

WOMEN'S ECONOMIC EMPOWERMENT IN EGYPT PROGRAMME



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.

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.

Key activities



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

Key activities



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

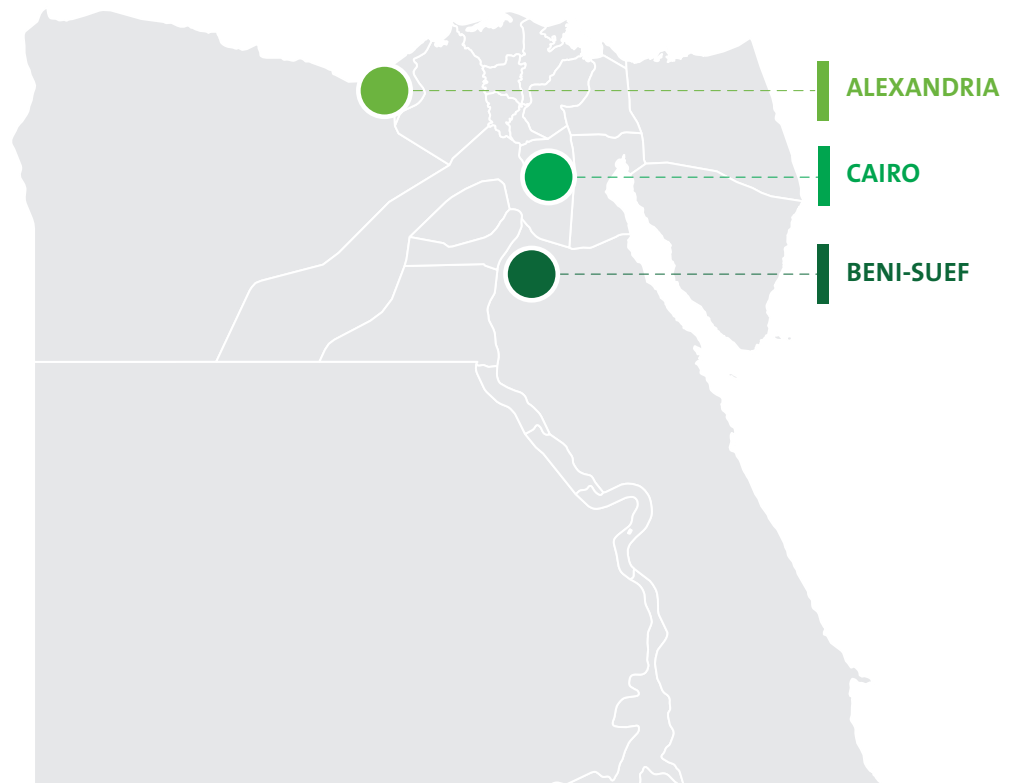


to



TARGET GOVERNORATES

Across Egypt with a focus on:



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.

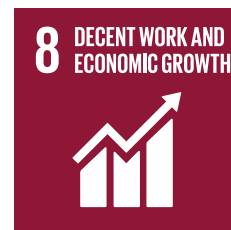
PROJECT SUPPORTS ACHIEVEMENT OF THE FOLLOWING SDGS



Quality Education
Goal 4.4



Gender Equality
Goal 5.4



Decent Work and
Economic Growth
Goal 8.5



المجلس القومي للمرأة
THE NATIONAL COUNCIL FOR WOMEN

