

# PILOT PROJECT

## NUMBER 5

### **GPWG Partners with Cherie Blair Foundation's Mentoring Women in Business Program in the Palestine Region.**

To exploit the full potential of SME growth, both women and men must have the opportunity to grow their own businesses. However across the world, women entrepreneurs face particular barriers to setting up and growing their businesses, which is why we are so keen to partner with Cherie Blair's Foundation that targets this particular segment in the market.

A grant of \$10,000 from the Global Partnership for Women and Girls will enable the Cherie Blair Foundation for Women to expand this program into Palestine (Ramallah and Nablus) where women are often unable to have access to the skills needed to grow their own business. The mentoring program currently takes place throughout parts of South Asia, the Middle East & Africa and because of this partnership; Palestinian women will be part of this. In terms of costs, it works out approximately \$850 per mentee.

This ***program provides women with the skills, technology, networks and access to finance that they need to become successful small and growing business owners***, so that they can ***contribute to their economies and have a stronger voice in their societies***. This has direct social benefits for these women, their children, families and communities.

The participants undertake a 12-month, one-to-one mentoring relationship, using the Google-designed web platform and

supporting Google applications. During this 12-month period, mentors and mentees interact for on average one hour every two weeks, with the mentor providing advice and support to mentees in areas ranging from developing a business plan, to sourcing capital. Participants also network with each other through the web platform.

The Mentoring Program compliments the Foundation's Enterprise Development Program, which is launching in November 2012 and will also be expanding its project scope throughout the Middle East. This includes a Business Development Centre in Ramallah, and a project mentoring women entrepreneurs in the Foundation's Fostering Women Entrepreneurs in Nablus. By supporting the Foundation through the funding of the Mentoring Women in Business program, not only are we supporting women entrepreneurs whose mentoring relationship will increase their confidence, capacity and ultimately access to capital, but also our support will continue to catalyze the holistic strategy of the Cherie Blair Foundation for Women programs.

- Expected outcome of the Mentoring Program 1: By 2014, 1,000 mentees have experienced a strong mentoring relationship.
- Expected outcome of the Mentoring Program 2: By 2014, 1,000 mentees demonstrating increased confidence.

Please see this summary video for more information:  
<http://www.youtube.com/watch?v=2tAuzbotHQ8>

*Information on Ramallah and Nablus:*

Ramallah is a Palestinian city in the central West Bank located 10 kilometers (6 miles) north of Jerusalem, with a population of nearly 25,500.

Nablus is a city in the northern West Bank, approximately 63 kilometers (39 mi) north of Jerusalem, with a population of 126,132.