MASHAV - Israel’s Agency for International Development Cooperation

with

UNECE - The United Nations Economic Commission for Europe

invite professionals
to participate in the

International Course:

Economic Empowerment of Women

April 22 – May 11, 2018
About the Course

Background

Addressing gender equality and the empowerment of women, as well as increasing attention to economic and social development strategies, are globally recognized as critical aspects of sustainable development and are among the 17 sustainable development goals of the United Nations for 2030. Women, especially in rural areas, play a critical role in economies and societies in both developing and developed countries. Across the world, women have proven their commitment and resourcefulness in finding or adapting new ways to improve their own lives, as well as those of their families and communities.

Female entrepreneurs tend to have smaller networks than their male counterparts do. It is therefore necessary to create systems at the national and local levels offering information exchange, training, and technical advice and assisting women in dealing with private sector, governments, donors, and international institutions.

Promotion of women entrepreneurs as part of the development programs of small and medium-sized businesses has become an important priority among countries, especially developing countries, where more and more attention is paid to the need for the development of women, their active participation in the mainstream of the development process and achievement of development goals. The economic empowerment of women is especially important in Central Asia and the Caucasus, where the economic situation of women has deteriorated, and the level of poverty among women is still high. Accelerated migration stemming from and in these sub-regions, calls for an active approach to support migrant women by creating favorable conditions and enabling them to earn an income for themselves and their families.

Israel has been engaged in supporting small businesses for over 30 years, and its professional centers – Small Business Development Centers (SBDCs) and Technological Incubators – provide a wide range of services to entrepreneurs and business owners. It is within this framework that the present course is offered.

Aims

The proposed training program aims at contributing to women’s economic 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, including social businesses, effectively and profitably.

Main Subjects

The course will include professional lectures and visits in the following subjects:

- SDG’s and their impact on small business
- Tools and know-hows for fostering women’s entrepreneurial potential
- The position of women entrepreneurs at times of rapid global change
- The role of project management tools in SME activities
- Support systems for micro and small entrepreneurship in Israel, including technological incubators
- Psychology as a tool for successful Business Communication
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.
As part of the training, the participants will present a practical proposal for supporting women to start or improve a business in their own settings.

Application
Application Requirements

The Course is designed for 26 participants, women and men alike, working in governmental institutions (including local governments) and SME support agencies, NGOs dealing with small business support and development, and women’s business associations, as well as representatives of private sector working in the field of business consultancy and support. Preference will be given to trainers in the field of small business development. Please note this Course will be held in Russian.

Application forms
Application forms and other information may be obtained at the nearest Israeli mission or at MASHAV’s website: http://mashav.mfa.gov.il/MFA/mashav/Courses/Pages/default.aspx. Completed application forms, including the Health Declaration, should be sent to the relevant Israeli mission in the respective country no later than February 15, 2018 with copy to Ms. Katerina Rudenko Katerina@mctc.org.il and Ms. Sara Rofeh Sara.Rofeh@mfa.gov.il

General Information

The course will be held at The Golda Meir MASHAV Carmel International Training Center, situated in Haifa. Participants will be accommodated at MCTC in double rooms (two participants per room).

Arrival and Departure
Arrival date: 21/04/2018
Opening date: 22/04/2018
Closing date: 10/05/2018
Departure starting 10/05 afternoon and no later than 11/05/2018

Location and Accommodation
Participants must arrive at the training center on the arrival date, and leave on the departure date. Early arrivals/late departures if required, must be arranged by the participants themselves, directly with the center, and must be paid for by the participant him/herself.

MASHAV awards a limited number of scholarships. The scholarship covers the cost of the training program including lectures and field visits, full board accommodation in double rooms (two participants per room), health insurance (see below) and transfers to and from the airport. Airfares and daily allowance are not included in the scholarship.

Health Services
Medical insurance covers medical services and hospitalization in case of emergency. It does not cover the treatment of chronic or serious diseases, specific medications taken by the participant on a regular basis, dental care and eyeglasses. Health authorities recommend that visitors to Israel make sure they have been inoculated against tetanus in the last ten years. Subject to the full binding policy conditions. Participants are responsible for all other expenses.
About MASHAV

MASHAV – Israel’s Agency for International Development Cooperation is dedicated to providing developing countries with the best of Israel’s experience in development and planning. As a member of the family of nations, The State of Israel is committed to fulfilling its responsibility to contribute to the fight against poverty and to the global efforts to achieve sustainable development. MASHAV, representing Israel and its people, focuses its efforts on capacity building, sharing relevant expertise accumulated during Israel’s own development experience to empower governments, communities and individuals to improve their own lives. MASHAV’s approach is to ensure social, economic and environmental sustainable development, and is taking active part in the international community’s process of shaping the Post-2015 Agenda, to define the new set of the global Sustainable Development Goals (SDGs).

MASHAV’s activities focus primarily on areas in which Israel has a competitive advantage, including agriculture and rural development; water resources management; entrepreneurship and innovation; community development; medicine and public health, empowerment of women and education. Professional programs are based on a “train the trainers” approach to institutional and human capacity building, and are conducted both in Israel and abroad. Project development is supported by the seconding of short and long-term experts, as well as on-site interventions. Since its establishment, MASHAV has promoted the centrality of human resource enrichment and institutional capacity building in the development process – an approach which has attained global consensus.

http://mashav.mfa.gov.il
https://www.facebook.com/MASHAVisrael

About The Golda Meir MASHAV Carmel International Training Center

The Golda Meir MASHAV 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 23,000 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 700 capacity-building programs and 29 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 crosscutting issue. In each training program there are up to 30 women and men from 10 to 27 countries. Usually two courses are conducted concurrently in different languages (English, French, Spanish, Russian, or Arabic).

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

For further information, please contact:
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About UNECE - The United Nations Economic Commission for Europe

UNECE is one of the five regional commissions of the United Nations. Its major aims are to promote sustainable development and regional cooperation and integration through policy dialogue, normative work and technical cooperation. UNECE provides a neutral platform for regional policy dialogue on economic, social and environmental issues among its 56 member countries, which are located in the European Union, non-EU Western and Eastern Europe, South-East Europe, the Caucasus and Central Asia and North America. Its work also includes negotiation of international legal instruments; development of regulations and norms; exchange of best practices and economic and technical expertise and technical cooperation for the countries with economies in transition, as well as through monitoring international commitments in a wide array of areas. These range from trade and economic cooperation, energy, environment, housing and land management, to gender issues, population, statistics, timber, and transport. 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. It promotes technical cooperation with economies in transition, which brings about closer integration of these economies to the world economy and the achievement of sustainable development in the region.

UNECE is committed to the goal of gender equality and assists its Member States in implementing equal rights and opportunities for women and men. In line with its mandate to focus on gender equality in the economic realm, UNECE works on women’s economic empowerment using dual approach. Mainstreaming gender across UNECE areas of work promotes gender perspective in specific activities, such as intergovernmental and expert group meetings to discuss gender sensitive policies for innovation, policies for competitive and knowledge-based economies, for environmental policy, etc. Major area of work is women’s entrepreneurship development as an important pillar for women’s economic empowerment. To this end, special attention is paid to the needs of the countries in South-East Europe, Caucasus and Central Asia to facilitate the creation of a strong private sector where women and men work as equal partners. The Thematic Working Group on Gender and Economy within the United Nations Special Program supports the promotion of women’s entrepreneurship for the Economies of Central Asia (SPECA). UNECE also works to strengthen gender statistics in its Member States and building reliable indicators for gender equality as a condition for coherent and transparent policies towards the achievement of the Sustainable Development Goals.

Website: www.unece.org