

Enterprise Development Programme



About

The Enterprise Development Programme works with women entrepreneurs in developing and emerging markets who have the ambition to transform their small businesses into thriving enterprises. Working in partnership with financial institutions and local organisations, we develop and deliver tailored business training and services to equip women entrepreneurs with the tools they need to become successful business owners.

Our unique model delivers support to women in three phases:



Intensive
business
training



Business coaching



Business development
services

In addition to our enterprise development model, we are committed to advocating for the support of women's entrepreneurship worldwide. We carry out research and evaluation on the impact of our projects and share our learnings with the international development community. We also lead discussions on women's enterprise in high-level conferences and forums internationally in order to foster cross-organisational learning and collaboration.

Financial inclusion

We recognise that access to finance is one of the key facilitators of business growth, so the Foundation puts a special emphasis on financial inclusion within our training model and advocacy efforts. Women around the world face a number of barriers to accessing financial services, such as savings and credit. There is a reluctance on the part of financial institutions to view women as an attractive market and develop specific products for them. Limited financial literacy and business management skills as well as restrictive social and legal norms also make it difficult for women to access formal finance.

We work to increase women's financial inclusion by:



Enhancing
women's financial
literacy skills



Encouraging
financial institutions
to develop products
and services tailored to
women



Facilitating linkages
between financial
institutions and
women entrepreneurs

The facts



Abir Mazloum Baalbak
Garden store owner, Lebanon

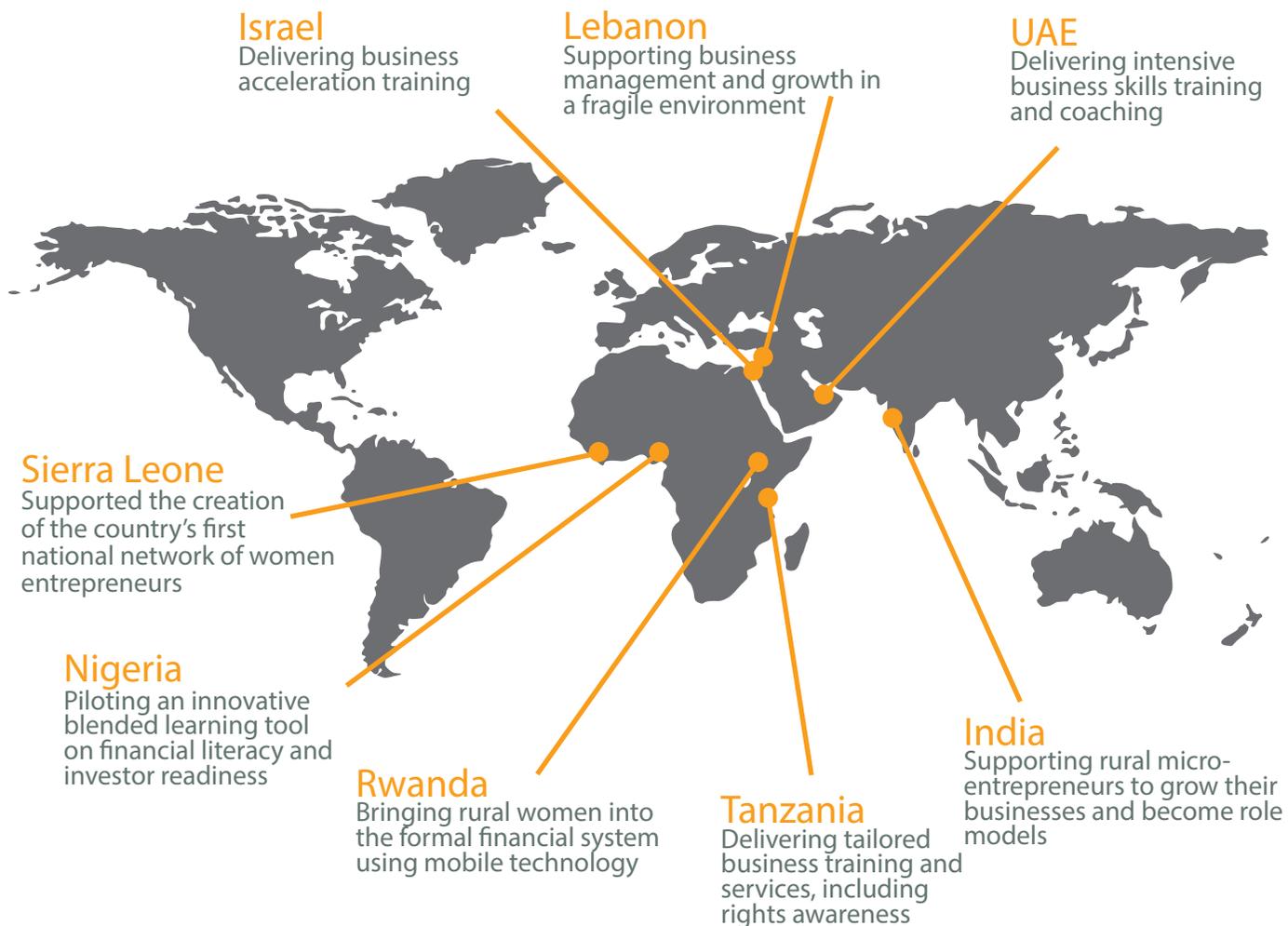
- Women's labour force participation has dropped from 57% to 55% globally over the past two decades, despite strong evidence that women's economic participation benefits families, communities, and economies.
- It is estimated that 70% of women-led small and medium enterprises are unserved or underserved financially.
- Two billion adults across the world do not have access to a bank account, the majority of whom are women.
- Women entrepreneurs receive informal financial support more often than support from formal financial institutions. In Nigeria, for example, 42% of women's finance requirements are met by informal sources such as family and friends, and only 2% are met by formal institutions.

"Entrepreneurship is one of the key drivers of economic growth, and yet there is a lack of structural support for women entrepreneurs around the world. By focusing efforts on delivering tailored training for women entrepreneurs, we aim to help fill this gap and enhance development."

Camilla Drejer, Director of Corporate Citizenship Accenture UK and Ireland, partner of one of our Enterprise Development projects

Our work

To date, we have reached over **12,000** women entrepreneurs across Africa, Asia and the Middle East, using new and innovative ways to foster women's economic empowerment.



Join us

Find out more about our Enterprise Development Programme and help us support more women entrepreneurs across the world.

www.cherieblairfoundation.org/enterprise

Success story

In 2012, Jovita, based in Tanzania, decided to launch her own business selling soap to her close neighbours. Eager to make her new venture a success, Jovita joined our enterprise training programme. Acting on the advice she had been given during the training she immediately registered her business with a government organisation. This opened up many doors, including entrance to Dar es Salaam's annual international trade fair. Here she reached new customers and sold over two million shillings' worth of soap.

Demand for Jovita's products has now spread outside Tanzania: she has received large orders from neighbouring Zambia and the Congo. Jovita now plans to take out a bank loan to finance the cost of a delivery vehicle and a driver. "Before the training, I was so scared of taking out a loan, even a small one," she explains. "But the training taught me about loans and record keeping. I am confident that even if I take out a big loan, I am able to repay it because the business is there." Jovita also plans to open her own soap-making factory and create jobs for people in her local community.



Jovita Masanyika
Founder of Jonoma Products, a cleaning products company, Tanzania

About the Foundation

We invest in women entrepreneurs in developing and emerging markets so they can build and expand their businesses – and in doing so benefit not only themselves but also their families and communities. As a charitable foundation, we take a hands-on collaborative approach, working in partnership with non-profit organisations, corporations and government bodies. We develop projects with sustainable solutions to the challenges women entrepreneurs face, providing business skills, technology, networks and access to capital through three programmes: Enterprise Development, Mentoring and Mobile Technology.

“Giving women the chance to become financially independent and make the most of their talents is the key to higher living standards and stronger economies.”



Cherie Blair, Founder

Cherie Blair Foundation for Women

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