



Project name

Starting Up the Future
of Women Driven
Enterprise

Region

Palestine



Implemented by



MENACatalyst

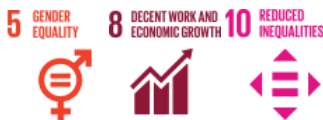
Budget

60,000
USD

Duration

7 months

Contribution to SDGs



Financed by

GIZ (Deutsche
Gesellschaft für
Internationale
Zusammenarbeit)

CHALLENGES/CONTEXT

About the Project:

The project worked towards establishing a TVET Women Business Hub/incubator, to enhance Palestinian entrepreneurship and self-employment measures while targeting some of the most vulnerable social groups. The project took an innovative approach to providing women, primarily within the TVET sector, with business development training, mentorship, market access, and investment opportunities.

Target Audience:

Marginalized Hebron women with a background in TVET.

APPROACH

Set up and launch a virtual TVET Women Business Hub and provide capacity building services to women self-starters. Services included, business and financial development, mentoring, market access, branding, networking opportunities, access to finance, and outreach support.

MENA CATALYST EFFECT

DEVELOPMENTAL ORG

We are reducing barriers and fostering dynamic cross-border collaborations by enhancing the technical competencies of emerging professionals, innovators, and young changemakers to create a more equitable and resilient socioeconomic future for all across the MENA region.

MISSION & VISION

MENACatalyst (MC) is an impact-driven nonprofit with the vision of creating the conditions necessary for the marginalized to rise up and become leaders of positive social impact and effect lasting economic growth across the MENA region.

To fulfil our mission, our multifaceted integrated approach includes a range of interconnected programs that empower our communities with the tools, resources, in-demand skills, and networks of support needed to overcome structural inequalities and catalyze far-

PRIVATE SECTOR APPROACH

All our programs incorporate the Market Systems Development (MSD) Approach which has proven to be an effective tool that fosters resilient local and regional economic ecosystem development by tapping into the resources of the private sector to generate inclusive market-based opportunities in which no one is left behind.

EXPECTED ACHIEVEMENTS

- 20 women joined MC's three month ideation and incubation services and established feasible enterprises complete with business and financial plans, digitization support, mentorship, and access to new networks of support. .
- Participants benefited from improved market access and were able to provide their services/products to the market local, regional, and international based on demand.



LESSONS LEARNED

What worked well:

Utilizing the virtual incubator to connected marginalized Palestinian women to the support services they need to launch viable enterprises.

Networking with local stakeholders and the Palestinian diaspora to raise awareness about the needs of emerging self-starters.

Mentorship with local and regional experts and access to finance opportunities.

To be improved:

Helping participants integrate into regional and global markets with strengthened market access support.

LEARN MORE OR CONTACT US:

Please visit: <https://www.menacatalyst.org>

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