



MASHAV - Israel's Agency for International Development Cooperation
Ministry of Foreign Affairs
MCTC - The Golda Meir Mount Carmel International Training Center

In cooperation with the
United Nations Economic Commission
for Europe (UNECE)

International Workshop on
Empowering Women through Entrepreneurship

May 18–June 11, 2015

The Golda Meir Mount Carmel International Training Center

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ABOUT MASHAV

MASHAV – Israel’s Agency for International Development Cooperation – at Israel’s Ministry of Foreign Affairs was founded in late 1957, and is responsible for the design, coordination, and implementation of the State of Israel’s development cooperation programs.

MASHAV concentrates on human and institutional capacity building by sharing Israel’s own development experience and expertise, imparting know-how and transferring innovative technologies and tested methodologies adaptable to a developing country’s needs.

MASHAV’s approach is to ensure social, economic, and environmental sustainable development, joining the international community’s efforts to implement the Millennium Development Goals by 2015 and the post-2015 Development Agenda, namely, the Sustainable Development Goals.

In the event of natural disasters, **MASHAV** also provides humanitarian assistance and participates in reconstruction and rehabilitation efforts. See **MASHAV’s** website at <http://mashav.mfa.gov.il>

ABOUT MCTC

The Golda Meir Mount Carmel International Training Center (MCTC) was established by **MASHAV** in 1961 to assist in the training of women engaged in community work in the newly emerging states in Africa and Asia.

Since the establishment of **MCTC**, over 19,500 participants from some 150 countries in Asia, Africa, Europe, Central Asia, Eastern Europe, Latin America, Middle East, Oceania, and the Caribbean have attended more than 650 capacity building programs and 28 International Conferences for Women Leaders, conducted in Israel. Hundreds more participants are reached annually in on-the-spot training programs abroad.

MCTC focuses on three areas of study: Community Development, Organization and Management of Microenterprises, and Early Childhood Education, all with gender as a cross-cutting issue. In each training program there are up to 30 women and men from 10 to 27 countries. Usually two workshops are conducted concurrently in different languages (English, French, Spanish, Russian, or Arabic).

The Center is located on Mount Carmel in Haifa. The building consists of living accommodation, classrooms, and recreation and dining facilities. A library specializing in education, social sciences, and humanities and a computer laboratory with internet access serve the participants.

MCTC enjoys the active cooperation of a number of international organizations, governmental and non-governmental organizations, and development authorities.

ABOUT UNECE

UNECE – the United Nations Economic Commission for Europe – is one of the five UN regional commissions. Its major aim is to promote economic integration across its 56 member-countries, located in the European Union, non-EU Western and Eastern Europe, South-East Europe, the Caucasus, Central Asia, and North America. **UNECE** provides policy-oriented analysis, advice, and capacity building to member states and cooperates with partner agencies, civil society, and key actors from the private sector.

UNECE works to facilitate international cooperation within and beyond the **UNECE** region through norms, standards, and conventions, as well as monitoring international commitments in a wide array of areas. These range from economic cooperation and integration, energy, environment, housing and land management, to gender, population, statistics, timber, trade, and transport.

UNECE has a long-standing commitment to the promotion of women’s entrepreneurship in South-East Europe, the Caucasus, and Central Asia. In addition to capacity building workshops for women entrepreneurs on information and communication technologies and support systems, organized in cooperation with **MASHAV** and **MCTC**, activities include research assessing the business environment for women entrepreneurs and sub-regional forum for women entrepreneurs to address issues of particular concern, such as lack of networking opportunities, difficult access to credit, and lack of specific knowledge and skills. See www.unece.org

ABOUT THE WORKSHOP

Background

In a modern society, gender equality is a key policy objective, especially in developing countries. It is increasingly seen as providing a double dividend: not only guaranteeing a fundamental human right, but also boosting economic growth. Women are considered the backbone and important human resource of any nation's economic growth and development. Since the prosperity of a nation depends upon the prosperity of its women, it is crucial to economically empower them by encouraging women-entrepreneurship around the world. When a woman moves forward, her family moves, her surroundings move, and the nation moves. Hence, improving the status of women by way of their economic empowerment is highly called for.

Promotion of women entrepreneurs as a part of SME development programs has become an important priority among countries, especially developing ones, where more and more emphasis is laid on the need for development of women and their active participation in the mainstream of development process. Progress in women's economic empowerment is especially relevant in Central Asia and the Caucasus, where women's economic position has deteriorated, and female poverty is on the rise. Accelerated migration, flowing from and into these sub-regions, calls for an active approach to supporting women migrants through creating an enabling environment and providing them with the opportunity to earn an income for themselves and their families.

Israel has been engaged in supporting small businesses for over 25 years, and its professional centers – Small Business Development Centers (SBDCs) and Technological Incubators – provide a wide range of services to entrepreneurs and business owners.

OBJECTIVES

The proposed training program aims at contributing to women's empowerment by exploring aspects of entrepreneurship as a contributor to income generation and employment. The participants will be exposed to the various aspects of planning, development, and management of small businesses so that by the end of the workshop they will be able to facilitate the initiation, organization, and management of small businesses effectively and profitably.

Upon completion of the proposed workshop, the participants will have:

- exchanged know-how on different tools for fostering women's entrepreneurial potential
- widened their knowledge of support systems for small-scale entrepreneurs as a tool for regional and local development
- become acquainted with the support systems for micro and small entrepreneurship in Israel, including technological incubators, and drawn lessons on how to implement them
- discussed the position of women entrepreneurs in a changing economy
- outlined best practices

THE PROGRAM

The workshop will include professional lectures and visits on the following subjects:

- ❖ Good practices and policies in promoting entrepreneurship
- ❖ Support systems for new entrepreneurs
- ❖ Women entrepreneurs in a changing economy
- ❖ Marketing and branding strategies for small businesses
- ❖ Entrepreneurial Training/Business Laboratories – hands-on experience of implementing an idea into business

- ❖ Women in business networking
 - ❖ Psychology as a tool for successful business
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- ❖ **During the training, exchange of experiences among participants will be encouraged, as it provides a valuable adjunct to lectures.**
 - ❖ **Study visits will be organized to observe entrepreneurial initiatives run by women, especially in rural areas.**
 - ❖ **As part of the training, the participants will submit a Final assignment – a practical proposal for supporting women to start or improve a business in their own settings.**

CERTIFICATE

Upon completion of the workshop the graduates will receive a certificate confirming their attendance and active participation.

APPLICATION

You can find the application on our website, www.mctc.org.il

****Application forms should be sent to the Israeli Diplomatic and/or Consular Representatives serving the applicant's country. They are to be submitted no later than April 1st, 2015. An additional copy of the application must be sent to Sara Rofeh at MASHAV (Sara.Rofeh@mfa.gov.il) and Anna Andrachnik at MCTC (anna@mctc.org.il).**

ADMISSION REQUIREMENTS

The Workshop is designed for 26–30 participants, women and men alike, between the ages of 30–55, working in governmental institutions and SME support agencies, NGOs dealing with small business support and development, and women's business associations. Priority will be given to candidates working in rural areas and/or in remote regions of their countries.

Candidates are expected to have relevant background in economics, business administration, regional planning, industrial management, or related subjects, with a minimum of five years of work experience.

A full command of Russian is required.

ITEMS COVERED BY THE SCHOLARSHIP

Studies:

Lectures, group and individual tutoring, field visits, written study material and use of a reference library.

Accommodation:

- two students per room
- linen, heating

Full Board

Cultural and Social Activities

Excursions to historical and religious sites

HEALTH SERVICES

Medical insurance covers medical services and hospitalization in case of emergency and accident. It does not cover the treatment of chronic or serious diseases, specific medications taken by the

participant on a regular basis, dental care, eyeglasses, or the period of pregnancy. Participants using specific medications on a regular basis must bring sufficient quantities for the duration of their stay.

Health forms must be completed and signed by a physician. If the trainee's health deteriorates due to a chronic ailment or serious disease not described on the form, he/she will be held responsible for all medical and other expenses incurred in treatment in Israel. Furthermore, the Center will not be obliged to retain the trainee until the end of the Workshop.

The Health Authorities recommend that visitors to Israel make sure they have been inoculated against tetanus in the last ten years.

Miscellaneous

- Daily papers and periodicals
- Laundry facilities on the premises

Participants are responsible for all other expenses.

Please note: The scholarship does not cover flight tickets to and from Israel.

TRAVEL: International travel fares are the responsibility of the candidate or his/her sponsoring organization. Passports and visas must be valid for the period of the workshop and include an entry visa into Israel.

BOOKING: The date and flight number of the booking to Israel must be confirmed to assure arrival on May 17, 2015, as the workshop opens on May 18, 2015 in the morning. The date of departure from the Center should be no later than June 12, 2015, as the closing ceremony will be in the afternoon of June 11, 2015.



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