

Promoting Female Entrepreneurship (FEMMPACT)

Triangular Cooperation Project for the Development of Entrepreneurship among Young Women in Senegal and Côte d'Ivoire

Context

Female entrepreneurship in Africa has a high potential to contribute to sustainable economic and development. Despite nearly 25% of sub-Saharan African women engaging in entrepreneurship, compared to only 6% in Europe, these women face various challenges, such as:

- Weakness of the entrepreneurial ecosystem;
- Difficult access to financing;
- Difficult access to the market;
- Insufficient networking opportunities;
- Lack of technical training in small and medium-sized enterprise management;
- Constraints related to sociocultural aspects;
- Available support programs not aligning with the realities and needs of female entrepreneurs.

The launch of a triangular cooperation between Germany, Morocco, and West Africa stems from a desire to promote female entrepreneurship in the region by providing young women with projects an ecosystem tailored to their specific needs.

Objective

This triangular cooperation project aims to unite the efforts of the three stakeholders to support female entrepreneurship in West Africa (Senegal and Côte d'Ivoire). The focus is on strengthening the entrepreneurial ecosystem dedicated to women with projects and fostering networking among support structures.

Project	Promoting female entrepreneurship -FEMMPACT
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Project region	Senegal - Cote d'Ivoire
Partner	Agence Marocaine de Coopération Internationale University Mohammed VI polytechnic- Social Innovation Lab
Duration	2024



Project Phases

- **Phase 1:** Training in Morocco for representatives from the incubators of Senegal and Côte d'Ivoire.
- **Phase 2:** Support program for women in Senegal and Côte d'Ivoire by the trained incubators.
- **Phase 3:** Create an African network of incubators.

Field

The program significantly contributes to promoting female entrepreneurship in West Africa by focusing on three key areas:

1) Train the Trainers:

Representatives from 6 Senegalese and Ivorian incubators will benefit from training and experience sharing in Morocco with experts from Morocco and Germany. The overall aim of this measure is to create a system that responds to the specific needs and challenges that female entrepreneurs are facing.

2) Support program for Young Women entrepreneurs:

Empowering young women with projects ideas by enhancing their entrepreneurial skills for the launch of their businesses through training, peer to peer, and networking.

3) Creation of an African Network of Incubators

The project aims to create an African network of incubators to facilitate the exchange of experiences, model replication, and to enhance the dynamism of the African ecosystem.

Expected Results

- Create a framework for enhancing the entrepreneurial skills of young women with projects ideas and capitalize on the model to replicate it other countries.
- Train 12 experts in supporting women with projects ideas.
- Promote female entrepreneurship by enabling 60 women with projects ideas, beneficiaries of the program, to launch their businesses.
- Allow 18 women beneficiaries of the program to dive into the Moroccan ecosystem as part of a learning journey
- Create an African active network of incubators.

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