

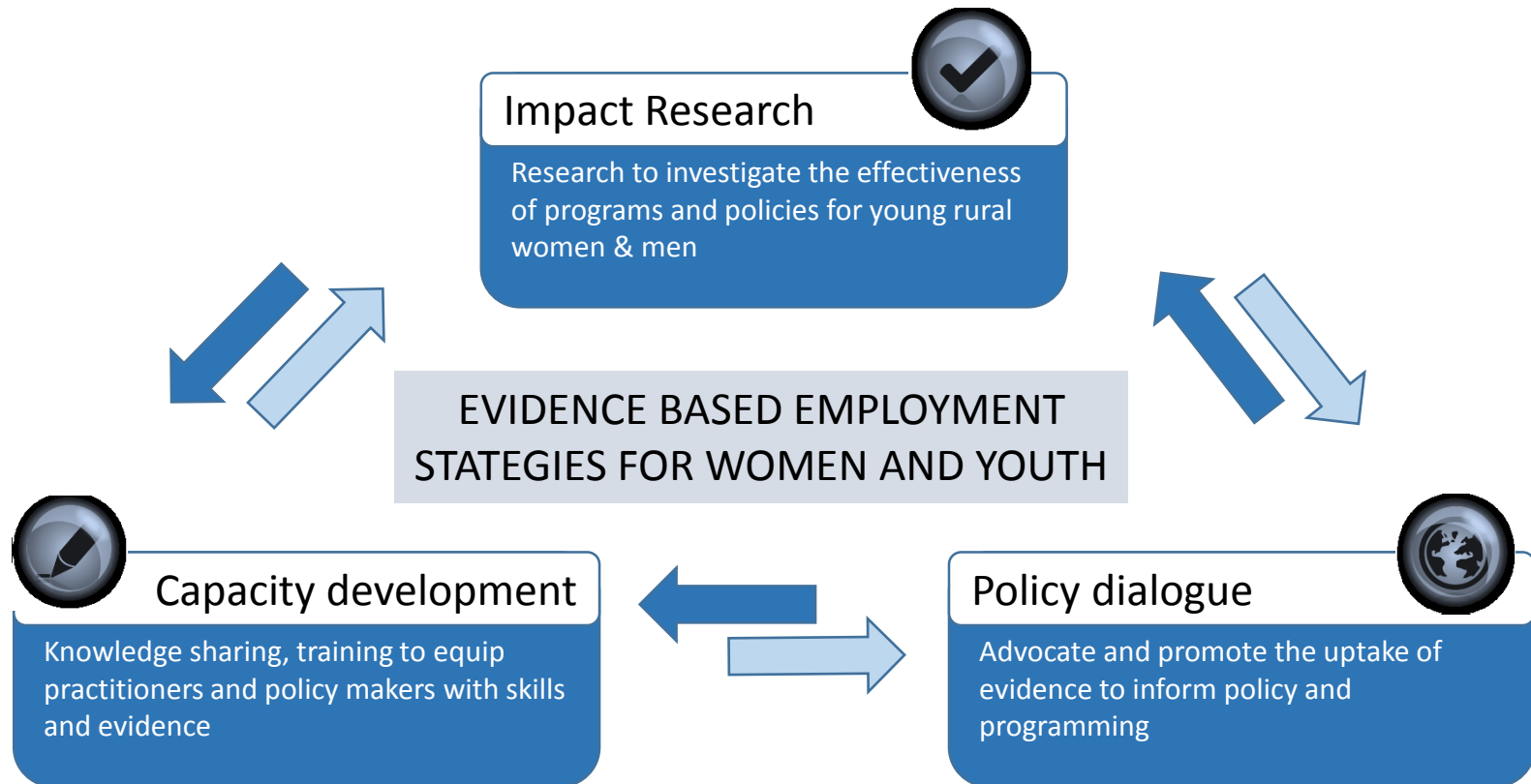
TAQEEM

What works in promoting entrepreneurship for rural women

Egypt Entrepreneurship Summit

Hurghada, 17.11.2017

Taqeem's strategic approach



What Works in Promoting Entrepreneurship for Rural Women

Lessons learned and Ways forward

Michael Grimm

University of Passau, IZA, DIW Berlin and RWI Research Network

Egypt Entrepreneurship Summit

Hurghada, 17.11.2017

A (global) systematic review of the evidence: what works

Access to finance & insurance

- 26 studies / 13 RCTs

Entrepreneurship training

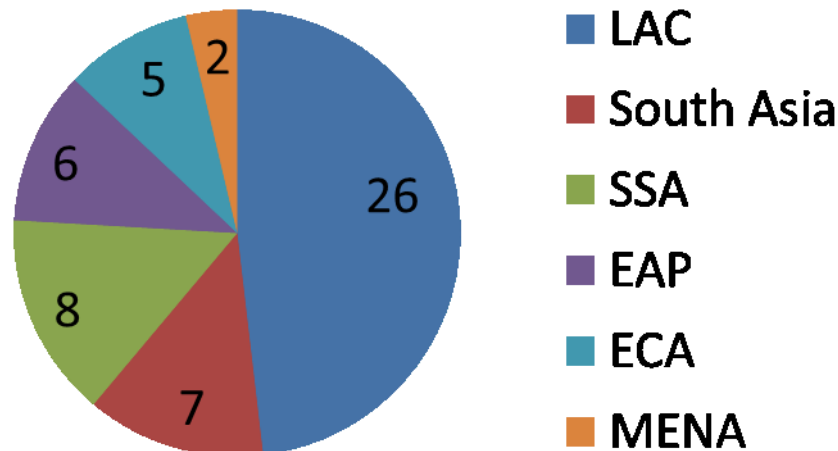
- 20 studies / 16 RCTs

Business development services and targeted subsidies

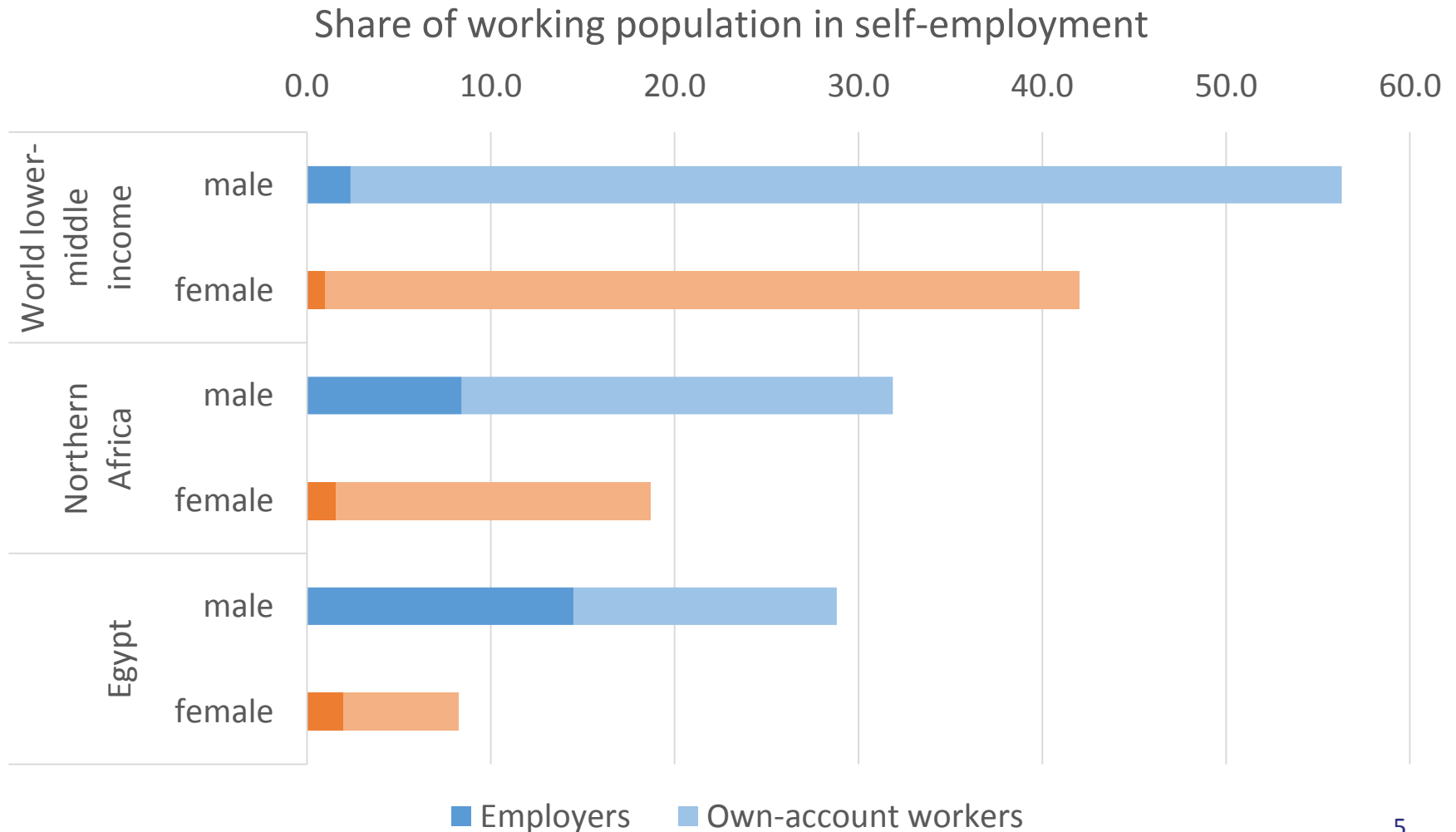
- 10 studies / 1 RCT

Incentives to formalize

- 5 studies / 1 RCT

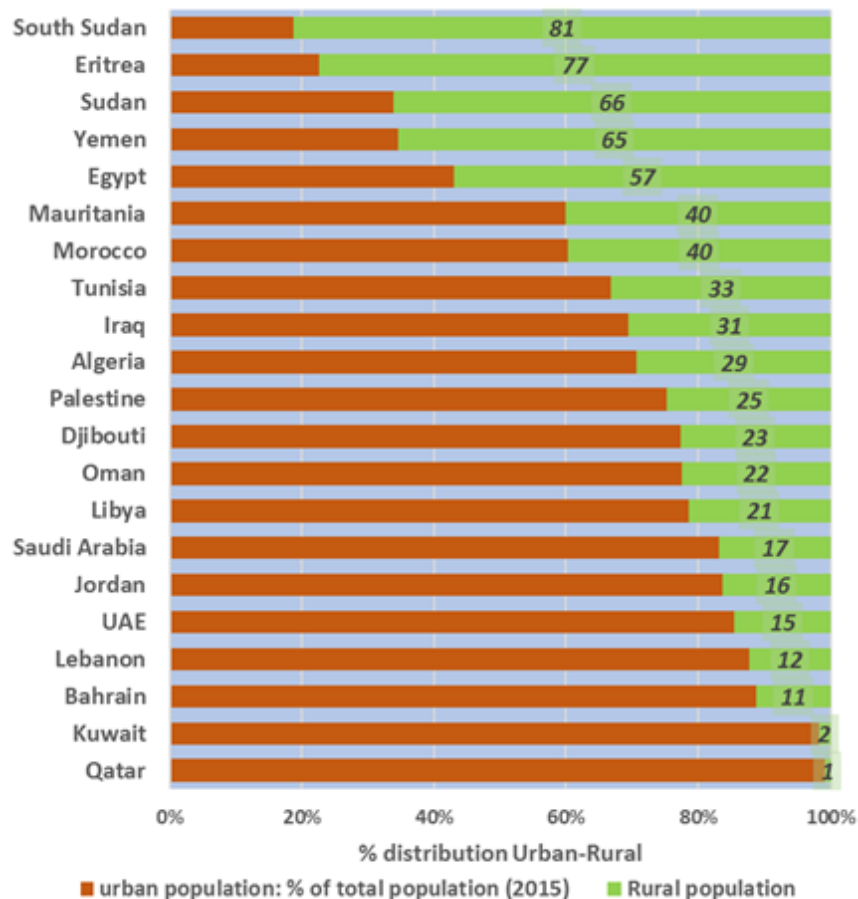


Overview: Women's entrepreneurship



Overview: Entrepreneurship and the rural Economy

Urban-Rural population distribution in MENA countries (2015)



Message 1 – Empowering rural women needs culturally and gender-sensitive interventions

- **Training content:** complement technical training by life skills training, empowerment and civic education.
- **Programme design:** include role models to trigger change & involve local communities
- **Programme delivery:** ensure access to training sites, short distances, provide female-friendly spaces, flexible timing
- **Targeted sectors:** for women in rural areas, agro-business has potential
- **Targeted jobs:** employment to be created should offer working conditions that are acceptable for women & compatible given the cultural context

Message 2 - Access to finance:

Do not expect large employment effects in micro-enterprises

- **Jobs:** More business creation than hiring of new workers, employment effects even smaller in female-led enterprises.
- **Capital:** Larger effect on working capital (inventories) than on fixed capital.
- **Programming:** Loans often too small and with too short repayment schedules.
- **Targeting:** Better targeting needed. Untapped potential for female entrepreneurs in rural areas.

Message 3 – Entrepreneurship Training: Make trainings substantial, specific and linked to finance

- **Overall:** Significant improvements in behavioural and business skills.
- **Specific and substantial:** The more **tailor-made**, but not necessarily the more-complex programs are successful.
- **Rural women:** Formal education not anymore a bottleneck, but it needs to be complemented with specific knowledge and on-the-job-training.
- **Linked to finance:** Tackling finance impediments at the same time, seems to make employment effects more likely.

Message 4 – Business Development Services and Targeted Subsidies: Promising “job creators”

- **Targeted subsidies for innovations/R&D:** generally quite effective in generating employment.
- **Except:** Wage incentives are generally very „expensive“ and do not have lasting effects.
- **Focused & tailor-made:** Subsidies and services should be demand (not supply) driven.
- **Be inclusive:** Create an offer of BDS in rural areas and targeted at female entrepreneurial activities.

Message 5 – Active Labour Market Policies must be embedded in a sectoral growth strategy

- **Markets alone cannot trigger the needed structural change!**
- **Need of strategy to develop new value chains to increase effect of targeted supply-side interventions:** e.g. for women in post-harvest and processing industries targeted at export markets
- **Develop strategies in inclusive public-private dialogue** instead of unilaterally “picking winners”
- **Create an conducive business environment:** e.g. lean bureaucracy and a modern infrastructure, with adequate transportation for (young) women

Thank you!



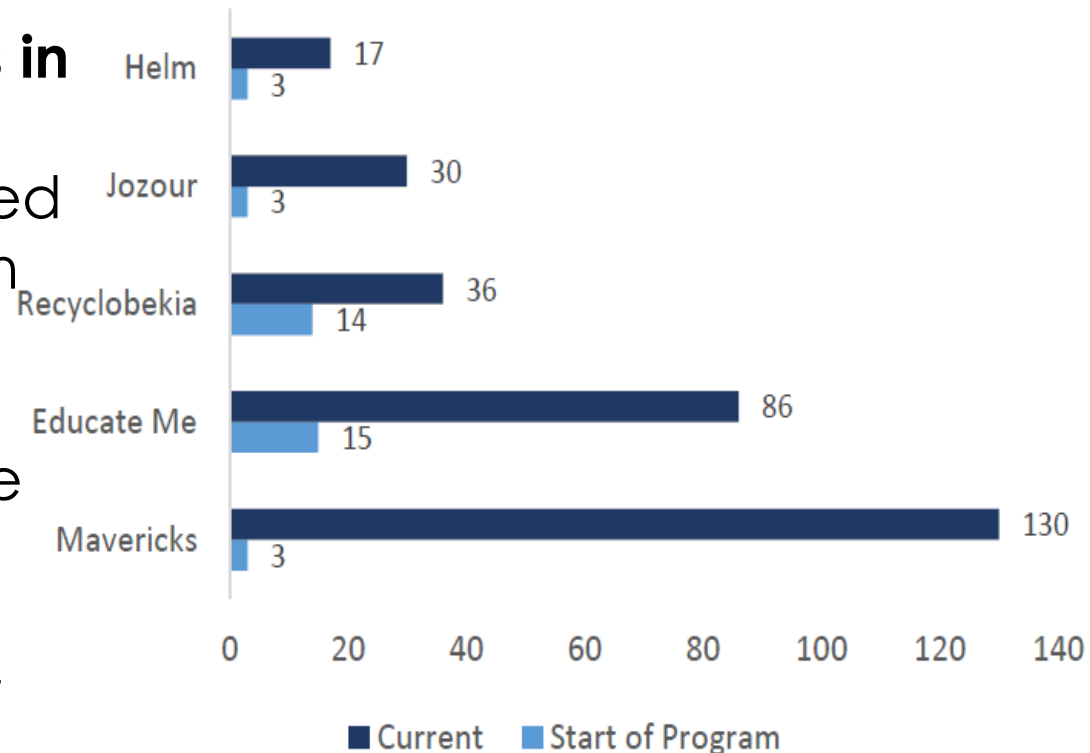
Insights from women-led Enterprises

RISE Fellowship Program

Eman El-Hadary, RISE Egypt
Egypt Entrepreneurship Summit
Hurghada, 17.11.2017

Social enterprises employment capacity

- **RISE Fellowship Program:** provides technical assistance to social enterprises, such as training, mentorship, & expert advice
- **25% of entrepreneurs in the Middle East are women;** 40% of SE's led (co-led) by women in 1st class of RISE Fellowship
- **Women-led SE's** have more diverse workforce & flexible working environment



Main challenges for Social Enterprises

- **Financial sustainability:** Using personal savings to support SE's at the beginning. Women tend to have less financial collateral resources making access to loans more difficult
- **Magnitude of work** is too stressful. Women have to often balance family obligations including children, parents, siblings, etc.
- **Earning credibility difficult for young entrepreneurs:** Double challenge for young female entrepreneurs.
- **Red tape:** Governmental rules and regulations can put a cap on innovation AND cause delays.
- **Lack of market information**
- **Legal environment.** NGO law & lack of SE relevant law
- **Struggle to find financial capacity to employ the right employees.** Quality of work affected by reliance on volunteers and freelancers.



Successful Transition to Work (STW) for Young Women in Rural Upper Egypt **NEQDAR NESHAREK**

Ali Rashed, Phd, Population Council, Cairo, Egypt
Egypt Entrepreneurship Summit
Hurghada, 17.11.2017

Empowering young women in rural Upper Egypt

- **Motivation:** only 6% of young women in rural Upper Egypt are active on the labour market

☹️ **Existing entrepreneurship programs:** focus on a single dimension of support such as microfinance

😊 **Innovative program** adopts an integrated approach to female economic & social empowerment and inclusion of communities



NEQDAR NESHAREK:

An integrated approach to women's empowerment

- **Activities:**
 - Training: “Learn to be a businesswomen”
 - Civic education
 - Vocation training (optional)
 - Linkages to microfinance
- **Direct beneficiaries:** 4,500 young women
- **Indirect beneficiaries:** 8,000 relatives and community members, 240 promoters, 30 village-based CDAs capable of running similar programs

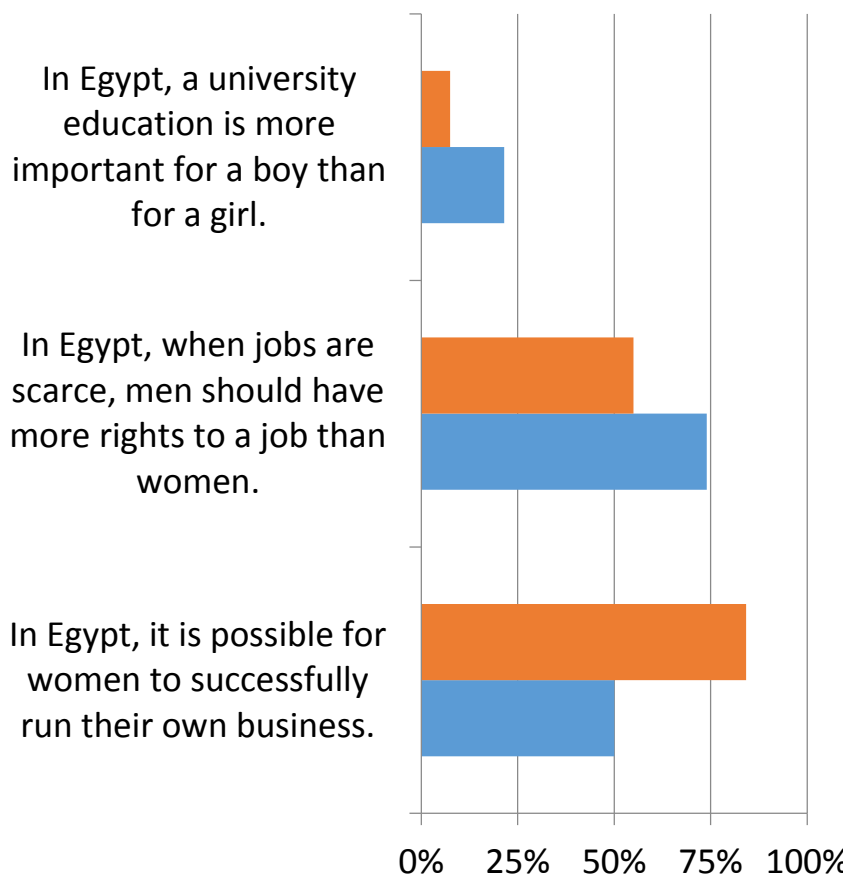
Women's Entrepreneurship and Edutainment in Egypt: results of a randomized controlled trial

Rana Elmeligy, International Labour Organisation
Egypt Entrepreneurship Summit
Hurghada, 17.11.2017

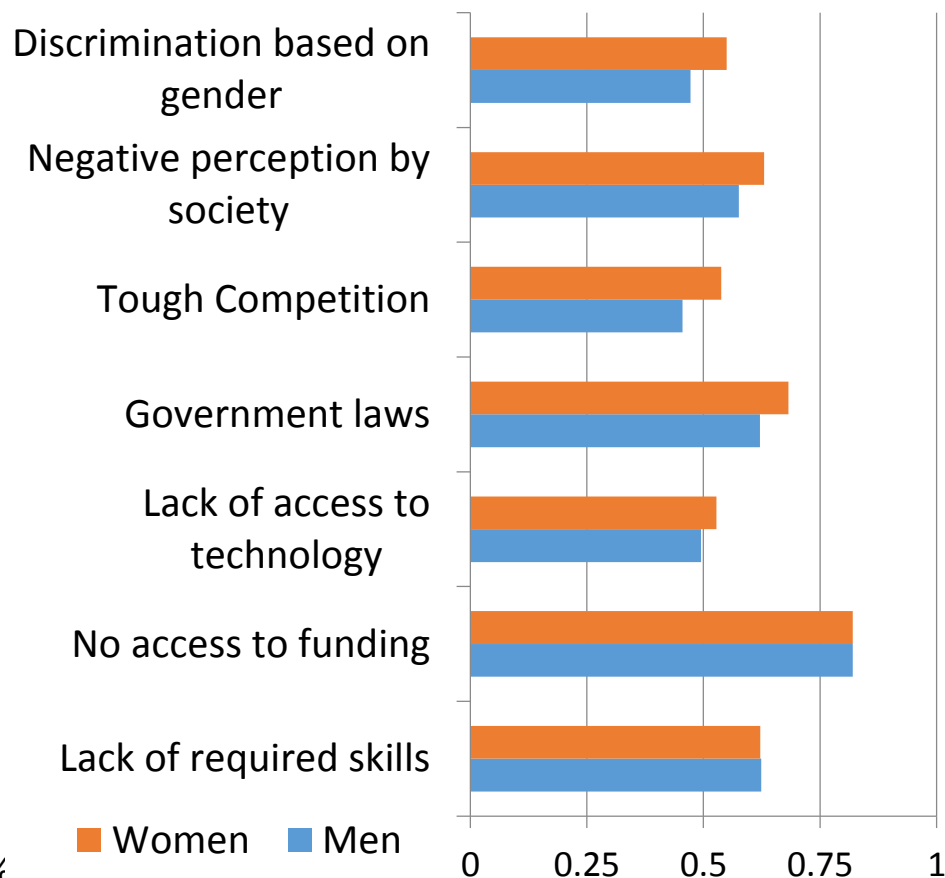
Attitudes and perceptions about entrepreneurship among Egyptian youth

- **Discriminatory** beliefs and strong gender differentiation in perceptions of women entrepreneurship

Share of respondents strongly agreeing



Importance of the following barriers to self-employment on a 0 to 1 scale





WWW.ELMASHROU3.TV



Making entrepreneurs the heroes of Egypt's new generation

TV edutainment study results

- **Evaluation** of the impact of the show had on gender-related beliefs related to self-employment
 - Correction of **discriminatory attitudes** held by men regarding women's entrepreneurship success
 - Improvement in viewer's **perception of the business environment**: level of competition and gender discrimination faced by women when attempting to start a business lowered
- ⇒ Evidence that a **TV programme** can change gender-related perceptions and reduce discriminatory beliefs among its viewers



Facilitating Access to Finance for Women and Youth

Women Empowerment at ABA Through Access to Finance

Ibrahim Melouk, Alexandria Business Association
Egypt Entrepreneurship Summit
Hurghada, 17.11.2017

ABA approach, loan portfolio, cooperation

What we do

- **Group lending** and graduation methodologies
- Grant program, literacy classes, vocational trainings
- Cooperation with UN Women to support **ABA's women entrepreneurs** (technical training and marketing)
- Cooperation with IPA/JPAL (Tomouh), Unilever, Save the Children

Loans portfolio

- Since inception 1.9m loan (value 2.9 billion EGP) disbursed, **630k women borrowers**
- 175k active **women borrowers** (49%), value: 310m
- 144k active **youth** (<35yrs) borrowers (40%)
- 30% of staff women (50% field staff)
- Monitoring and Evaluation Module – SPM Module

Recommendations for policy and future aspirations

- **Incentives for women focused incubators and accelerators**
- **Promote entrepreneurial skill training early on:** for example through business skills trainings in schools
- **Incentives for formalization** is necessary for market integration of micro and small enterprises (with private and public sector & export markets), in particular important for value chain development in rural areas
- **Increase access to markets and exports:** e.g. in agricultural sector (food production and processing) and traditional handicrafts)