

# awef

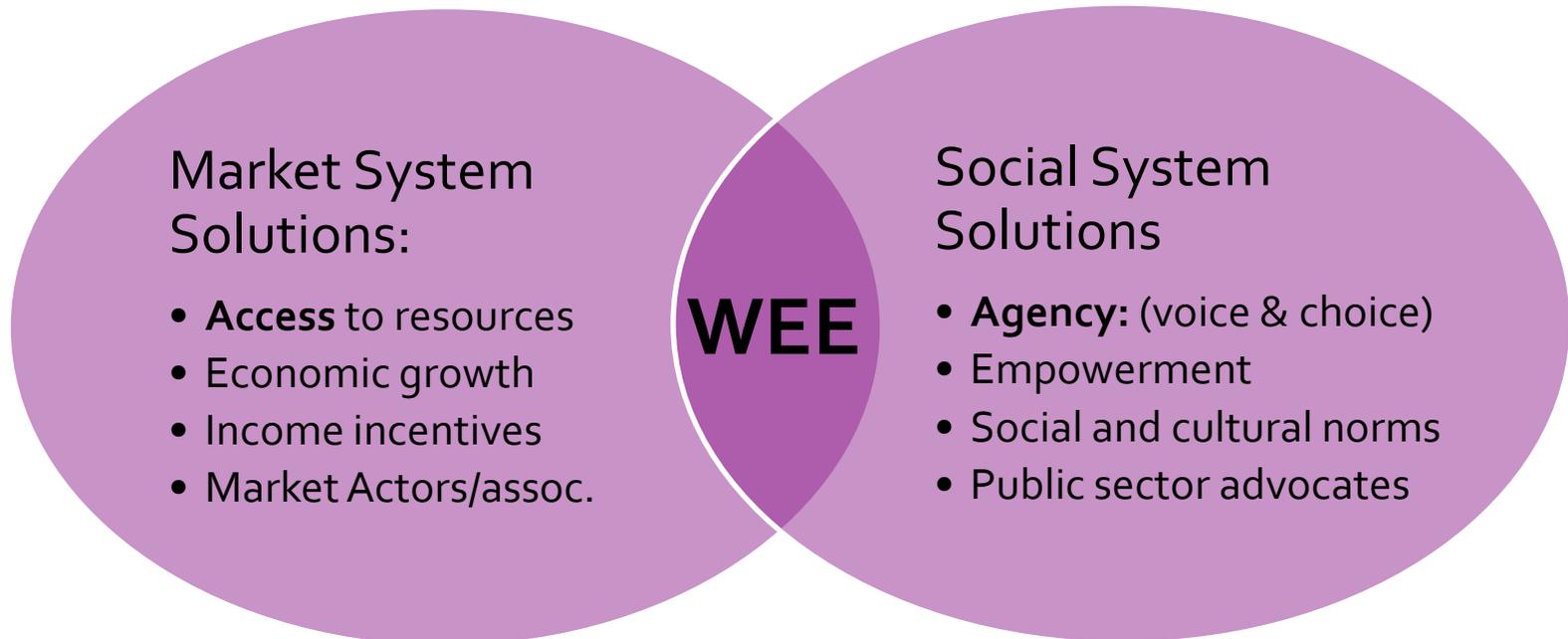
Arab Women's Enterprise Fund  
صندوق مشاريع المرأة العربية



# Programme Overview

**Aim:** Increase 150,000 women's incomes and agency in Egypt, Jordan & OPTs

- 5 year , WEE & Market Systems Approach Programme
- £10m DFID – project and grants
- £10m IDB – Islamic financing



## Social Norm Constraints

- Restricted Mobility
- Limited ownership and control of assets
- Expectations to maintain family responsibilities and duty of care
- Competition over limited jobs

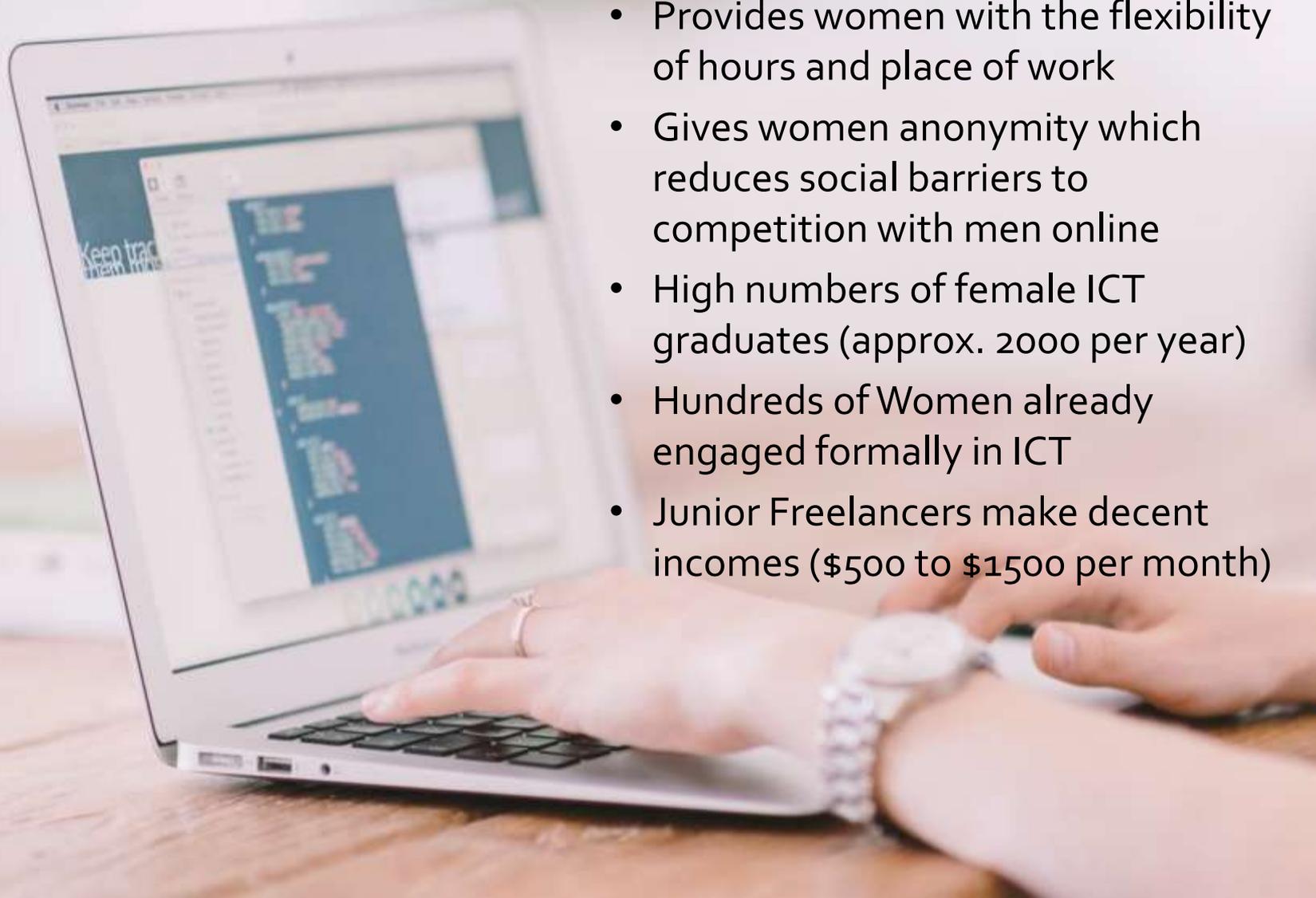
## Social norm trends positively include women

- Labour force participation rates of women are increasing at a much faster rate than men
- Women are needing to work to compensate lost male income
- This is gradually changing existing social norms surrounding women in the workplace – and an increasing desire to work from women as well

# Opportunity: Online Freelancing

## Sector favours women

- Provides women with the flexibility of hours and place of work
- Gives women anonymity which reduces social barriers to competition with men online
- High numbers of female ICT graduates (approx. 2000 per year)
- Hundreds of Women already engaged formally in ICT
- Junior Freelancers make decent incomes (\$500 to \$1500 per month)



# Constraint!

- Need a current account to participate in online freelancing
- Banks internal rules require proof of employment to open a bank account ... therefore those with non-fixed incomes cannot have a bank account
- If women ask family members to use their bank accounts – they lose control and privacy over income

## Took case to the banks & presented value proposition

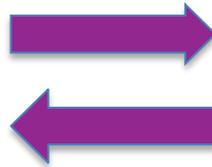
- Approx. \$4.8 million commercial opportunity with OFLs
- Partnered with the Bank of Palestine



### AWEF

- Understands women's financial needs
- Connected to different groups of women
- Understands OFL issues
- Facilitation skills

Aligned Incentives



بنك فلسطين  
BANK OF PALESTINE

### Bank of Palestine

- No. 1 geographical spread
- Needs to maintain leading position as women's choice
- Desire to expand services to the female market
- Interested in commercial opportunity
- Originated in Gaza – understands OFLs
- Local bank – controls policy

**awef**  
Arab Women's Enterprise Fund  
مستوى متقدم لخدمة النساء



حفل توقيع اتفاقية تعاون لتعزيز  
الشمول المالي ورفع مستوى الوعي  
المصرفي لدى النساء في فلسطين

الخميس، 19 تشرين أول



## Access to Bank Current Accounts



1. Pilot Current Accounts with 50 OFLs to:
  - Learn about OFL behaviour
  - Identify risk points
2. Produce behavioural report
3. Work with Risk and compliance teams to re-engineer process for current accounts
4. *Carry out Awareness Campaign*
5. *Construct Policy Brief to influence PMA to promote uptake*

## Financial Literacy Training for Women



1. Advised BoP on improving their targeting of women for training sessions
2. Recruited a training expert to review material
3. Segmented groups of women into targeted groups for training
4. Facilitated mobilization
5. Agreed sharing ownership of material with PMA to crowd in other banks
6. *ToT to 2 banks with new materials*

1,000 women attended 40 financial literacy trainings at BoP

55% of participants accessed a financial product following the training.

**An increase from 20% before AWEF intervention**

BoP considered the OFLs earning up to \$1500 a month (75% of OFLs) to be viable for current accounts

Increase in income and agency for OFLs as a result of reduced transaction cost (10-30%) and taking more business

Anticipate that least 2 banks will change rules and launch new products and campaigns by mid 2018

More youth and women will consider OFL as a viable career option

**100,000 informal enterprise/self-employed would have improved access to bank accounts**



*"We appreciate how AWEF utilizes different research tools and engages us in understanding the pain points for the self-employed women in regard to their financial inclusion. Part of our strategy towards financial inclusion is to outreach new segments of clients and dissolve constraints disabling them from effective access to banking services. Our partnership with AWEF opened our eyes into the gains of reaching out and being responsive to the needs of these segments. Also, AWEF's unique approach is guiding us to re-engineer our processes and tailor specific products that efficiently address their needs."*

***Raya Sbitany- Head of Department-  
Business Development and Financial  
Inclusion-BoP.***