



## Project Brief



# A JOINT ACTION FOR WOMEN'S ECONOMIC EMPOWERMENT IN GEORGIA

## BACKGROUND

The project “A Joint Action for Women’s Economic Empowerment in Georgia” (JAWE) was initiated in December 2017 with the support of the Ministry of Foreign Affairs of Norway. The aim of the project is for women to fully realize their economic rights with the support of a gender-responsive private sector and an enabling State legislative and economic environment. Special emphasis is placed on strengthening the capacity of government institutions to develop and implement more gender-inclusive laws, policies and programmes that directly target women or impact their lives.

Through the UN Women/UN Global Compact Women’s Empowerment Principles (WEPs), the JAWE project provides companies information on why gender equality is critical to business performance and helps them identify and implement further actions. Gender-sensitive recruitment practices, workplace mentoring programmes for women, targeted job placement and the establishment of sexual harassment complaints mechanisms are just a few examples from the menu of actions available for companies.

At the community level, the project supports women to improve their job skills and their access to financial and economic services. Women entrepreneurs who are already engaged in business and interested in scaling up their businesses are linked to larger cooperatives and corporate value chains.

 **Duration:** December 2017 – December 2020

 **Location:** Georgia with a focus on the grass-roots mobilization work in the regions of Guria, Imereti, Racha-Lechkhumi and Samegrelo-Zemo Svaneti

 **Budget:** USD 3,147,175

 **Project Partners:**

### Public Agencies

Human Rights Secretariat under the Prime Minister’s Office; Public Defender’s Office; Legal Entities of Public Law of the Ministry of Economy and Sustainable Development: Enterprise Georgia, Georgia’s Innovation and Technology Agency and Maritime Transport Agency; Academy of the Ministry of Finance

### Business Associations

Georgian Chamber of Commerce and Industry, Women for Tomorrow

### Civil Society Organizations

Georgian Farmers’ Association, TASO Foundation, Creative Development Center, Innovative Education Foundation

### Development Partners

Norwegian Ministry of Foreign Affairs

 **Target Beneficiaries:**

- Private sector companies operating in Georgia
- Government institutions
- Women, including women entrepreneurs

 **Key Sustainable Development Goals Addressed:**

- Goal 5: Gender equality
- Goal 8: Decent work and economic growth
- Goal 10: Reduced inequalities
- Goal 17: Partnerships for the goals

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## OUTPUTS

1. Private businesses have an increased understanding of the gender dimension of corporate sustainability and have strengthened capacities to implement the WEPs
2. Government and other actors are supported in applying international standards and creating an enabling environment for women's economic empowerment in partnership with the private sector
3. Women, particularly the most vulnerable, have increased capacities, skills and opportunities to access decent work, and women enterprises are more active in the market

## IMPLEMENTATION STRATEGY

UN Women ensures that the project's activities are implemented in close coordination and synergy with one another. Informed by UN Women's global experience and programming interventions in the area of **women's economic empowerment**, the project's implementation strategy focuses on the following key areas: (1) evidence-based advocacy for gender-responsive policies; (2) gender analysis to support gender mainstreaming; (3) capacity development; (4) multi-stakeholder dialogue on public-private partnerships; and (5) social mobilization of excluded groups of women.

### 2017-2019 HIGHLIGHTS

- 33 companies in Georgia developed action plans for the implementation of the WEPs
- Gender was integrated into the Business and Human Rights Chapter of the 2018-2020 National Human Rights Action Plan
- A proposal for an agritourism law that supports small business owners, specifically women, was drafted
- 136 labour inspectors, representatives of employer associations and trade unions trained on gender-based discrimination
- 38 self-help groups of vulnerable women formed to support their livelihoods
- 97 women completed social media and media marketing trainings, with 42 per cent of training participants reporting increased incomes
- Over 400 women participated in other workshops, trainings or mentoring to improve their income generation skills
- 73 women received grants for business development

## IN THE WORDS OF WOMEN BENEFICIARIES



*"I received a grant after attending the trainings. The funding absolutely changed the level of my work: I purchased four sewing machines; one of them is for leather... I started producing leather bags and employed two more women."*

**Shorena Chijavadze**, 50 years old, founder of design studio Jacquard in Kutaisi, Imereti



*"The mentoring programme was concrete, results-oriented and interactive... My mentor helped me set the right goals. I became self-confident, prepared an action plan and pursued it. Now I know what to do and in what order."*

**Nia Khachapuridze**, 24 years old, founder of Bokneti hotel in Gverdzineti, Shida Kartli



*"The social media management and web programming trainings gave me the skills to develop a Facebook page and website for my brand Merrylin... After my successful internship at GMA Marketing, the company offered me a position as a web designer."*

**Meri Ezieshvili**, 26 years old, web designer at GMA Georgia and founder of accessories business Merrylin



Norwegian Ministry  
of Foreign Affairs

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