



International
Labour
Organization

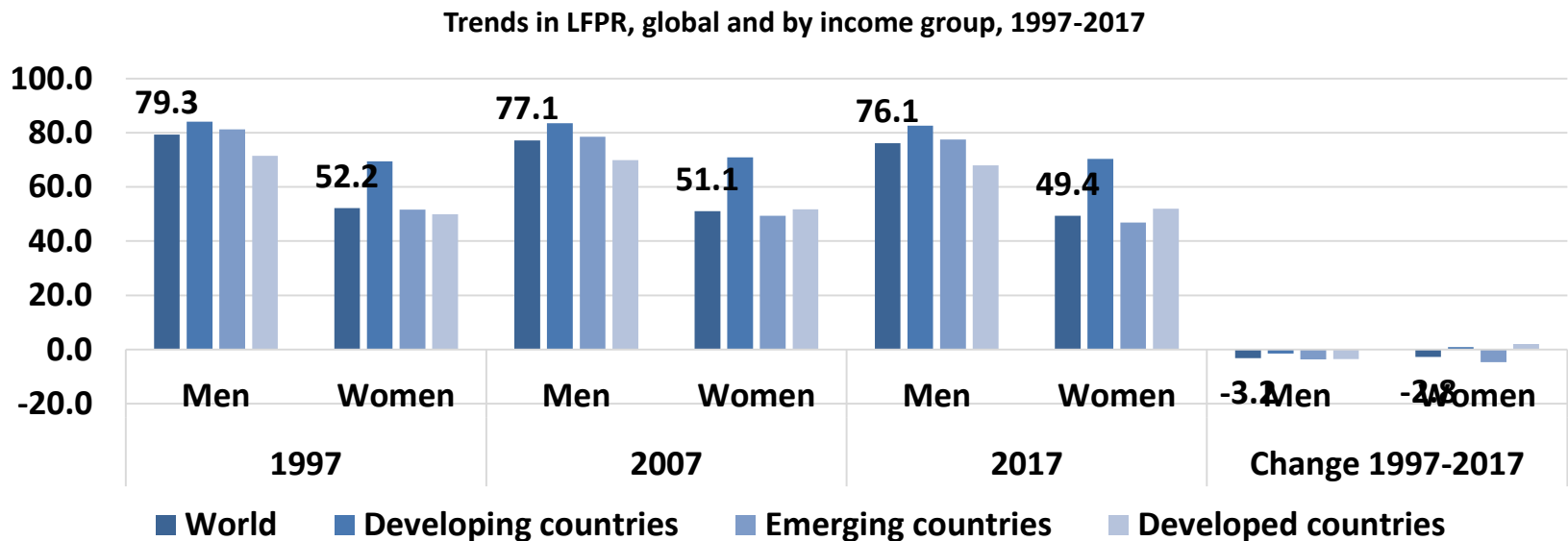
Attitudes and norms on women's employment in MENA

Drew Gardiner

ILO Youth Employment Specialist

LFPR gap remains almost unchanged in last decade, increasing in some regions

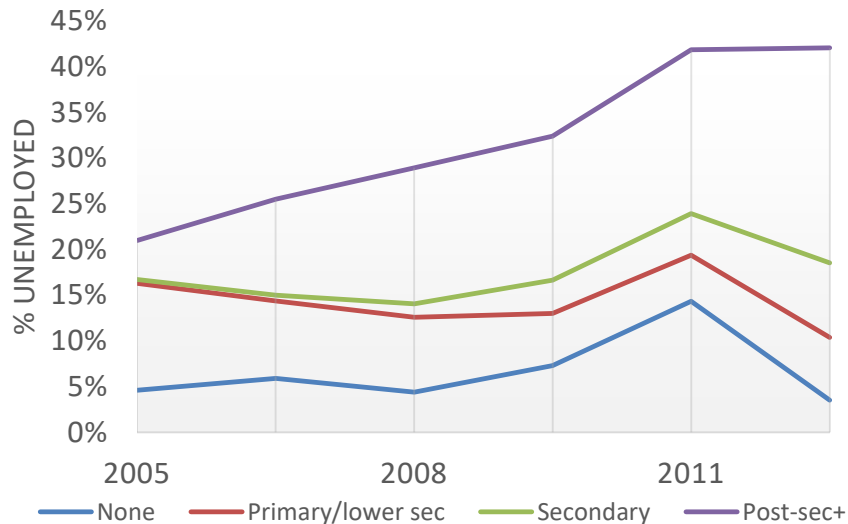
- Women's LFPR lags behind men's (49.4% vs. M 76.1% globally).



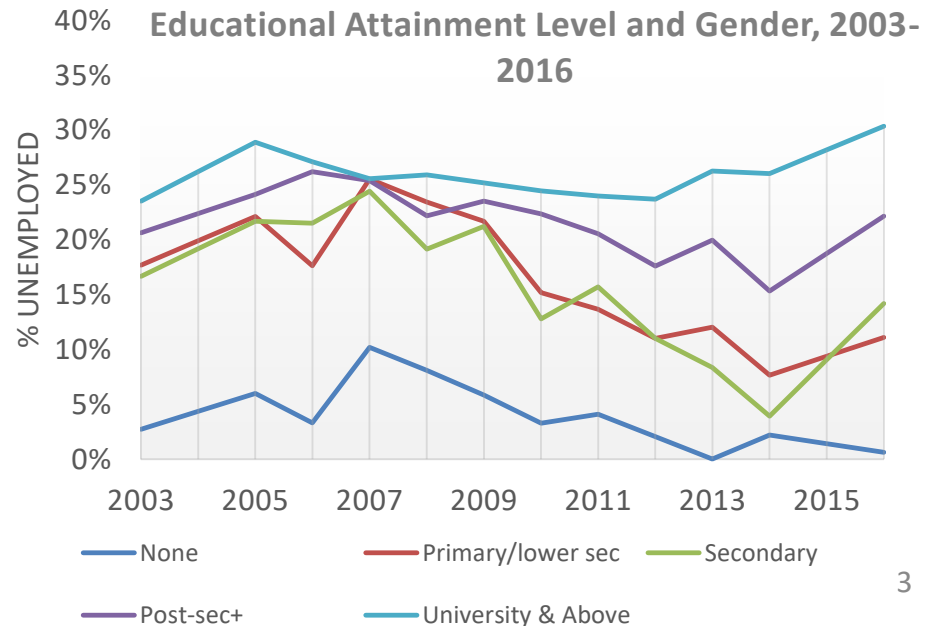
MENA gender paradox

- Female labour participation rate around 21%, lowest in the world, and rising very slowly
- Female youth unemployment rates (40-45%) and female/male unemployment rates (1.8-2) highest in the world, rising, associated with higher education
- Despite closing, and even reverting, gender gap in education, delay in age at marriage, fertility decline: conducive labour supply factors

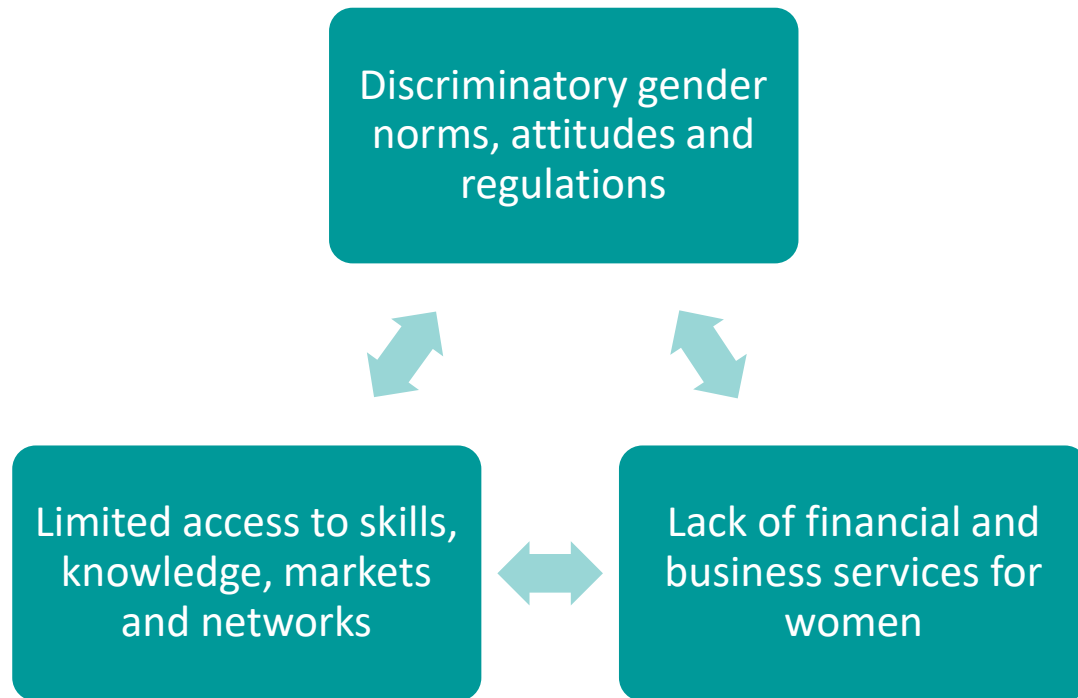
Tunisia: Unemployment Rates by Educational Attainment Level and Gender, 2005-2013



Unemployment Rates for Jordanians by Educational Attainment Level and Gender, 2003-2016

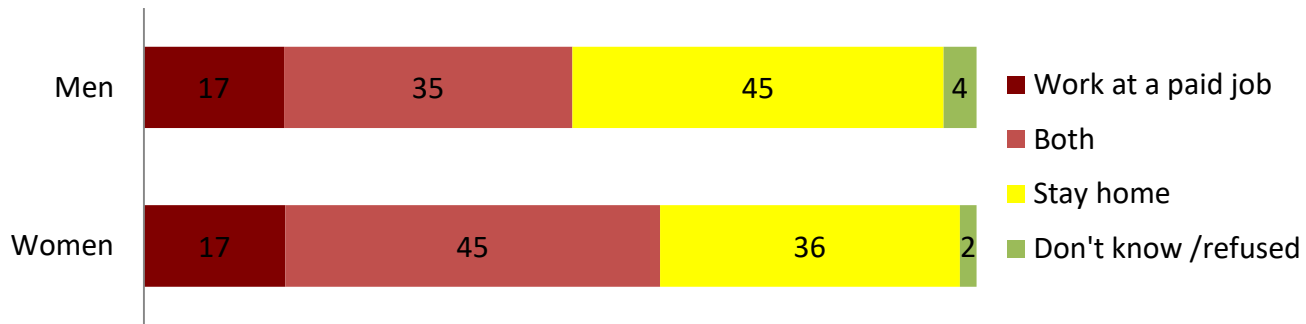


Key constraints

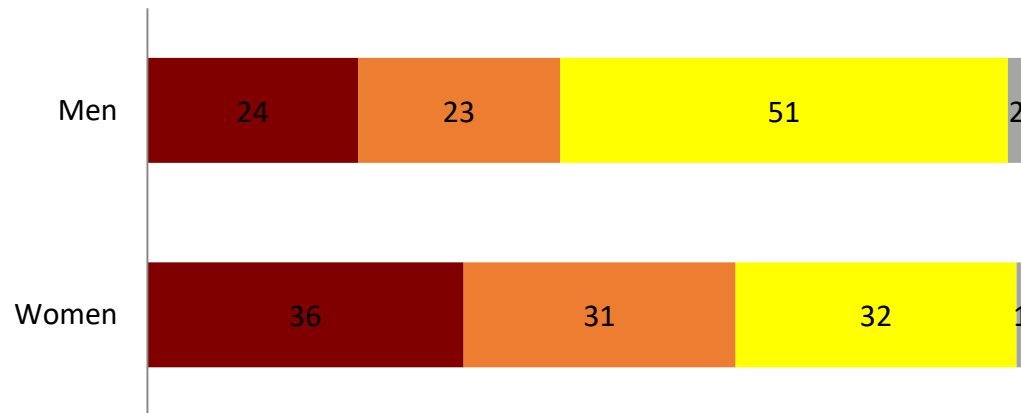


Preference for women to work at a paid job, stay home or both

Middle East



North Africa





WWW.ELMASHROU3.TV



Making entrepreneurs the heroes of Egypt's new generation

WHAT IS EL MASHROU3?



PART SERIES

On largest Egyptian Network



PRIME TIME

Reality TV competition



14 YOUNG ENTREPRENEURS

From all over Egypt



TOOLS AND RESOURCES

Linking viewers and aspiring entrepreneurs to tools and resources from the entrepreneurship ecosystem.



Research design

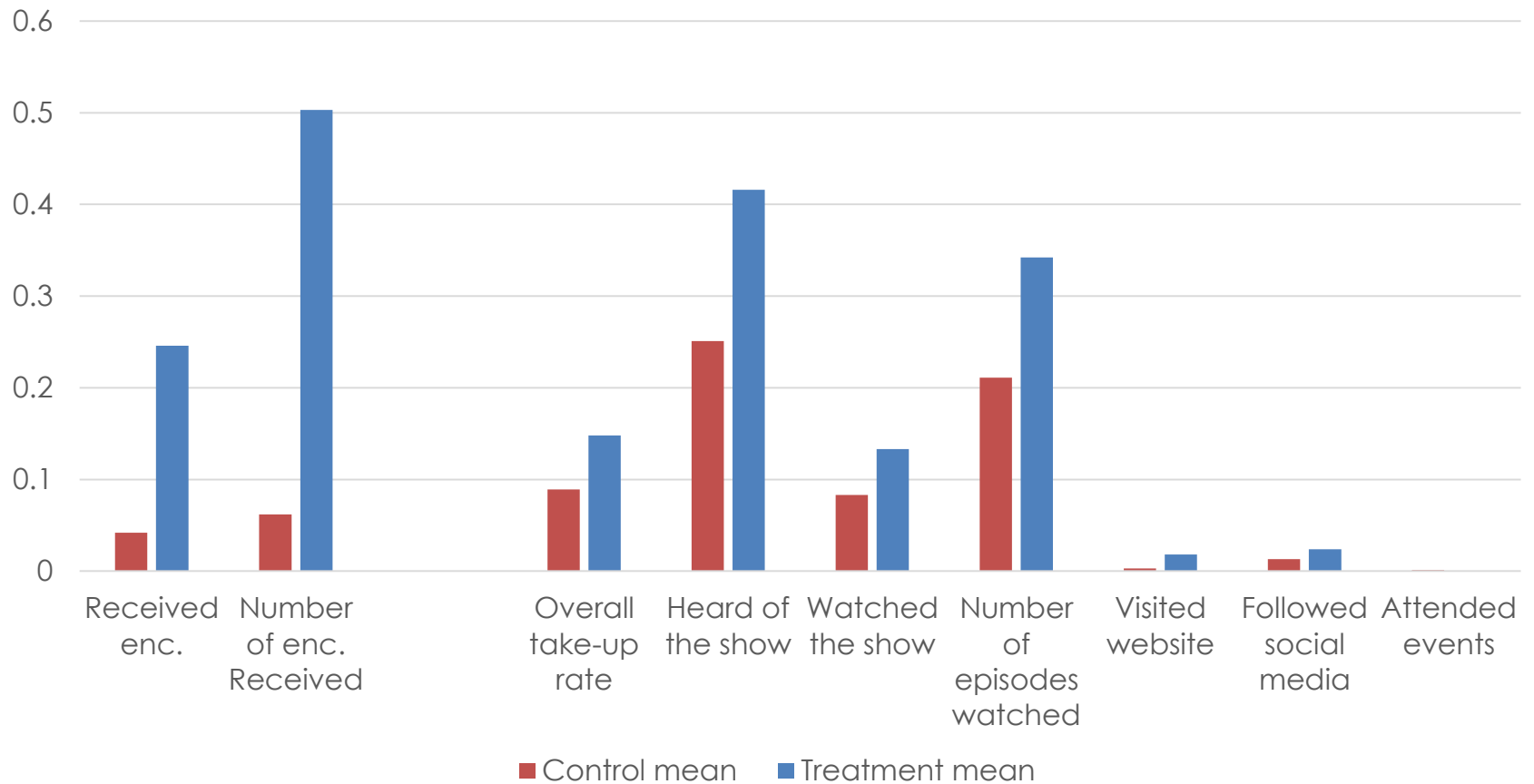
RCT using encouragements: text messages – close to Berg & Zia (2013)

- 12-18 months after end of show
- Spillover: effects on peers

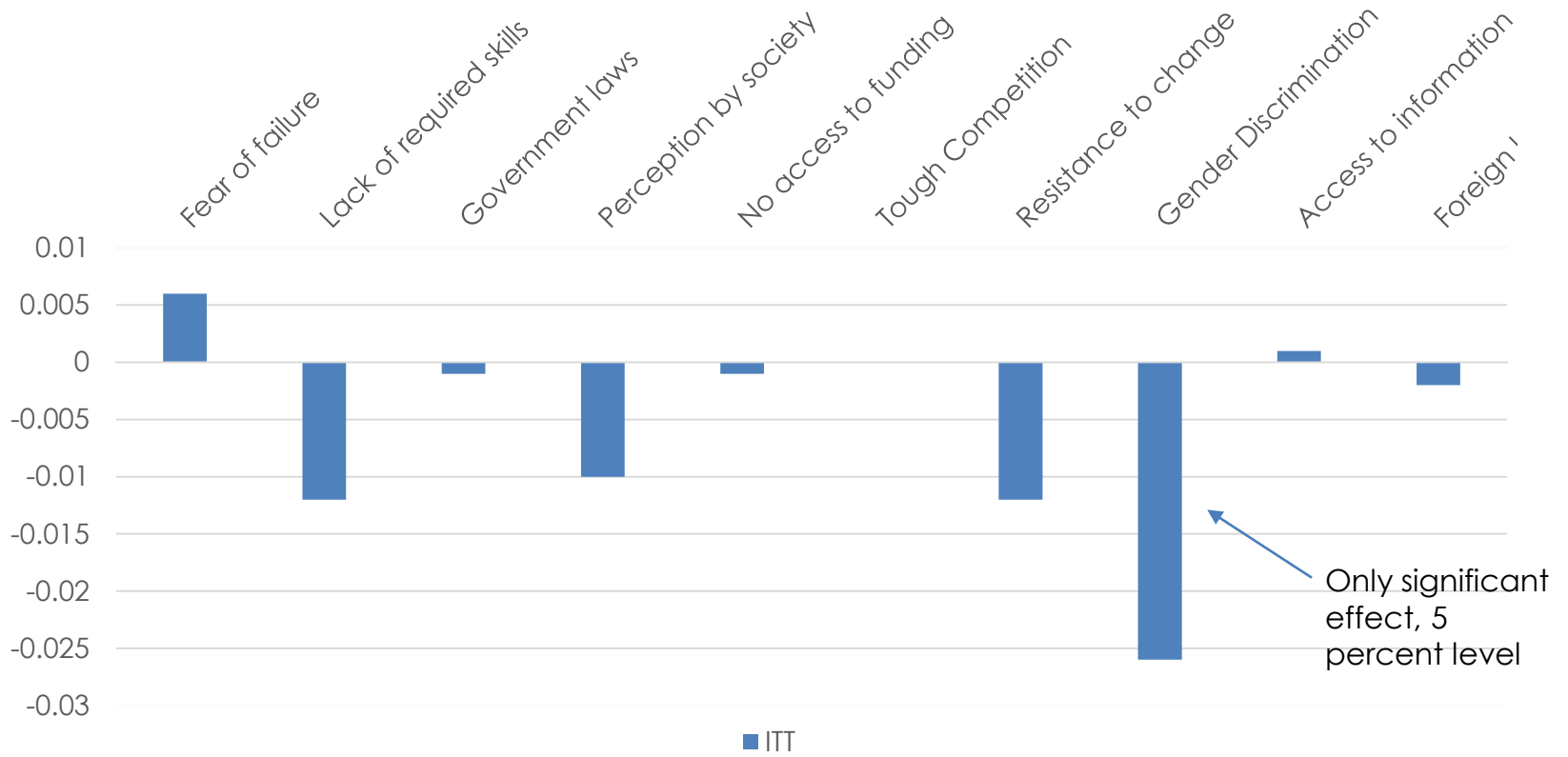
Outcomes of interest

- Youth involvement
- Youth aspirations
- Origin of youth aspirations
- Knowledge about entrepreneurship
- Perceived barriers in creating a business
- Opinion about entrepreneurship

Take-up



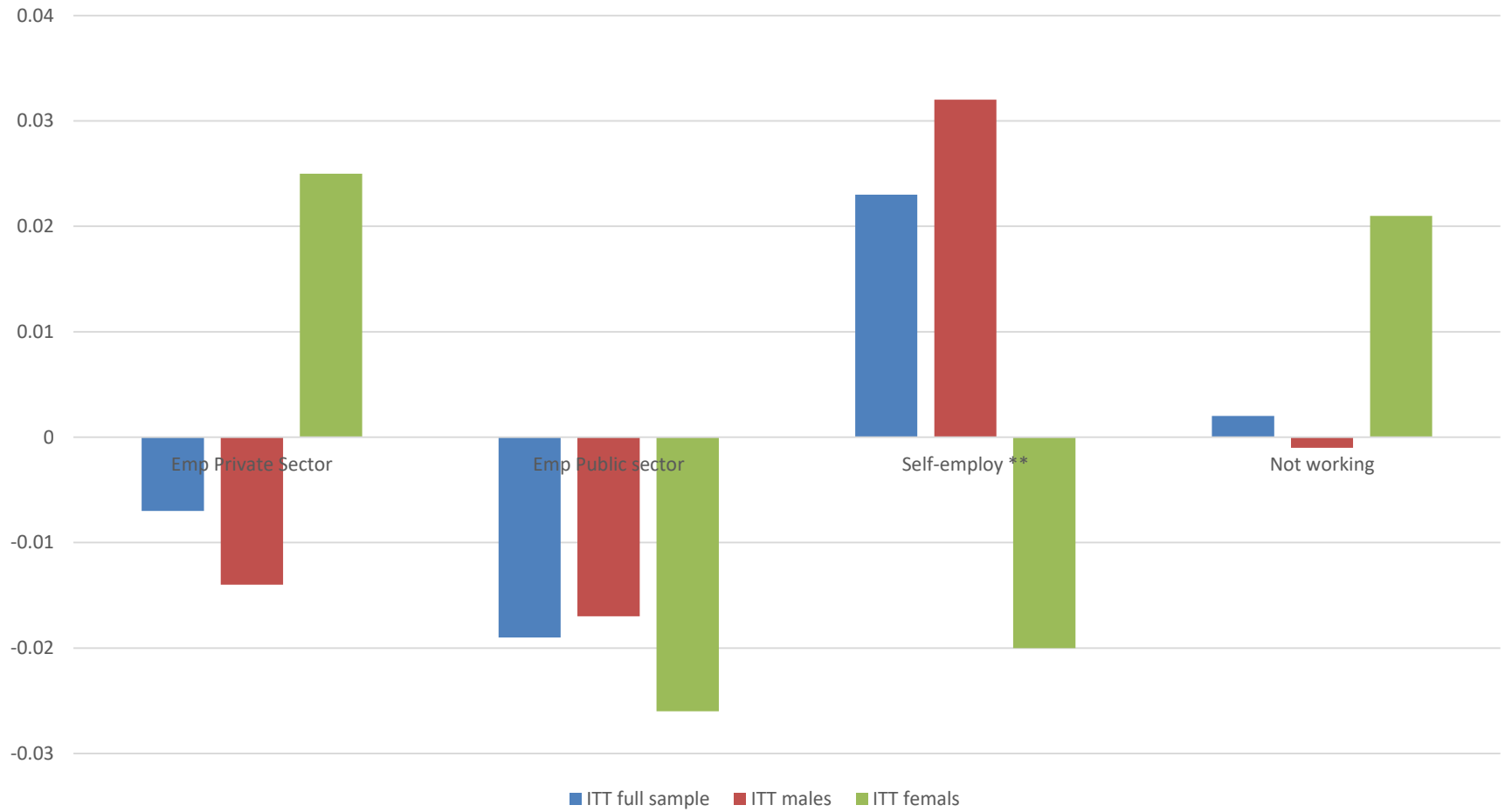
Perception effects



Opinions on women self-employment

	Perception of the level of gender discrimination as a barrier to starting a business		It is possible for women to successfully run their own business.		When jobs are scarce men should have more rights to a job than women		A university education is more important for a boy than for a girl	
G1	-0.041*** (0.010)	0.000	0.047*** (0.015)	0.002	0.003 (0.015)	0.843	-0.006 (0.013)	0.634
G2	-0.035** (0.016)	0.028	0.024 (0.026)	0.359	-0.017 (0.024)	0.466	0.010 (0.021)	0.637
G3	-0.024 (0.016)	0.135	0.006 (0.026)	0.823	-0.034 (0.023)	0.147	0.002 (0.021)	0.941
Control mean	0.490		0.567		0.703		0.193	
s.d.	0.301		0.496		0.456		0.395	

Effects on aspirations



Policy pillars to promote opportunities for women in the labour force

Supply and demand-side interventions required, need to influence social norms about gender roles

Create more jobs
which women can
access

Improve access to
quality education
& skills

Reduce women's
time burden

Improve transport
and infrastructure

Strengthen legal
rights and
protection

Enhance
measurement of
women's work