



# MED MSMEs

Policies for inclusive growth

THIS PROGRAMME IS FUNDED BY THE EUROPEAN UNION



Support to an Enabling Business Environment for MSMEs Development & Financial Inclusion



## Presenting a FinTech in Gender Lens Action Plan

Enabling a gender-responsive ecosystem toward inclusion

June 05, 2023

**Tabadool**



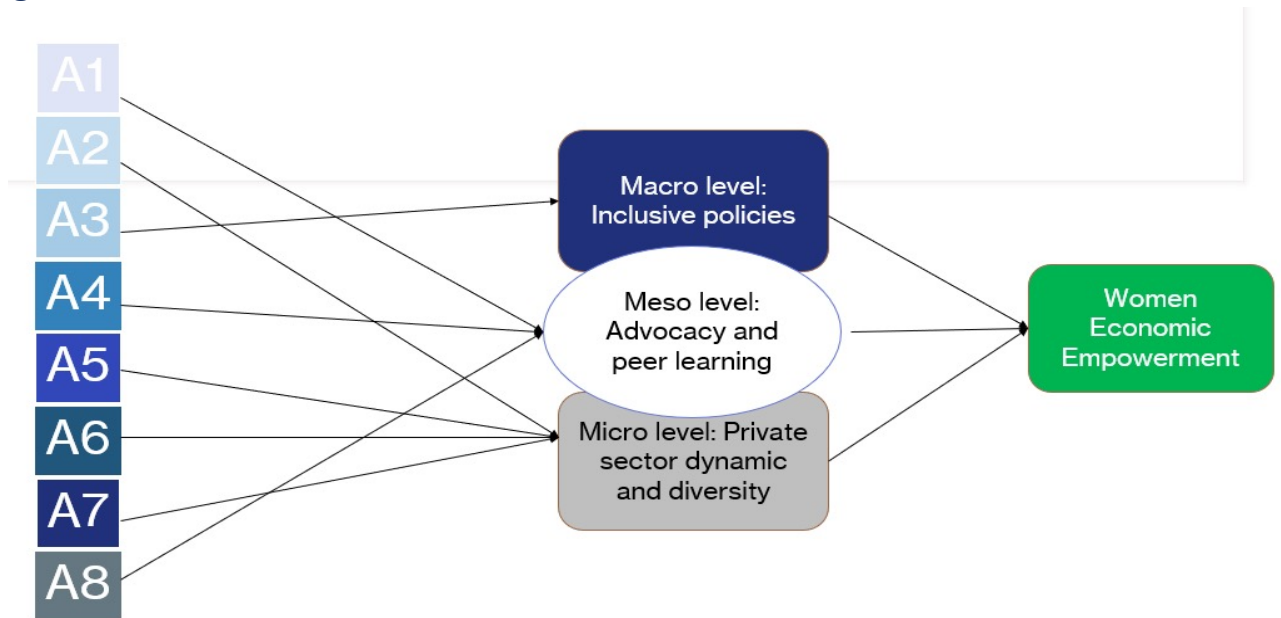
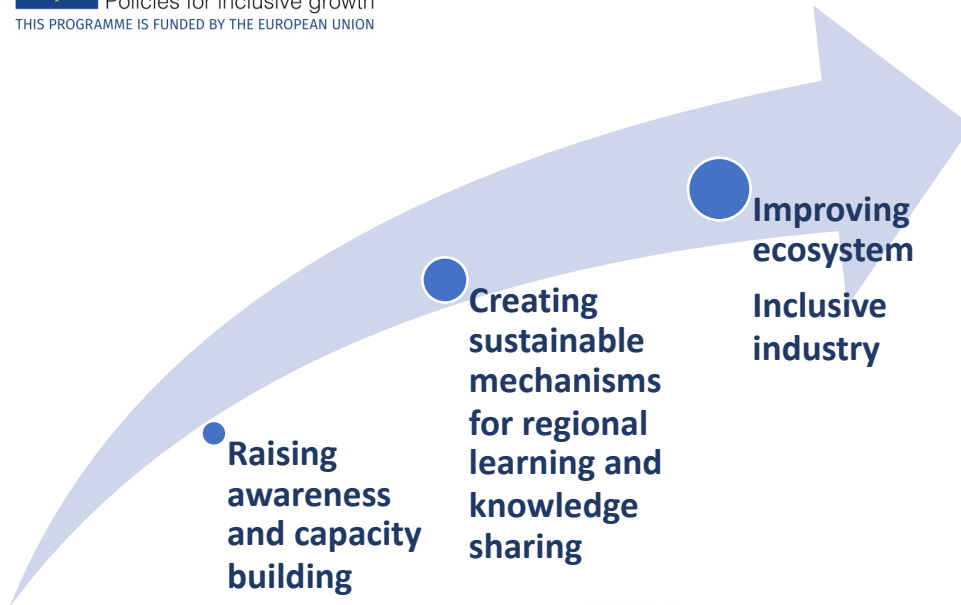
## *FGL-AP overview*



# Process and milestone

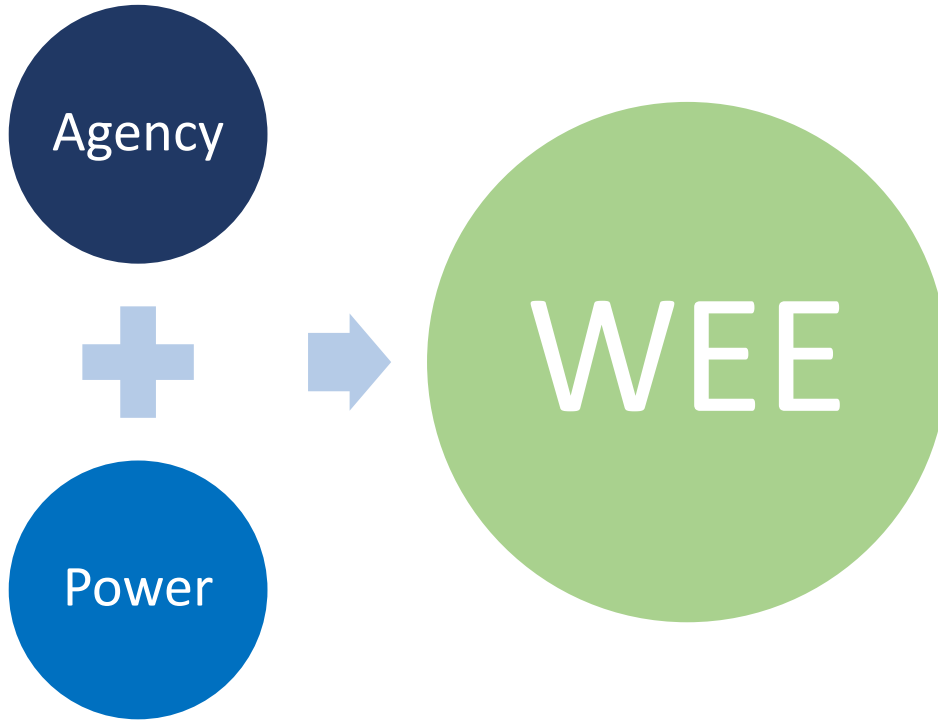


# Action plan rationale



# Approach

## *Women's Economic Empowerment*



# Networking – the place of women’s association

Women in FinTech –  
Central Bank of Bahrain



FinTech ladies -  
Germany



GLOBAL  
ASSOCIATION of  
**WOMEN** in  
*payments*



**EWPN**  
MAKING DIVERSITY MATTER IN FINTECH

African  
Women  
in Fintech  
& Payments



# FGL-AP Dashboard



1,4,5,8,9,10 and 17

SDGs



Women associations  
Policymakers  
Private sector  
Researcher and universities

Beneficiaries



Budget

k€ 273 580

Working days SE

189

Working days JE

10

Euro-Med Region



Value	Actions	SDGs
Advocacy, Awareness, and Networking	A 1. A2. A4.	5 GENDER EQUALITY, 10 REDUCED INEQUALITIES
Inclusive policies and Regulation	A 3.	8 DECENT WORK AND ECONOMIC GROWTH, 1 NO POVERTY
Private sector dynamic and engagement	A 5. A 6.	9 INDUSTRY INNOVATION AND INFRASTRUCTURE
Scientific research for inclusion, Technology transfer and Regional peer learning	A 7. A 8.	4 QUALITY EDUCATION, 17 PARTNERSHIPS FOR THE GOALS



## *Actions' mission and role*





A1	A2	A3	A4
<p data-bbox="170 224 508 342">Euro-Med Network for Women in Fintech (EMNWF)</p> <p data-bbox="146 483 531 733">Network of women in business associations that will play the role of advocacy to support the place of women in FinTech in the region.</p> <p data-bbox="146 788 374 820"><b>Role:</b> Advocacy</p>	<p data-bbox="587 224 921 342">Mainstreaming the gender lens in FinTech conferences</p> <p data-bbox="562 483 946 602">Scheduling panels for women in FinTech in the region.</p> <p data-bbox="562 788 946 995"><b>Role:</b> Space to inform about success stories, progress, and barriers and foster regional learning</p>	<p data-bbox="1000 224 1342 387">Inclusive policies Gender Transformative approach tools and Practices</p> <p data-bbox="977 483 1362 602">Capacity building for gender transformative approach.</p> <p data-bbox="977 788 1362 995"><b>Role:</b> Supporting the creation of inclusive policies that use transformative approaches.</p>	<p data-bbox="1410 224 1769 342">Strengthening Women's Business Associations Skills</p> <p data-bbox="1394 483 1779 602">Capacity building: women in FinTech as active stakeholders.</p> <p data-bbox="1394 788 1779 1040"><b>Role:</b> Equip women with the skills and knowledge they need to participate in/and strengthen the FinTech industry in the region.</p>



A5	A6	A7	A8
<p>The Euro-Med award of FinTech services for women</p> <p>Private sector's involvement in developing FinTech services that cater to women's specific needs.</p> <p><b>Role:</b> Orienting some of the private sector efforts toward tailoring women's FinTech services.</p>	<p>Toolkit "she invests in FinTech."</p> <p>Provides practical guidance that summarizes the needed steps to invest in FinTech</p> <p><b>Role:</b> clarifying procedures and encouraging women to invest in FinTech</p>	<p>Research and innovation</p> <p>Creating regional scientific research dynamic /multidisciplinary that can develop inclusive innovative solutions for FinTech.</p> <p><b>Role:</b> fostering regional innovation, intelligence and knowledge transfer.</p>	<p>Euro-Med platform for FinTech and Inclusion</p> <p>Inform about regional dynamics, initiatives, programmes and success stories and generate regional indicators covering investment and inclusion aspects</p> <p><b>Role:</b> peer-to-peer learning, networking.</p>

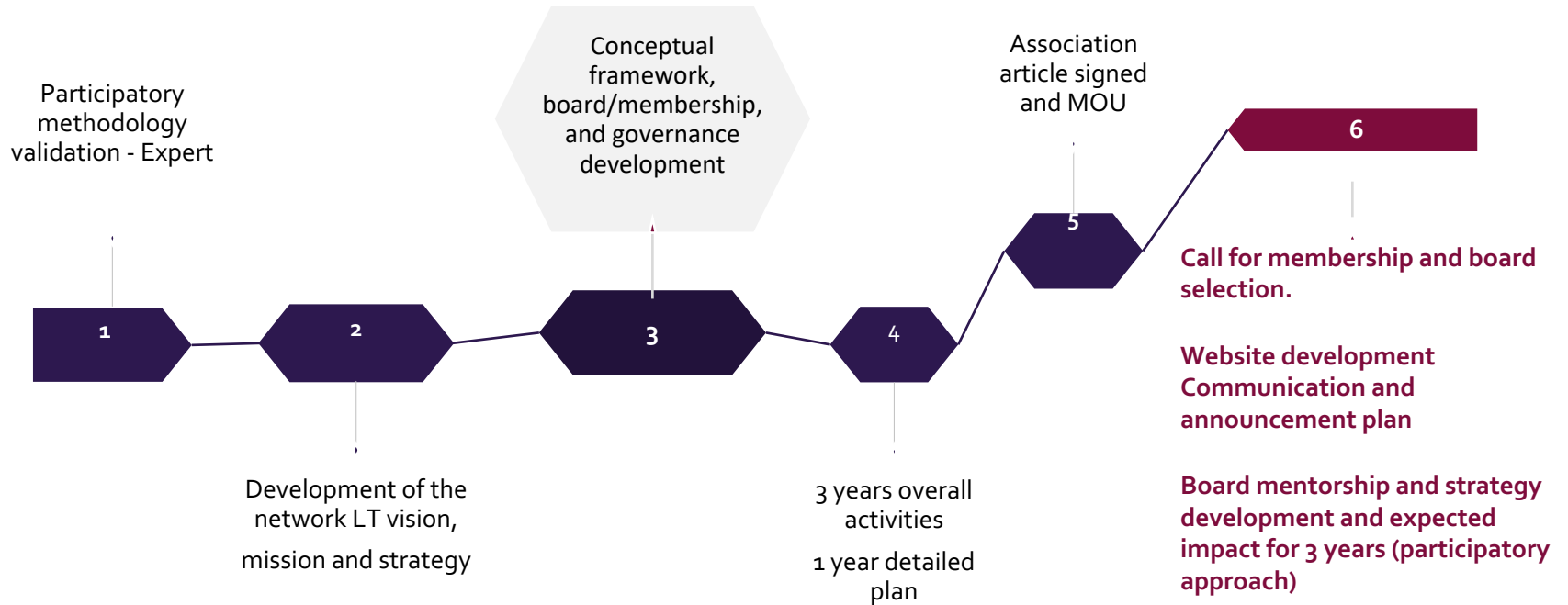


## *Implementation and milestones*



# Action 1. Milestones

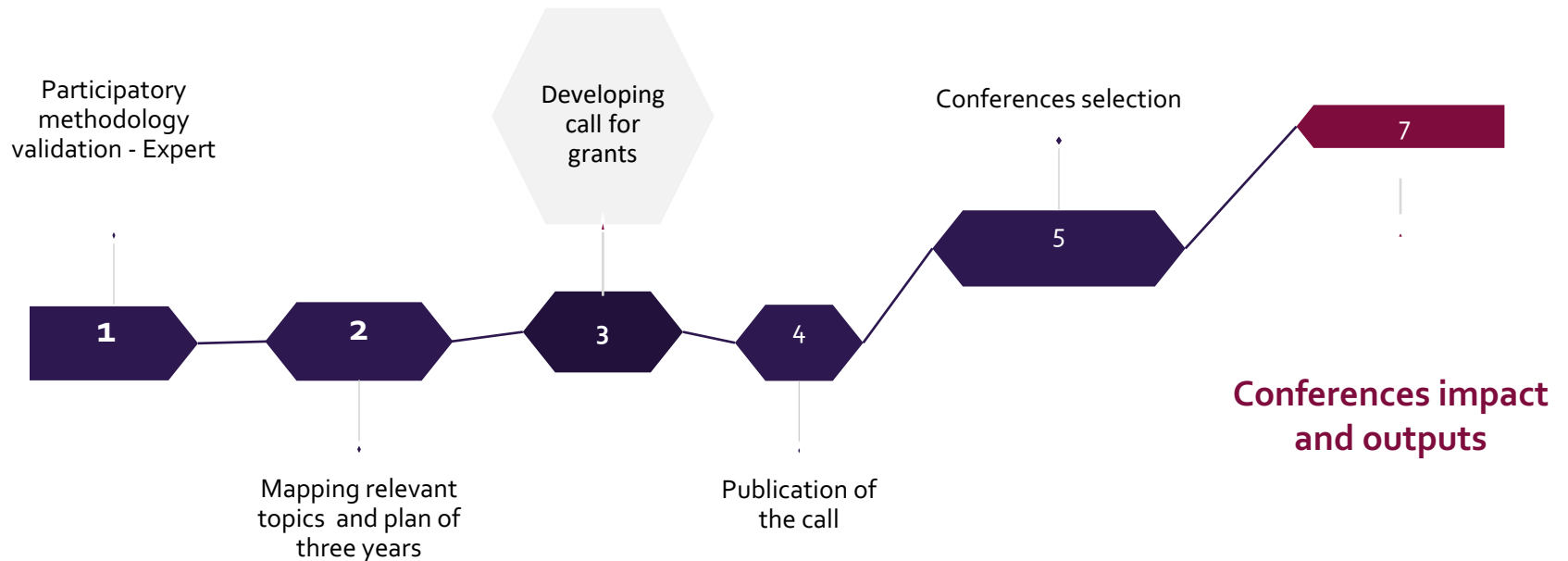
- Budget 27 working days (17 working days senior expert (Management) + 10 working days junior IT expert)  
Resourcing of the first-year activities with a minimum of k€ 50 to ensure momentum.



Euro-Med Network for  
Women in Fintech  
(EMNWF)



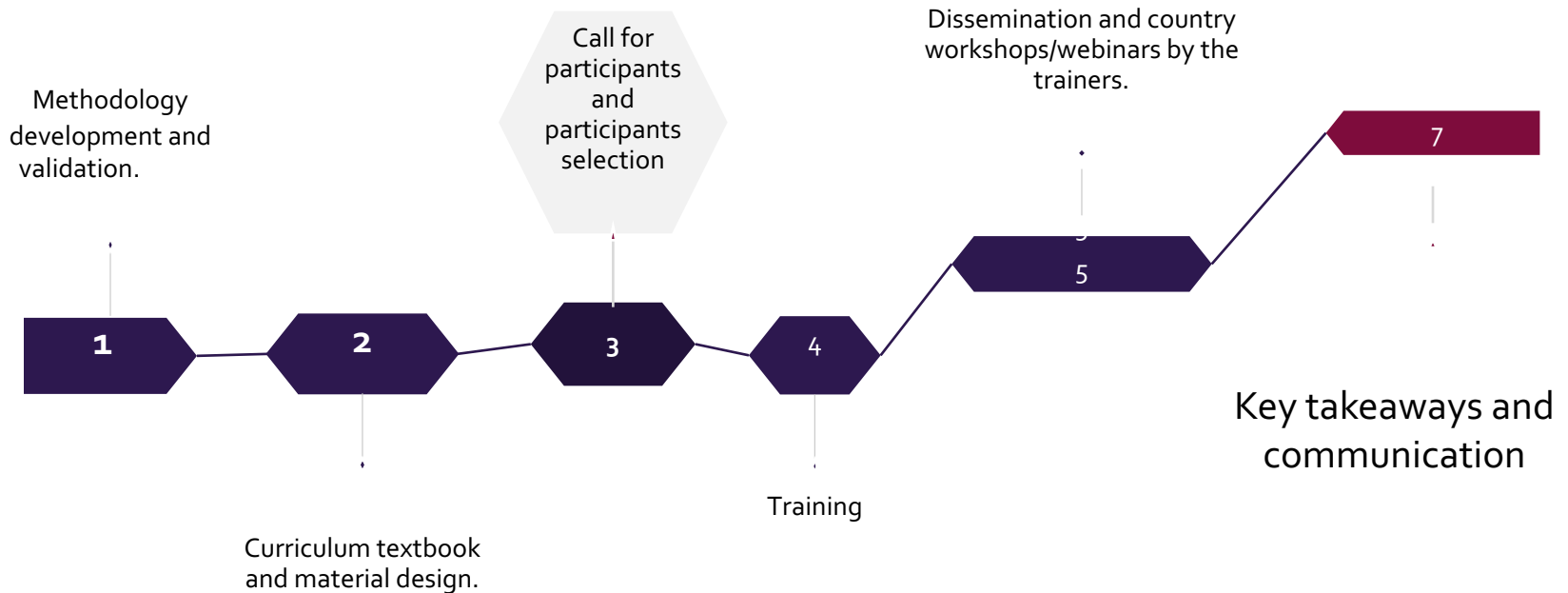
# Action 2. Milestones - Budget 5 working days senior expert + k€ 30 grant for 6 conferences



Mainstreaming the gender lens in FinTech conferences



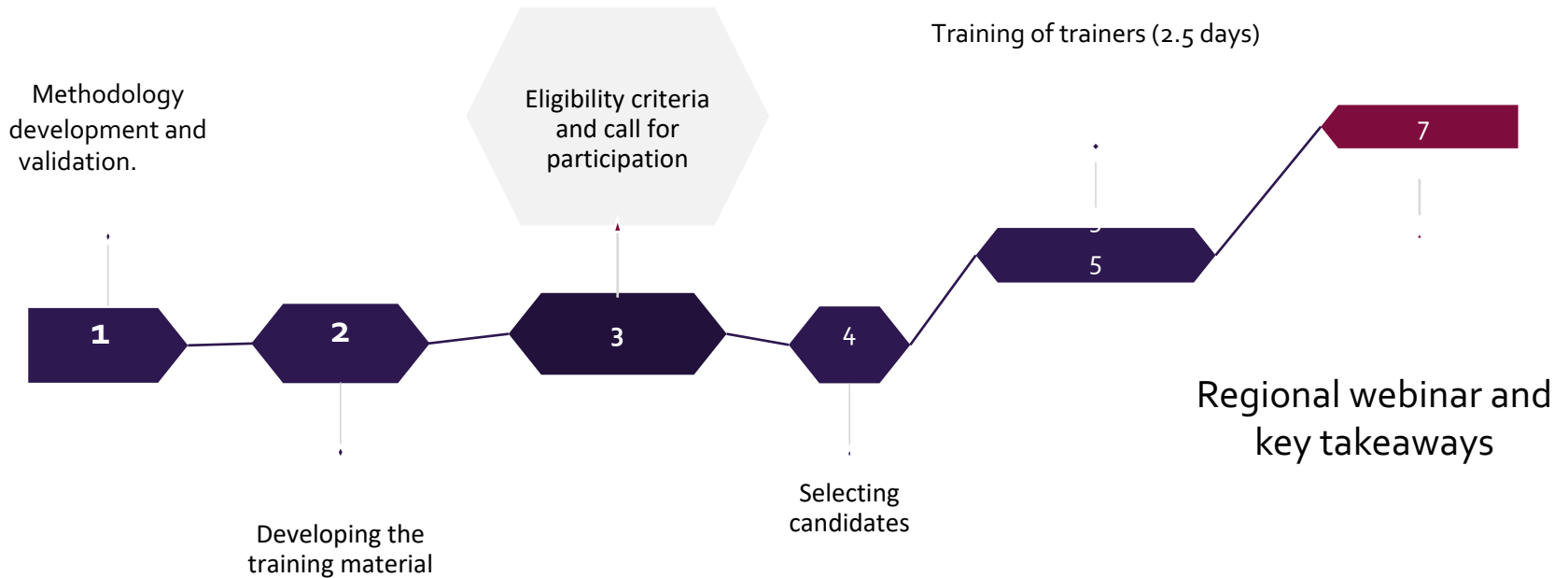
# Action 3. Milestones - Budget 20 working days of a senior expert + k€ 10 workshop



Capacity building  
policymakers GTA



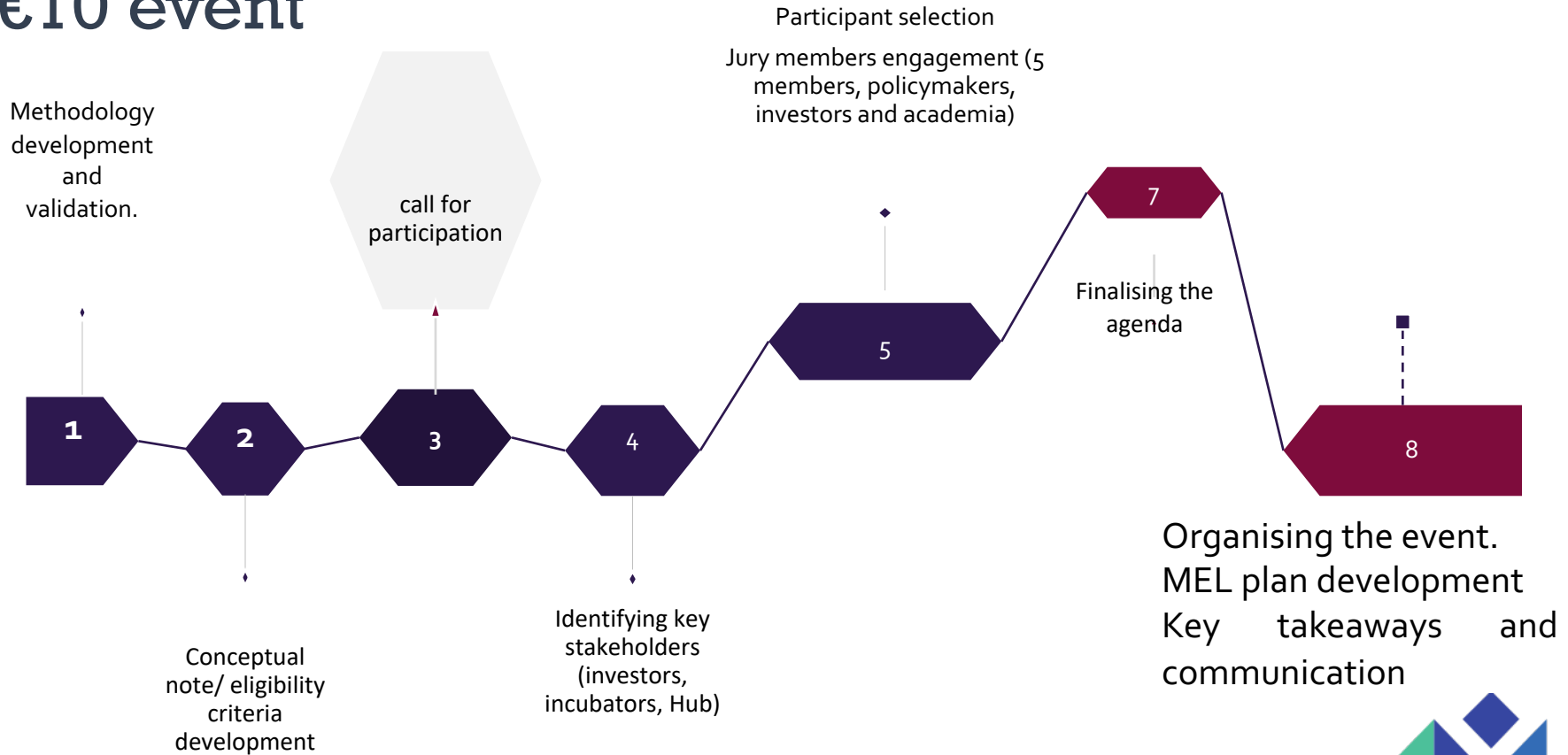
# Action 4. Milestones - Budget 27 working days of senior expert



Strengthening  
Women's Business  
Associations Skills



# Action 5. Milestones - Budget 20 working days senior FinTech expert + k€45 award + k€10 event

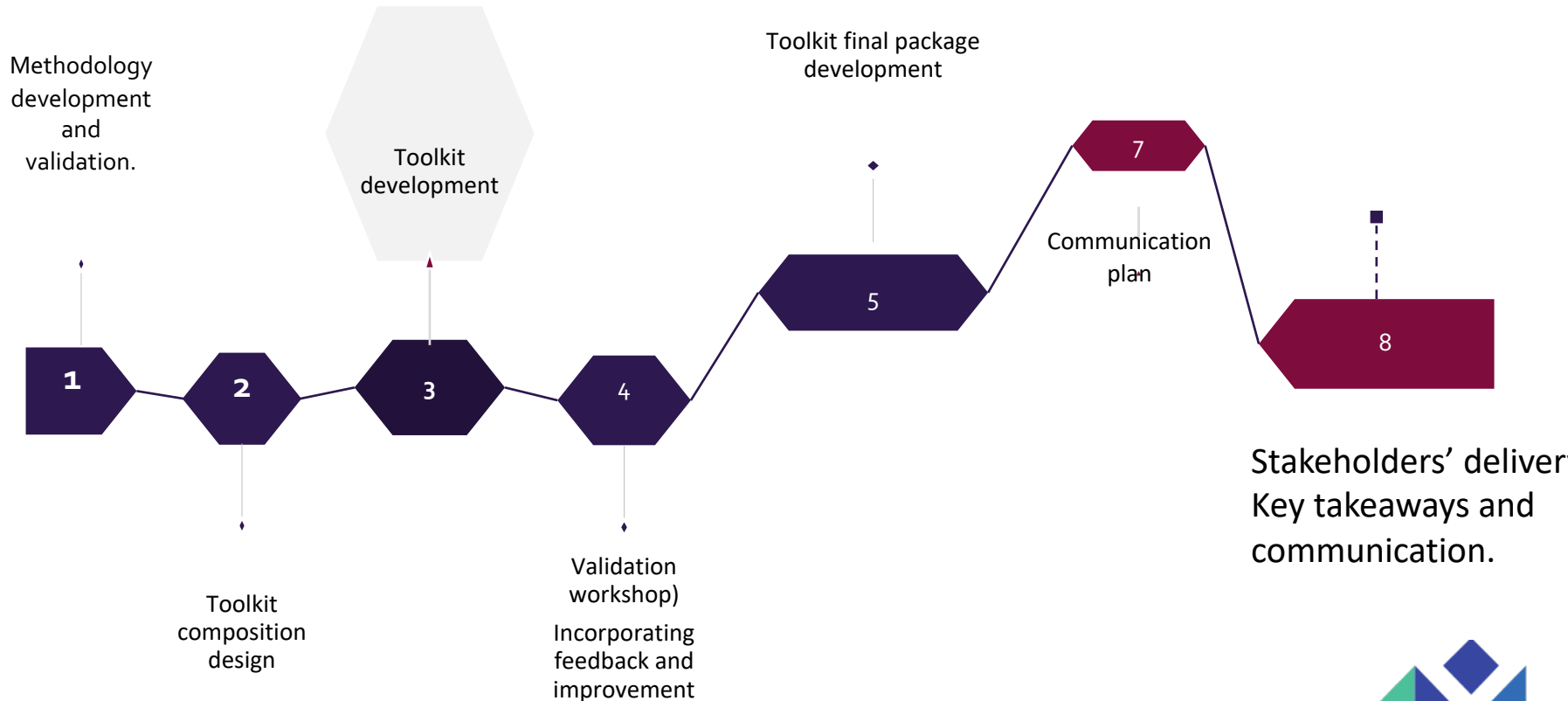


The Euro-Med award of  
FinTech services for  
women





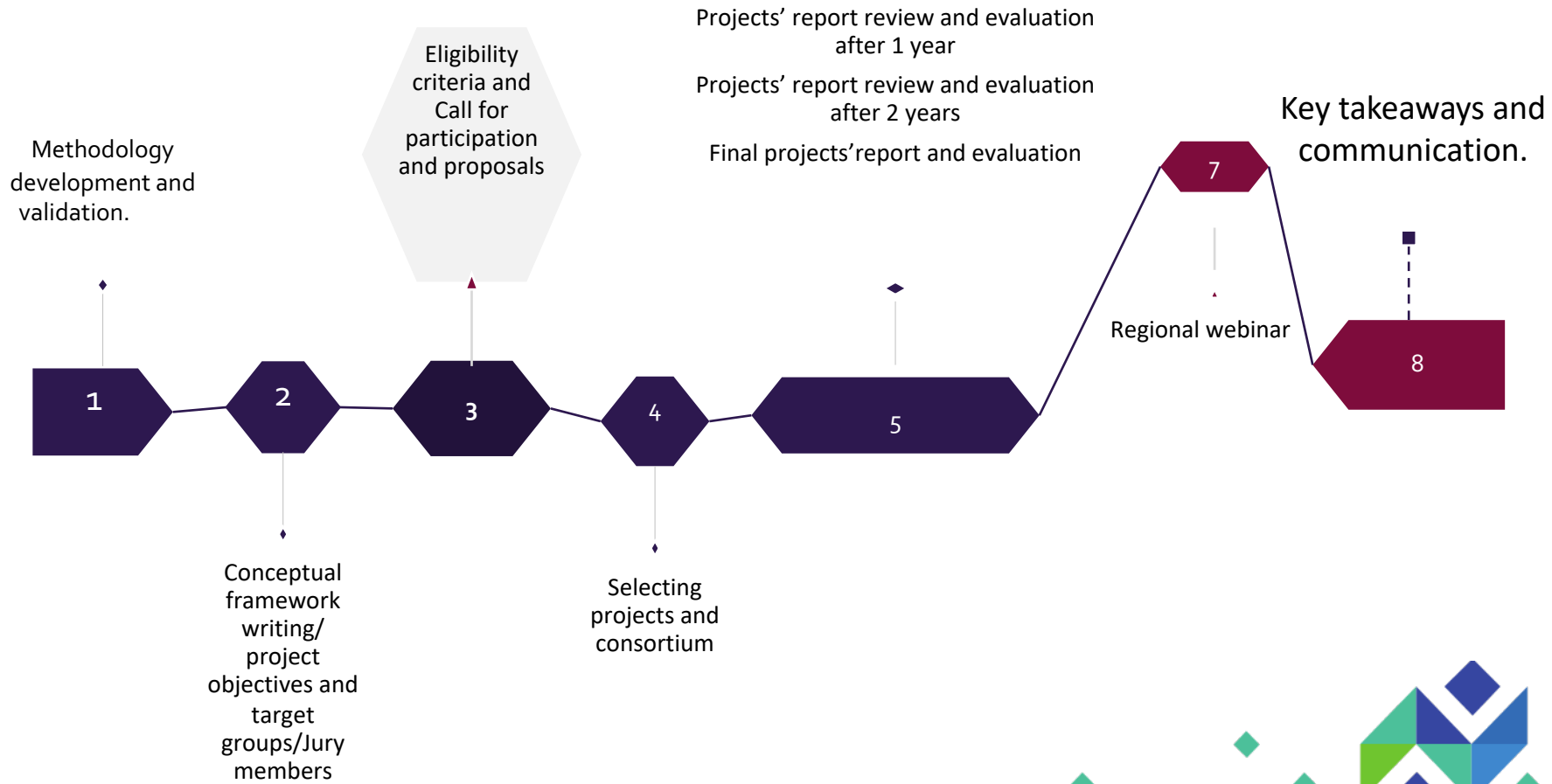
# Action 6. Milestones - Budget 40 working days (30 working days senior expert (economics /entrepreneurship/Fintech development)+ 10 working days senior expert (legal framework and country-based assessment))



Toolkit "she invests in FinTech."



# Action 7. Milestones - Budget 15 working days (senior expert) + k€ 45 grant to three selected projects.



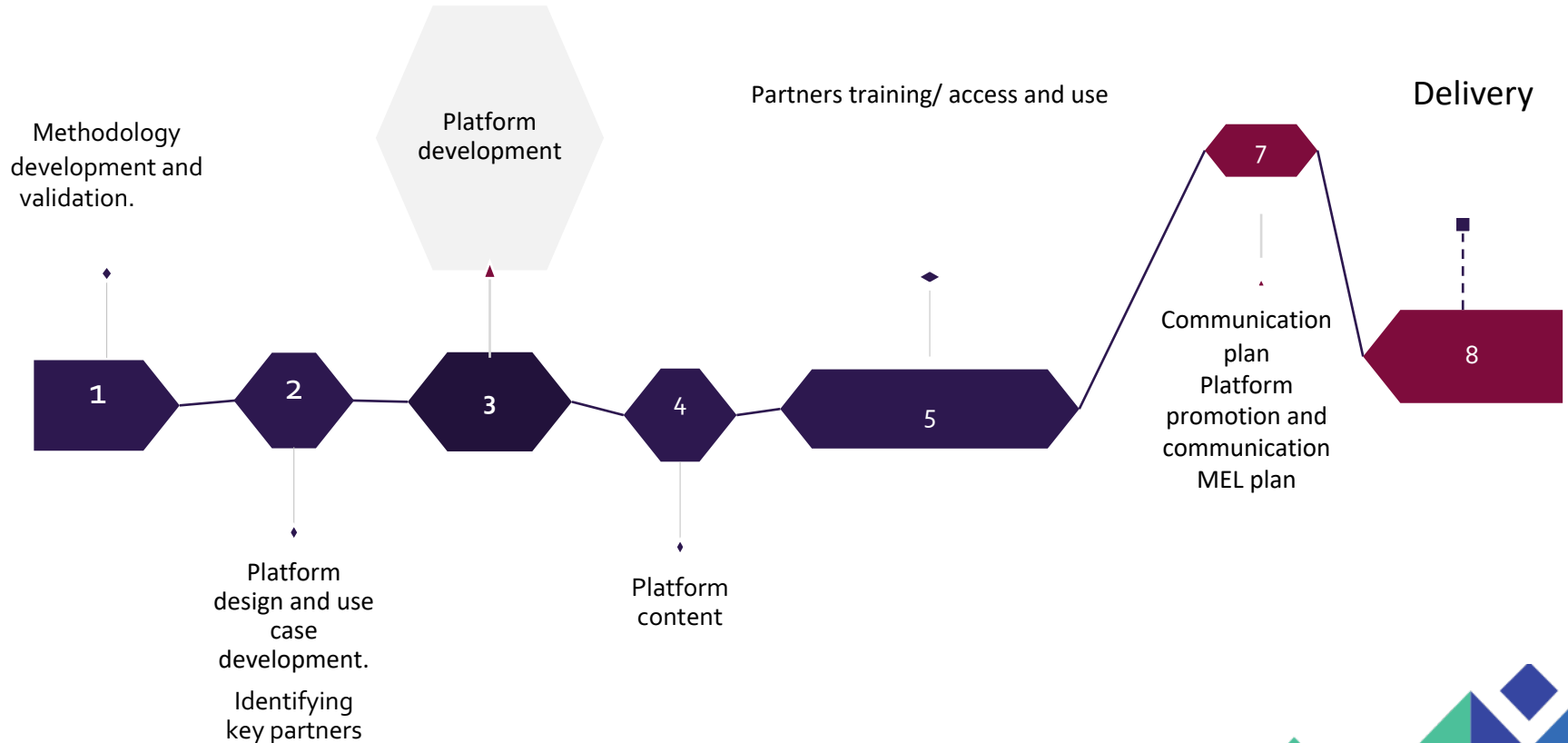
Research and innovation



# Action 8. Milestones

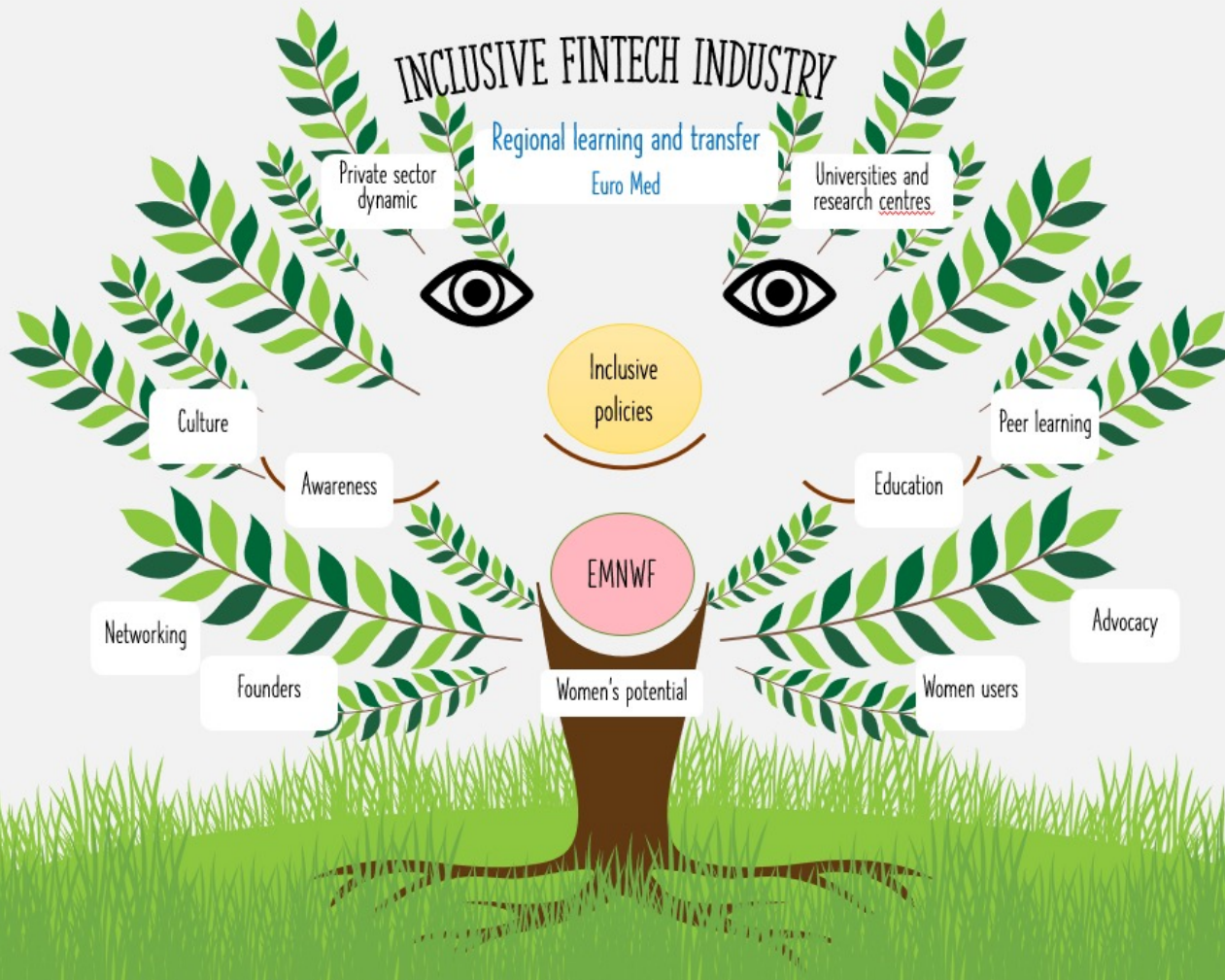
working days IT senior expert +  
(economic/management sciences)

- Budget 45 working days (25  
20 working days senior expert



Euro-Med platform  
for FinTech and  
Inclusion





# Feedback - Q/A



How can we improve the action plan implementation?



<https://www.menti.com/alsfs8kaxpdo>



Who are the potential partners?



<https://www.menti.com/al12tmpurm5f>



Your engagement is important



<https://www.menti.com/alyxyb7655e9>





