

## CREACT4MED Mapping: Best Practices

Application Number: BP\_36

1. Basic info*	
Email Address	ayah@warrd.co
Title of the Best Practice	Warrd representing the MENA Women Business Club
Name of the Applicant	Dr Ayah Elarief
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	<a href="https://businessclubafrica.com/mena-become-a-member/">https://businessclubafrica.com/mena-become-a-member/</a>
Country	Egypt;Jordan;Lebanon;Morocco;Palestine;Tunisia;Our headquarter is Egypt but we are implementing in the whole Arabic countries on the mediterranean ;
Subsector	Design (software, advertising, architecture, interior design, graphic design, industrial design, fashion);Arts and culture (cultural heritage, gastronomy, visual arts, performing arts, leisure and recreation, crafts);Media (publishing, TV & radio, digital
Category	a) Cultural and creative entrepreneurship;b) Ecosystem enablement;c) Local and regional cooperation;
Year of establishment and duration	1/1/2021
Target group of the BP	Warrd is the legal representative for the MENA Women Business Club, The MENA Women Business Club is sponsored by the United Nations Industrial Development Organization in partnership with the Union for the Mediterranean within the framework of the PWE II Programme funded by the Government of Italy. The aim of the club is to empower females wether they are executives or promising female founders who are seeking awareness, networking, trainings, opportunities for new businesses, introductions, and access to funding.
2. Best Practice Characteristics	
Problem Statement	The Lack of the added value provided when it comes to support for Arabic Women whether executives or founders in networking, access to funding, expansion and global outreach.
Mission Statement & Value proposition	Build a community that Empowers and connects Arabic Executives and Founders leading women in the MENA region and supporting them in their outstanding business journey to rise and shine.

Results and growth	<ol style="list-style-type: none"> <li>1.6000 of network members and expanding</li> <li>2.a quarter meet up that is held in each country chapter which helps connect with the network</li> <li>3.Access to international conferences with for example UNIDO, UFM, UNCTAD where our members are able to attend and its fully funded for them.</li> <li>4.Access to grants where they can apply and get these funds for the credibility of the club</li> <li>5.Access to competitions, 5 of our members were selected from the top 100 best female founders in the MENA region by the IFC and the World bank during the SHE Wins Arabia competition.</li> <li>6.We have a platform that connects all these amazing women online so they connect with each other online.</li> </ol>
Strategy to be financially sustainable	<p>We are a B2C subscription model for direct 478\$ per year and 99\$ for startups</p> <p>We also have a B2b2C model where we get funds to support out startups memberships</p> <p>We relay also on a b2b business model where we do sponsored awareness campaigns through videos, podcasts and trainings that has been conducted heavily in Egypt in last year for example.</p>

**3. Impact (please complete at least 3 of the 6 sub-sections)**

Economic significance	
Replicability and upscaling	<p>We have started this as a gender empowerment:</p> <ol style="list-style-type: none"> <li>1. We started as a small scale in each chapter/country we have and we believe this can be replicated in anywhere else, so we have done it as a small pilot then it expands organically.</li> <li>2. You should take in consideration key influencers in the community who can be ambassadors for the pilots, because a key success in any one of the chapters we have is the ambassador so being a network butterfly is the key to make these chapters succeed with a strong leadership skills.</li> <li>3. Understanding the culture of the community, its very important to understand who are you doing this for, so a group in oasis is not like in upper Egypt is not like in Cairo and all of them are in one country.</li> </ol>
Employment generation	<p>We were able to increase the job generation by 34% than before they have joined the club.</p>
Inclusiveness	<p>We have been working as i said earlier with women, so we work with different types of women and this is what we provide them:</p> <ol style="list-style-type: none"> <li>1.The Executives: Networking, training, exposure, steps on how to get promoted</li> <li>2.Female founders: Networking, Access to funding, Expansion, Mentoring</li> <li>3.Undergraduates: Awareness, Trainings, Access to competitions</li> <li>4.School Students: Awareness, Trainings</li> </ol>

Social impact	
Innovation	<p>We have launched a platform where we have all our members inside it and we do online matchmaking for them and also through it if the member is traveling to another country and needs introduction we can get him introduced during his stays abroad.</p> <p>You can check it through:  <a href="https://play.google.com/store/apps/details?id=com.businessclubafrica.app&amp;hl=en&amp;gl=US">https://play.google.com/store/apps/details?id=com.businessclubafrica.app&amp;hl=en&amp;gl=US</a></p>
Environmental sustainability	
<b>4. Challenges and lessons learned</b>	
Challenges	<p>Access to funds for supporting the startups we have.</p> <p>The ability to reach rural communities and aware the women of the importance of the digital importance and how to use the platform on a smartphone, we have great ideas in our community made by women but they lack the exposure, and how to present themselves, I once met a woman who traveled to another city where I was judge on one of the competitions, she traveled to another city to get connected to the internet and present her startup.</p>
Lessons learned	<ol style="list-style-type: none"> <li>1. Understand your community.</li> <li>2. Choose the right donors for your projects, some donors will pay you money but will give you a pain in the a** if you didn't comply with their rules, and the thing is, it's important to think of the women who are receiving these funds and support and what they need and we should make the rules more flexible to their needs.</li> <li>3. You have to have some key players in your community who will give you advantage in networking</li> <li>4. Partnership with the government, it will give you credibility.</li> <li>5. Partnership with an operation company as we did with Warrd to help us with the content, and education materials.</li> </ol>
<b>5. Demographic Information</b>	
Is the organization led by a woman?	Yes
What age is the lead of the organization?	Over 35 years old