

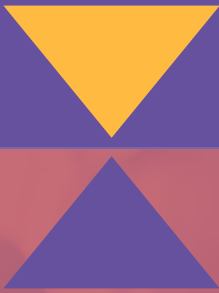


Better Incubation

Innovation Ecosystems for Social Change

Factsheet

Women



— About Target Group

Characteristics

The European business and entrepreneurship ecosystem is far from being diverse and inclusive. According to the OECD report (2017), women were half as likely as men to be self-employed (9.9% vs. 17.8%), while the share of women who started their own business only increased by 2%.

Women entrepreneurs still face a multitude of challenges when it comes to entrepreneurship, ranging from financial and access to market barriers, to cultural and social barriers, systemic barriers and individual barriers.

Unique Barriers

- Gender financing gap;
- Pay gap (including pensions);
- The myth of work-life balance;
- Lack of role models;
- Lack of contacts and access to social support and networking.

Statistics

- 229 mio women in Europe vs 219 mio men;
- Employment rate for women without children 67% (75% for men). With one child; 72% for woman and 87% for men. Two children 73% and men 91%.

— Members of the cop

Role	Organisation	Country	Network
BSO	Accent	Austria	EBN
BSO	LAVAL MAYENNE TECHNOPOLE	France	EBN
BSO	Impact Hub Munich	Germany	Impact Hub
BSO	Impact Hub Amsterdam	Netherlands	Impact Hub
Expert	Greek-Catholic Metropolitan Caritas Association, Blaj	Romania	Caritas
Expert/ Entrepreneur	Intellexi Ltd.	Hungary	-
Expert/ Entrepreneur	Hope 4 The Community CIC	UK	-

— Pilot 1

BSO: Impact Hub Amsterdam

Short summary of pilot: The program is a dynamic incubator program for (food) impact entrepreneurs to professionalise their sustainable business. The program is built on a blended (combined online & offline) program to facilitate, with the goal to have a finalised business plan that brings both commercial and impact value, with a clear focus on the future.

Successful tools: role models on website + booklet for community, workshops on personal leadership, finance and legal advice, pitch practice session, peer-to-peer sessions.

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— Pilot 2

BSO: Laval Mayenne Technopole

Short summary of pilot: Leadership au féminin is a program for women entrepreneurs to help them increase their confidence, to establish their leadership, to learn how to mobilize people and to develop their entrepreneurial capacity. The programme includes 3 days of collective workshops, and a 1:1 mentoring session.

Successful tools: community building, 1:1 mentoring, peer exchange.

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— Pilot 3

BSO: Impact Hub Munich

Short summary of pilot: *New Roots* is an incubator program successfully scouting 20 mothers adapting the program to the needs of the mothers and having a drop out rate lower than experienced in other programs. They built a community based on strong ties and relationships and thereby lastingly strengthening the support structures of the women.

Successful tools: mentoring, child care support; peer to peer sessions.

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— Pilot 4

BSO: Accent Inkubator GmbH

Short summary of pilot: Empowerment for female entrepreneurs is accent incubation programme with a strong focus on the following areas: 1. Mindset - motivation, resilience, leadership 2. Pitching - pitch training and "to love the stage" 3. Teambuilding 4. Finance and funding.

Successful tools: 1:1 mentoring; elevator pitch practice sessions; peer-to-peer sessions.

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— Good case practices, tools and methodologies

- Consider the different profiles of women entrepreneurs (mums, migrants, unemployed, etc);
 - The need for creating comfortable spaces for peer learning and exchange between women;
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- Leadership and negotiation skills are an important area of intervention for this group;
 - Investors' biases need to be addressed in order to improve the access to finance of this group.
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— Learnings

- “Women entrepreneurs should have same opportunities as men to start a business. They bring a different perspective and research shows they are likelier to create new jobs, help local economies, and reinvest their earnings in health and education for families”;
 - “Women need to be supported to feel safe and comfortable right from the start of the programme. The rest will follow”;
 - “I make my own ceiling”;
 - “Encourage woman to step out of their comfort zone, being aware of their own needs and pursuing their dreams”;
 - “We need to reframe “risk taking” in terms of opportunities”;
 - “We should promote business models with low starting investment”;
 - “The narrative/image of entrepreneurs needs to be changed and reinvented”;
 - “If we want more women entrepreneurs, we need more women investors.”.
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— Key elements to consider when including this group

- Flexibility around childcare and other care responsibilities is required (in terms of times, days and access);
 - Application process should be low threshold (short and low key);
 - Change the narrative. Language and messaging matters: less “start-ups” and more “empowerment”;
 - Women often require gaining awareness of their own strength to overcome barriers such as lack of confidence;
 - Focus on unique strengths that many women bring such as multitasking, emotional intelligence and flexibility;
 - Offer women comfortable spaces where they feel safe, empowered and ready to test out their ideas.
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