



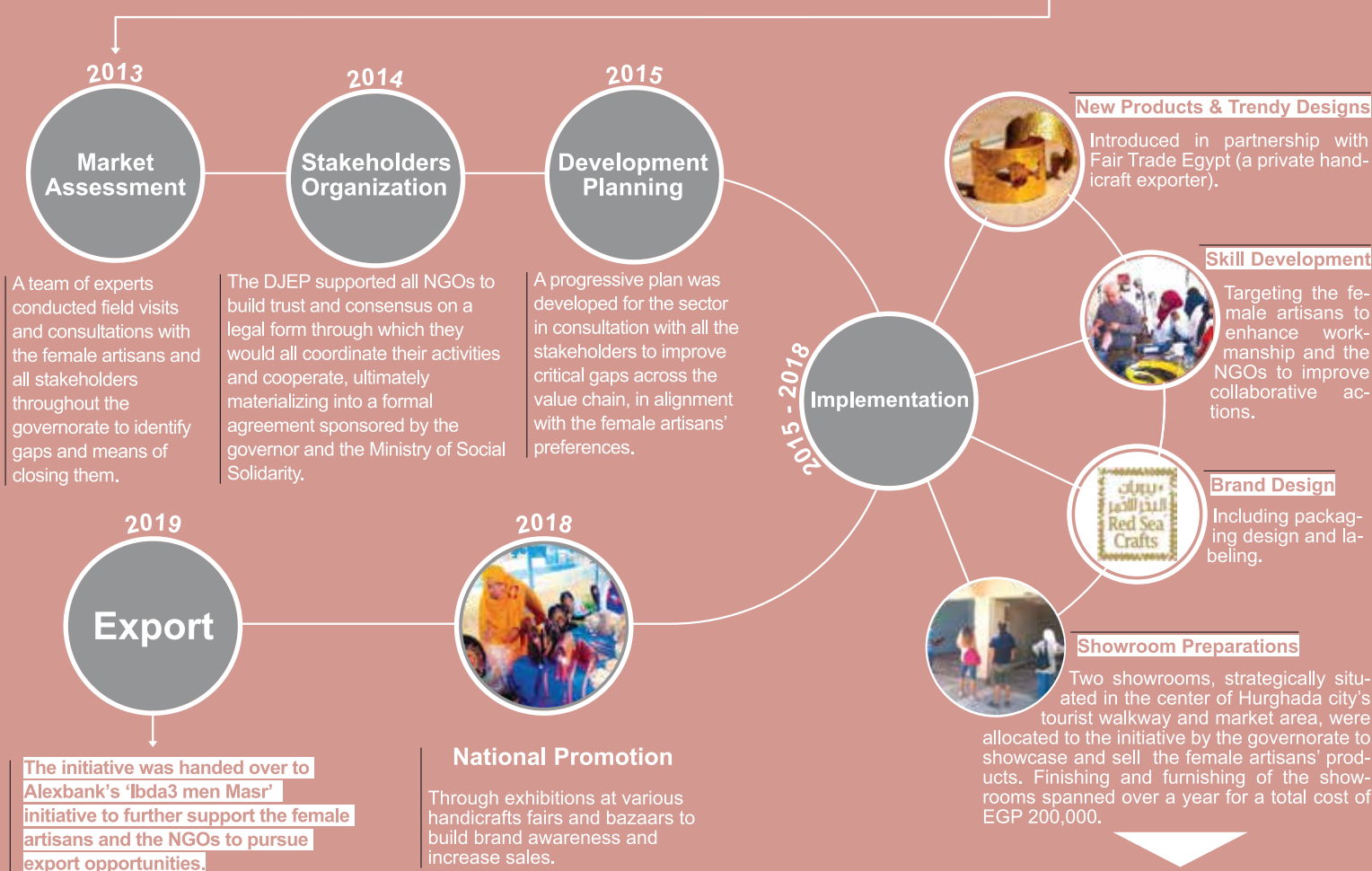
Bedouin artisans from Shalateen celebrating the inauguration of the showroom at Hurghada city's tourist walkway in 2015.

WOMEN CENTRIC

VALUE - CHAIN DEVELOPMENT

In 2013, DJEP organized a series of thematic training sessions on ILO's mechanisms for 'Value Chain Development' at the various governorates. NGOs participating from the Red Sea presented a concept note, as a graduation project, highlighting obstacles faced by the handicraft sector, mainly dominated by female artisans, throughout the governorate. Those obstacles included restricted market access to sell their products, price competition among the supporting NGOs and low market demand for the products.

Over the course of the following 5 years, DJEP supported the development of the handicraft value chain at the Red Sea governorate with the ultimate objective to improve the income generated by the sector's female artisans.



BETWEEN 2013-2019

600 FEMALE ARTISANS THROUGHOUT **RED SEA GOVERNORATE**
Acquired New Skills and Accessed New Markets

15 NGOs supporting these women have also improved coordinated action among them under the 'Red Sea Crafts' brand for streamlined raw material purchase, collective marketing, bargaining and pricing practices of the handicraft products.



International
Labour
Organization

Decent Jobs *for* Egypt's Young People 2011-2020

Project Briefing Series No.4

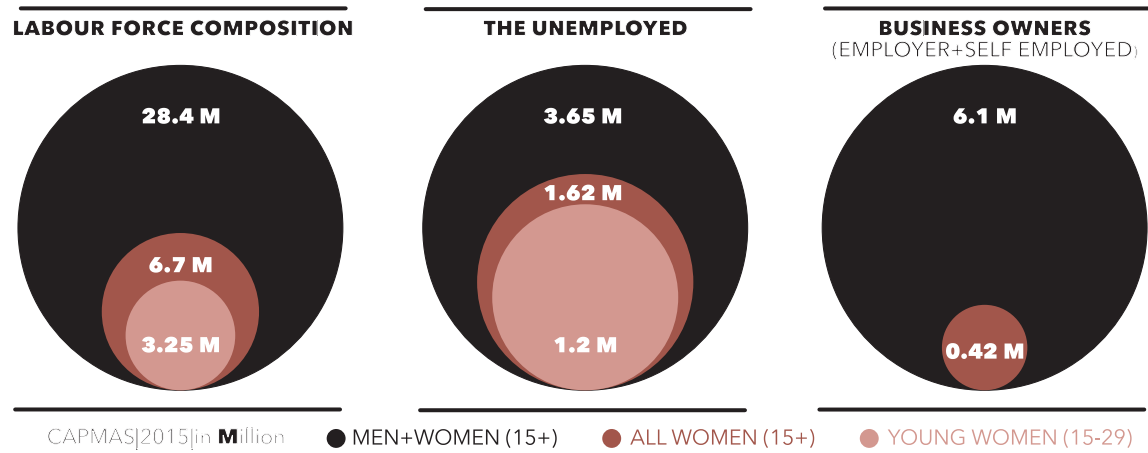
Young Women Joining Markets



Decent Jobs for Egypt's Young People (DJEP) is a project funded by the Government of Canada and implemented by the International Labour Organization (ILO) between 2011 and 2020 with a total budget of CAN \$15 million in four governorates: Minya, Red Sea, Port Said and Luxor.

Canada

Where Did the YOUNG WOMEN Go?



The pattern of Egyptian women's economic activity is consistent in whichever analytical lens is applied. Only 1 out of every 5 women is participating in the labour force. It is among the lowest in the world (UN-Women 2018 global average is 49% for women aged 15+). More specifically, young women's participation in the labour force represents only 11.5% of the total and among those 3.25 million young women, 37% were unemployed (in 2015). Is this what women choose?

The rich body of knowledge on women at work propose an exhaustive list of barriers. Those are very different when viewed geographically, by age, by social status, by economic activity, by role and by educational level. But, one consensus can be drawn, constraints limit women's economic activity and not choice. Some women are in dire need of income or seek a higher standard of living, while others are ambitious to realize their full potential. So, what's holding them back?

DJEP, partnered with UN-Women to develop a gender equality self-assessment tool for companies and institutions to gain deeper insights into the gender gap at its focus governorates. A study on women in the labour market shortly followed in order to identify opportunities for intervention. Many lessons were drawn from both diagnostic activities. The first, is that young women from poorer areas, were the most affected. Most of these women had low educational levels and have not been formally employed before. The second, women needed economic opportunities in proximity to their homes that also offered flexible work conditions to balance their dual maternal and professional roles.

In response to the findings, DJEP introduced a number of initiatives and tools that provided flexible income generation opportunities through jobs and micro startups, women focused entrepreneurship skill building and specifically for the Red Sea governorate a value chain development initiative targeting the handicraft sector's female artisans.

WOMEN CENTRIC Job Creation Initiatives

In 2013, the 'Development Market Place' competition was organized by the World Bank soliciting initiative proposals from NGOs that aimed to create employment opportunities. DJEP was invited to support the competition both technically and financially. At that time, DJEP supported 34 NGOs from Minya, Port Said and the Red Sea to draft their proposals

with emphasis on creating new employment opportunities for women in their communities. The competition's evaluation panel approved 5 of those proposals for DJEP's sponsorship.

To further expand job creation prospects for young women, DJEP also sponsored additional NGO proposals from Minya governorate after internal evaluation of their quality, sustainability and responsiveness to the needs of their local communities.

DJEP provided financial grants to the sponsored NGOs to implement their proposals, which created new jobs for young women in post-harvest processing, food packaging, dairy processing, carpet making, various handicraft products, home beddings and ready made garments.

DJEP worked closely with these NGOs to obtain approvals from the Ministry of Social Solidarity and develop their institutional capacities. Additional support was provided during the launch and initial operation of these initiatives through strategic guidance, provision of technical advice as well as mentorship to ensure alignment with young women's work preferences and to enhance promotional skills and financial sustainability.

The young women employed (some physically disabled) were trained to improve their production skills. They were given the option to work at the premises of these initiatives against a per-diem or to work at home on monthly quota basis.

BETWEEN 2014-2017

6 INITIATIVES
\$25 THOUSAND GRANT EACH



728 NEW JOBS CREATED FOR YOUNG WOMEN
IN-SITU OR AT HOME



17 MOVED ON
STARTED A BUSINESS MICRO-CREDIT

GET Ahead

What is it?

The **Gender and Entrepreneurship Together** (GET Ahead) is a global ILO training toolkit, targeting women from low income areas, and designed to address some barriers women face in starting and running a micro-business such as lack of market experience and business skills, low confidence and household expectations and responsibilities. Since 2004, more than 2 million women in Africa, Asia, Latin America and the Middle East have benefited from participating in this programme.

The toolkit and its implementation methodology is unique as it provides flexible scheduling, active group support/learning and personal follow-up for each participant. It is composed of 10 modules that aim to motivate women and build their awareness/skills on gender dynamics and rights in the market, practical business startup and management cycles, as well as other soft skills (such as communication, negotiation, decision-making and networking).

What was done?

In 2012, DJEP surveyed, evaluated and partnered with a number of NGOs and other training providers with active work experience in supporting women, at its principal governorates of focus, to deploy the toolkit in Egypt. Over the course of the following year, several Training of Trainers (ToT) courses were arranged at these governorates to qualify the 63 young women nominated by these partners. Since then, this core group had been actively organizing and facilitating the GET Ahead sessions throughout Port Said, Minya and the Red Sea governorates.

In preparation for the national roll-out of the programme, DJEP organized a refresher course in 2016 for the distinctive trainers (from among the core group), which resulted in the certification of 4 master trainers and 16 national trainers.

In 2017, the National Council for Women (NCW) showed interest in institutionalizing the GET Ahead training among its activities nationwide. To support



the handover, DJEP facilitated the training of 39 additional trainers nominated by the NCW (in addition to the already active core group of master trainers, national trainers and local trainers) to expand the outreach of the programme.

By 2018, NCW began organizing GET Ahead training sessions in other governorates, on trial basis, with support from the DJEP during the transition period. Additional training sessions were also delivered at the DJEP governorates.

As of 2019, NCW took full ownership of the programme and is now leading the organization, coordination and delivery of the GET Ahead programme nationwide.

How it works?

Each GET Ahead session brings together 16 women for a duration of 5-days and costs around EGP 26,000. These sessions are facilitated by 2 trainers, who are also responsible for reaching out to women within their communities and enlisting them to attend.

The trainers ensure a balanced representation of both young and mature women in each session with comparable backgrounds. The participants are a mix

of women who are curious to explore their economic options, in need to generate an income or find work as well as women already managing an economic activity that needed improvement.

During those sessions, the trainers provide educational lectures based on the various modules (such as marketing, operation, finance/accounting and managing risks). They also facilitate group discussions and activities that help the participants generate business ideas, identify problems and ways to fix them, explore their individual skills and passions and how to turn those into tangible startups.



The trainers also provide guidance and advise to the women on where to find funding, tips to make an activity succeed, how to know if the idea is suitable for their community or aligned with their preferences or needs, how to manage money, how to network and work together and what actions and steps are needed to start their economic activity.

BETWEEN 2013-2019

2,200 YOUNG + MATURE WOMEN ATTENDED THE SESSIONS

Some of them already had a working activity that proved difficult to run time-wise, financially or from a marketing perspective.



Nahed Ahmed | Port Said

Benefited from new networking and marketing skills to increase the sales of shoes she makes at her workshop.

51% Started GENERATING INCOME FOR THE FIRST TIME



NAGAT Maghraby | Hurghada City

A widowed mother of 4, started a home based catering business building on her cooking skills and is quickly becoming the leading caterer for Hurghada's working women.

PURSuing THEIR PASSIONS Israa | Minya City | Floral Shop



Beyond the economic gain, most of these women discovered that work had also improved their self-esteem and enhanced their social inclusivity.

SPOTTING A MARKET GAP Warda Mubarak | Safaga City | Women's Gym

