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CALL FOR APPLICATION
FOR BSOs FROM TUNISIA, JORDAN AND MOROCCO
WOMEN ON THE GREEN PARTH PROJECT
(WGP)

BSOs Academy: Empowering Green Champion - ToT for gender-responsive Support in Sustainable Entrepreneurship

A. Background and Context

The project "Women on the Green Path", (the Project) aims to promote women's economic empowerment in the green and circular economy in The Mediterranean region. The green and circular economy has become a significant focus in the region, with the potential to drive sustainable development and climate resilience. However, several challenges hinder the full participation of women in this sector, including lack of resources, limited access to funding, and prevailing negative social norms.

The project is implemented in Tunisia, Jordan, and Morocco, focusing on building the capacities of organizations supporting women entrepreneurs, enhancing their role in driving sustainable growth, and advocating for gender equality in the transition to a green economy. WGP supports policy engagement, capacity building, and technical assistance for women entrepreneurs and MSMEs working in green sectors, contributing to inclusive and sustainable economic development in the region.

CAWTAR, in collaboration with REMESS, EDAMA and MedWaves, the UNEP/MAP Regional Activity Centre for SCP has launched this initiative to contribute to the creation of an enabling environment for women entrepreneurs in the green and circular economy, fostering their growth, sustainability, and leadership.

This action is carried out with the support of GIZ on behalf of the Federal Ministry for Economic Cooperation and Development of Germany, the Agencia Española de Cooperación para el Desarrollo (AECID), and the Union for the Mediterranean Secretariat (UFMS).

B. About the WGP consortium:

The **Centre of Arab Women for Training and Research (CAWTAR)** is a leading regional organization dedicated to promoting gender equality, women's rights, and economic empowerment in the Arab world through research, training, and advocacy initiatives. CAWTAR plays a key role in fostering the inclusion of women in economic development, particularly within green and circular economies.

The **EDAMA Association for Energy, Water, and Environment**, based in Jordan, focuses on promoting sustainable practices in energy, water management, and environmental protection. EDAMA advocates for the adoption of green technologies and supports the development of sustainable business models, particularly in the context of a green economy.

The **Réseau Marocain de l'Économie Sociale et Solidaire (REMESS)** is a Moroccan network that promotes social and solidarity-based economies. REMESS plays a critical role in advancing gender equality and supporting women entrepreneurs in green and circular economy sectors through capacity-building, advocacy, and creating sustainable business opportunities.

MedWaves, based in Barcelona, is the UNEP/MAP Regional Activity Centre for Sustainable Consumption and Production (SCP). The Centre develops its activity under the Mediterranean Action Plan (MAP) for the protection and development of the Mediterranean basin, an organisation belonging to the United Nations Environment Programme (UN Environment).

MedWaves provides knowledge, training, advice and networking opportunities to governments, businesses, entrepreneurs, financial agents and civil society organizations to adopt eco-design and eco-innovation as strategic approaches to boost businesses competitiveness in the market.

Objective of the Call:

The objective of this call for applications is to identify and select 45 representatives of Business Support Organizations (BSOs) in Tunisia, Jordan, and Morocco (15 per country) to participate in a Training of Trainers (ToT) program under the Women on the Green Path (WGP) project.

This training will enhance the capacity of BSOs to integrate gender-responsive approaches and sustainable practices into their support services for women entrepreneurs. The program aims to equip BSOs with the necessary tools, knowledge, and methodologies to promote the green and circular economy, ensuring that women-led businesses are at the forefront of sustainable development in the region. Through this initiative, BSOs will be empowered to coach and mentor women entrepreneurs, contributing to both gender equality and environmental sustainability in their countries.

Eligibility:

- Be a representative of a BSOs¹ operating in Tunisia, Jordan, or Morocco.

¹ BSOs stands for Business Support Organizations. These are entities that provide a range of services and resources to support businesses and entrepreneurs in various stages of development. Their services typically include offering technical assistance, mentoring, and access to finance, training, and networking opportunities. BSOs can take different forms, such as cooperatives, business-women networks, incubators, accelerators, or government agencies dedicated to economic development.

- Representatives who hold leadership or training roles within the organization.

Note: Persons who have received the same training program as the current call (MedWaves/SwitchMed Methodology) are not eligible to participate in this application process, as the goal is to enhance the pool of experts and improve the skills of ecosystem stakeholders.

Benefits:

- Receive expert-led training on gender-responsive and sustainable business practices.
- Access to networking opportunities with key stakeholders in the green economy through the WGP national and Regional events.
- Access to CAWTAR e-learning platforms and MedWaves methodologies and sustainable business platform (www.theswitchers.org).
- Certificate of Approval: Circular Business Model Development Course
- Free subscription to the project partners' network of trainers.
- Accommodation, Meals and Coffee break cost will be covered by the project.

Training Program Overview:

1. **MedWaves Methodology** (5 days: 4 online, 1 in-person) : A comprehensive approach to supporting women entrepreneurs in green and circular economies, focusing on sustainability, innovation, and business practices.

Part 1 : Online:

	G1	G2
Period:	December 10-13, 2024	December 16-19, 2024
Language	English speaker	French speaker

Part 2 In person:

	Tunisia	Morocco	Jordan
Period:	January 24, 2025 (TBC)	January 16, 2025 (TBC)	January 21, 2025 (TBC)
Language	French/Arabic speaker	French/Arabic speaker	English speaker

2. **Gender Mainstreaming for BSOs in the green transition context** (3 days in person et 01 day online): The objective of the training is to enhance the capacity of Business Support Organizations (BSOs) to effectively integrate gender-responsive approaches and sustainable practices into their support services for women entrepreneurs within the green and circular economy transition. Through this training, BSOs will gain a comprehensive understanding of the national and regional context, policies, and initiatives related to the green economy, as well as tools to identify challenges and opportunities for women's participation in the green sector. Additionally, the training will equip BSOs with knowledge and tools to develop tailored products and services that support women entrepreneurs in adopting sustainable and inclusive practices, fostering their role in the green transition.

Part 1: In person

	Tunisia	Morocco	Jordan
Period:	December 22-25, 2024	January 12-15, 2025	January 05-8, 2025

Part 2: online regional WS

February 2025

Language: Arabic

- 3. Implementation of Coaching Sessions** (4 sessions of 2 hours each):
The participant to the TOT will deliver coaching sessions for women entrepreneurs, enabling them to apply gender and green business principles effectively in their enterprises.

Period: February –April 2025

Language: Local dialect

Training Locations:

The training will take place in each of the participating countries—**Tunisia, Jordan, and Morocco**—with a mix of online sessions and in-person workshops. The in-person workshops will be organized in key cities within each country, based on logistical needs and the location of selected participants, ensuring accessibility and active participation from local organizations.

How to Apply:

Submit your application by filling out the form at the following link: [\[link\]](#).

You are kindly invited to attach:

- Your CV.
- Nomination letter signed by the BSOs that you represent

Deadline for applications: 28/11/2024 6 PM National Time.

Join us in empowering women entrepreneurs and supporting sustainable development!

Evaluation criteria

• Organizational Commitment and Mission Alignment (30%):

- The BSO's commitment to promoting gender equality and sustainability in its operations.
- Alignment of the organization's mission with the goals of the Women on the Green Path (WGP) project.

Experience and Expertise of the Applicant (30%):

- Demonstrated experience in supporting women entrepreneurs, particularly in green and circular economy sectors.

- Track record of providing training, mentorship, or capacity-building services to small and medium enterprises (SMEs).

Geographical Reach and Impact Potential (20%):

- The BSO's geographical coverage within their respective country, with priority given to organizations that have the potential to impact a wide range of women entrepreneurs, especially in rural or underserved areas.

Role of the Applicant within the BSO (20%):

- The role and responsibilities of the nominated representative within the organization, with preference given to those in leadership or training positions who can directly implement and cascade the knowledge gained through the ToT program.