

09 نوفمبر 2011



الجمهورية التونسية  
وزارة التعليم العالي  
والبحر العلمي

إ.ع.ت.د/51/1102

23070

مكتب الضبط المركزي

إلى السيد رئيس جامعة تونس المنار

الموضوع: مشروع حول تسهيل دخول النساء عالم الأعمال عبر النهوض بعقلية بعث  
المؤسسات داخل الجامعات.  
المرفقات: 01

أشرف بموافاتكم رفقة هذا بنسخة من وثيقة تقديمية وافتنا بها الأمانة الفنية للإتحاد من  
أجل المتوسط حول المشروع الشبه الإقليمي الذي تولت صياغته جمعية منظمات نساء الأعمال  
الأورومتوسطيات (AFAEMME) حول تسهيل دخول النساء إلى عالم الأعمال عبر النهوض  
ببعث المؤسسات داخل الجامعات.

الرجاء التفضل بدراسة هذا المشروع وموافاتنا برأيكم في خصوص إمكانية الإنخراط فيه،  
والسلام.

المدير العام للتعاون الدولي

جلال الزوين



11 نوفمبر 2011  
المكتب المركزي للضبط  
مكتب الضبط المركزي



PROJECT PROPOSAL TO THE UFM SECRETARIAT

**1. Project title:**

FACILITATING YOUNG WOMEN THE ACCESS TO WORK BY PROMOTING ENTREPRENEURSHIP  
IN UNIVERSITIES

**2. Promoter name:**

Association of Organisations of Mediterranean Businesswomen (AFAEMME)

**3. UfM relevant area:**

Social and civil affairs

**4. Geographical scope:**

Sub-regional project

**5. Location:**

The project will be implemented in Jordan, Morocco, Palestine and Spain

**6. Project description:**

The project will promote self-employment and entrepreneurship among young women university students who are about to graduate from Morocco, Jordan, Palestine and Spain by organising different Women Entrepreneurship Days in these countries and by providing the women university students with free business creation advice. The Women Entrepreneurship Days will consist of seminars on self-motivation and motivation, key points for setting up a company and key legislative issues, business planning with a gender perspective, risk assessment and coaching for entrepreneurship; informative sessions about national entrepreneurship incentives; networking encounters and encounters with Role Models; and a talent searching contest. The expected outcomes are a minimum of 400 students attending the WEDs, a minimum of 25 woman students being advised by national businesswomen associations, a Final Project Report about the situation of women entrepreneurship in the four countries and the student's perceptions on gender and entrepreneurship, and a conference about the promotion of entrepreneurship among young women. By implementing this project we will capture talented women in universities and will help them to become future businesswomen. This will contribute towards the sustainable development of the countries' economy by having talented women business owners and to more equality in terms of women/men-led companies.

**7. Background:**

The European Training Foundation study, Women and Work: Access, Limitations and Potential in Tourism and ICT, reveals that something has to be done in order to facilitate women's access to work, not only by facilitating women access to education, but also by offering them the opportunities to use their skills and their education, this means, by guaranteeing the presence of women in formal employment. According to the results of this study, being educated does not facilitate women's actual access to jobs to the same extent that it does for men and women are penalized by the system by discrimination based on gender on the labour market. The study concludes that it is absolutely necessary to promote women's employment, especially in non-traditional women fields of activity.



**8. Expected Beneficiaries:**

The expected beneficiaries of this project are young university students who are about to graduate, from Morocco, Jordan, Palestine and Spain. We expect that there will be a minimum of 400 women university students participating at the Women Entrepreneurship Days and a minimum of 25 women really being advised by the national businesswomen associations to start-up their company.

**9. Project duration:**

After a first project coordination meeting which took place in July 2011, in October there will be a second meeting to coordinate research, communication and the organization of the project activities. In November 2011 there will be the kick-off meeting and AFAEMME and its partners will start with the corresponding dissemination actions.

From January until July 2012 the Women Entrepreneurship Days and the business creation advice will take place. Data will be collected and analyzed. In September AFAEMME will monitor the entrepreneurial initiatives which have been supported by this date and will start drafting the final report. In November 2012 the project's results will be presented at a final conference.

**10. Total cost:**

ACTIVITY	ESTIMATED COST (€)
Project management & coordination	112.000,00 €
Web page	12.390,00 €
Travels	27.679,60 €
National Experts/Seminars/Business Creation Advice	77.400,00 €
Translations	9.542,00 €
Final Report	16.866,00 €
<b>TOTAL</b>	<b>255.877,60 €</b>

**11. Financing plan:**

The project's cost will be partially covered by contributions (83.700,00 €) from the promoter, AFAEMME, and its partner associations. The combination of three fundamental areas of action (women, education and entrepreneurship) will encourage funding from the private sector which we expect to cover an important part of the expenses related to this project; there are currently ongoing discussions with potential donors.

**12. Contacts and signature:**

AFAEMME	Mrs. M <sup>a</sup> Helena de Felipe	+34 200 58 51	hdefelipe@afaemme.org
AFAEMME	Mrs. Stella Mally	+34 200 58 51	projectassistant@afaemme.org
 Association of Organizations of Mediterranean Businesswomen Montaner, 340 - 1 <sup>a</sup> 1 <sup>a</sup> / 08021 Barcelona (SPAIN) T: (+34) 932 005 851 - Fax: (+34) 932 413 931 Email: info@afaemme.org / www.afaemme.org Barcelona, 26th July 2011		 Signature : Mrs. Maria Helena de Felipe, AFAEMME's President	