

Institutional Support to Women Entrepreneurship



**ŠIAULIU PREKYBOS,
PRAMONĖS IR AMATŲ
RŪMAI**

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Siauliai Chamber of Commerce, Industry and Crafts

Untapping Women Entrepreneurship Potential



- **How you manage to match your family life and business?**



Percentage of business leadership roles held by women

Arrows indicate change from long-run average

1.		Russia	45%	↑	13.		France	28%	↑	22.		US	23%	↑
2.		Lithuania	39%	↑	14.		Greece	27%	↑	26.		UK	21%	↑
2.		Philippines	39%	↓	14.		Sweden	27%	↑	27.		Turkey	20%	↓
4.		Estonia	37%	→	16.		Armenia	26%	↓	28.		Brazil	19%	↓
4.		Thailand	37%	→	16.		Canada	26%	↓	28.		Ireland	19%	↓
6.		Indonesia	36%	↑	16.		Malaysia	26%	↓	28.		New Zealand	19%	↓
7.		Latvia	35%	↓	16.		Singapore	26%	↑	31.		Argentina	18%	↓
8.		Poland	34%	→	16.		Spain	26%	↑	31.		Mexico	18%	↓
9.		China	30%	↓	21.		Finland	25%	↓	31.		Netherlands	18%	↑
10.		Georgia	29%	↓	22.		Australia	23%	→	34.		India	16%	↑
10.		Italy	29%	↑	22.		Botswana	23%	↓	35.		Germany	15%	↓
10.		Nigeria	29%	↑	22.		South Africa	23%	↓	36.		Japan	7%	→

This is a ranking of 36 countries included in the Grant Thornton 2015 IBR survey

Source: Grant Thornton IBR Women in Business Report 2016; based on data drawn from Q3 & Q4 2015



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- <http://www.businesswire.com/news/home/20160308006361/en/Grant-Thornton-U.S.-world%E2%80%99s-women-business-leadership>



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- The bottom scores of Germany or Japan prove that well-developed free market economies are unable overcome stereotypes, for this reason we can't let matters take care of themselves. Here **the institutional leadership and support in all levels** is an essential issue.



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The top institutions in the EU should launch programs and allocate financial instruments for particular issue of women entrepreneurship. This is in process.



European Economical and Social Committee position

- "Quotas should not be needed – but they are the only way to break men's prejudices towards women's incompetences".
- On the other hand, some women in leading positions have come out strongly against legally binding quota, as they feel these devalue their own achievements. There is a concrete fear that quotas stigmatise women taking on a leading position.
- To promote women into board positions, it is important to put in place the necessary policies that will encourage women to take the lead, including measures to reconcile business and family life, to encourage networking and career progression at all levels and to raise awareness and change attitudes.



Each country should do the same on their turn and governments should:

- **Communicate and demonstrate benefits and best practices of diverse, gender-balanced leadership.** And in order to have credible impression - men should do that.



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- **Caring for loved ones is listed as a major challenge for entrepreneurship.**



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- **Tend to search and implement innovations.**



- **Are more effective managers at the age of 30?**
- **Are more effective managers at the age of 40?**



Each country should do the same on their turn and governments should:

- **Seek transparency on remuneration and push for equal pay.**

In recent years, a number of companies have acted not only to identify and remedy gender wage disparities within their own workforces, but also to establish innovative employment policies and procedures to prevent them. The promising strategies described within are a few of the approaches for employers to explore, adapt, test, and adopt, in order to advance equal pay.



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- **Interesting (Estonian research data)**

Of particular note is the fact that women managers in public relations and advertising earn 24 percent more than their male counterparts, while women managers in the food service industry, including barkeepers, café managers and catering managers, earn 20 percent more than their male colleagues. Women bus and tram drivers likewise earn 12 percent more than men.



Each country should do the same on their turn and governments should:

- **Ensure that flexible, high quality childcare is affordable and available.**

Governments need to put measures into place to provide parents with the support they need to balance a satisfying career with a sustainable family life, childcare available throughout all childhood period (evenings and holidays in the school period)



The bottom line is this: **Men and women's behavior in the workplace is fundamentally — and biologically — different.** Women don't need to compromise their natural tendencies and authentic voices or behave more like men to be successful in the business world. Instead, the solution is the opposite: Adding female voices to senior-level conversations in an organization unlocks diverse ways of thinking, management styles and approaches to problem-solving.



Lithuanian situation

- A third of companies in the world in their managers team does not have a single woman. Meanwhile, Lithuania, compared to other countries, fall into the world top three according to the women occupying CEO positions.
- Last year the number increased 6 % and today in Lithuania there are 39 % of women at CEO positions. (Tendencies according to network of international audit company „Grant Thornton International“).
- **Today Siauliai Chamber of Commerce, Industry and Crafts unites 170 enterprises. 20% of enterprises - members chaired by women.**



Estonian and Latvian situation

- In Estonia there are 37 % of women at CEO positions. (Tendencies according to network of international audit company „Grant Thornton International“).
- Today in Latvia there are 35 % of women at CEO positions. (Tendencies according to network of international audit company „Grant Thornton International“).
- Latvia women are the most active early – stage entrepreneurs (Global entrepreneurship Monitor 2013-2014) highest in Europe - 10 %, (Estonia 9%, Lithuania 8%)



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Latvian Business Women Association

Latvian Business Women Association (LBWA) is non governmental organization joining 39 women organizations and clubs from all over Latvia. Aims:

- To promote economic independence of women by organizing educating activities.
- To develop and strengthen activity of women and women organization in the economical, political and social life of the country.
- To promote cooperation between Latvian women organizations and those from other countries.

Estonia BWA around 100 members and is best known for the Women of the Year event and “Equal pay” initiative which aims to minimize the differences in pay of men and women.



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Government will never be able to do everything. To have best results united efforts in all levels should be taken.



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Well-minded government should use the **existing institutions.**



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Lithuanian Business Women network creation experience.



Eurochambres support.

What was our aim. To support women entrepreneurship?

Is it fair to support bussiness of women?



Setting up a network and supporting its activities.

- Women need a place where they can nurture relationships in a way that feels comfortable, a venue where they make the rules, and a private space that empowers them. They are judged all the time and would like to occasionally be in a place where they are judged less. Or at least judged on criteria that pertains to our jobs rather than to their gender.



Setting up a network and supporting its activities.

- Simply but very effective. The reason is in female type of operation. Here we use the benefit qualities of women in business – communication, social responsibility and habit to work hard.
- KEY GOALS OF THE BWN SIAULIAI REGION are in line with the governmental ones.



History of the Network:

- In 2007, encouraged by the President of EWN Sofia Economacos and EWN coordinator Brigit Arens , Kaunas CCIC member Asta Šileikienė took the initiative to build a similar network of women entrepreneurs in Lithuania.
- Business Women Network in Lithuania established in 2008 in main cities near CCIC.



History of the Network in Šiauliai:

Business Women Network in Siauliai Region established in 2008

In 2010 a project under the Norwegian Financial Mechanism grant „**Expansion of Competencies of Public Sector in order to Promote Business Conditions for Women Entrepreneurs**“ approved.

Project coordinator: Siauliai Branch of the National Regional Development Agency

Partners: Chamber of Commerce, Industry and Crafts, Siauliai City Municipality



History of the Network in Šiauliai:

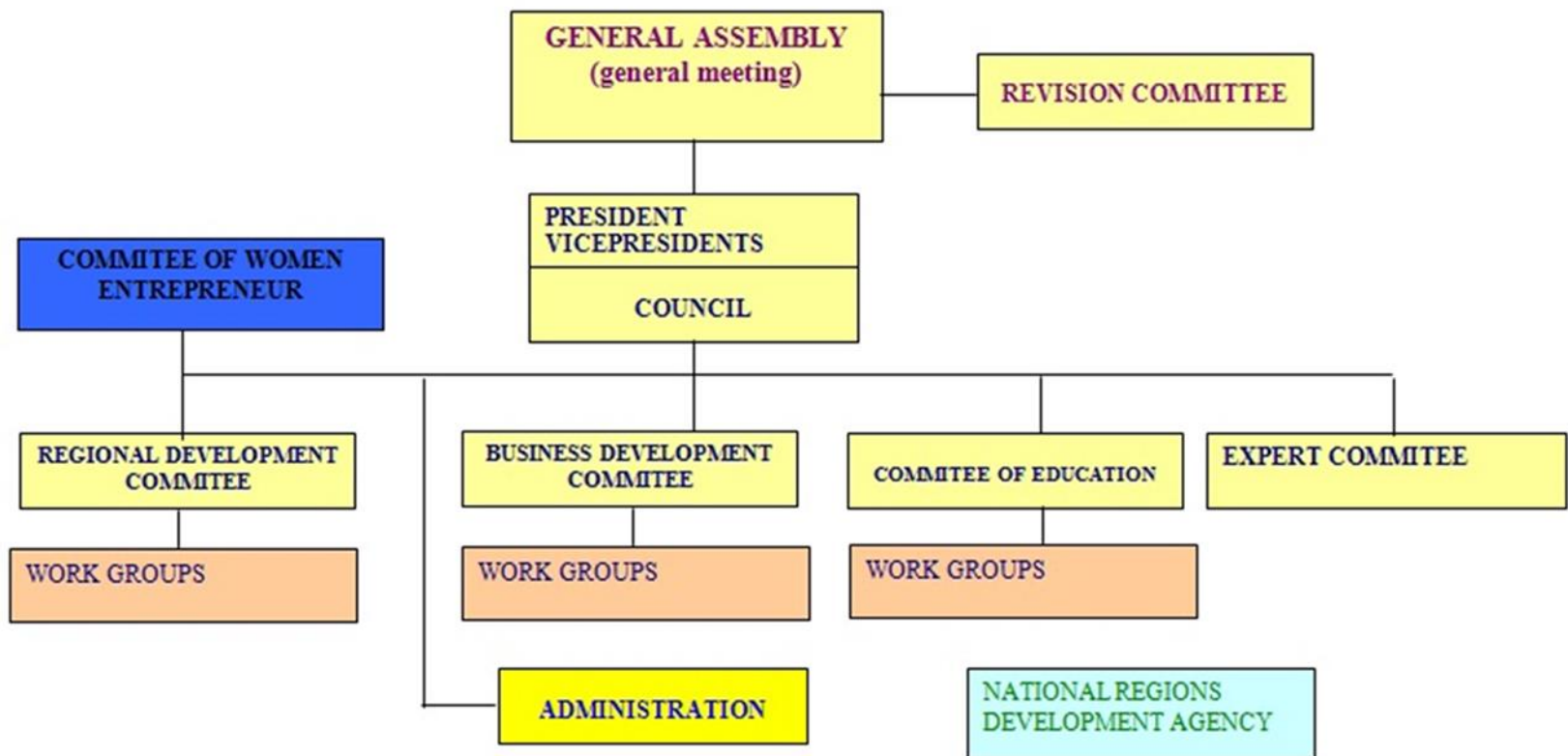
Results of the project:

- Training sessions and a conference about women entrepreneurship delivered.
- 9 women entrepreneurs participated in a study visit in Oslo (Norway).
- **Committee of women entrepreneurs created at Siauliai CCIC.**
- **Guidelines of women network activities created.**



History of the Network in Šiauliai:

STRUCTURE OF SIAULIAI CHAMBER OF COMMERCE, INDUSTRY AND CRAFTS





History of the Network in Šiauliai:

KEY GOALS OF THE BWN SIAULIAI REGION

- Promote women's entrepreneurship.
- Bring together women entrepreneurs and mutual assistance of network members.
- Transfer of entrepreneurial experience to youth and start-up entrepreneurs.
- Support mediation and advocacy for young women entrepreneurs.
- Seeking close cooperation with international and local networks.



History of the Network in Šiauliai:

New SCCIC services:

- Thematic seminars to Network and Chamber members
- Individual consultations, business presentations among Network members
- Transfer of entrepreneurial experience to youth and start-up entrepreneurs



Lithuanian Business Women Network

Business women network (BWN) in Lithuania unites nearly 200 women entrepreneurs.

Business Women Networks are set near CCIC in main cities:

- ✓ Vilnius - 92
- ✓ Kaunas - 30
- ✓ Klaipeda - 21
- ✓ Siauliai - 25
- ✓ Panevezys - 26



Structure of Business Women Network in Lithuania

*Head of Business Women Network
in Lithuania*

*Business Women Council of
Lithuania*

*Business Women
Network Vilnius
region*

*Business Women
Network Kaunas
region*

*Business Women
Network Klaipeda
region*

*Business Women
Network Siauliai
region*

*Business Women
Network Panevezys
region*



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Business Women Council



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STRATEGIC GOALS AND OBJECTIVES OF THE NETWORK:

- Strengthen and develop the activities of the network
- Strengthen international cooperation of the network and separate members
- Strengthen cooperation of the Network with social partners in Lithuania
- Strengthen image of BWN in Lithuania and abroad
- Encourage and support women entrepreneurship, participation in the economic sphere
- Strengthen the improvement of competence of the BWN members
- Enhance cooperation with state authorities



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BUSSINESS WOMEN NETWORK COOPERATES WITH WOMEN ORGANISATIONS FROM:

- Ukraine
- Latvia
- Romania
- Estonia
- Norway
- Italy (Milan)
- Georgia – cooperation agreement signed with Georgia bussiness women association (2014)
- Moldavia

Cooperates with women organisations in Lithuania. Cooperation agreement with Ministry of Economy of the Republic of Lithuania (2013)



BUSSINESS WOMEN NETWORK

Main activities:

- Annual Business Women Network event
- Bussiness missions, meetings with Women networks
- Lithuania Business Women awards
- Export prize of Lithuania
- Social activity
- Visits to companies



BUSSINESS WOMEN NETWORK Siauliai Region

- 25 network members in Siauliai and the number is increasing.
- 1 vice president and 4 council members at SCCIC
- Network meets once a month, participate in chamber events, initiates international and local business women events, meetings, consultations, presentations



BUSSINESS WOMEN NETWORK Siauliai Region

- Bussiness woman of a year of Lithuania in 2008 Bussiness woman of a year of Lithuania in 2008
- Gratitude letter from Prime Minister of Lithuania in 2016

Siauliai CCIC experience

**in cooperation with Ukrainian chambers in
fostering Business Women networking**

SEW

Enhancing Support for SME's Led by Women



SEW

*Enhancing Support for SME's
Led by Women*



PARTNERSHIP

EaP partner:

Chernihiv Regional Chamber of Commerce and Industry (Ukraine)

EU partners:

Official Chamber of Commerce, Industry and Shipping of Seville (Spain)

Siauliai Chamber of Commerce, Industry and Crafts (Lithuania)

OBJECTIVE

Empower business women to play a more relevant role in the business environment by enhancing the support to SME's led by women in Chernihiv.



How to empower business women for success?

- ❑ Enhancing their capacity through **education**
- ❑ Establishing solid **communication** channels
- ❑ Build strong business **networks**

What we did?

- **Analysis** of the needs of SME's led by women
- Identify and transfer **good experiences** in services
- Define a strategy to **upgrade services**
- **Train** staff of CCCI to better support women entrepreneurs

Set a Women Business Committee within the CCCI to act as a forum to make these objectives sustainable

Results in numbers

1	Analysis of business women's needs	66	SMEs led by women participating
3	Study visits to learn good practices	30	BSO staff participating
1	Upgrading services report	3	Agreement of Cooperation
1	Women Committee implemented	1	Business woman award
28	B2B women meetings	13	New CCCI members (led by women)
3	Seminars/training/conferences	1	Plan of Activities (women committee)
193	Business women participating	25	Dissemination activities

Results of the Analysis

STRENGTH	WEAKNESSES
<p>85,5% starts business because self realization and business opportunities</p>	<p>73% rely family/friends, mainly because of lack of official or professional resources accessible to them</p>
OPPORTUNITIES	THREATS
<p>97% Networking opportunities 67% More and better training 55% Access to new markets</p>	<p>30% under 40 y/o. Young women are not catching the entrepreneurship spirit</p>



Upgrade Services

SERVICE/ACTIVITY	STATUS
Business Women Committee establishment (CCCI)	Completed
Annual Award for business women (CCCI)	Completed
Upgrade work with universities & colleges (CCCI)	Proposed to Council
Training Plan for women-entrepreneurs (CCCI)	Completed
Marketing plan targeting business women (CCCI)	Completed
Upgrade work with members (SCCIC)	Proposed to Council
Launch a women Committee (CCSev)	Proposed to Council



ADDED VALUE

- Training in business etiquette and EU business
- B2B meetings
- Delegation of 5 Chernihiv business women participating in a trade mission to Seville
- Business women award
- Upgrading services in Seville and Siauliai
- Implementation of Women committee of Chernihiv
- 3 Agreements of Cooperation
- Participation of delegated by European Economic and Social Committee



Small girls want to be as handsome as a mother or as a father?



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Let us remember – a woman must work harder in order to reach the same acknowledgement 😊



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