



# Female Entrepreneurship in Europe the Entrepreneurship Action Plan

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# European SME Week **Summit 2017**

BRUSSELS, 17

Women's Entrepreneurship Makes Business Sense





# ***Women have huge entrepreneurial potential***

*Female entrepreneurship is **about economic growth, creation of jobs and empowerment of women***

*In some countries and areas **may include gender equality issues***





## ***Women have huge entrepreneurial potential***

***-Only 34.4% of the self-employed in the EU and 30% among start-up entrepreneurs are women.***

***-Rate of female entrepreneurs in the US is twice as high as in the UK. If the UK matched US levels of female entrepreneurship there would be 900,000 more businesses in the UK. (1Billion £ value added)***





## ***Women Enterprise Differently Than Men***

*-**Lack of confidence** that they can start up a business and be successful*

*-They will start up in an area that they know for long time and only if they have **family support***

*-They are better in **networking** but they do **not use** it **for business***

*-They will only **grow** their business if family obligations permit them to work long hours and have a **certainty of success***

*-Perceived as too cautious, but take **calculated risks***





## Ambassadors-Mentors Networks



***-270 ambassadors in 22 participating countries, role models, inspire women of all ages to set up their own businesses.***

***-200 mentors provide advice and support with the establishment, management and growth of their enterprises 17 CIP Countries participating***





European  
Commission



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## ***Work with Governments and NGOs***

### ***The European Network to Promote Women's Entrepreneurship (WES)***

- 31 members - government representatives - Annual activity report

### ***Women Entrepreneurship Portal***

- Women entrepreneur organisations, projects, conferences for WE
- **Contacts with** European business organisations of women entrepreneurs FEM-UEAPME - EWN







# European SME Week 2012

***17 October 2012***  
***Summit Conference in Brussels***

***« Women's Entrepreneurship Makes Business Sense »***

## ***4 Working Groups***

- **Access to finance for women entrepreneurs**
- **Entrepreneurship education for women**
- **Women in technology-based businesses**
- **Women entrepreneurs with a migrant background**



# Holistic Approach

**Encourage and support women to build a career in entrepreneurship but, besides access to finance and access to business opportunities also...**

**Create the environment that would enable women to reach their potential and become successful entrepreneurs by ensuring (inter alia):**

- a reconciliation of professional and personal life
- access to information and child care facilities- tailored made training – networking- role models

**Fight Stereotypes-Change Perceptions-  
Provide the means**



# Entrepreneurship Action Plan 2020

- *Goal:* **Re-igniting the entrepreneurial spirit** in Europe
- *Context:*
  - **Europe 2020** – growth and higher employment
  - **Industrial Policy Communication** – real economy
- **Joint actions** needed: EU + Member States, all levels, long-term engagement for lasting, deep impact



# Action Pillars of Entrepreneurship2020

- Entrepreneurial **education and** training
  - create new generations of entrepreneurs
- Creating an **environment** where entrepreneurs can **flourish and grow**
  - offer effective support or get out of entrepreneurs' way!
- **Role models** and reaching out = radical cultural change
  - entrepreneurship as 'the new cool'
  - involve groups not reached before



# Action Pillar 1 – Education & Training

- *New foundations:* investing in **entrepreneurial education** is one of **highest return investments** possible
  - **Practical experience** and learning is key
  - Involve **real-world entrepreneurs**
  - Build **knowledge, skills** (business basics, creativity, responsibility, initiative, sense of achievement) and **interest** in entrepreneurship
- *New frontiers:* **higher education** for entrepreneurship
  - European Institute of Technology (EIT) example
  - Universities → **more entrepreneurial**: beyond transfer of knowledge towards active support for developing entrepreneurial ventures



## Action Pillar 2 – Environment where Entrepreneurs Flourish & Grow

- Improve access to **finance**
- **Effective support at crucial stages** in business lifecycle
- New business **opportunities**, need for new skills & capabilities for **digital** age
- **Transfers** of business
- Efficient bankruptcy procedures and **second chance** for **honest bankrupt entrepreneurs**
- **Reduce** regulatory **burden**



## Action Pillar 3 – Role models and reaching out to specific groups

- Entrepreneurship as attractive career option and more **well-known entrepreneurs** celebrated as **role models**
  - **Practical positive communication** about rewards and recognition of achievements.
- *New horizons:* reaching out to and mobilising **untapped entrepreneurial potential**
  - Women
  - Seniors
  - Migrants
  - Unemployed
  - Young people



# E-platform for WE

- **On-line mentoring, advisory, educational and business networking platform**
- **Europe-wide**
- **Bring on-line, deepen and expand the current national ambassadors and mentors networks,**
- **support FE at national and regional level by promoting the exchange of best practices between Member State**





# Follow-up

- Competitiveness & industrial policy
- Small Business Act
- National SME Envoys
- Member State National Reform Programmes in European Semester framework



**Thank you**