

**DECEMBER  
2017**

**AWTAD**

**PROFILE**

## General Information

Name: Association for Women's Total Advancement and Development

Address: 19, Street 151, Maadi, Cairo, Egypt

Phone: (+202) 25280213

Fax: (+202) 25280213

Website: [www.awtad-egypt.org](http://www.awtad-egypt.org)

## Description of Organization

The Association for Women's Total Advancement and Development (AWTAD) is an NGO dedicated to the professional and personal development of Egyptian women and youth as a means to empower them on both the social and economic level.

Through training sessions, workshops, mentoring programs, and knowledge-sharing events, we aim to create a trust-based network that facilitates the exchange of ideas and expertise. We believe this is essential to give women and youth the encouragement they need to implement their business ideas, as well as to foster a culture of entrepreneurship in Egyptian society, which AWTAD strongly supports and actively encourages.

Small and Medium Enterprises (SMEs), which constitute a significant portion of Egypt's economic fabric, are also deserving of our attention. We help small producers (particularly women) access a variety of tools that may help them enhance their businesses: legal, financial, and marketing advice; consultancy with product developers and designers; and virtual platforms which give access to a wider market. As a result, they increase their revenue, and we help create more sustainable jobs. We help create an entrepreneur-friendly environment, encouraging more and more Egyptians to bring their business ideas into the formal sector.

## Our Vision

We aim for Egyptian women and youth to reach their full potential, as we believe they are key agents for social, economic, and health development.

## Our Mission

To empower and engage the community, as well as to mobilize the role of women and youth as key development agents, by effectively managing Egypt's human capital.

## Our Strategy

Our strategy involves enabling women specifically, and youth more generally, to collaborate in pursuing mutual goals. We work with different sectors and organizations to target common areas of interest, and coordinate on multiple levels with all our programs and partners.

## Our Strategy

- Create a trust-based network that facilitates knowledge-sharing, exchange of ideas, and increases B2B prospects.
- Advocate issues related to SMEs and Civil Society.
- Revitalize the culture of collective action, reciprocity, volunteerism, and entrepreneurship in Egypt.
- Enhance the capabilities, skills, and health of Egyptian women and youth.

## AWTAD works in four main areas

- Empowerment of women
- Employability
- Handicrafts revival and sustainability
- Entrepreneurship

## About the MENA-BWN

AWTAD was the Egyptian hub of the MENA-BWN (Middle East and North Africa Businesswomen's Network). This is a partnership between local businesswomen's organizations across the Middle East and North Africa, Vital Voices Global Partnership, and the Middle East Partnership Initiative (MEPI) from the U.S. Department of State. The goal of the partnership is to build a network of businesswomen in MENA in order to expand the number of women in business, to increase the value of their businesses, to advance the role of women in society, and to promote a regional culture of women's entrepreneurship. The Network has eleven members, known as "Network Hubs", namely Tunisia, Morocco, Kuwait, Palestine, Algeria, Qatar, Bahrain, Dubai, Jordan, Lebanon, and Egypt.

## AWTAD's Activities & Programs

### ➤ FemPreneur – Closed 2015

Fempreneur is a mentoring program in partnership with Vital Voices Grow, specially designed for women entrepreneurs, namely: Fempreneurs. The program supports female business owners and helps them to achieve personal development, business growth, and improved operations. They are paired with experienced professional mentors, who also benefit from the experience: it allows them to cultivate a greater awareness of their leadership and communication skills, as well as to develop their skills as advisors. Mentors stand to gain from this relationship with these entrepreneurs because they are exposed to a different range of business challenges.

### ➤ Aspire Woman – Closed 2016

This is a project that introduces to youth in schools coding so that they can learn how to do it and use it in the future to build their interests and careers. A Microsoft tool named "hour of Code" which is a simple game that helps youth get introduced into the coding world in a fun way. This raises the awareness of kids about IT fields and usages and can help them to decide their future path. In addition older students in STEM field are mentored to know more their career paths and how to utilize their talents and knowledge to build a more sustainable future.

## ➤ **Idea2Business – Ongoing as Thinkubator 2017**

Idea2Business (i2b) is AWTAD's newest platform for youth with creative ideas seeking to have a positive impact on society. The program consists of three stages. The first is our 'Voice It' workshops, where we train youth to develop their ideas and perfect the art of pitching. The second stage is where we 'Challenge it' as we develop the business model and provide them with negotiation training. The third stage is 'Build it', where the participants will take their ideas to the next level through the connections we provide with the right people who can help make their ideas a reality.

## ➤ **Start Me Up – Ongoing as StartUP 2017**

The Start Me Up Mentoring Program (SMU) involves a one-to-one mentoring relationship between a highly experienced professional (mentor) and a less experienced individual (mentee). The idea is to help the mentee understand their different career options, to identify their goals, and to learn how they can achieve them using both their capabilities and opportunities present in the employment market. SMU gives young Egyptians the chance to think, ask, and receive direction from seasoned professionals. At AWTAD, we believe that mentorship creates the knowledge base and experience necessary to helping people realize their full potential.

## ➤ **Scale Me Up – Ongoing as ScaleUP 2017**

This project supports businesses on their path to growth and need the experienced help of experts and mentors to help them organize themselves internally to be ready for growth. It helps link businesses with local, regional and international counterparts to make it possible to accelerate growth in a structured and organized way. This program has taken 30 companies to Milan Expo for international B2B meetings to ensure exposure, linkages and possibilities. The linking process and skill building of companies to ensure their readiness for growth continues beyond the b2b until the goal is met.

## ➤ **Anamel Masriya – Ongoing 2017**

The Anamel Masriya program seeks to contribute to the economic development of local artisans and to the preservation of Egypt's unique cultural heritage through the creation of a new generation of entrepreneurial artisans ready to take their talent to the next level. The idea is to coordinate our three hubs: the Producer Hub (containing talented producers who do not have access to a wide market); the Design Hub (containing talented designers who cannot produce); and the Marketing Hub (containing both on-the-ground and online sales). All three can sustain and grow the world of handcraft in Egypt.

## ➤ **Job Ready – Ongoing as StartUP 2017**

The Job Ready program is a partnership program between the SFD and AWTAD to help bridge the gap between the human capital needs of Egyptian companies and job-seeking graduates. In an effort to reduce the high unemployment rate among youth, Job Ready provides them with the set of skills necessary to satisfy current vacancies in the Egyptian job market. The program reaches out to companies in order to assess their employment needs, as well as to determine the skills necessary for each job. Once a relationship is established and the assessment is complete, the process of recruitment and skill enhancement begins. Applicants participate in a one week job-shadowing experience, receive two days of career counseling, and attend a job-matching day with our partners.

## ➤ **Artpreneur – Closed 2016**

This is a three-month group mentoring program that hosts educated producers and designers who have initiatives or projects centering around art. The target group are those who have the ability to produce but face challenges in the business aspect of their projects. The program seeks to develop the Artpreneurs' skills in three key areas: production (quality standardization and development techniques), pricing (determining market value and calculating costs), and marketing (presentation, packaging, and photography). Armed with these improved business skills, a heightened awareness of their target markets, and marketing techniques, Artpreneurs will have created a sustainable business out of their creative ideas. They will fit perfectly within the fabric of Egyptian economy and will help contribute to domestic and international trade development.



## AWTAD General Methodology

All our programs target women and youth and promote economic empowerment through the usage of interactive tools. We mainly depend on knowledge sharing through mentoring and coaching and learning by doing. Our entrepreneurs are all handpicked for innovative and creative ideas and are supported by us in building their business models and growth paths. We believe in the huge numbers of talents found in Egypt and in every field of interest, thus we work with our partners to make it happen for all.

## AWTAD Financials and Partners

Since its inception AWTAD managed grants, whether local or foreign, in millions of pounds to achieve the change in its area of interest. We worked with companies like Microsoft, Exxon Mobil, Nestle, Henkel and others in the local markets and international grants from organizations such as Save the Children, Vital Voices, USAID, ILO, UNIDO and others from the international scene.

## AWTAD Team

We have a pool of highly talented team who are behind our achievements and in our continuous ability to make it happen for our beneficiaries.

## Success Partners



**USAID**  
FROM THE AMERICAN PEOPLE

**Nestlé**



**ExxonMobil**



**Microsoft**



ULKOASIAINMINISTERIÖ  
UTRIKESMINISTERIET



**VITAL VOICES**  
GLOBAL PARTNERSHIP



International  
Labour  
Organization



Ministry of Trade and Industry



**WORLD BANK GROUP**



**Save the Children**



الصندوق الاجتماعي للتنمية  
Social Fund for Development



**IFC** | International  
Finance Corporation  
WORLD BANK GROUP



**United Nations**  
Global Compact



**AWTAD**