ADVOCACY CAMPAIGN
FOR ENCOURAGING FEMALE ENTREPRENEURS TO JOIN THE OFFICIAL MARKET IN LIBYA

Coordinating association
Jusoor Center for Studies and Development - Libya

Partner association
Gender Alternatives Foundation (GAF) – Bulgaria

Targeted areas
Benghazi (East), Tripoli (West), Yefren (Amazigh area in Mountain) and Sabha (South) - Libya.

Context
In Libya, most of female-owned businesses and startups are not officially registered. Women often prefer social media and online-based outlets to promote their businesses, in order to avoid government’s registration fees and the complicated tax system currently in place in Libya. By staying in the shadow economy, women’s economic potential remains unrecognized, and they miss the chance of having access to different types of economic support, such as credits or loans that could help them have more sustainable and successful businesses and enterprises.

Objective
To raise the lawmakers and the government’s awareness regarding the importance of creating an adequate and gender-friendly business environment, by encouraging women to register their businesses officially in Libya, and to promote incentives in order to facilitate women’s inclusion in the economic growth.

Activities
The campaign consists in a variety of activities, including the publication of a research paper on unofficial female-owned business and startups; focus group discussions with female unofficial business-owners to explore the challenges which they face; a round table with experts and relevant stakeholders with the aim to prepare recommendations for a decree facilitating the registration of women’s businesses and appointments to present them to the official authorities. All these activities will be disseminated in key media and social media outlets in Libya, in collaboration with different civil society organizations, and the Small and Medium Enterprises National Program.

Start date
March 2017

Link for more information
https://www.facebook.com/jusoorLY/

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