

**WomENtrepreneur-Team Assessment**

**Team members:**

**Teona Makatsaria**-Project Coordinator is a co-leader of the team. Teona is responsible for planning and implementation of the project, overseeing all its aspects (including programmatic, financial, administrative, and personnel related). She has the background in the sphere of administration, management, quantitative and qualitative research studies. Since 1.5 years action plan for women’s economic empowerment was managed by Teona, she could bring the voices of the beneficiaries and raise their needs with larger audience.

Despite the end of her term in CARE, Teona is fully committed to engage in all stages of scaling up the project. She will be directly involved in training process for developing value propositions, and business model for WomENtrepreneur.

**Katie Kartvelishvili**-Katie is a co-leader of the team. Since 2017, she’s been working as a communications coordinator at CARE International in the Caucasus. Katie has direct communication with beneficiaries for developing communications materials and also has awareness of the issues that the women experience and face in their daily life and work. Katie can bring her experience of communications in voicing women needs and their unique stories. Similar to Teona, Katie will be fully involved during the Scale X training process.

**Khatuna Madurashvili**-Senior Manager of GBV Regional program in MENA region. Khatuna was contributing to the achievement of CIC mission to facilitate social change through the identification and investment in social entrepreneurs and development of sustainable initiatives that contribute to greater gender equality and social justice for the rural poor across the South Caucasus region. Considering her wide experience in gender, women economic empowerment, social entrepreneurship and advocacy, Khatuna will be involved as a support person for the Scale X core team. She will regularly provide consultations and will engage in reviewing the development of value propositions and business model.

**Matt Korn-**An International Engagement Director at CARE USA, Matt can bring diverse experience in the project. Matt has been with CARE for five years. He has 12 years of experience in the NGO sector including having served five years as the Executive Director of a non-profit focused on immigrant/host community integration in the mountains of Colorado. Matt’s graduate studies explored the garment and textiles manufacturing industry in Honduras, and Honduras manufacturers’ relationships with US retailers and East Asian sub-contractors in the context of wages and economic development. Matt, similar to Khatuna, will provide consultations and support for the core team, providing inputs, ideas and reviewing the process.

**Profile:**

**Project objective:** **WomENtrepreneur** is designed to stimulate systemic changes in the lives of women with special needs, change the way women are viewed by society and promote the active support for women with disabilities by private and public actors by putting them in charge of their destiny. The project phased out in the end of April 2018, but the team works to diversify funding sources, maintain regular contacts with beneficiaries and promote their work progress with various stakeholders.

**Project Description:** WomENtrepreneur is a social enterprise model for women with disabilities, which addresses isolation of women, providing a sustainable mechanism for improving women’s quality of life and social integration while also challenging the negative stigma in a society around disability.

The project will work to improve women’s livelihoods, through their economic empowerment, supporting social enterprises and providing sustainable income. Besides improving economic well-being, it will stimulate women to take an active role in demanding improved support and transforming their attitude from considering themselves as “useless” to people who can change their own lives. The initiative strengthens women and their communities to advocate for their rights themselves and become active leaders in their communities, forming extensive linkages with different actors and building their self-confidence.

The project will engage different private and public stakeholders to fight against social stigma and make women more visible in their communities. This will be done through development of partnerships and associations promoting women with special needs, raising awareness about their rights and helping to replicate model on a regional and national level.

**Progress Made to Date (pre-SXD Accelerator):** *Sustainability***-** During project lifetime, CARE supported eight social enterprises which employ 47 women with special needs and are active and sustainable. Based upon the findings of regular monitoring and evaluation, all of the supported social enterprises achieved financial sustainability by increasing their production, sales and incomes. Beneficiary ladies became not only employees, but also shareholders of the supported enterprises. All of the beneficiaries’ report about improved livelihoods and retain their jobs at the project phase out. Overall, women engaged in the social enterprises increased their income by a minimum of 50%.

*Inclusion of different actors*-Local authorities started supporting the enterprises through financial and in-kind contributions. The local government provides necessary transportation services, connecting them to partners inside and outside Georgia and facilitates advocacy for the women. The social service agency put some of the beneficiary women into their program and started to pay them salaries.

*Awareness Raising*-Social integration and public activities, like workshops and exhibitions were held to promote women work and advocate for their rights. Different private and public stakeholders are engaged to fight against social stigma.

*Linkages with private sector*-Women marketing skills were increased though the trainings and with local government support, linkages with private sector were established. Some of the enterprises started to secure contracts with large investors outside of country.

**Accelerator Outcomes:** Accelerator outcomes includes

-Social enterprises for Women with disabilities have better access to finance, capacity-building and business opportunities;

-Existing networks of partners are expanded that promote the enterprise model and advocate for women’s rights, creating enabling environment for drivers and scaling up.

-Improved advocacy and awareness raising on women rights significantly weakened social stigmas and changed attitudes and behaviors associated with disabilities as well as increased visibility of women.

-The social enterprise model for women with special needs is replicated at the regional, or national level.

**Moving Forward:** With **WomENtrepreneur,** CARE is looking to move the pilot project that proved successful to developing a sustainable model for social inclusion and employment of women with special needs. With accelerating, we aim to increase advocacy for women and stimulate them to voice their rights and needs themselves, change stigmas and provide better employment and conditions for women. At the same time, we aim at expanding and creating partnerships and alliances, encouraging private and civil sector to engage. With support from network of partners in the end, CARE looks to reach replication of the model at national level or at least regional level.

**Innovation:**

1. **Background documents**

Please view the attached document-brochure “Creating Opportunities” that describes CARE social enterprises and presents some of the supported enterprises with women’s stories, and the video illustrating women’s changed lives: <https://www.youtube.com/watch?v=4u3iPz2lFnU>

1. **Have you already started the process of scaling up? If so, what has been accomplished?**

The process of scaling up has already been started by engaging all relevant stakeholders (private sector, local authorities, CSOs, etc) in this process and bring forward the partnership and networks for promoting more impact of project.

As heads of partner municipalities mentioned, they were very proud of contributing to accelerating the sustainable social enterprises model for women with disabilities in their municipalities and now expressed their readiness to share the successful model of the social enterprises to other municipalities as well.

One of the important results of the project was that one of the project beneficiary enterprise completely owned by women with disabilities was successfully linked to the investor outside Georgia. This business partnership was brokered by local authorities.

CARE plans to maintain close cooperation with all key stakeholders and strengthen already existing network of social enterprises, private sector and local authorities and other supporters for ensuring scaling up project impacts at national level.

1. **What are your team goals for scaling?**

The team is planning to scale up the project by addressing the current gaps in business and technical capacities of women and enterprises by providing additional funding and connections, which will contribute to promoting impact of project, and creating platforms for sharing knowledge and experience, as well as enabling them to seek further business opportunities.

In order to reach scaling up at national level, CARE will bring forward the partnerships and networks who advocate and promote for more impact, awareness raising and enable replication of model by similar associations and private sector representatives.

1. **Five years from now, how far do you expect scaling up to have progressed?**

In a long-run, scaling up is expected to be progressed as follows:

-Existing alliance of partners and networking combining with social enterprises, private sector, local authorities, civic organizations, American Chamber of Commerce and Enterprise Agency under the Ministry of Economy of Georgia have been expanded. This partnership model advocates for more impact of project work and that is replicated by other municipalities as well.

-Social Enterprise Model stimulates systemic changes in the lives of women with disabilities by changing the way how women with disabilities are perceiving themselves and treated by society, changing attitudes and behaviors around disability. It also contributes to engaging all actors in this process and promote the active support for women by the network of private and public actors. Besides, through enterprises and economic empowerment, women’s income and employability significantly increases. The sustainable model of women’s enterprises are well replicated at national level, or at least on regional level. Replication is done though knowledge and experience sharing from pilot project municipalities.

-Women’ social enterprises have access to the funds and connections and they are well connected to various platforms and partners inside and outside Georgia. The technical and business capacities of Women enterprises are significantly expanded. It leads to more adaptability for the social enterprises to meet market demands, as well as to more innovative approaches and solutions applied to the social enterprise model that creates social value, and brings resources for further scaling up.

**5.** **In the application, we asked about the bigger barrier to scale. Are there additional barriers we should be thinking about?**

The biggest barriers for scale up the project impact are existing stigmas, stereotypes that makes women invisible in society. This also includes low level of awareness about disability and women issues in general among society and low capacity of local civic organization to address this issue.

**6. If your team had access to a mentor that would support you on a particular issue, what would that issue be and what knowledge, skills or connections would that mentor have?**

Since WomENtrepreneur has the potential to generate interest and can be used as a major source for stimulating CSR in Georgia, project team gives priority to learn more about U.S model of Corporate Social Responsibility, traditional philanthropy and fundraising. The useful skills set would be marketing and improved communications to properly voice messaging and social needs and demands of the groups with stakeholders. Useful skills set would be learning better advocacy practices and for creating necessary partnerships.

**7. If your team had access to a mentor that would support you on a particular issue, what would that issue be and what knowledge, skills or connections would that mentor have?**

It is highly desirable to benefit from the consultancy of mentor who is well aware of various fundraising strategies, Corporate Social Responsibility, philanthropy investments.

**8. If your team had access to consultant or vendor support, what would you hire that consultant to do?**

Effective communication, building partnerships, advocacy and lobbying mechanisms.