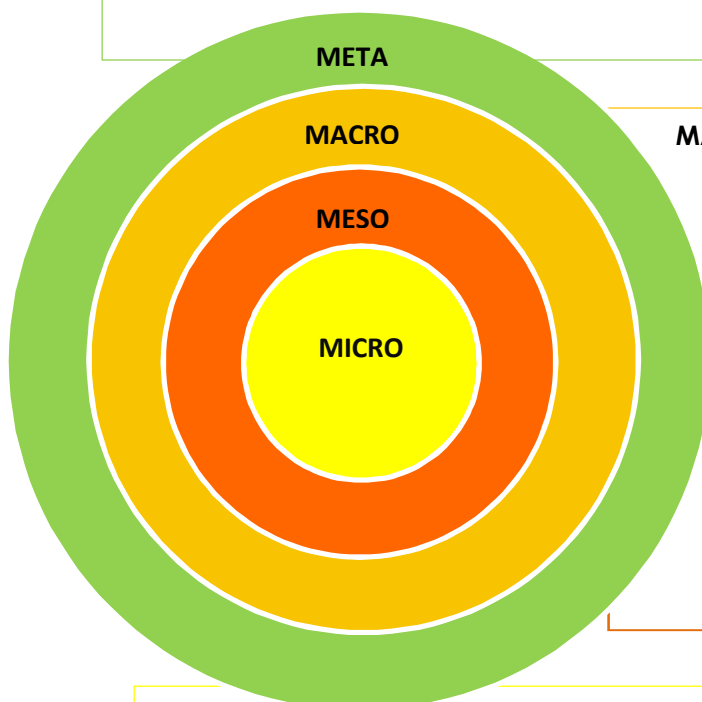
WOMEN for Growth is an 18 month project funded by the Department of State in **Morocco** and **Algeria** with the objective to **support key financial and non-financial service providers** in the country to i) identify their gaps in service provision to women, ii) identify measures to overcome these and iii) build their capacities and available services **to support women entrepreneurs**.

To do so, the project has set in place actions and forged partnerships at **four key levels of intervention**: At the meta (culture, social beliefs etc); macro (rules and regulations, enabling environment), meso (public and private institutions) and micro levels (women entrepreneurs). A special focus has been given to the meso and micro levels at this stage.

Key **partnerships** forged include:

- In Algeria: Ministries of Labour and Solidarity, ANGEM, ANSEJ, CNAC, Direction de la PME, AFEV, CNAM Alger, CREAD etc.
- In Morocco: MarocPME, OFPPT, CGEM, AFEM, AMSED, AMANA Microfinance, ADS, ESPOD, ODCO, Attitudes conseil, etc.

META: Awareness raising and promotion of current services and opportunities for women entrepreneurs



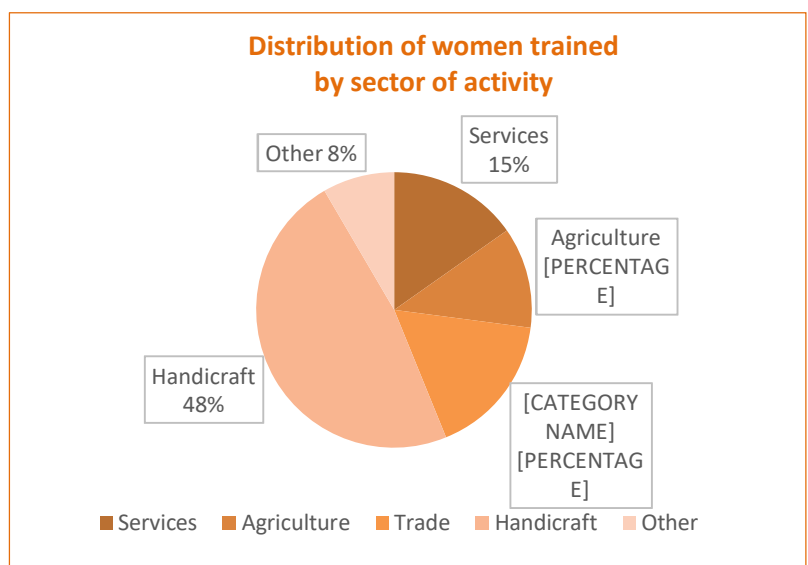
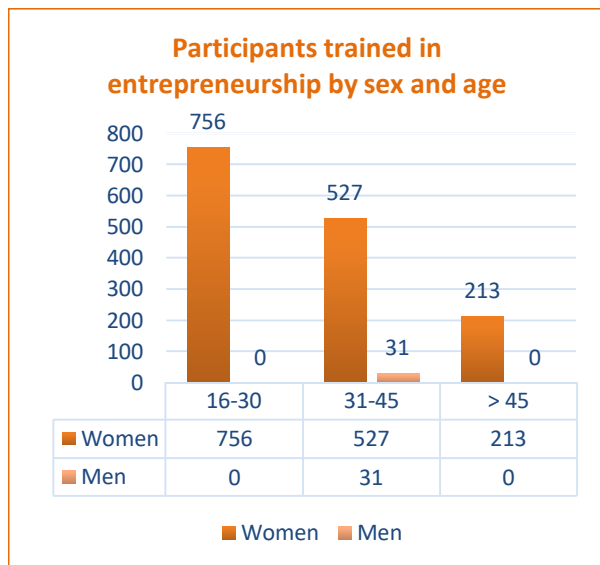
MACRO: Analysis of the socio-economic environment for women's entrepreneurship development and identification of sectors with higher potential for the development of women entrepreneurs

MESO: • Technical support to at least 10 key service providers to carry out self-evaluations, identify and carry out changes so as to better reach out and serve women entrepreneurs.
• Build the capacity and certify at least 40 service providers in ILO entrepreneurship and business training programmes for women

MICRO: Provide training and follow up support to at least 1500 women entrepreneurs in entrepreneurship and business based on ILO's training programmes and methodologies

Key highlights (up to December 2016):

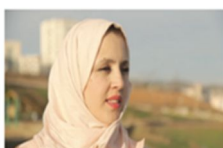
META	Awareness raising and promotion of current services and opportunities for women entrepreneurs 200 women from the Casablanca-Rabat region took part in a first "WED Awareness Day" with 8 service providers. The day was rated as excellent or very good by 78% of participants 1800 women (est) to learn about services and opportunities for entrepreneurship during the first Algerian WED Road-Show organized in partnership with the Ministry of Solidarity, Family and Women's issues in 6 wilayas (Algiers, Tizi Ouzou, Tlemcen, Ghardaïa, Tébessa and Setif.) 14 newspapers and information agencies (including Le Matin & les Inspirations de l'Eco in Morocco or El Watan, La Liberté or TSA in Algeria) ran articles on service provision to women entrepreneurs and WOMEN for Growth. Their cumulated daily outreach can be estimated at 40'000 in Algeria and 30'000 in Morocco (W4G calculations based on ACPM and OJD numbers).
MACRO	Identification of sectors with higher potential for the development of women entrepreneurs - A rapid market assessment in Morocco identified tourism; handicrafts and local products (« du terroir »); and textiles as key sectors for WED development. Private and Public sector representatives (including CGEM and AFEM) validated the sectors. - A rapid market assessment in Algeria identified agriculture, handicraft and services as key sectors for WED Development. The results from the study will be shared with public and private sector representatives for validation in early 2017. - In Algeria a general assessment of the socio-economic situation for women's entrepreneurship development has been carried out with national research centre CREAD.
MESO	Technical support to service providers : 18 service providers (financial and non-financial) undertook gender self-evaluations and identified areas for improvement. All have submitted one year action plans. 48 national trainers from 25 organizations trained in ILO entrepreneurship training programmes and are in the process of being monitored and evaluated for ILO certification.
MICRO	Training and support to women entrepreneurs 1.496 women from 11 wilayas in Algeria and 3 regions in Morocco trained in basic entrepreneurship/business through 68 training workshops and currently being followed by trainers.



VOICES FROM THE WOMEN – ALGERIA & MOROCCO

Brifi Bouchra, CATERER, Skhirat (Morocco)

"I especially learnt about doing a proper market study, and what women who want to be entrepreneurial usually lack so that I make sure not to make the same mistakes".



Amara Meriem, DAY-CARE MANAGER, Boumerdes (Algeria)

"The training was rewarding and became a turning point for my professional life because it opened my eyes to the mistakes I had been making in how I was running my business. This gave me more confidence in myself and the way I manage my activities".

Maria Haddad, BEEKEEPER, Constantine (Algeria)

"I learnt how to calculate my selling price and how to obtain a sufficient margin so as to not lose money. I am now also better able to manage my business which has helped me find a better work-life balance".

