

Fostering Women Entrepreneurs in Nablus

About the programme

Tomorrow's Youth Organization (TYO) and the Cherie Blair Foundation for Women have joined forces to support female Palestinian graduates to develop sustainable businesses through product development support, access to new markets, networks, mentoring and business skills training.

Our shared aim is to foster the skills and attitudes necessary for young women to succeed in business, and to increase women's participation in the Palestinian labour force. The programme involves intensive training on basic business skills, management and entrepreneurship. We also offer product development support and access to finance for those with the highest growth potential.



University students who volunteer at TYO - such as Aya who is working to launch a goat farm, and H2 partners Hana and Heba, who produce beautiful embroidered goods - have a variety of marketable skills, but lack the business knowledge needed to convert these skills into sustainable income. Through this project, Aya is learning farm management skills so her endeavor will be sustainable and profitable to support her family's living expenses and siblings' college tuition. Hana and Heba are learning about global style, design trends, pricing and marketing, and receiving support to distribute their goods in broader markets.

These young women are not only the future community leaders of Nablus, but also mothers of the city's next generation. By facilitating their economic advancement, this project contributes to a healthier and more secure future for the women and children of Nablus.

Next steps

Building on the success of the project's first phase, the Cherie Blair Foundation and TYO are now planning a second phase which will expand the services to more women with entrepreneurial skills in and around Nablus. In addition we are developing a similar business support programme for women entrepreneurs in Lebanon.

Together with SoukTel we are also expanding the business support model to offer women entrepreneurs cutting-edge mobile technologies to enhance their business opportunities and ultimately their income. These services will include provision of information and connectivity to facilitate women's independence, market access and peer support.

Tomorrow's Youth Organization

TYO is a non-profit organization that works in disadvantaged areas of the Middle East, enabling children, youth and parents to realize their potential as healthy, active and responsible family and community members.

Find out more: www.tomorrowyouth.org

Cherie Blair Foundation for Women

The Foundation helps women in developing and transition countries set up and expand their businesses, enabling them to improve their family's quality of life and play an important role in building their economies.

Find out more: www.cherieblairfoundation.org