



Project:

Nablus Women Entrepreneurs

Local Partner:

Tomorrow's Youth Organization

Summary:

Facilitating the economic advancement of young women entrepreneurs and contributing to a healthier and more secure future for the women and children of Nablus



The facts

Palestinian women have less access to business start-up capital and business skills training than their male counterparts.

While the percentage of women educated to degree level has risen to 54%, only 16% currently participate in the labour force.

Women are less welcomed in both the formal and informal business networks that provide vital support to small and medium-sized enterprises.

Recent studies suggest that women are well represented in the informal economy, however registered businesses on average offer more employment opportunities.

What people say

“On the first day of the training I felt confused. I was worried about whether I would succeed or not. After the training, I feel now that I’m capable of starting my business and confident about my abilities to succeed.”

Programme Participant

Nablus Women Entrepreneurs

In partnership with Tomorrow’s Youth Organization, the Foundation is supporting Palestinian craftswomen and university graduates to develop sustainable businesses through product development support, access to new markets, networks, mentoring and business skills training.

About the project

During the Fifth Annual Clinton Global Initiative, the Cherie Blair Foundation for Women and Tomorrow’s Youth Organization committed to support women entrepreneurs in Nablus, Palestine. Together we are helping 23 highly qualified female graduates in Nablus to develop sustainable businesses. The aim is to foster the skills and attitudes necessary for young women to succeed in business, and to increase women’s participation in the Palestinian labour force.

The programme involves intensive training on basic business skills, management and entrepreneurship. We also offer product development support and access to finance for those with the highest growth potential.

University students who volunteer at Tomorrow’s Youth Organization - such as Aya who helps her family cultivate and sell grapes from their yard, and Noor, who produces beautiful embroidered goods - have a variety of

marketable skills, but lack the business knowledge needed to convert these skills into sustainable income.

Through this project, Aya is expanding her market and developing a more efficient distribution mechanism in order to generate enough profit to cover university tuition for herself and her sister. Noor is learning about global style, design trends, pricing and marketing, and is receiving support in distributing her goods in broader markets.

These young women are not only the future community leaders of Nablus, but also mothers of the city’s next generation. By facilitating their economic advancement, this project contributes to a healthier and more secure future for the women and children of Nablus.

For more information about Tomorrow’s Youth Organization: www.tomorrowsyouth.org

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