Attitudes and norms on women’s employment in MENA

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LFPR gap remains almost unchanged in last decade, increasing in some regions

- Women's LFPR lags behind men's (49.4% vs. M 76.1% globally.)

### Trends in LFPR, global and by income group, 1997-2017

<table>
<thead>
<tr>
<th>Year</th>
<th>Men</th>
<th>Women</th>
<th>Change 1997-2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>79.3</td>
<td>52.2</td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>77.1</td>
<td>51.1</td>
<td>-3.2%</td>
</tr>
<tr>
<td>2017</td>
<td>76.1</td>
<td>49.4</td>
<td>-2.8%</td>
</tr>
</tbody>
</table>

- World
- Developing countries
- Emerging countries
- Developed countries
MENA gender paradox

- Female labour participation rate around 21%, lowest in the world, and rising very slowly
- Female youth unemployment rates (40-45%) and female/male unemployment rates (1.8-2) highest in the world, rising, associated with higher education
- Despite closing, and even reverting, gender gap in education, delay in age at marriage, fertility decline: conducive labour supply factors
Key constraints

- Discriminatory gender norms, attitudes and regulations
- Limited access to skills, knowledge, markets and networks
- Lack of financial and business services for women
Preference for women to work at a paid job, stay home or both

Middle East

<table>
<thead>
<tr>
<th></th>
<th>Work at a paid job</th>
<th>Both</th>
<th>Stay home</th>
<th>Don't know /refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>17</td>
<td>35</td>
<td>45</td>
<td>4</td>
</tr>
<tr>
<td>Women</td>
<td>17</td>
<td>45</td>
<td>36</td>
<td>2</td>
</tr>
</tbody>
</table>

North Africa

<table>
<thead>
<tr>
<th></th>
<th>Work at a paid job</th>
<th>Both</th>
<th>Stay home</th>
<th>Don't know /refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>24</td>
<td>23</td>
<td>51</td>
<td>2</td>
</tr>
<tr>
<td>Women</td>
<td>36</td>
<td>31</td>
<td>32</td>
<td>1</td>
</tr>
</tbody>
</table>
Making entrepreneurs the heroes of Egypt’s new generation
WHAT IS EL MASHROU3?

PART SERIES
On largest Egyptian Network

PRIME TIME
Reality TV competition

14 YOUNG ENTREPRENEURS
From all over Egypt

TOOLS AND RESOURCES
Linking viewers and aspiring entrepreneurs to tools and resources from the entrepreneurship ecosystem.
**Research design**

**RCT using encouragements: text messages** – close to Berg & Zia (2013)

- 12-18 months after end of show
- Spillover: effects on peers

**Outcomes of interest**

- Youth involvement
- Youth aspirations
- Origin of youth aspirations
- Knowledge about entrepreneurship
- Perceived barriers in creating a business
- Opinion about entrepreneurship
Take-up

- Received enc.
- Number of enc. Received
- Overall take-up rate
- Heard of the show
- Watched the show
- Number of episodes watched
- Visited website
- Followed social media
- Attended events

Control mean vs Treatment mean

3/14/2018
Perception effects

Only significant effect, 5 percent level
### Opinions on women self-employment

<table>
<thead>
<tr>
<th>Perception of the level of gender discrimination as a barrier to starting a business</th>
<th>It is possible for women to successfully run their own business.</th>
<th>When jobs are scarce men should have more rights to a job than women</th>
<th>A university education is more important for a boy than for a girl</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>G1</strong></td>
<td>-0.041*** (0.010)</td>
<td>0.000 (0.015)</td>
<td>0.002 (0.015)</td>
</tr>
<tr>
<td><strong>G2</strong></td>
<td>-0.035** (0.016)</td>
<td>0.028 (0.026)</td>
<td>0.359 (0.024)</td>
</tr>
<tr>
<td><strong>G3</strong></td>
<td>-0.024 (0.016)</td>
<td>0.135 (0.026)</td>
<td>0.823 (0.023)</td>
</tr>
<tr>
<td><strong>Control mean</strong></td>
<td>0.490</td>
<td>0.567</td>
<td>0.703</td>
</tr>
<tr>
<td><strong>s.d.</strong></td>
<td>0.301</td>
<td>0.496</td>
<td>0.456</td>
</tr>
</tbody>
</table>
Effects on aspirations
Policy pillars to promote opportunities for women in the labour force

Supply and demand-side interventions required, need to influence social norms about gender roles

<table>
<thead>
<tr>
<th>Create more jobs which women can access</th>
<th>Improve access to quality education &amp; skills</th>
<th>Reduce women’s time burden</th>
<th>Improve transport and infrastructure</th>
<th>Strengthen legal rights and protection</th>
<th>Enhance measurement of women’s work</th>
</tr>
</thead>
</table>

13