



Project name
Self-Employment in
a Digital Age

Region
Palestine



Implemented by



MENACatalyst

Budget

**150,000
USD**

Duration

8 months

Contribution to SDGs



Financed by

**GIZ (Deutsche
Gesellschaft für
Internationale
Zusammenarbeit)**

CHALLENGES/CONTEXT

About the Project:

Self-Employment in a Digital Age provided participants with the transformative opportunity to connect and learn from leading industry experts, further develop their professional skills and build sustainable wide-reaching home-based businesses. With over 400 applications received, needless to say, demand was high for the program, yet only 42 of the most ambitious candidates were selected to join.

It is important to note that the program addressed the growing demand for digital marketing as the emergence of home-based businesses and the transition to virtual work surged during COVID-19. Suffice to say, the viability of many smaller establishments was put at risk and required the support of skilled digital marketers to help them increase their visibility in targeted markets. MC's integrated approach incorporated a range of services offered in the field of digital marketing, such as social media management, brand building, business and market access, photography, and motion graphics, to name a few.

Target Audience:

Youth with a background in digital marketing

APPROACH

Project participants took part in a series of training courses that revolved around digital and social media marketing, business and market access, business communication, motion graphics, and photography, to name a few. In addition, MC matched each participant to a dedicated mentor that guided them through the process of developing their professional skills and launching their home based-businesses.

MENA CATALYST EFFECT

DEVELOPMENTAL ORG

We are reducing barriers and fostering dynamic cross-border collaborations by enhancing the technical competencies of emerging professionals, innovators, and young changemakers to create a more equitable and resilient socioeconomic future for all across the MENA region.

MISSION & VISION

MENACatalyst (MC) is an impact-driven nonprofit with the vision of creating the conditions necessary for the marginalized to rise up and become leaders of positive social impact and effect lasting economic growth across the MENA region.

To fulfil our mission, our multifaceted integrated approach includes a range of interconnected programs that empower our communities with the tools, resources, in-demand skills, and networks of support needed to overcome structural inequalities and catalyze far-

PRIVATE SECTOR APPROACH

All our programs incorporate the Market Systems Development (MSD) Approach which has proven to be an effective tool that fosters resilient local and regional economic ecosystem development by tapping into the resources of the private sector to generate inclusive market-based opportunities in which no one is left behind.

EXPECTED ACHIEVEMENTS

- 42 self-starting digital marketers joined the virtual incubation program.
- 96 hours of digital marketing training provided. Over 900 group and individual mentorship hours delivered.
- 42 self-starters linked to 37 business and industry experts for individually tailored mentorship.
- Digital technology equipment delivered to 40 self-starters.
- Over 80 participants secured new clients.
- Average monthly income of over 100k NIS collectively for self-starting digital marketers.
- Established a dedicated platform for digital marketers in Palestine and across the region to reach markets and offer their services.



LESSONS LEARNED

What worked well:

Utilizing the virtual incubator to connected participants with a team of global experts.

Integrated approach combining digital skills development with business and financial development, enhanced by one-to-one mentorship.

Market access support services to connect participants to local, regional, and international markets.

To be improved:

Providing follow-up support to ensure that participants are fully integrated into regional and global markets with strengthened market access support.

LEARN MORE OR CONTACT US:

Please visit: <https://www.menacatalyst.org>

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