



“SHE KNOWS” - ECONOMIC EMPOWERMENT OF WOMEN PROJECT

"She Knows" is a four-year project that works to advance women's economic inclusion in Serbia by increasing their employment potential, expanding their self-employment and business opportunities and instituting policies and practices aimed at reducing barriers to women's economic participation and gender bias in the workplace. The Activity will focus primarily on women in rural areas who are not in employment, education, or training (NEETs). To do so, the Activity will strengthen local mechanisms for women's economic development in rural areas through pilot programs with three Regional Development Agencies (RDAs). On the national level, it will provide technical support to women-led businesses, alongside advocacy and policy making activities that enable the private sector to implement gender equitable employment. This activity will contribute to USAID's overall goal of a more prosperous and democratic Serbia committed to European integration and self-reliance.

ACTIVITIES

- Carry out a nationwide baseline assessment to analyze gaps between the existing workplace skills of women and the skills sought by Serbian companies across various industries to fill specific labor needs.
- Carry out a Strategic Communications campaign to raise awareness about the economic situation of women and foster an environment that supports women's empowerment and reduces gender biases.

- Increase women’s employability by equipping women with the skills necessary to meet workforce demands and access new job opportunities. Support will be customized to the specific skills needs of young women and women NEETs from both rural and urban areas in target regions.
- Develop and implement a comprehensive pilot employability support package, comprised of upskilling, reskilling, and providing career guidance services for women, in collaboration with the Center for Development of Jablanica and Pčinja districts. The package will also include financial literacy support, entrepreneurial training, and peer to peer mentoring.
- Replicate fully operational pilot employability support package in two additional regions of Serbia in collaboration with two accredited regional development agencies.
- Promote and develop practices, processes, and mechanisms that create conditions for equitable, non-discriminatory hiring, retention, and promotion of women professionals in the workplace.
- Develop an inclusive culture where gender inclusivity is considered a business asset.

ANTICIPATED KEY RESULTS

- Widened number of women who are employable, employed, running their own businesses, or attracting funds.
- Increased number of companies that have improved their diversity, equity, inclusion, and accessibility (DEIA) practices and are employing and retaining more women.
- Increased number of women professionals who are promoted or have received a salary increase in line with their professional roles at work.
- Expanded percentage of women who report that their workplace is supportive of women.
- Increased number of women-led businesses.

ADDITIONAL INFORMATION

PROJECT FUNDING

U.S. Agency for International Development (USAID/Serbia)

PROJECT DURATION

December 2023 – December 2027

PROJECT IMPLEMENTATION

Impact Hub Belgrade in partnership with AmCham, Center for Development of Jablanica and Pcinja District (CRJPO), Erste Bank Serbia

TOTAL FUNDING

\$2,000,000 USD

WHERE WE WORK

Nationwide

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