



Women Entrepreneurship Platform – 5 pillars’ NEWS

#2

June 2013

We are pleased to present the second publication of the monthly Women Entrepreneurship Platform’s newsletter, covering internal matters, news from members, as well as relevant information about female entrepreneurship in Europe and upcoming events.

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Entrepreneurship Platform internal issues as well as relevant events, news and updates on female entrepreneurship in Europe ©WEP.

WELCOME TO OUR NEW MEMBER!



BUSINESS WOMEN NETWORK

We are very pleased to announce you the membership of a new women’s organization to the Women Entrepreneurship Platform: The Lithuanian organization *Business Women Network!*

Created in 2008 by representatives of the Eurochambers Women Network (the European Association of Chambers of Commerce and Industry), the organization is a network acting in five cities of Lithuania: Vilnius, Kaunas, Siauliai, Panevezys and Klaipeda. The goal of the Lithuanian Business Women Network is to promote female entrepreneurship and ensure equality of opportunity in business.

Contact of the organization: Dalia Foigt-Norvaišienė, dalia.foigt@borenius.lt
For more information about this organization, [click here](#)

SAVE THE DATE!

We are very glad to announce you that **the next event of the WEP will take place on the 25th of September at the European Parliament in Brussels.**

The first part of the event (from 9 to 12am) will be a meeting between the 16 members of the Women Entrepreneurship Platform with the official inauguration of the WEP’s website and manifesto. We invite you to suggest topics to debate on this occasion by sending an email to karolina.beaumont@seldia.eu.

The second part (from 12:30 to 14:30) will consist in a lunch debate with Members of the European Parliament with a theme still to be defined.

This event will be the opportunity to meet and network, to gather together to debate, share ideas and information and to define the futures goals of the Platform. **So save the date and spread the word to your members!**

EXHIBITION “WOMEN ENTREPRENEURSHIP 2020- 5 PILLARS FOR GROWTH” AT THE POLISH PARLIAMENT IN WARSAW

On the week 11-15th of June, Warsaw has welcomed a very important event for Polish women, the **exhibition “Women Entrepreneurship 2020 - 5 pillars for growth”** held at the Polish Parliament in Warsaw, following the **conference “how to develop your own business?”**, both organized by our Polish member of the WEP [Women Entrepreneurship Ambassadors](#) (WEA). Our communications advisor Karolina Beaumont, representing Seldia, attended the events.

The exhibition “Women entrepreneurs 2020– 5 pillars for growth” was made on the model of the one Seldia organized at the European Parliament in February and was installed in the main hall of the Polish Parliament on 11-14 June. The exhibition has been inaugurated by Mrs **Ewa Kopacz**, chair of the Polish Parliament and the Member of Parliament **Mirosława Nykiel**.

The inauguration of the exhibition was followed by a meeting of the **subcommittee for small and medium enterprises**, which debated of very important and insightful issues linked with female entrepreneurship in the country and in Europe. The MPs **B. Szydłowska, A. Kozłowska-Rajewicz, A. Gierada, A. Olechowska, M. Janyska**, among others, also attended the meeting.



Chairwoman Ewa Kopacz



MP Mirosława Nykiel



U. Cioleszyska, WEA



The panels of the exhibition “Women entrepreneurs 2020 5 pillars for growth”



The hall of the Polish Parliament

The exhibition has been preceded on the 11th of June by **the conference “how successfully develop your own business?”** which was held at the brand new museum of the History of Polish Jews. The speakers at the conference shared very interesting and insightful ideas with the audience, mostly composed of women who owned a business, were starting a business or were thinking about starting a business.

The conference highlighted the following themes:

- **The support of the city of Warsaw to women’s entrepreneurship** and the creation of an “entrepreneurship center” (information, training and administrative center, areas for rent for startups without a local, etc.)
- The presentation by WEA’s founder Katarzyna Wierzbowska of **the program “100 new businesses” of the Women’s Entrepreneurship Ambassadors**, which is a program introducing 100 new companies led by women every year in Poland and based on a mentoring system*.
- The presentation by Urszula Cioleszynska, president of the WEA, of the **exhibition “Women Entrepreneurship 2020 – 5 pillars for growth”**, inspired by the exhibition “Women Entrepreneurs – 5 pillars for growth”, organized by Seldia at the European Parliament in Brussels and adapted to the Polish policy framework for entrepreneurship.
- **How the support of your family, friends and network influences your business?** Iza Makosz, owner of her own [chain of beauty salons](#) and mentor at the WEA spoke about the need to surround ourselves with the right, positive and supportive people and to develop a solid network. She also reminded the need to be aware of the competition and the importance of staying determined and of including the partner in the business. “Successful people are always learning and evolving, average people believe that they know everything”.
- **How new technologies support the development of your business?** Kamila Sidor, CEO and founder of a [community for women in IT](#), spoke about social entrepreneurship and the role of new technologies and applications in the development of your own business, such as: Mailchimp, Evenea, Hangout, Google docs, Podio, Omnifocus, Facebook, Wordpress, Twitter, LinkedIn, etc.
- **How to promote your product in the social networks?** Piotr Chmielewski, business coach, explained the importance of a good management of the Facebook fan page, which increases the visibility of your business. The improvement of your fan page is enabled by the Facebook ad manager. Moreover, a good fan page should offer interactions with your “fans”, by the means of discussions, catchy status or opinion surveys.
- **How to promote your business?** Paulina Gadomska-Dzieciol, owner of a PR consultancy, insisted on the importance of the personal branding and the business’ image and on the importance of a solid business pitch.
- **The existing sources of finance and possibilities of funding:** Lawyer Beata Cywinska presented the different grants, programs and opportunities in Poland;
- Entrepreneur Mariusz Turski presented his **program “Academic Incubator of Entrepreneurship”**, a network of centers for business training organizing workshops and schooling in numerous Polish universities and companies.
- Dariusz Makosz presented **Idea Bank**, a bank specialized in supporting entrepreneurs. The main idea is to begin your business from a small scale so as not to take too many risks on your private money.



H. Gronkiewicz- Walz, Mayor of Warsaw

P. Chmielewski, Business Development Academy and K. Wierzbowska, Founder of the WEA

Urszula Cioleszynska, WEA.

P. Gadomska- Dzieciol, Effective PR

Kamila Sidor Girls Geeks Carrots



The last part of the conference consisted in the **testimonies of Polish businesswomen and entrepreneurs who have already built their businesses**. They shared their experiences, gave advices and inspiring ideas to the women of the audience who were in the process of creating their business. One of these women left her job in the capital to build a farm in the countryside, one other owns an agro tourism complex in the North East of Poland, one other woman built two businesses that didn't work before the third one could actually work. These women were excellent examples of determination, courage and entrepreneurship and are excellent role models for women who want to be entrepreneurs.

* The mentors are women who owe a business for some time and have a lot of experience. They advise their mentees, women wish to start and develop their business.

Best Practice in ... Finland



Every month, the WEP focuses on a best practice in the field of female entrepreneurship. This month: Finland and the workshop "success in selling".

The Finish organisation "**Women's Enterprise Agency**", based in Helsinki and created in 1996, aims at promoting entrepreneurship, strengthening newly created business activities and offer networking opportunities. The agency also offers access to business models and services in support of the development of women entrepreneurs' activities.

Women's Enterprise Agency organizes workshops in the field of commerce enabling women business owners and women entrepreneurs to deepen their knowledge of sales transactions, customers' services, consumer behavior, communication, targeted marketing, promotion of the business and of sales activities and to boost their sales.

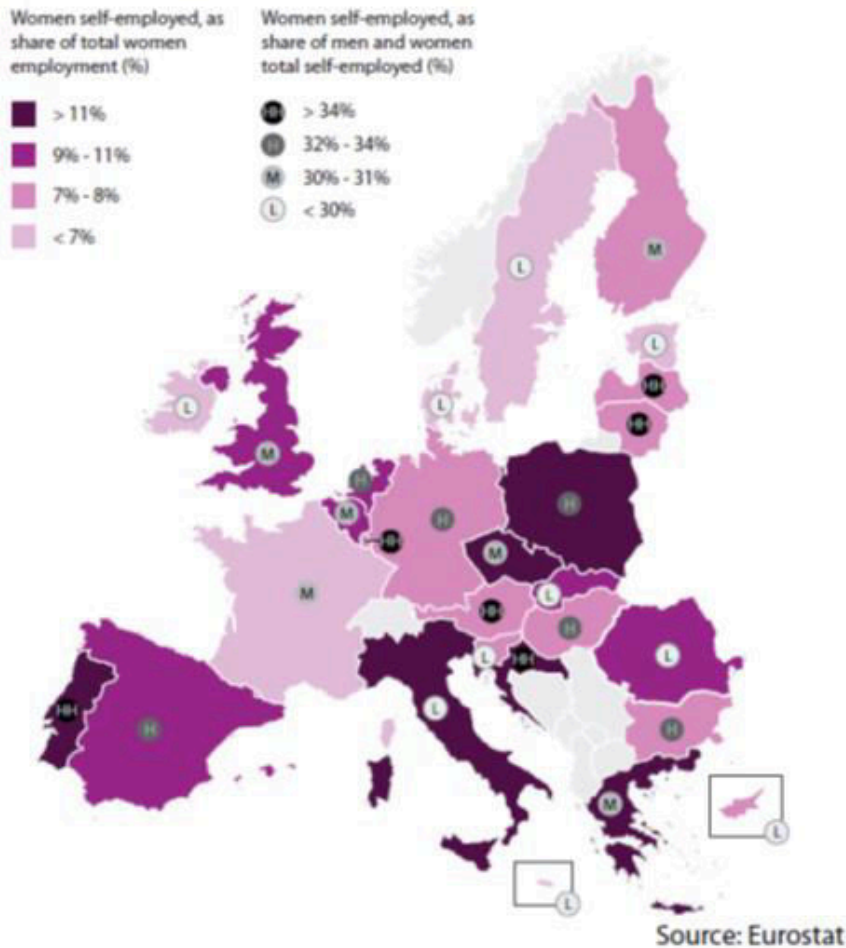
The workshop divides the participants into target groups according to their level of progress: those who are starting their business are offered the opportunity to make a business plan, the others are offered the opportunity to strengthen their activity and both groups have the possibility to network.

The workshop will be organized on Wednesday, 14/08/2013 from 4:30 p.m. to 8:00 p.m. at The Women's Enterprise Centre, Kaisaniemenkatu 2 B, 2 row, Helsinki, Finland. The workshop will be instructed by the drama director Tuulikki Harju-Hytönen from the training institute Säväyttämö. You can find more information [here](#).

THE FIGURES OF THE MONTH

For the second edition of WEP 5 Pillars News, we are presenting the **rate of self-employed women in European countries**, introduced by the European Parliament briefing "[Women's entrepreneurship in the EU](#)". We can see many disparities according to the countries, with the highest rates of female entrepreneurship in Portugal, Poland, Czech Republic and Croatia. The lowest rates of female entrepreneurs can be observed in Ireland, Sweden, Denmark and Estonia.

Europe's self-employed women



More data and figures in the next issue of *WEP 5 pillars news* next month!

LAUNCH OF THE WORLD'S FIRST GENDER-GEDI FEMALE ENTREPRENEURSHIP INDEX

Dell, the American computer manufacturer, launched the world's first Gender GEDI* (Gender Global Entrepreneurship and Development Index) female entrepreneurship index on the occasion of the Dell Women's Entrepreneur Network annual event which has taken place on 2 and 3 June in Istanbul and which can be seen on webstream [here](#).

The index bases its findings on individual aspirations, business environments and entrepreneurial ecosystems, defining high-potential entrepreneurs as innovative, market expanding and export oriented and aims at showing the **current world's ranking of "the 17 best countries in the world for women interested in starting their own business"**.

#1: The United States
 #2: Australia
 #3: Germany
 #4: France
 #5: Mexico
 #6: United Kingdom

#7: South Africa
 #8: China
 #9: Malaysia
 #10: Russia
 #11: Turkey
 #12: Japan

#13: Morocco
 #14: Brazil
 #15: Egypt
 #16: India
 #17: Uganda

Data is sourced from internationally recognized datasets including the Global Entrepreneurship Monitor, the International Labor Organization, the World Economic Forum, the World Bank, UNESCO, and United Nations Development Program.

The study concluded that:

- **“Economic development is not enough”**: Being strong in key areas such as legal rights, education and access to finance do not automatically result in high-potential female entrepreneurship
- **“Lack of knowledge holds back business growth”**: There is a trend among less educated females in developing countries to take advantage of entrepreneurial opportunities, but without education they lack the skills to move their businesses beyond the micro level.
- **“Access to finance is crucial”**: Few women have bank accounts in low-performing countries. However, even in countries where access to a bank account is high, venture capital funding is still low.
- **“Effective networking can open doors”**: Networking with other entrepreneurs and having access to the Internet helps create opportunities for female entrepreneurs. In particular, the Internet provides new ways of networking that eliminate temporal and geographic, as well as gendered social constraints, that can limit women’s access to information and resources.
- **“Technology enables business growth”**: Technology is an essential component for fostering high-potential female entrepreneurship. While research and development does not guarantee successful growth, without systematic research activity, new product development and future growth will be inhibited.
- **“Not all rosy at the top”**: Despite ranking high on the Index, even top-performing countries have room to improve before they can achieve parity across all areas and fully unlock the contribution female entrepreneurs can deliver.
- **“There is room for optimism”**: A lower relative GDP doesn’t dictate the success of women entrepreneurs.

The Gender-GEDI research demonstrates that the determinants of success for female entrepreneurship are not just personal strengths and aspirations, but a result of the environment in which they operate. By providing a cross-country comparison, the Index helps countries identify where they can improve conditions to encourage and support entrepreneurial success among women. Karen Quintos, chief marketing officer (CMO) and senior vice president of Dell, declared that “increased access to knowledge, networks, capital and technology are critical if countries are to empower female entrepreneurship and create a culture of success.” You will find more information [here](#).

The difference between the map we see in “the figures of the month” and the ranking shows that this is not in the countries where the legal and social framework are the best that there is the most women entrepreneurs. Conversely, a poorer legal and social framework as we can see in Poland or Croatia doesn’t prevent women to start their own business, and those two countries are among the most entrepreneurial in Europe.

* The GEDI Institute is a non-profit research and consulting firm based in Washington, D.C. that assists governments, donor agencies, foundations, international assistance providers, and global companies expand economic opportunities for individuals, build future markets for societies, and propel economic development for nations. It uses an innovative methodology to advance entrepreneurship, thereby accelerating economic growth.

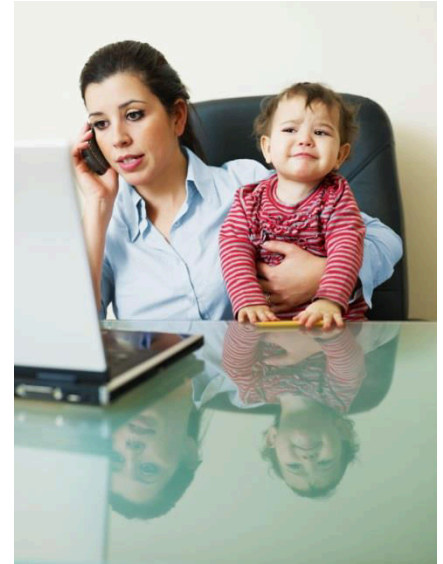
FOCUS ON... THE MOMPREENEURS

The word is new but the concept isn’t. “Mompreneurs” are women arriving in their late twenties or early thirties who have a job but choose to start their own business while they are pregnant or when their children are little. Giving birth to a child is a phase of transition in women’s life and a period in which women ask themselves questions about what they really want. Some of them decide to drop everything and to start their own business.

While working in a company, women have to cope with issues such as leaving the office earlier or stay at home with a sick child and the perspectives of career evolution become thinner and thinner. Starting their own business becomes then a solution for these moms, who then can manage their time and life as they wish. In France, 54% of the “mompreneurs” are former employees, 12% are former senior executives and 8% are former stay-at-home mums.

Being a mompreneur is a great way to be both available for their children and fulfilled in the realization of their dream business, but it also has disadvantages: giving both the business and the baby quality time can be tricky and generates pressure and stress, requires lots of responsibilities, gives no precise visibility on the salary or the evolution of the business, and leads sometimes to isolation, hence the importance of networks.

This is why being a mompreneur cannot suit to any woman: it requires to be very well organized, to have good working conditions at home such as not being disturbed or having a special working space and requires from the partner to be involved and supportive.



Key advice:

- take time to solidly prepare the business project and assess its viability,
- attend to workshops or training in order to feel confident
- not hesitate to impose the project and speak about it
- not hesitate to get help both for the baby (a nanny) and for the business (an intern).

THE RETURN OF THE AVON LADY



The **Avon Lady** is one of the most iconic images of women's entrepreneurship. For over 120 years, representatives have gone door-to-door, selling beauty products, food supplements, clothes, lingerie and cookware to neighbours, colleagues and friends. In simple terms, direct selling is where goods are sold directly to consumers outside of a fixed retail environment, like a shop.

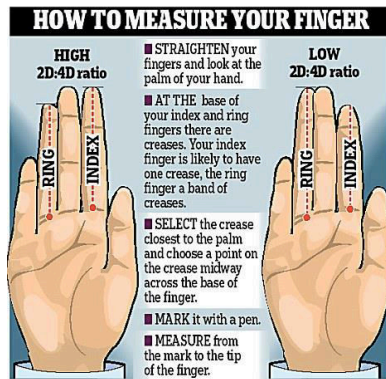
Recently, the direct selling industry has been booming in Europe, especially in Eastern Europe, for the reason that the households suffer from the crisis and the decreasing purchasing power, and that direct selling helps to make ends meet with an extra income at the end of the month.

Traditionally, it was mostly women who sold to each other. A way to make money at a time when women did not go out to work and keeping the home was a full-time job. Increasingly, due to the **financial downturn**, the typical face of the average direct seller is changing - with more and more students struggling to pay university fees, single mothers, people from different backgrounds and countries and men getting involved, even if 85% of the direct sellers in Europe are still women. However, the boom of direct selling is not only a consequence of the crisis. It is also the expression of the need for women to be their own boss and to become entrepreneurs.

As a matter of fact, direct selling offers the perfect way to balance work and life as it is a very flexible activity: the distributor can work as many hours he/she wishes and when and where he/she chooses. This independence is more and more valued by women and direct selling offers new opportunities to its distributors.

PUBLICATIONS

Each month, we present three recent publications about entrepreneurship and women's entrepreneurship in Europe. Happy reading!



What drives women out of entrepreneurship? The joint role of testosterone and culture, EUI working papers, department of Economics, Eco 2011/02. The study shows a correlation between the 2D4D* and entrepreneurial skills and financial success. It shows that in a sample of entrepreneurs, women have a lower 2D4D ratio than men, which shows that in regions where women are less emancipated, their average DR is lower than that of men compared to regions with higher indices. This finding can rationalize three facts: fewer women than men are entrepreneurs; the proportion of women among entrepreneurs tends to be higher in countries with higher women emancipation; women who break the barrier into entrepreneurship seem to show more masculine traits. You can find the study [here](#).

*or digit ratio, is the ratio of the lengths of different digits or fingers typically measured from the midpoint of bottom crease where the finger joins the hand to the tip of the finger. It has been suggested by some scientists that the ratio of the 2nd and 4th digit, is affected by exposure to some hormones *in utero*. A number of studies have shown a correlation between the 2D:4D digit ratio and various physical and behavioral traits.



Policy Brief on Senior Entrepreneurship: Entrepreneurial activities in Europe, EC and OECD 2012. As the population in the EU continues to age, counteracting the resulting demographic forces is becoming increasingly important. Helping older people remain economically active has the potential to have important economic and social benefits, not only for the target group, but for society on the whole. The European Commission and OECD have joined forces to produce a brochure, which emphasizes the importance of a shift in entrepreneurship policy within this demographic, to encourage it to become more active. In this context, it examines a range of different initiatives and schemes that could be implemented to promote business start-ups by older people. This brochure will be available online in English, German and French and can be consulted [here](#)



Entrepreneurship in the EU and beyond – Flash Eurobarometer 354, report, June/August 2012, EC, DG Enterprise and Industry. The European Commission's Directorate-General "Enterprise and Industry" has been studying the development of entrepreneurship in EU Member States for over a decade. The series of Eurobarometer surveys on entrepreneurship has endeavoured to compare the situation within the EU by comparing the EU data with data from a range of non-EU countries. This latest edition of the survey covers the 27 EU countries as well as 13 countries from outside the EU and was carried out among 42 000 respondents from different social and demographic groups by TNS Opinion & Social network between 15th June and 8th August 2012. The results of the Eurobarometer can be found [here](#).

ROLE MODELS #2



Caroline Creba is a British jewellery designer and co-founder of [Tomassa](#).

Inspiration: sculpture, metal and clay. Mixing materials into exotic fusions.

Important aspects of the products:

- The feel of the jewelry. It has to be discreet but noticeable, have smooth lines and curves.
- The presentation: the design of the piece is as important as the box it arrives in.

Advice to start a business: Go for it! It takes a lot of hard work and determination but is really rewarding and fun. Make sure you are ready to learn on the job and listen to feedback and advice from others. Indeed, sometimes you can be too close to your project to see that it may need improving or changing. Others see it with a distance which you don't have.

Advice on the balance between work and family life: women put a lot of pressure on themselves. They shouldn't rush it. Children and work should be both a source of inspiration and happiness even if it is certain that the capacity to balance the two is a chance. The key is organization.

Ultimate achievement as businesswoman and mother of a four-year-old daughter: both motherhood and career have different sorts of achievements and of equal intensity. They both make you proud and both require determination.

Life motto: Life isn't about waiting for the storm to pass. It's about learning to dance in the rain.

Inspired by [Stylenest](#).

EVENTS ON WOMEN'S ENTREPRENEURSHIP AND COMPETITIONS FOR WOMEN ENTREPRENEURS

[We own it Summit](#), June 27 and 28th, London, UK.

[24th Ja-Ye Europe Company of the Year Competition](#), 17-19 July, London, UK

[Seminar on how engage men and grow your business](#): 18 July, Barcelona, Spain

[European congress of SMEs](#), 16- 18 June 2013, Katowice, Poland

WEP annual meeting: 25 September, Brussels, Belgium.

[Women 2020: Women in Leadership for Inclusive Growth](#), 17 October, location TBC

[Global Entrepreneurship Week](#), 18-24 November, Moscow, Russia

[SME Week](#): 25-30 November 2013

On June 26th 2013 at the Italian Presidenza del Consiglio dei Ministri in Rome will take place the **Be-Win Network (business Entrepreneurship Women Network)** final event approved as part of the SME week's events.

Be-Win Network it is a European project financed by the European Commission and coordinated in Italy by Unioncamere Toscana.

The project had duration of two years and implemented a mentoring system for women entrepreneurs of 16 different Italian Regions.

Speakers: Italian Coordinator Tiziana Pompei – Unioncamere’s Vice General Secretary; Enrico Ciabatti –Unioncamere Toscana ‘s General Secretary; Monica Parrella, Presidenza del Consiglio dei Ministri; Anna Danti – Women Entrepreneurs Policy Officer – DG Enterprise & Industry – European Commission and Elisabetta Sani –BE_WIN Italian contact person and coordinator for Unioncamere Toscana

COMPETITIONS and FINANCING

- ❖ **Feasibility Grant for female entrepreneurs- Enterprise Ireland:** The purpose of the Feasibility Grant is to enable the female promoter (and Enterprise Ireland) to reach firm conclusions regarding the project's viability and set out investor-ready plans and financials associated with developing and commercialising the product or service on international markets. The Fund is open to manufacturing and internationally traded services business, including sectors such as ICT, Industrial, Food, Internet, Games, Cloud Computing, Enterprise Software, Telecoms, and engineering, electronics and construction etc. Typical elements involved in carrying out a feasibility study include market research; cost analysis; financial projections; manufacturing process assessment, plant evaluation and selection; raw material sourcing, prototyping and negotiating with potential joint venture partners or obtaining a manufacturing license. More information can be found [here](#).
- ❖ **Competition « Femmes entrepreneurs en Haute Normandie 2013 » :** Even if the participation of women to the labour market in Upper Normandy is constantly growing, the region counts only 13 000 women entrepreneurs, so less than 30% of the totality of entrepreneurs. In order to promote women’s entrepreneurship in Upper Normandy, the regional delegation to gender equality, the region and the Caisse des Dépôts have signed a regional action plan providing a competition for women entrepreneurs, rewarding three categories: women entrepreneurs having their own business for 1 to 5 years, women entrepreneurs having their own business for more than 5 years and women entrepreneurs who have built their own business in a sector that is usually invested by men. The competition closes on the 30th of June. More information can be found [here](#).
- ❖ **The European Progress Microfinance Facility (Progress Microfinance)** has been launched in 2010 by the European Commission and its aim is to increase the availability of microcredit (loans under 25 000€) for setting up or developing a small business. The program does not directly finance entrepreneurs but enables them to select microcredit providers in the EU to increase lending. Conditions: be willing to set up/develop a microenterprise, particularly a social enterprise, being unemployed, having taken time out of the labour market, or having difficulties to access to finance. To get more information about Progress Microfinance, [click here](#). To get more information about other financing programmes and grants of the EC, [click here](#).