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CALL FOR APPLICATION
FOR WOMEN ENTREPRENEURS IN THE GREEN & CIRCULAR ECONOMY FROM TUNISIA,
JORDAN AND MOROCCO
WOMEN ON THE GREEN PARTH PROJECT
(WGP)

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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.

C. Objective of the Call:

The objective of this call for applications is to identify and select 60 women entrepreneurs from Tunisia, Jordan, and Morocco (20 per country) to participate in a Training program under the Women on the Green Path (WGP) project.

The program provides intensive in-class and online training sessions designed to equip participants with essential skills and practical tools. It also includes one-on-one coaching sessions to support participants in effectively applying their newly acquired knowledge. Furthermore, the program offers networking opportunities at both national and regional levels to foster collaboration and knowledge exchange, along with technical assistance to facilitate the practical implementation of sustainable practices.

D. Eligibility:

- **Entrepreneurship in Green or Circular Economy:** Women entrepreneurs who lead, manage, or co-own a business in the green or circular economy sectors as well as Women entrepreneurs who are members of formal professional groups (e.g., cooperatives) engaged in green or circular economy activities.
- **Geographical Scope:** The business or project must be based in Tunisia, Jordan, or Morocco.
- **Operational Status:** The business or cooperative must have been operational for a minimum of one (1) year.
- **Sector Alignment:** Focus on green or circular economy initiatives.

E. Definitions

Green Projects: These projects aim to protect and enhance the environment by reducing pollution, decreasing fossil fuel consumption, and utilizing sustainable energy resources. They encompass areas such as renewable energy, energy efficiency, pollution prevention, clean transportation, biodiversity conservation, and water management.¹

Circular Projects: These initiatives are based on the principles of the circular economy, which seeks to minimize waste and make the most of resources. Circular projects focus on designing out waste and pollution, keeping products and materials in use, and regenerating natural systems. They involve practices like reusing, repairing, refurbishing, and recycling existing materials and products to extend their lifecycle.²

F. Benefits:

- Receive expert-led training allowing you to scale up your green and/or circular business.

¹ <https://circulareconomy.europa.eu/platform/en/knowledge/circular-economy-review-definitions-processes-and-impacts>

² https://cinea.ec.europa.eu/news-events/news/life-solutions-global-circular-economy-2024-05-16_en

- 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).
- Get a Certificate of Approval: Circular Business Model Development Course
- Benefit from one to one Coaching sessions on Green and Circular Business Model Development
- Possibility to benefit from up to 5000 eur Technical assistance vouchers
- Accommodation, Meals and Coffee break cost will be covered by the project.

G.

H. Training Program Overview:

Step 1: in person and on line training

Duration / period : January - February 2025

This phase includes **13 days of training (in person & online sessions)**, providing hands-on, interactive learning experiences in each participating country (Tunisia, Jordan, and Morocco). In addition to face-to-face workshops, participants will also engage in **online training** through CAWTAR's e-learning platforms, which offer a flexible and accessible way to deepen their understanding of key topics. The blended approach ensures comprehensive coverage of the curriculum while accommodating the diverse needs and schedules of participants.

Module 1: *Introduction to sustainable development: Overview of sustainability principles and goals (e.g., SDGs).*

Module 2: *Green Business Models: Understanding green business framework and get tools for creating sustainable and competitive business models.*

Module 3: *Green and sustainable finance: Exploring financing opportunities for green and/or circular projects.*

Module 4: *Access to market: Digital Strategies for entering and competing in local and international green markets*

Module 5: *Soft skills: Enhancing leadership, negotiation, and communication skills.*

Step 2: Business pitching – Turning Ideas into Action

Period: February 2025

After completing the training modules, participants will pitch their green business projects to a panel of experts, stakeholders, and investors in their respective countries (Tunisia, Jordan, and Morocco), emphasizing sustainability, innovation, and potential for social and environmental impact.

Pitches will be evaluated based on predefined criteria, such as feasibility, alignment with green economy principles, and potential for scalability.

Step 3: Coaching and Technical assistance

Period: February - May 2025

Five (5) Entrepreneurs per Country: Will be awarded technical assistance vouchers valued up to €5,000 each to implement innovative, sustainable solutions within their businesses (e.g., marketing strategies, or green certification, labels...). The remaining 15 entrepreneurs per Country will receive customized coaching sessions tailored to their specific business needs.

Additional Support:

Period: March – June 2025

Networking opportunities through national and regional events.

I. Languages

Training will be conducted in local dialects.

J. 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.

K. How to Apply:

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

You are kindly invited to attach:

- Presentation of the Company/ Cooperative
- Official identification document of the applicant
- Proof of ownership or led of the Company or membership to Cooperative (copy of the bylaw / certificate of registration or any of the official/equivalent document

Deadline for applications: 28/12/2024 6 PM National Time.

Join us in empowering women entrepreneurs and supporting sustainable development!

L. Evaluation criteria

Relevance of Business to Green and Circular Economy (30%)

The alignment of the business or project with green and circular economy principles, including sustainability, innovation, and environmental impact.

Need for Technical Assistance (30%)

Identification of clear needs for technical support and how the assistance will contribute to the success and sustainability of the business.

Motivation and Vision of the Entrepreneur (20%)

The applicant's motivation for participating in the program and its vision for the growth and development of its business in the green and circular economy.

Number of Employed Women (20%)

The number of women employed in the business or cooperative.

Additional Considerations:

Diversity of sectors and geographical locations to ensure representation across various green economy areas.

Commitment to participating in all program activities, including training, pitching, and coaching sessions.