

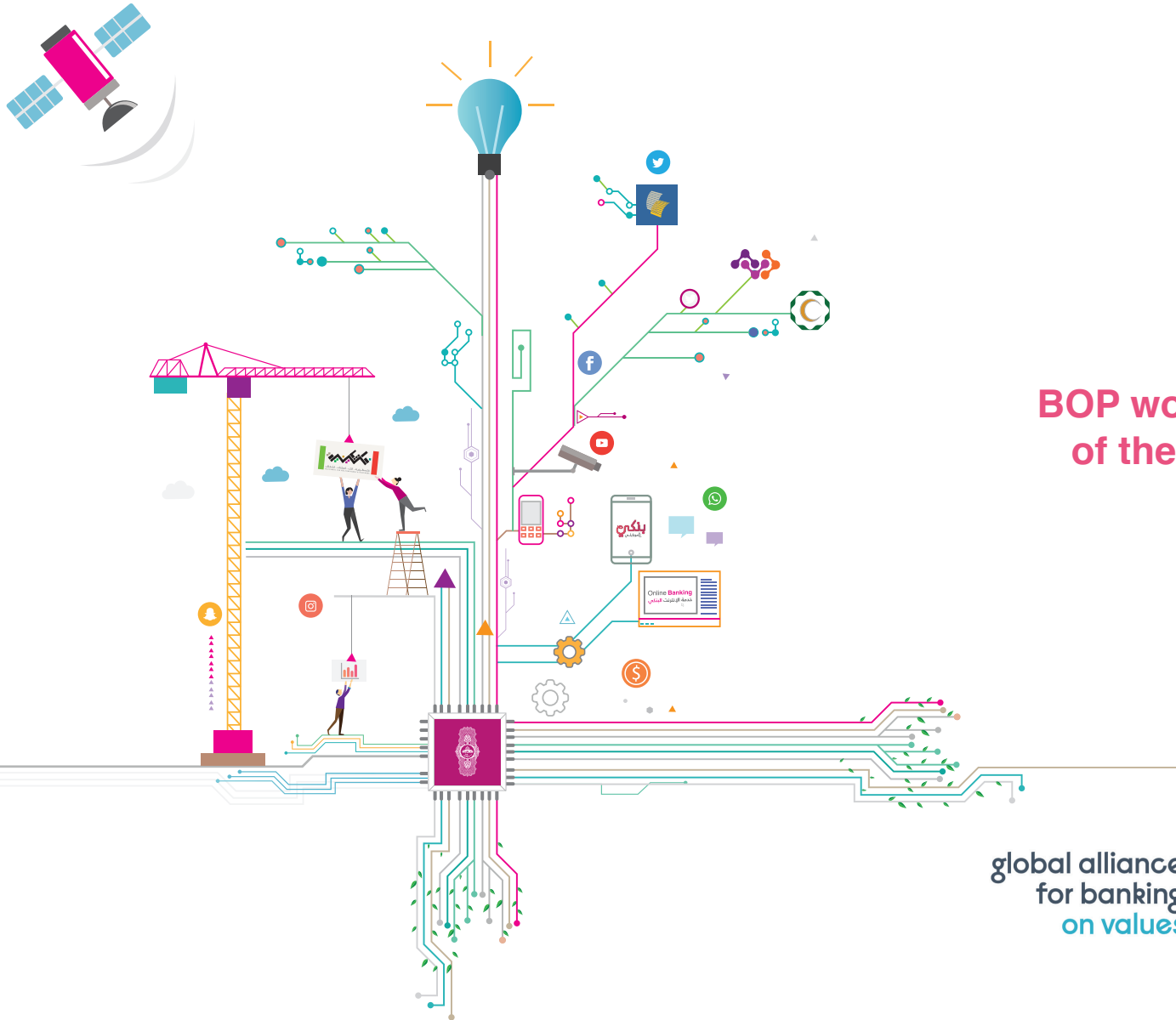
Investing in Women-Owned Businesses: Non-Financial Services & Educational Programs



The Felestineya women's markets program connects women with financial and banking products and services, in addition to non-financial advisory services, training programs, and networks so their can reach your full potential

APRIL 9, 2018

About Bank of Palestine



BOP won several awards as the Bank of the Year for Financial Inclusion



BOP's Commitment to Women's Economic Participation



As part of Bank of Palestine's focus on financial inclusion, the Felestineya Program (Arabic for "Palestinian Women") was launched in 2014 by Bank of Palestine as a program that connects women to programs, networks, mentors, and financial products and services that meet their needs, through awareness, specialized training, or one to one mentoring and coaching programs. Through this program, we also conduct research to understand the financial and non-financial advisory needs of Palestinian women, to support in devising products and services to meet their needs.

Empowering
The Felestineya program connects you with financial and banking products and services, in addition to non-financial advisory services, training programs, and networks so you can reach your full potential.

Creative
The Felestineya program connects you with financial and banking products and services, in addition to non-financial advisory services, training programs, and networks so you can reach your full potential.

Perseverant
The Felestineya program connects you with financial and banking products and services, in addition to non-financial advisory services, training programs, and networks so you can reach your full potential.

Achiever
The Felestineya program connects you with financial and banking products and services, in addition to non-financial advisory services, training programs, and networks so you can reach your full potential.

Dedicated
The Felestineya program connects you with financial and banking products and services, in addition to non-financial advisory services, training programs, and networks so you can reach your full potential.

Inventor
The Felestineya program connects you with financial and banking products and services, in addition to non-financial advisory services, training programs, and networks so you can reach your full potential.

Challenged Sterotypes
The Felestineya program connects you with financial and banking products and services, in addition to non-financial advisory services, training programs, and networks so you can reach your full potential.

Strong
The Felestineya program connects you with financial and banking products and services, in addition to non-financial advisory services, training programs, and networks so you can reach your full potential.

Influencer
The Felestineya program connects you with financial and banking products and services, in addition to non-financial advisory services, training programs, and networks so you can reach your full potential.

Why? The need...

- **Low Female labour force** participation in Palestine - 19% (lowest in the region)
- **High Female unemployment** in Palestine – 43%
- **Only 24% of the Palestinian adult population is banked**
- **Only 20% of bank accounts are owned by women**
- **The financing gap** for female-owned projects is estimated to be more than **\$350 million dollars**

What BOP offers to women?



Products tailored to meet the needs of female clients:

- A children's savings account by the mother (Was not available in Palestine according to local laws)
- Personal and business loans guaranteed by gold (Women receive a loan for 100% of the value of the gold)
- Collateral-free loans for women in Business

BOP designed the Felestineya Program, targeting all women, including women entrepreneurs and business owners, women in employment and women at home offering non-financial advisory services such as:

- **“ Meet BOP” - Banking Literacy Sessions**
- **An online business toolkit**
- **The Mini-MBA Program** for established businesses
- **The ‘Entrepreneur of the Year’ program** for aspiring entrepreneurs in cooperation with the Business Women Forum
- **Introduction to support programs and networking opportunities** within the bank's vast local and international partnerships
- **Covering the business registration fees in the Chambers of Commerce**
- **Felestineya Facebook page (77,500 Likes)** – And recently launched an **Instagram** page

In cooperation with more than 60 partners

Two Examples of Educational Programs Under Felestineya

“Meet BOP” - Banking Literacy Program

- Informal three-hour sessions usually held at BOP premises
- Open to clients and non-clients
- Offers an overall description of the banking sector and banking services and products providing them with enough knowledge to make informed decisions regarding the banking services and products they choose whilst also understanding the risks they can fall into
- Trained and certified 40 employees from branches
- Program launched in December 2014. Since then:
 - 250 sessions were held
 - 5,043 participants joined



Impact evaluation of the 1st mini-MBA cohort



In 2016, 37 participants from Jerusalem, Gaza, and the West Bank graduated from the Mini-MBA program as part of the 1st cohort

■ A third party conducted an evaluation of the program after one year of the graduation. The results:

- Their businesses are growing and contributing to the Palestinian economy
- They doubled their revenue and profits
- Their employees increased by 28%
- Formally registered their businesses
- They are now banked - have accounts, cards, and other banking services
- Access to finance - 18 loans (Some of which are collateral-free loans)



Impact evaluation of the 1st mini-MBA cohort



- Improved business management practices resulted in greater confidence
- Improved business management skills - participants learned to delegate, understood how to strategically set prices, understood good marketing practices
- Kept better bookkeeping and had improved financial management
- Women expanded their business networks
- Positive impact on the BOP employees who participated as Relations Managers (RMs) in terms of their perception of women entrepreneurs and their needs



What's next?

- Digitizing the mini-MBA
- Expanding our NFAS offering based on the needs of our members using the data collected below (Sample of 3,100 members)

