



# EMPOWERING WOMEN AND IMPROVING LIVELIHOODS



World Food  
Programme

SAVING  
LIVES  
CHANGING  
LIVES



**The United Nations World Food Programme (WFP)** is the world's largest humanitarian organization, saving lives in emergencies and using **food assistance** to build a pathway to **peace, stability** and **prosperity** for people recovering from **conflict and disasters** and **the impact of climate change**. This is in addition to helping individuals and communities find **life-changing solutions to the multiple challenges they face in building better futures**.



#### Four Cross-Cutting Priorities:

1. Protection & Accountability to Affected Populations
2. Gender Equality & Women's Empowerment
3. Environmental Sustainability
4. Nutrition Integration



#### WFP is a major supporter of women empowerment

WFP programmes support women by:

- Building Women's Business and Vocational Skills
- Provision of Micro-loans
- Social and Behavioural Change Communication
- Strengthening National Capacities



## BUILDING WOMEN'S BUSINESS SKILLS

# SHE CAN!

WFP's "She Can" women economic empowerment programme has supported about **70,000 women** with trainings and revolving micro-loans, increasing their **household income by 50 percent**.

Women who are targeted by the 'She Can' programme are mostly beneficiaries of the national cash assistance safety net programme 'Takaful and Karama', or those who were rejected with high eligibility scores.

Priority is also given to women residing in villages that are part of the national rural development project 'Hayah Karima'.

A local tailored gender-sensitive training package is provided to participating women on business management, marketing, gender, in addition to vocational training that considers local market dynamics and resources. The provided trainings are proven to have a strengthened rural women's leadership skills and self-confidence.



# MICRO-LOANS

Upon successful completion of the business skills and vocational trainings, interested women apply for micro-loans to start their own income-generation projects. Selection is based on eligibility criteria; socio-economic profiling and I-score check. The loans are designed in different packages that range from US\$200 to US\$600 at an interest rate of 8-10 percent annually.

An eligible woman signs a lending contract with the NGO and a guarantor is required. The woman repays the loan with interest to the NGO in monthly instalments over an agreed period of time. Once repaid, the NGO recycles this capital to new women in need, governed by a lending policies and procedures manual developed by WFP and the Ministry of Social Solidarity (MOSS) in coherence with the Financial Regulatory Authority regulations.



Working in rural communities, WFP establishes sun-drying units, employing only women to encourage their economic empowerment.



## From Humble Beginnings to a Flourishing Business: A Story of Resilience and Expansion

Ghada's life took an unexpected turn during a regular day of school pick-up. As she waited for her son, she overheard of a training programme offered to women interested in starting their own business. Deciding to take the leap, Ghada enrolled into WFP's entrepreneurial training, learning how to make at-home liquid soap. She started small, making few quantities and using tree branches to mix. Neighbours loved her products; she seemed to unlock a gap in the local market!

Through word of mouth, the demand on her products began to double and triple. Her husband proved to be a great pillar of support, venturing out her products to restaurants across Aswan in Upper Egypt, allowing production to jump from 30 gallons to 120 gallons of soap in just a matter of months.

Nevertheless, COVID-19 struck hardship, shutting the doors of many restaurants, threatening Ghada's main source of sales and income. Undeterred, she decided to explore other avenues, promoting her products on WhatsApp groups, offering free delivery, and eliminating minimum orders. Continuing to support, her husband delivered and helped produce soap due to Ghada's rheumatoid arthritis.

Customers soon began requesting additional cleaning products, forcing Ghada to seek support from other local producers, who mocked and ignored her. Continuing to persevere, Ghada turned to online tutorials, learning to make laundry detergents, stain removers, and various cleaning supplies.

Ghada and her husband now dream of expanding their products beyond Aswan. Ghada's journey, from humble beginnings to brand aspirations, is a testament to the power of family and resilience.



# IMPACT OF THE PROGRAMME

According to assessments and monitoring by WFP and partners, 'She Can' has enabled women to feel empowered within their households and their communities. The income-generation projects that women started **increased their income by 30-50 percent**, created job opportunities for at least one person other than the project owner in 35 percent of the cases, and contributed to the regularity of the households' income.

Additionally, **81 percent of supported women felt more financially secure** after running their projects and indicated improved living conditions of their families, **including an increase in total food consumption for 59 percent of families**. Women also benefited from increased knowledge, perception of self-worth and confidence.

The effect of the programme on children's education is also strongly visible, ultimately **reducing risks of early marriage, child labour and irregular migration**.



In 2019, the WFP Egypt Country Office won the WFP Global Innovation Award for the 'She Can' initiative and the first of its kind ShareTheMeal campaign.





 <https://www.wfp.org/countries/egypt>  
 [WFP | WFP MENA](#)  
 [WorldFoodProgramme | WFPMENA](#)  
 [WFP\\_Egypt | wfp\\_egypt](#)