

## Women's Economic Empowerment for Inclusive and Sustainable Growth in Egypt – “Rabeha”



# WHO WE ARE AND WHAT WE DO

UN Women and UNIDO in Egypt are implementing a five-year Joint Programme (JP) entitled “Women’s Economic Empowerment for Inclusive and Sustainable Growth in Egypt” known as “Rabeha” in partnership with the National Council for Women (NCW), the Ministry of Trade and Industry (MoTI) and the Micro, Small and Medium Enterprise Development Agency (MSMEDA) with the generous support of Global Affairs Canada (GAC). The main goal of the JP is to support the **economic empowerment of more than 6,300 women through increased access to employment and/or self-employment opportunities.**

The expected results of the JP are the following:



Increased number of new businesses established by women entrepreneurs in the sectors of focus



Enhanced capacity of women-led businesses to grow, attract and retain workers



Strengthened performance of productive clusters to employ more women



Enhanced employability of women in growth-oriented sectors



Increased abilities of businesses to implement gender-sensitive corporate policies



Strengthened individual and collective agency of women in the sectors of focus

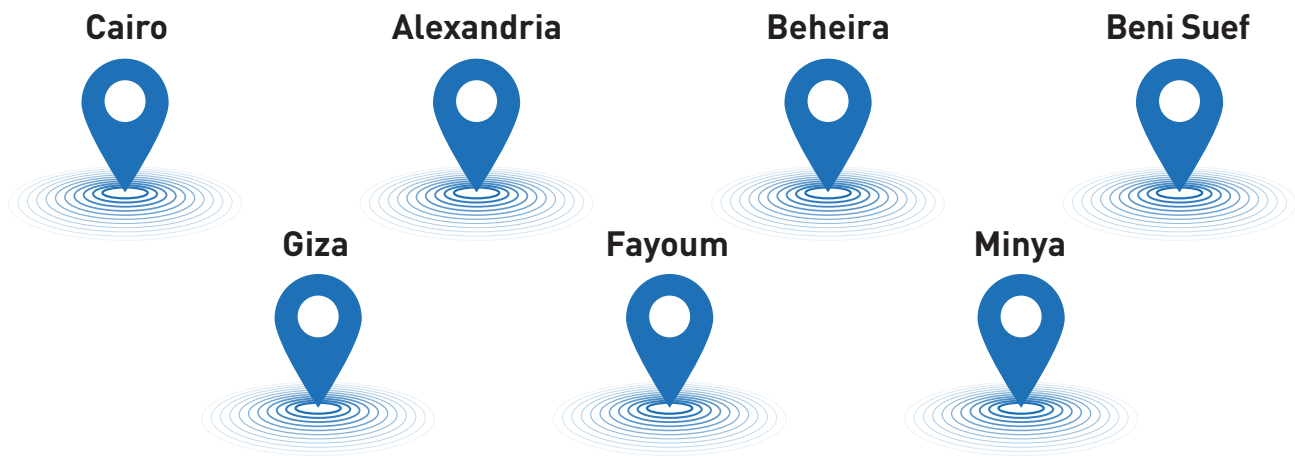


Enhanced capacity of Government to mainstream gender in public policies and programmes

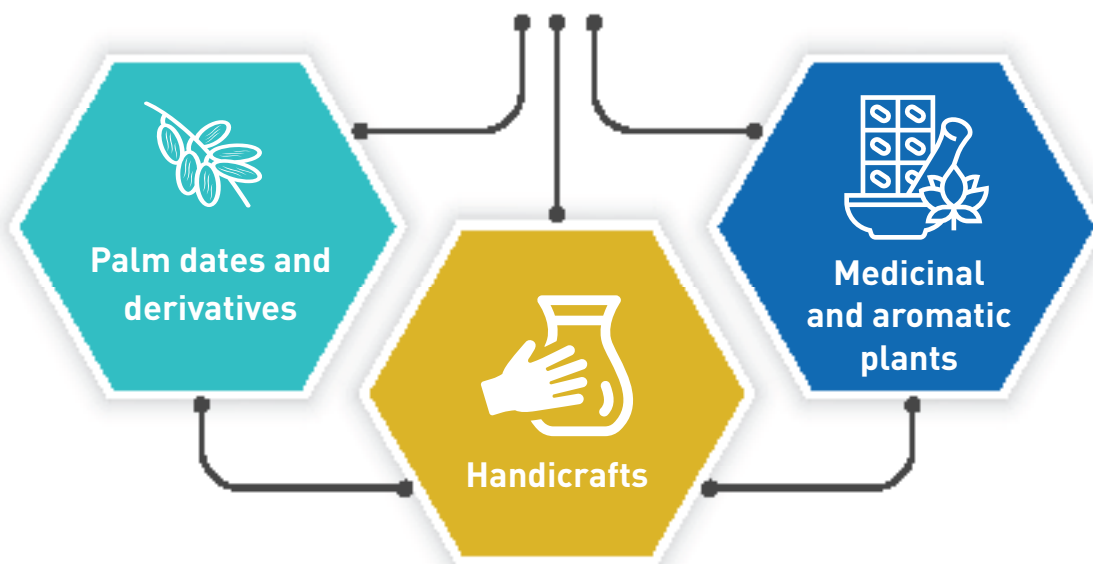


Increased access of women entrepreneurs to tailored financial and non-financial services

## Our Targeted Governorates:



## Our Targeted Value Chains:



Information and communications technology (ICT) and environmental sustainability are cross-cutting sectors.

# OUR SERVICES

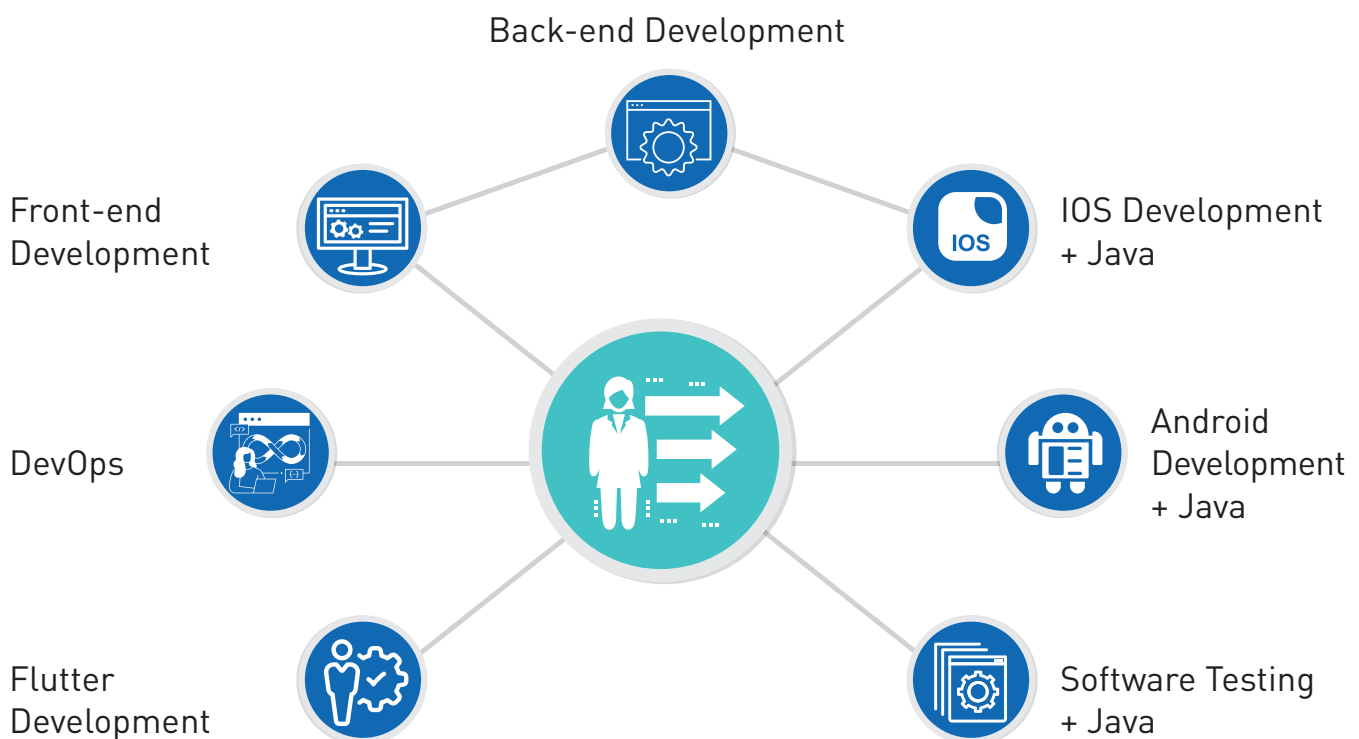
The “Rabeha” JP extends a tailored package of demand-driven services to different actors in the Egyptian labour market by providing pathways for capacity-development and growth to women job-seekers, women entrepreneurs, private sector companies and investors, in collaboration with government institutions and prominent partners. These services include:

## Employability skills to women job-seekers in high-growth sectors:



Women job-seekers are trained on a set of essential work skills – such as communications, personal branding, teamwork, time and stress management, problem-solving, email etiquette, conflict and negotiations, CV-writing and interviewing skills. In addition, participants work alongside career-development and job-placement specialists who support them in applying for jobs.

In addition, training tracks for women who are interested in starting careers in ICT are offered in the following areas:



The training is offered with a blended approach combining online trainings, one-to-one coaching and physical meetings in the targeted governorates to engage participants, listen to their challenges and connect them with job-placement services.

## Financial and non-financial services for women entrepreneurs

The "Rabeha" JP supports women through their entire entrepreneurship journey, from ideation to incubation and acceleration, through the following activities:

### 1- A two-week entrepreneurship training for early-stage women entrepreneurs, divided into three phases:



Introduction to entrepreneurship and innovation;



Capacity-building on business mindsets and skills;



Applications for developing business start-ups.

**Topics include:** design thinking, business model and value proposition canvases, pricing and costing, legal requirements, marketing and pitching.

### 2- One-to-one mentoring and coaching:

Women entrepreneurs are provided with mentoring and coaching for one year upon completion of the training programme and/or access to incubation support.



### 3- Ideation and incubation bootcamps:



The bootcamps focus on topics such as: social innovation, customer analysis, problem-solution fit, team-building, visual prototyping and pitching.

### 4- Acceleration for women-led social enterprises in the growth stage:

The acceleration rounds run for 8–10 months each and offer business development support services and access to impact investment financing.



Specific cohorts are guided by business-development support organizations that train them to design and implement their own ideation and incubation rounds, and business support programmes that specifically target women in each of the respective governorates.

## Support to companies on adopting the Women's Empowerment Principles (WEPs)



The “Rabeha” programme provides tailored technical support to businesses to implement the Women’s Empowerment Principles, which is a joint initiative of UN Women and the UN Global Compact that offers practical guidance to businesses on how to empower women in their workplace, marketplace and community. Technical support is provided based on a needs assessment and action plan for each business to foster a work environment that is conducive to the attraction and retention of women. For more information, please visit: <https://www.weeps.org/>

## Services to investors



Provide guidance and tools on gender-lens investing to widen and diversify investment portfolios.



Create linkages with a promising pipeline of women entrepreneurs.

## Technical and specialized services in the targeted value chains

The “**Rabeha**” JP supports women to harness their full potential as entrepreneurs and employees in three value chains that present significant opportunities to advance women’s economic empowerment: date palm, medicinal and aromatic plants (MAPs) and handicrafts. The value chains of focus show high potential for new women-led businesses, as well as improvements in the productivity and profitability of existing women-led businesses, and the retention of (and increase in) new paid employment.

These services include:



Multi-stage business technical support packages for aspiring women entrepreneurs and/or early-stage women-led businesses to grow their businesses in the three value-chains of focus: date palm, MAPs and handicrafts.



Business digitalization support strategies to enhance business continuity during COVID-19 and beyond, as well as environmentally sound practices.



Diagnosis of the needs of women business-owners and entrepreneurs, and the challenges they face in the target sectors and governorates.



Capacity-building for women job-seekers to encourage work in the value-addition stages of targeted value chains, and job-matching services to support their recruitment.

Specifically, a **three-tier training approach** is offered, which includes the following services for women entrepreneurs:



Awareness-raising sessions that build practical knowledge on key topics relevant to establishing and running a sustainable business, such as: business ideation, marketing, financial management, legal and tax requirements, market access activities in the sectors and business and recruitment ethics.

Business enhancement and technical trainings that provide support to high potential women entrepreneurs and early-stage women-led businesses through: coaching on business plans and business models, sector-specific technical skills training, including environmental compliance and advisory services to promote market access to domestic and/or international markets.

Mentoring for selected women entrepreneurs to start operating their early-stage businesses, or to grow their existing businesses. Mentoring will focus on providing marketing support, online and offline market access, trade facilitation and needs-specific business consultations.

If you are interested in value-chain development services,  
please contact:

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CONTACT US 

