

Enabling Women's Economic Empowerment in a Post Pandemic World



Moderator: Julie Noble, New Business Director, IESC, US

Panelists:

- Anjana Kulasekara, Founder & CEO, CareerMe, Sri Lanka
- Aïda Cherkaoui-Piro, GESI Advisor, ISED-BMK, FHI 360 Morocco
- Fatima Adamu, Nana Women and Girls Empowerment Initiative, Sokoto, Nigeria
- Dr. Nicole Goldin, Global Head, Inclusive Economic Growth, Abt Associates, United States





Youth Employment and Business Startup Program



USAID
FROM THE AMERICAN PEOPLE



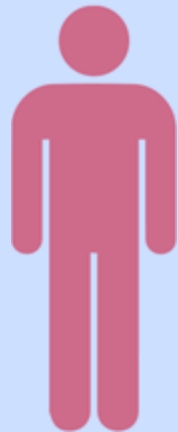
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CareerWe[®]

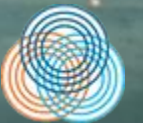
Women's participation in labour force low



75%



37%



STATE OF PLAY TODAY

Confused



Young women
Confused what
to do or study
and unaware of
new world of
work

Solution?

Frustrated



Employers
Unable to find
the workers with
right skills

Parents and Teachers
Lack information of
evolving industry needs
and training to guide
students



- Sri Lanka is moving to a knowledge economy and demand for higher skilled labor is increasing
- Digital skills critical in post pandemic world



OPERATIONALIZING CHALLENGES & LEARNINGS

1) Aspirational mismatch between youth and employers

- Attraction to government jobs over private sector jobs
- **Need for labour market information system.**

2) Reaching young women in rural regional : Revamping regional career fairs with digital career guidance

3) Internet penetration: Very low internet connectivity, even no electricity in certain rural areas – Use localized mobile app

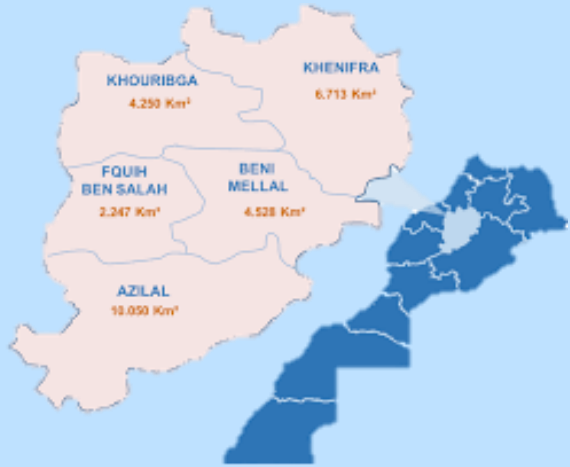
4) Cultural challenges: Awareness sessions on world of work, skills, entrepreneurship



MOROCCO INCLUSIVE SOCIO-ECONOMIC DEVELOPMENT PROJECT IN THE BENI MELLAL KHENIFRA REGION (ISED-BMK)

Aïda Cherkaoui-Piro, GESI Advisor, FHI 360, Morocco





ISED-BMK PROJECT OVERVIEW



Potential

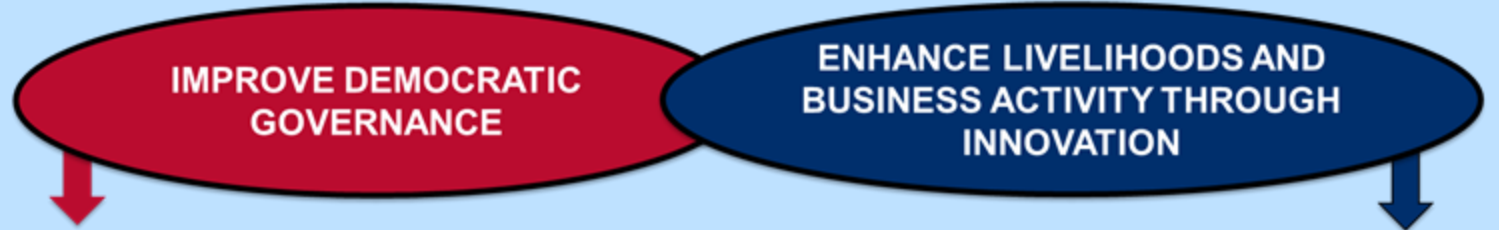
- Strong agricultural sector
- Opportunities for higher level of tourism
- Engaged civil society and institutions



Challenges

- High poverty rates
- Underemployment
- Governance issues

Components



Key Interventions



Goal

Achieve local development priorities for accelerated and equitable economic growth built on greater inclusion and active participation of women, youth, people with disabilities, and rural people



ISED-BMK AND WOMEN'S ECONOMIC EMPOWEREMENT

Support local governments integrate WEE as a priority in local policies, plans and projects



Support Women CSOs in governance and advocacy to advance women's economic empowerment



Support women entrepreneurs and women cooperatives accessing business skills, finance and markets



Nana Women and Girls Empowerment Initiative



Hi my name is Zainab & my colleague here is Gladys

NANA female mechanics



WEE in the Abt Portfolio: reducing individual and systemic barriers and bias for inclusive recovery, resilient growth and improved well-being

Investing in Women (Australian Govt)

Changing the investment landscape and advancing WMSMEs



West Africa Trade Hub (USAID)

Elevating women’s leadership in, and profitability from, trade



Ag-led Economic Growth

Empowering young women in agriculture; Promoting woman agripreneurs in value chains and in communities.

Egypt Agribusiness
Strengthening Program (ERAS) -
USAID



Cross-Sectoral Integration

Advancing employment for women in healthcare and science via workforce development and upskilling activities

USAID Local Health System Sustainability (LHSS) project; Tajikistan and Jordan.

