

WEMag-Women Entrepreneurs in the Maghreb

Cluster Meeting, 8 July 2021, Rabat

Employabilité et Entrepreneuriat



PROJECT ID

Coordinator: **IPAG**

Participants: MBS, Vives, Haikara, US, UG, ADGS, **USMBA, UH1, ARDM**

Start date: 15 January 2021

End date: 14 January 2024

CONTENTS

1 Context

2 Goal and Objectives

3 Activities & Workpackages

4 Planning



Erasmus+

- Characteristics of the labour market in the Maghreb (Lack of inclusion among youth and women, Slow job growth, Low quality of jobs).
- In Morocco, the unemployment rate among youth aged 15-24 (27.5 % in 2018) is important, the Female labor force participation is particularly low (21% in 2018), and the gender gap is among the highest, the country is ranked 143 out of 153 countries (World Economic Forum's Global Gender Gap Report, 2020)
- Entrepreneurial Education in Morocco, both in terms of format and content, does not allow future entrepreneurs to effectively develop the skills they will need to set up a business.

WEMag – Goal and Objectives

WEMag's overall goal is to improve young Maghrebin educated women's self-employment prospects by providing them with entrepreneurial knowledge and access to business networks. To reach this goal, the project will achieve the following objectives:

1. Improve the entrepreneurial knowledge and skills of female students and recent graduates in Tunisia and Morocco after formal education through a new, common university course (UC) on entrepreneurship especially designed for women.

Key performance indicators (KPIs):

- Number of students expected to complete the 1-year UC by the end of the project: min. 160 (at least 20 per Partner Country HEI in 2021/22 at 2022/23; Upper target: 240).
- Number of companies launched by students after having completed the UC and the follow-up mentoring support system by the end of the project: 4

2. Foster the entrepreneurial spirit of female students and help them build professional networks for business creation with key actors in their local start-up ecosystems (offering business incubation, acceleration, training, mentorship and funding).

Key performance indicators (KPIs):

- Number of female students / recent graduates in Tunisia and Morocco completing immersion internships at local startups, incubators or accelerators by the end of the project: min. 160; Upper target: 230. They will also be geared towards an incubator that can help them obtain funding for their project, like R&D Maroc and ADGS.
- Increase in the motivation of female students to start a business observed before and after having completed the UC, measured in percentage points: 20.

3. Improve entrepreneurial pedagogy in Tunisia and Morocco through a Teachers' Training. To transmit the knowledge students lack in entrepreneurship and give them the support they need, their teachers will be offered a tailored training, built on innovative and active pedagogy, design thinking around gender-specific obstacles and solutions, and entrepreneurial storytelling.

Key performance indicators (KPIs):

- Number of teachers from the HEI in Tunisia and Morocco completing the TT by the end of the project: at least 25. Upper target: 50
- Recorded improvement in entrepreneurial teaching skills recorded among HEI teachers in partner countries, measured in percentage points: 20.

WEMag – Activities & Workpackages

The project is made up of one preparation-, four development-, one quality control-, one dissemination- and one management- workpackages.

- WP1: Teacher teaching (TT) and university course (UC) preparation
- WP2: Teacher teaching design and pilot in face-to-face settings
- WP3: University course design and face-to-face pilot
- WP4: Blended learning development and pilot
- WP5: Blended learning development and pilot
- WP6: Dissemination and exploitation

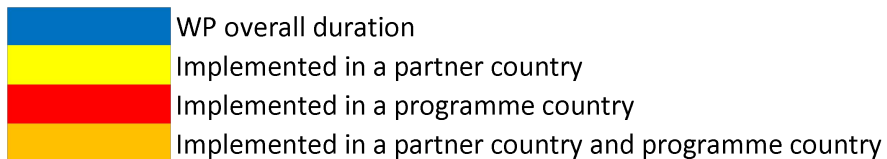
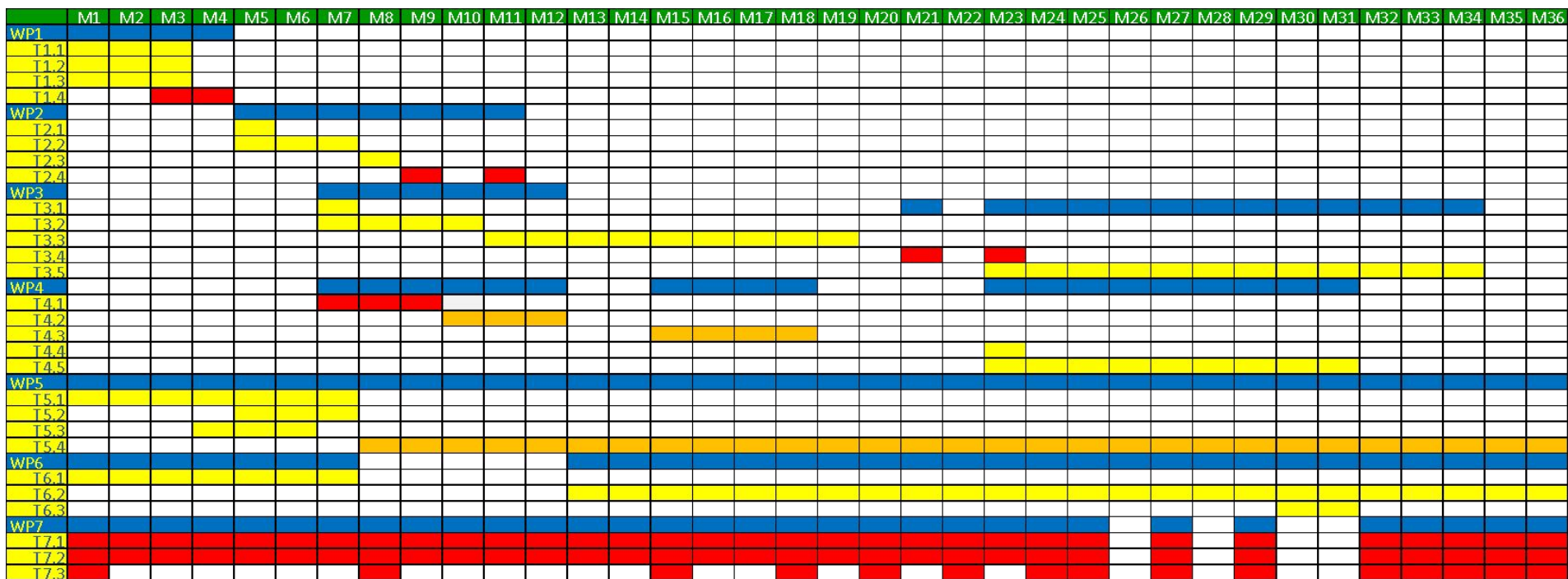


Erasmus+

WEMag – Planning

Start date: 15 January 2021

End date: 14 January 2024



Cluster Meeting, 8 July 2021, Rabat

THANK YOU

