

COMMUNICATION ON ENGAGEMENT (COE)

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

Period covered by this Communication on Engagement:

From: Jan 2021

To: Dec 2023

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

30/12/2023

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 Erada which started in 2020 and will last until 2024 is mainly concerned with the economic empowerment of 360 women with disabilities in three governorates in greater Cairo, Aswan, Fayoum. It has been working with local communities and in every center in each of those governorates. Today we have achieved our target of 360 WwD and they are trained in 12 crafts and we have formed for them 12 production hubs in every governorate.

WwD do not only suffer from one discrimination but has multiple discrimination that keep them distant from reaching opportunities to learn and earn. So with ERADA we managed to bring them inclusion and respect as we trained them to produce top notch products that fit the market needs and can gain them a permanent seat in markets.

Our second signature program that launched in 2022 is Dawayer that is also targeting 100 women but in Sohag and who are entrepreneurs and are ready to grow and scale up. Dawayer works on the value chain of rural tourism and tries to earn women a place in the entrepreneurial scene not only in Sohag but in Egypt and the world. Dawayer will work with female owned businesses to develop themselves, their businesses so that they can be seen and heard in the business world and not remain bottled up in their hometown.

Economic Inclusion

AWTAD encourages the establishment and development initiatives that promote greater economic inclusion of women and has been doing so through two tracks namely the inclusion of women with disabilities and the growth of women entrepreneurs in Sohag in the value chains of rural tourism

We tackled the issue of sustainability through integrating WwD into the value chains of the creative industries by partnering with local development agencies, skilled trainers and web designers, marketers and private sector. Another major partnership is with local designers and suppliers so that we can keep those women linked to designs that are needed by the markets.

This three year project in the governorates of Cairo, Aswan and Fayoum has been working on not only boosting the skills of WwD and getting them to the level of production, but rather we also used tools and methodologies to boost the eco system supporting them as a whole. This was done through training trainers on new methodologies of training crafts that brings WwD to the level of production within a short period. Also we work with other NGO's in each location to boost their abilities to market for the PwD they serve so that market access becomes less of a challenge.

We have also developed 8 curricula for 8 crafts that we used in different governorates and noted in those curricula the adjustments and ways that were used to bring WwD to this high level of production.

What remains to be achieved until mid 2024 is creation of three business hubs that will continue to support PwD in the three governorates and will keep them linked to opportunities to continue to provide women with economic empowerment and sustainability. Those hubs will increase the inclusion of PwD with their surrounding communities and particularly youth as they will be the main power behind this idea.

In addition we have created a commercial brand for WwD to sell their products under called Nafis and will be launching an e commerce site by early next year. This will be the first e commerce dedicated to support the inclusion of PwD in the online trading world and bring them a piece of the huge market available there.

As for Dawayer, we have completed the first stage of training that is offered to Women entrepreneurs in Sohag. This round included 20 businesses divided among 6 sectors namely: heritage crafts, heritage food, agriculture, IT, tourism and hospitality. Those businesses and their female owners will continue to grow through the next stages that will support their product development to match market needs and to help them reach bigger markets through professional campaigns and partnerships.

We also in Dawayer are about to start a round of ToT for local entrepreneurship trainers so that we can create a group of well trained trainers that can sustain the program and help develop female entrepreneurs beyond the 100 women we will tackle. Now we are choosing the next round of 20 businesses and ready to take on the second batch.

We will be opening for those 100 businesses two outlets that can make sure they continue to reach new markets beyond the program and will leave those two outlets functional through a well designed marketing campaign.

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- ERADA/Dawayer/other

- In 3 years we trained and supported 360 disabled women in three governorates and at least 50% of them today are earning a living through their unique hand made.
- In 3 years ERADA managed to recruit 360 WwD and to train them in 12 crafts
- In 3 years ERADA trained 30 trainers in new training methodologies specially tailored for disabilities
- In 3 years ERADA impacted 40 NGOs by raising their skills in marketing
- In 3 years ERADA concluded 60 partnerships with NGO's, private sector, designers, trainers and service providers.
- In 8 months Dawayer conducted 2 studies in Sohag for needs assessment
- In 8 months Dawayer concluded one round of training for 20 female led entrepreneurs in Sohag
- In 8 months Dawayer choose 10 local trainers to train
- In 8 months Dawayer is recruiting second batch of 20 entrepreneurs in Sohag
- In 8 months AWTAD established an office in Sohag
- In 3 years AWTAD delivered with other entities 25 trainings sessions
- In 3 years AWTAD impacted around 1800 lives on different levels

Economic Inclusion - ERADA/Dawayer/Other

- Hosted 60 major trainings for 360 WwD in 12 fields
- Conducted two major market researchs in Sohag to map ecosystem of entrepreneurship and marketable sectors
- Signed 75 main agreements with other NGO's, service providers, private sector, designers and trainers in both programs.
- Held 10 public events
- Held 25 trainings in partnership with other entities and under their own programs
- Held 40 hours of training for women entrepreneurs
- Interviewed around 5000 WwD
- Developed 8 tailored and tested curricula in crafts for WwD
- Supported the selling of products for WwD that raised their income level by 50%

We will continue to provide full support for Women and their economic empowerment through 2025 through Dawayer and until mid 2024 for ERADA. We are currently working on three more programs to achieve more in this track through creative programs that effect innovative change.