

# MEDA Egypt Project Profile

## Project Name

Promoting and Protecting the Interests of Children at Work (PPIC-Work)

## Project Location

Aswan and Cairo, Egypt

## Project Value and Funding Agency

USD \$4.1 million over five years (2002-2007), funded by Canadian International Development Agency (CIDA)



Photo: Carl Hiebert

## Project Description

PPIC-Work seeks to improve the working conditions and learning opportunities for children and youth who participate economically in the growing micro and small enterprise sector in Egypt. Through MEDA's partners, a number of financial innovations are provided to respond to the needs of working children and youth. MEDA also contributes to the microfinance industry by piloting child friendly and youth appropriate financial products that MEDA's MFI partners in Egypt receive technical assistance and training in order to develop and sustain. This multi-tiered project is designed to bring the issues of child and youth workers together with those of microfinance institutions in a way that responds to the changing market dynamics in Egypt.

The project provides financing and technical assistance that improves the learning opportunities for at-risk working children and youth in urban ghettos while strengthening the capacity of MFIs to deliver child and youth focused financial products. Some of these services include: loans to micro and small scale enterprises employing youth and child workers; loans to family-owned businesses and start-ups; educational loans and microcredit for youth-led businesses and young entrepreneurs.

MEDA's primary partners are Partners in Technology Exchange (PTE), the Egyptian Association for Community Initiatives for Development (EACID) and Coptic Evangelical Organization for Social Services (CEOSS).

## Key project outputs:

- Address the needs of working children and youth through the implementation of financial services that support micro and small enterprise development.
- Apply a rights-based approach to assure that working youth and children participate in the development of learning and educational tools.
- Assist working youth and children to find safe, alternative work places that still provide a reasonable income.

- Deliver trainings to MFIs to improve capacity and efficiency in new product development.
- Develop and field test nine training modules in order to disseminate experiences more widely.
- Develop and distribute a computer game for youth that teaches business development skills through a marketplace simulation. Youth learn entrepreneurial and management skills in addition to receiving further training on computer usage.
- Lead international dialogues with stakeholders on trade policy, child labor issues and microfinance interventions for children and youth.
- Explore possibilities for a scale-up of the PPIC-Work program in Egypt as well as leveraging new partnerships in surrounding countries to lay the groundwork for a regional program. MEDA will assist Sa-nabel (A microfinance networking agency in the Arab Region) and the Arab Council for Childhood and Development (ACCD) to establish a training capacity within their organizations to adapt and deliver the PPIC-Work training programs and materials to suit the needs of new partner agencies in Egypt and the surrounding Arab Region.



Photo: Carl Hiebert