

## COMMUNICATION ON ENGAGEMENT (COE)

Association for Women's Total Advancement and Development (AWTAD)

### Period covered by this Communication on Engagement:

From: Jan 2020

To: Feb 2021

### Part I. Statement of Continued Support by the Chief Executive or Equivalent

7/3/2021

Dear Esteemed Members of the UN Global Compact,

AWTAD is proud to be a member of the United National Global Compact and I am pleased to confirm its commitment to the UN Global Compact's Ten Principles in the areas of: Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United National Global Compact and we welcome feedback on its contents.

In this Communication of Engagement we describe the actions and activities AWTAD has taken and implemented in order to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely,

Shereen Allam,

Founder & President

## Part II. Description of Actions

AWTAD has joined the UN Global Compact in 2014 and has since then been actively working to implement its principles and ideals in more ways than one:

### **Women Empowerment**

This has been our main activity since our inception – women empowerment. We have had along the years multiple programs supporting women from varied cultural, educational, social and financial levels. Our program of Scale me up worked to support women led businesses to their next growth stage and entrance to bigger markets whether local or international. SHE Leads was another three month program that worked with university students in their final year at college and built a network of mentors and coaches to prep them for their next stage in life and how they can lead their careers and major life decisions that they will face once they graduate. Finally in 2021 we are working with Women with Disabilities and indicatively working towards bringing them skills, links to sustainability and growth through creating replaceable models.

### **Economic Inclusion**

AWTAD encourages the establishment and development initiatives that promote greater economic inclusion of women and this year we added inclusion of women with disabilities. We are concentrating on bringing them sustainability through integration into the value chains of the creative industries and working hand in hand through partnerships with private and public sector to support their inclusion.

This three year project in the governorates of Cairo, Aswan and Fayoum will work to develop models that can really work and not only that will last as long as the program will. We will document that and leave a legacy to other entities of how to replicate the models that succeeded. We will also create lasting links with youth to be the WwD link to the business world, find solutions for challenges that face them when they want to bring about economic inclusions to themselves and their families.

### **Part III. Measurement of Outcomes**

AWTAD has achieved very positive outcomes for our Women and Economic Inclusion projects and this can provide a strong basis for their continuation and growth in the future.

#### **women- Scale Up & ERADA**

- In 12 months , 30 women led companies were supported to present their work internationally and 5% concluded active deals
- In 8 months ERADA managed to recruit 70 WwD and to train 20 in one of the fields of creative industries
- In 4 months concluded 5 partnerships with private sector to train for employability through outsourcing of work to WwD

#### **Economic Inclusion - ERADA**

- Hosted 3 major trainings for 55 WwD in three fields namely embroidery, looming, jewelry making and graphic design.
- Conducted a full market research for WwD and their needs and partners of interest in greater Cairo.
- Signed 3 main agreements with other NGO's and 3 service providers to ensure that WwD have the support in the areas of transportation and outsourcing available to them.

Kindly keep in mind that Covid has limited our activities immensely and we are moving forward with caution and taking all the precautionary measures to ensure the safety of our beneficiaries and partners.