

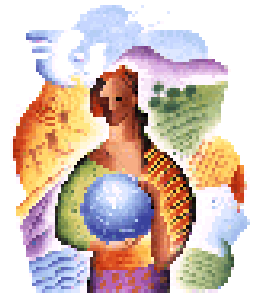


PROMOTION OF WOMEN ENTREPRENEURSHIP BY THE EUROPEAN COMMISSION

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The UN 4th CONFERENCE ON WOMEN Beijing - 1995



Beijing Platform for Action – Equality,
Development & Peace states, that

**"empowerment of women and equality
between women and men are
prerequisites for achieving political,
social, economic, cultural and
environmental security among all
peoples".**

BEIJING PLATFORM FOR ACTION

WOMEN AND ECONOMIC DIAGNOSIS

- **Strategic objective 1:** Promote women's economic rights and independence, including access to employment, appropriate working conditions and control over economic resources. Actions to be taken.
- **Strategic objective 2:** Facilitate women's equal access to resources, employment, markets and trade. Actions to be taken.
- **Strategic objective 3:** Provide business services, training and access to markets, information and technology, particularly to low-income women. Actions to be taken.
- **Strategic objective 4:** Strengthen women's economic capacity and commercial networks. Actions to be taken.
- **Strategic objective 5:** Eliminate occupational segregation and all forms of employment discrimination. Actions to be taken.
- **Strategic objective 6:** Promote harmonization of work and family responsibilities for women and men. Actions to be taken.

OECD LEED PROGRAM

The Local Economic and Employment Development (LEED) Programme, of the Organisation for Economic Co-operation and Development (OECD), has been active for more than a decade in the evaluation of entrepreneurship and local development policies in OECD countries. Since 1989, the LEED Programme has been sharing this experience with national and local authorities in transition countries.

Outcome of the Brijuni Conference (Croatia) 21-21 October 1999

<https://www.oecd.org/cfe/leed/7350457.pdf>

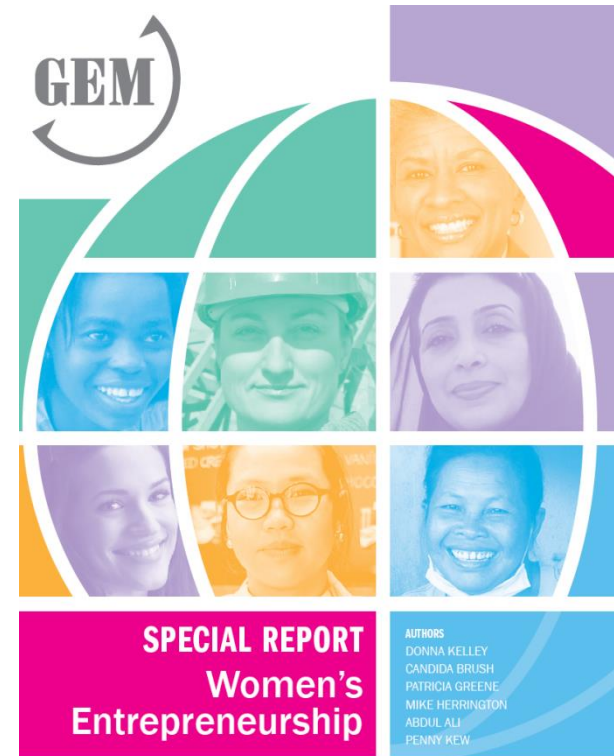
Low levels of women's entrepreneurship in the transition economies due to obstacle as

- lack of integration of gender perspective into transition strategies,
- lack of access to guarantee funds and adequate credit schemes,
- inadequate access to new information technologies,
- poorly developed education and training facilities, especially in the field of entrepreneurship,
- insufficient technical advisory services
- underdeveloped social infrastructure support needed to sustain women's activities.

GEM 2015 Report on Women and

Entrepreneurship

The Global Entrepreneurship Monitor (GEM) 2015 Report on Women and Entrepreneurship is the fourth in a series of reports undertaken to provide a comprehensive and up-to-date study of the role played by women involved in entrepreneurial activity across the world economy. The GEM research project provides comparable data for assessment of entrepreneurial activity in 83 countries whose economies represent more than 70% of the world's population and nearly 90% of Global GDP.



www.gemconsortium.org

GEM 2015 Report on Women and Entrepreneurship

The Report provides information on female entrepreneurship rates and gender gaps in the following areas:

- Participation at multiple phases of activity
- Characteristics and motivations of women entrepreneurs
- Societal attitude about entrepreneurship
- Impact indicators among entrepreneurs

Conclusion to women entrepreneurship

1. Women's entrepreneurship matters. Women are creating and running businesses across a wide range of countries and under varying circumstances. Female entrepreneurship is an increasingly salient part of the economic makeup of many countries and is a key contributor to economic growth in low/middle-income countries, particularly in Latin America and the Caribbean.

Conclusion to women entrepreneurship

2. A gender gap exists with respect to new venture creation and business ownership. This gap is significant and systematic, varying both by country GDP as well as by region. The gender difference is more pronounced in high-income countries. The Report shows that 35 countries have closed the gender gap in health and survival and 37 countries closed the political empowerment gender gap.

Conclusion to women entrepreneurship

3. Being employed and having a social network that includes other entrepreneurs are stronger predictors of women's entrepreneurship than educational attainment or household income.
4. Perceptual factors that reflect optimism, self-confidence, and reduced fear of failure are important predictors of women's entrepreneurship.

Conclusion to women entrepreneurship

5. Globally women play a major role in driving the world economy, controlling about USD 20 trillion in annual consumer spending.
6. Women make up 40% of the global workforce.
7. Women are earning professional degree in record numbers and companies are implementing programs to support womens full participation in leadeship.

Conclusion to women entrepreneurship

8. Gender gaps persist in the labour market. Women suffer from higher rates of unemployment and face higher risks of vulnerable employment with inadequate earnings, difficult work circumstances and lack of consideration for workers' rights.

ENTREPRENEURIAL INTENTION

The entrepreneurial intentions as the percentage of the adult population between 18-64 years – excluding individuals already engaged in any stage of entrepreneurial activity – who intent to start a business within the next three years. There is a close relationship between entrepreneurial intentions and actual startups. Female intentions are highest in Latinamerican (0.91), African (0.90) and Middle East (0.89) economies and the lowest in Europe.

Entrepreneurial Intention in Europe

Entrepreneurial Intention Female	Entrepreneurial Intention Male	Ratio Female/Male
15	24	0.62
10	15	0.67

EFFICIENCY DRIVEN
INNOVATION DRIVEN



2015 FEMALE ENTREPRENEURSHIP INDEX

<http://thegeedi.org/female-entrepreneurship-index-2015-report/>

Analyses the conditions that foster high potential female entrepreneurship in 77 countries



The 2015 Female Entrepreneurship Index

Analyzing the conditions that foster high-potential female entrepreneurship in 77 countries

Siri Terjesen and Ainsley Lloyd



THE GLOBAL ENTREPRENEURSHIP AND DEVELOPMENT INSTITUTE

The Female Entrepreneurship Index – FET - measures the development of high potential female entrepreneurship worldwide. Defined as “innovative, market expanding, and export oriented,” this gender specific Index utilizes GEDI’s unique framework, methodology, and global approach in order to capture the multi-dimensional aspects of entrepreneurial development.

Entrepreneurial culture

Focusing on high-potential female entrepreneurship we are interested in female start-ups defining the market expansion, innovation and export businesses.

FEI includes 3 sub-indices:

1. Entrepreneurial Environment;
2. Entrepreneurial Eco-System; and
3. Entrepreneurial Aspirations.

FEI SUB-Indices

1. Entrepreneurial Environment focus on assessing the entrepreneurial spirit and culture of a given society as well as the institutions supporting strat-ups
2. Entrepreneurial Eco-System looks at the access of resources and institutions needed to femal entrepreneurs; and
3. Entrepreneurial Aspirations focus on individual entreprenurial characteristics as well as resources available for high-economic growth

FEI SUB-Indices

- These three sub-indices stand on 15 pillars, each of which contains an individual and institutional variable that corresponds to the micro- and macro-level aspects of entrepreneurship.

Sub-index 1:
Entrepreneurial Environment

Pillar 1: Opportunity Perception

- Opportunity Recognition
- Equal Rights & Market Size

P2: Start up Skills

- Perception of Skills
- Secondary Education

P3: Willingness and Risk

- Willingness to Start
- Business Risk

P4: Networking

- Know an Entrepreneur
- Access to Internet & Networks

P5: Cultural Support

- Executive Status
- Access to Childcare

Sub-index 2:
Entrepreneurial Eco-System

Pillar 6: Opportunity Start up

- Opportunity Business
- Bus Freedom & Movement

P7: Technology Sector

- Tech Sector Business
- Tech Absorption

P8: Quality of Human Resources

- Highly Educated Owners
- SME Support & Training

P9: Competition

- Innovativeness
- Monopolized Markets

P10: Gender Gaps

- Entrepreneurship Ratio
- Labor Force Parity

Sub-index 3:
Entrepreneurial Aspirations

Pillar 11: Product Innovation

- New Product
- Technology Transfer

P 12: Process Innovation

- New Technology
- R&D Expenditure

P13: High Growth

- Business Gazelles
- Leadership

P14: Internationalization

- Export Focus
- Globalization

P15: External Financing

- 1st tier financing
- 3rd tier financing

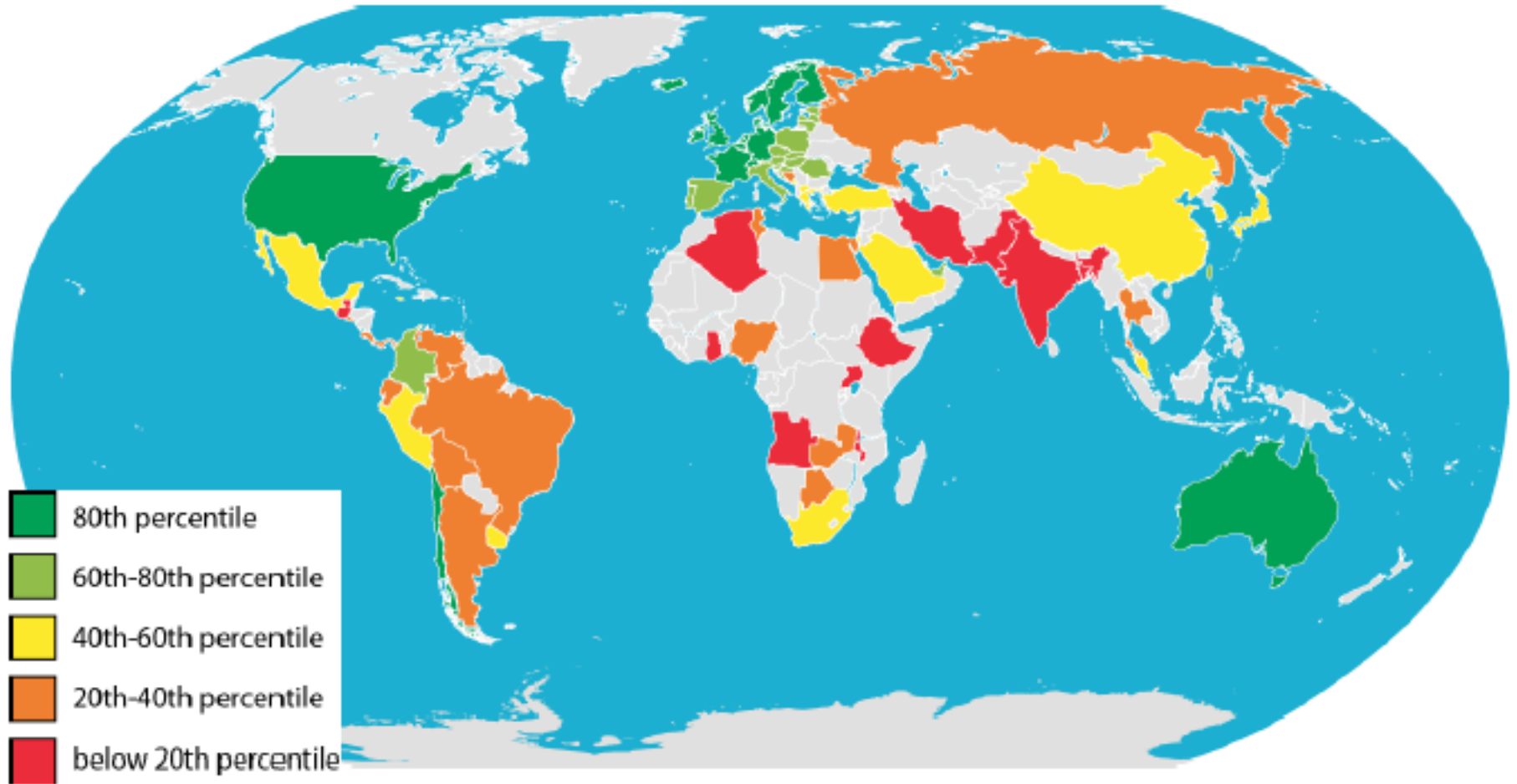
Top 10 countries for felame entrepreneurship

Rank	Country	Score
1	United States	82.9
2	Australia	74.8
3	United Kingdom	70.6
4	Denmank	69.7
5	Netherlands	69.3
6	France	68.8
7	Iceland	68.0
8	Sweden	66.7
9	Finland	66.4
10	Norway	66.3

Top 10 countries in new EU countries + RU

Rank	Country	Score
17	Czech Republik	59.1
18	Lithuania	58.5
19	Poland	57.7
20	Latvia	56.6
21	Slovenia	55.9
22	Estonia	55.4
24	Slovakia	54.8
25	Hungary	53.7
31	Croatia	49.4
56	Russia	35.6

FED 2016 SCORES



Key: Color coding ranges from dark green for the highest scoring countries to yellow for middle scoring countries to red for the lowest scoring countries.

The global environment for Female Entrepreneurs


results of the 2015 Female Entrepreneurship Index by GEDI

61%
of countries



still score below 50 out of 100

What ^{can} we do?

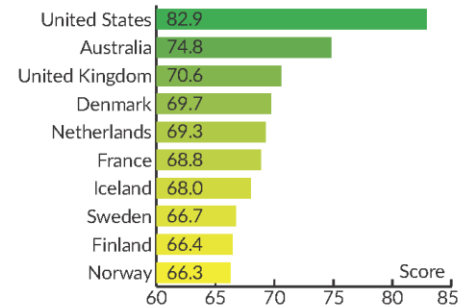
Europe can improve
 **Opportunity Recognition**
 whether women recognize good opportunities to start a business in the area where they live

Latin America can improve
 **Export Focus**
 female entrepreneurs that have at least some customers outside the country

Sub-Saharan Africa can improve
 **Access to Finance**
 women's access to bank accounts and finance programs

East Asia can improve
 **Skill Perception**
 whether women believe they have the required knowledge and skills to start a business

Top ten countries for female entrepreneurs



Global trends

13% Among female businesses **Innovativeness** has decreased 13%



The percentage of female businesses that are in the **Tech sector** has decreased 19%



7% The percentage of **Business Gazelles** has increased 7% (those who intend to grow their businesses by 50% and employ 10 people within 5 years)

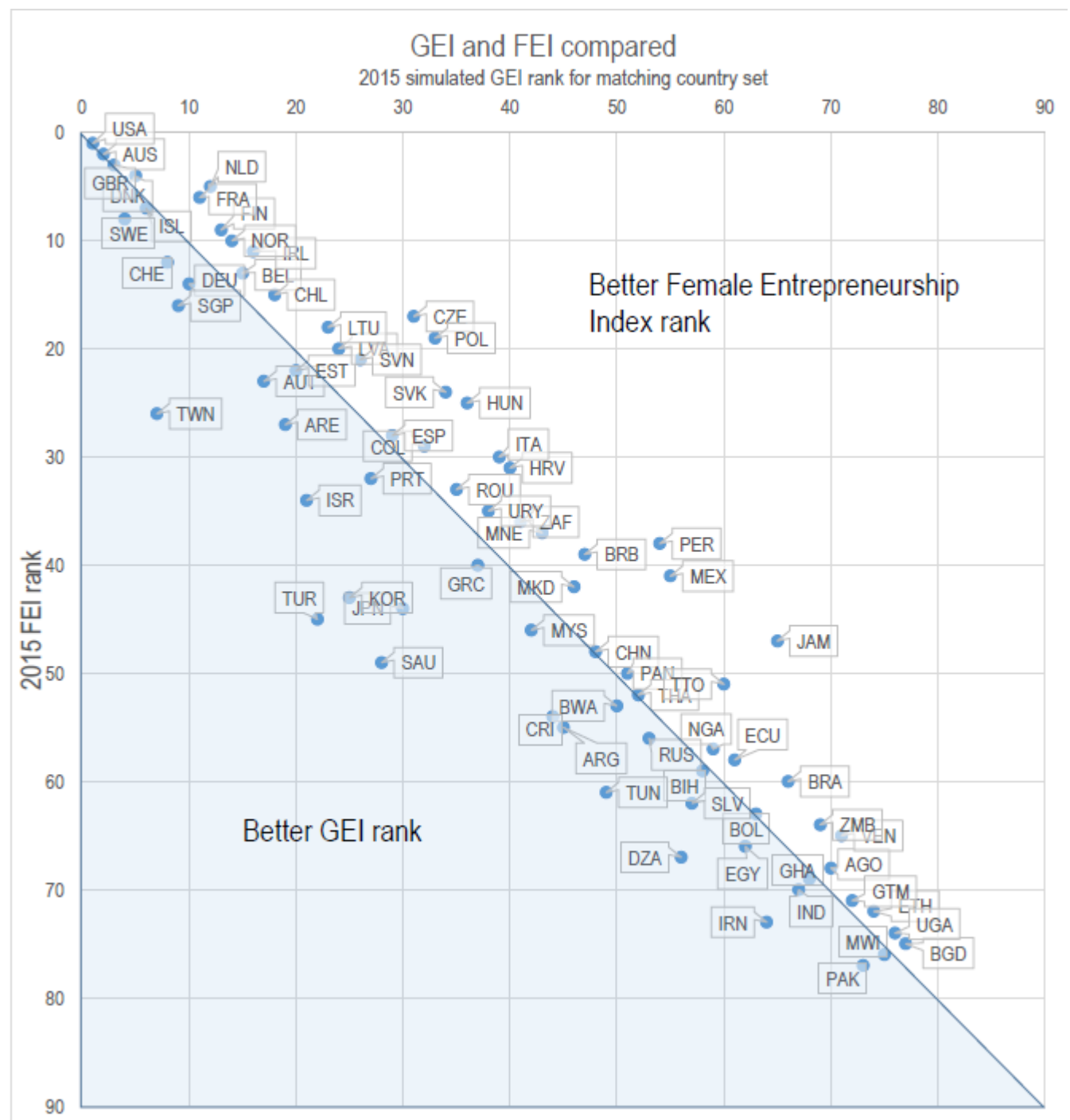


The percentage of female entrepreneurs who are **Highly Educated** has increased 9%



GEI & FEI compared

Eastern European countries all have better FEI ranks than GEI ranks indicating strong performers when it comes to foster female entrepreneurship



EU STATISTICS

- population 493 mil. (more than 50% are women)
- 70% population having completed at least upper secondary education (aged 15-64)
- 80,7% of female aged 20-24 completed at least upper secondary education (only 74,8% of male)
- women constitute **52% of the total European** population but only **34.4% of the EU self-employed** and **30% of start-up** entrepreneurs
- 57,1% employment rate - female (64,3% total employment rate)
- **lower employment rate by 12,7% for women with young children**
- 31,2 % persons employed part-time – female (18,1% total persons employed part-time)
- 7 917 800 employed persons with a second job
- Gender pay gap = 15%

WOMEN AND ENTREPRENEURSHIP

- **Education level of entrepreneurs:** 42% upper secondary education, 28% primary and lower secondary education, 20% tertiary education, 11% post-secondary and non-tertiary education
- **Why women want to become entrepreneur:** being one's own boss, making more money, seeking a new challenge, avoid unemployment, combining work & private life
- **Factors Of Business Success survey (2005):** 28% of EU entrepreneurs were women and 72% were man; 10% of entrepreneurs in the EU industry are domestic, 20% are foreign EU and 15% are foreign other

WOMEN AND ENTREPRENEURSHIP

- In 2005, only **2,9%** of women employed were managers of small enterprises
- Successful women entrepreneurs are mostly in: hotels & restaurants, wholesale & retail trade, financial intermediation, real estate; **only 20% of entrepreneurs in industry are women**
- **Start-up difficulties by gender (female):** 60% contact with customers, 60% administration, 54% financing, 45% alone as entrepreneurs, 39% pricing goods

WOMEN MOTIVATION FOR ENTREPRENEURSHIP

- economic independence based on steady income and prestige associated with paid jobs, which now determine women's position within a family and society;
- lowering negative economic consequences of divorce and/or male unemployment;
- old-age security in terms of income (pension) and health care (medical insurance), important due to longer life expectancy and high probability for married women of living alone at older age.

FACT FINDING ABOUT WOMEN ENTREPRENEURSHIP IN THE EU

- Although during the past decade lot of actions were taking place in encouraging upturn in women running businesses, much more needs to be done to overcome the specific factors which discourage women in particular from starting or taking over small firms. And even more importantly, we have to create an environment in which those women who do run a small business can more easily grow their firms.

MAIN CHALLENGES FACED BY FEMALE ENTREPRENEURS

When establishing and running a business, women face challenges such as:

- access to finance
- access to information
- training
- access to networks for business purposes
- reconciling business and family concerns.

What the European Commission does?

- The Commission promotes and supports female entrepreneurship through the Small Business Act and the Entrepreneurship 2020 Action Plan.
- One of the Commission's main initiatives is to support networking among female entrepreneurs, potential female entrepreneurs, and support organisations.

Support tools and networks for women

The Commission supports several tools such as networks and an e-platform helping women become entrepreneurs and run successful businesses:

- Wegate-platform: a one-stop-shop for women entrepreneurship
- The European Community of Women Business Angels and women entrepreneurs
- The European network to promote women's entrepreneurship (WES)
- The European network of female entrepreneurship ambassadors
- The European Network of Mentors for Women Entrepreneurs

The European on-line Platform for women entrepreneurs WEgate

The Wegate platform is a one-stop shop for women of all ages who want to start, run and grow a business.



Launched in September 2016, it provides information and links on access to training, mentoring, advice and business networking opportunities.

WES European network to promote women's entrepreneurship

The WES is a European policy network representing women's interests in business and entrepreneurship. Its members are from 31 European countries (28 Member States and Iceland, Norway and Turkey) and represent national governments and institutions, promoting and supporting entrepreneurship by women at national level. WES members provide advice, support and information on existing support measures for women entrepreneurs, and they help to identify good practices and contacts.



WES AIMS

- Raising the visibility of existing female entrepreneurs
- Create a climate that is favourable to female entrepreneurs
- Increase the number of new women entrepreneurs
- Increase the size (scale) of existing women run businesses



MEANS FOR WES

- To be a discussion partner towards the European Union (European Commission and European Parliament)
- To co-operate with already existing networks and organisations
- Benchmarking, exchange of information and good practice
- Common projects

The European Community of Women Business Angels and women entrepreneurs

The goal of this initiative – funded by the European Parliament - is to support women entrepreneurs in accessing alternative sources of funding. It will do so by raising the awareness of business angels, training women who would like to become business angels and helping women entrepreneurs to present their business ideas to potential investors. The network was created in 2017, by means of **4 projects** covering 14 EU countries.

4 projects

- Lean in the European Women Business Angels Community – LEANIN EU WBAs
- South Eastern Europe Women Business Angels Network – SEEWBAN
- Women Business Angels for Women Entrepreneurs – WA4E
- Project CrossEUWBA (Women Business Angels)

Project aims of SEEWBAN

The project is focusing on the development of WBAs network in 7 countries: Bulgaria, Greece, Cyprus, Hungary, Italy, Scotland and Slovenia. The project is going to benefit from the transfer of experience and expertise from more experienced countries – mainly Italy and UK – to less experienced ones. E-learning activities will be used in combination with traditional ones for the development of the skills of both WBAs and Women Entrepreneurs. The Project will invest 2.4 million Euro in new Wes.

Project duration 24 months starting on 1.1.2017

Leading partner: Federation of Enterprises and Industries of the Peloponnese and Western Greece



EUROPEAN NETWORK OF FEMALE ENTREPRENEURSHIP AMBASSADORS

The European Network of Female Entrepreneurship Ambassadors was inaugurated in 2009. It is made up of around **270 entrepreneurs** from **22 European countries**. The aim of the ambassadors is to act as **role models** by telling their story to raise awareness and encourage entrepreneurship as a career option for women of all ages. Many of the ambassadors have gone beyond this, having also become actively involved in supporting the establishment of new businesses.



EUROPEAN NETWORK OF FEMALE ENTREPRENEURSHIP AMBASSADORS

The Network has been very successful and exceeded its objectives in terms of events organised and audience reached.

Over 650 national meetings have been organised, reaching more than 61 000 would-be women entrepreneurs. The ambassadors have supported the creation of more than 250 new women-led enterprises and created 22 networking and business support clubs for women.

<http://ec.europa.eu/DocsRoom/documents/17322/attachments/1/translations>

The European Network of Mentors for Women Entrepreneurs

The European Network of Mentors for Women Entrepreneurs was inaugurated in 2011. Seventeen European countries belong to the Mentors Network: Albania, Belgium, Cyprus, the Former Yugoslav Republic of Macedonia, Greece, Hungary, Ireland, Italy, Montenegro, the Netherlands, Romania, Serbia, Slovakia, Slovenia, Spain, Turkey and the United Kingdom.

The European Network of Mentors for Women Entrepreneurs

The Mentors Network provides advice and support to women entrepreneurs on the start-up, management and growth of their businesses in the early phases (from the second to the fourth year of existence of a new woman-run and owned enterprise).

<http://ec.europa.eu/DocsRoom/documents/10306/attachments/1/translations>

HORIZONT 2020 GENDER

Horizont 2020 Genders aims at Promoting Gender Equality in R&D. 3 objectives:

- Fostering gender balance in research teams, in order to close the gaps in the participation of women.
- Ensuring gender balance in decision-making, in order to reach the target of 40% of the under-represented sex in panels and groups and of 50% in advisory groups.
- Integrating the gender dimension in research and innovation (R&I) content, helps improve the scientific quality and societal relevance of the produced knowledge, technology and/or innovation.

HORIZONT 2020 GENDER

The Horizon 2020 16th Chapter of the **WORK PROGRAM on „Science with and for Society”** funds specific initiatives in support of the gender equality strategy. Support is given to Research Performing Organisations (RPO) and Research Funding Organisations (RFO) in order to:

- remove barriers that generate discrimination against women in scientific careers and decision-making (supporting research organisations to implement gender equality plans), and
- integrate a gender dimension in research content.

Commission awards female entrepreneurs for bringing breakthrough ideas to market

The European Commission has honoured female entrepreneurs for bringing life-changing innovations to the market. Commissioner for Research, Science and Innovation Carlos Moedas and the Vice-President of the European Parliament Mairead McGuinness announced the four winners of the 2017 EU Prize for Women Innovators last week.

- **Michela Magas**, co-founder of Stromatolite, a company that creates innovation ecosystems, took home the first prize (EUR 100 000). She was recognised for creating innovation labs in Sweden and the UK that encourage people from different areas to come together and discuss ideas, develop new products and business models.

Commission awards female entrepreneurs for bringing breakthrough ideas to market

- **Petra Wadström**, founder of Swedish company Solvatten, won second prize (EUR 50 000) for creating a portable water treatment and heating system that uses solar energy to produce purified water for those who do not have access to any.
- The third prize (EUR 30 000) was awarded to **Claudia Gärtner**, who founded biotechnology company microfluidic ChipShop. She created a small device that can detect diseases and improve diagnosis from one single drop of blood.

NEW TREND: MOMPREENEUR

DEFINITION:

If the mother started the business *because* she's been inspired by being a mother and start her home-based business.

Many women are trying to take care of a business and take care of kids at the same time. One reason for that is because in some big cities the lineup for daycare begins before the baby is even born!



The Center for Women's Business Research points to the significance of the trend reporting that nearly 75% of the more than 10 million women-owned businesses in the US have no employees.



- **WHAT: 4th Women Startup Competition Europe**
- Women Startup Competition was founded in order to give an opportunity for female entrepreneurs and their team members, to meet the investors of their dreams.
- A total of 6 regional Women Startup Competition pre-final events will be held in 2017 all over Europe. The Final Demo Day **London** will take place on the 1st of July, 2017 where the finalists will participate in the **5-days-training** session and pitch their ideas.

WHY - Get attention, grow woman participation, entrepreneurs and investors

- **Increase your chances!** 7 winners from 7 local semi-final events get straight through to the London Demo Day final, so you don't have to compete with all online applicants!
- **Ask questions!** All other attendees will be channeled into online application where we select another 5 teams to participate at the Demo Day finale.
- **Learn to please your audience!** Amend your application until the 1st of April as 1 additional team will be selected through audition voting.

WHO - Startups with majority women

- The only requirement set by the organizers is, that the applicants must have at least an equal gender diversity representation (50%-50%) within the entrepreneurial team or the majority of team members have to be women (50%<) or must identify as women in a way that's significant to them. There are no thematic requirements: any idea owner, entrepreneur or startup can apply who believe that their idea might appeal to their target audience and attract investors. All applications are welcome!

Teams can apply to the pre-finals through F6S, where the winner gets through to the London Demo day Final:

<https://www.f6s.com/4thwomenstartupcompetition>