PROJECT MAIN OBJECTIVE

To economically empower women through access to capacity development, decent employment opportunities and enhanced community and labor market support for gender equality.
PROJECT OUTCOMES

OUTCOME 1

An expanded, gender-responsive private sector that attracts, retains and invests in women.

Output 1.1 Promoted corporate policies and practices in favor of Gender Equality and Women’s Empowerment (GEWE)

Key activities

Workshops and dialogues with private sector staff on the importance and application of the Women’s Empowerment Principles (WEPs)\(^1\).

Support private sector and employer organisations' actions to tackle gender stereotypes so as to accelerate opportunities for women at work in cooperation with national stakeholders.

Output 1.2 Capacitated women-friendly companies.

Key activities

**SUPPORT** 15 private sector companies in conducting Gender Gap analyses using the WEPs’ gap analysis tool and develop company-specific action plans that promote gender equality and women’s empowerment.

Technically support companies in the implementation of these action plans.

Output 1.3 Enhanced marketable skills for women

Key activities

Provide training and business development services for women entrepreneurs (legal registration, marketing, financial management, teamwork, and soft skills, etc.).

Build leadership and management capacities of middle/pre-management level women employees.

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\(^1\) https://www.weps.org/
**Outcome 2**

Women’s active participation in the private sector is facilitated.

**Output 2.1** Increased public awareness on the impact of gender stereotypes in the workplace.

- Implement a national awareness campaign on the importance of and the bottlenecks hindering women’s economic empowerment, and the key role that private sector plays.
- Provide awareness and training sessions on gender stereotypes and inclusive learning.
- Evaluate, document, and publish results to disseminate best practices and lessons learned.

**Output 2.2** Capacitated Career Centers have increased ability to provide gender-sensitive services

- Assess capacity gaps of career units of educational institutes and employment centers.
- Organize peer to peer learning events to share knowledge and experience among students in traditional and non-traditional sectors.
- Develop and publish supplementary material/guidebooks (on gender division of labor, gender role stereotypes, etc.) and build the capacity of career centers on providing gender-sensitive services.
Output 2.3 Improved access to internship and job placement opportunities

Key activities:
- Develop and implement skills enhancement training for women start-ups.
- Implement trainings on soft and life skills for women students in traditional and non-traditional sectors.
- Facilitate access to internships and job placement opportunities for women students.

Project duration:
From July 2021 to June 2024.

Target governorates:
Across Egypt with a focus on: Alexandria, Cairo, Beni-Suef.
TARGET BENEFICIARIES

DIRECT

3,700 beneficiaries, including young and returning women, in 3 governorates

INDIRECT

Employees of 15 companies, communities in 3 governorates, and Egyptian Public at large through a national campaign.

PARTNERS

The project is managed and implemented by UN Women Egypt in partnership with the National Council for Women (NCW), the Ministry of International Cooperation, the Ministry of Education and Technical Education, the Ministry of Manpower, and in collaboration with educational institutions, private sector and civil society.

PROJECT SUPPORTS ACHIEVEMENT OF THE FOLLOWING SDGS

4 Quality Education

Goal 4.4

5 Gender Equality

Goal 5.4

8 Decent Work and Economic Growth

Goal 8.5