

# Supporting Female Entrepreneurs in Europe

Carolyn Usher, International Project Manager



# Female Entrepreneurs in Europe

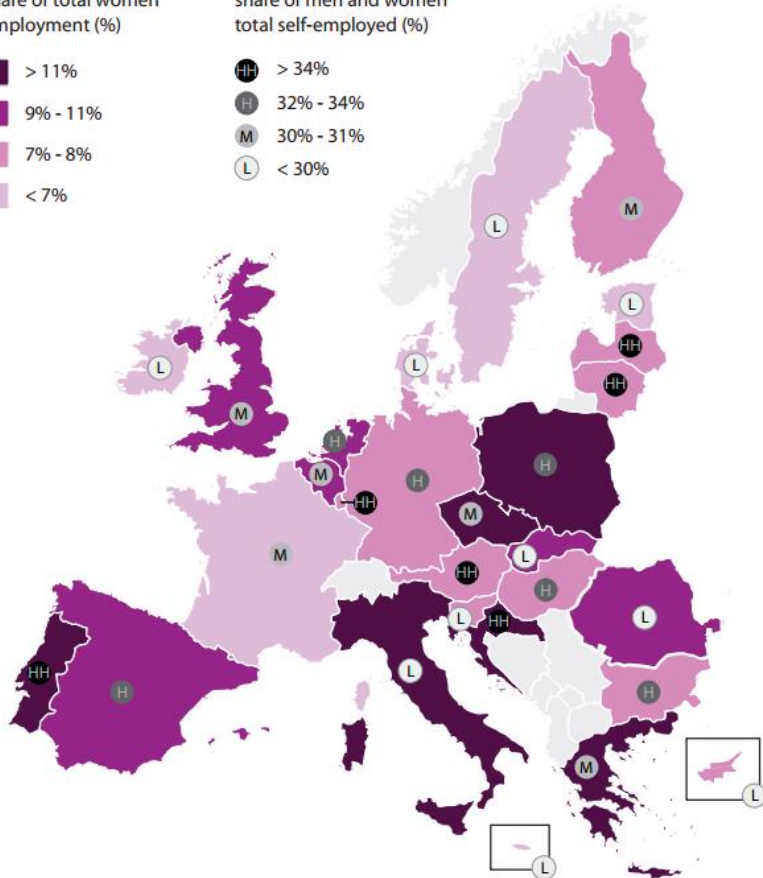
**Fig 1. Europe's self-employed women**

Women self-employed, as share of total women employment (%)

- > 11%
- 9% - 11%
- 7% - 8%
- < 7%

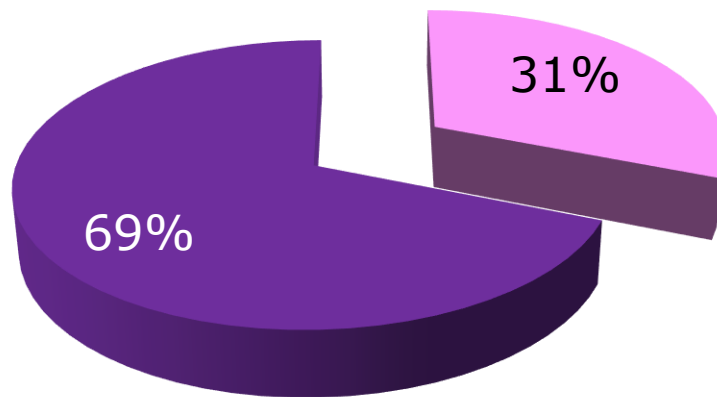
Women self-employed, as share of men and women total self-employed (%)

- HH > 34%
- H 32% - 34%
- M 30% - 31%
- L < 30%



**Business Ownership, 2012**

Female Male



## Female Entrepreneurs in the UK

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- 18% of SMEs were led by women in 2012
- Most British women do not really define themselves as running a business
  - Fear of failure
  - Lack of necessary skills
- Support for business women
- The UK could increase economic growth by 0.5 percentage points per year, with a potential gain of 10% of GDP by 2030.

## Female Entrepreneurs in Greece

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- Financial crisis and its aftermath: low female employment rate (41.9% - 2012)
- Survey finds that “Greek women have excellent potential for becoming successful entrepreneurs, yet they themselves are afraid & hesitate to dare”
- Obstacles:
  - Entrepreneurial skills are not taught in schools
  - Applications for funding are often too complex
  - Gender stereotypes
  - Self-belief



## Female Entrepreneurs in Spain


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- Increasing number of people starting up in business after the economic crisis
- Women-led enterprises have increased (53.4% of new entrepreneurs were female between March 2013 to March 2014)
- The failure rate of female enterprises are lower than male enterprises (data from 2011)
- Obstacles: The fear of failure, self-doubt and stereotypes

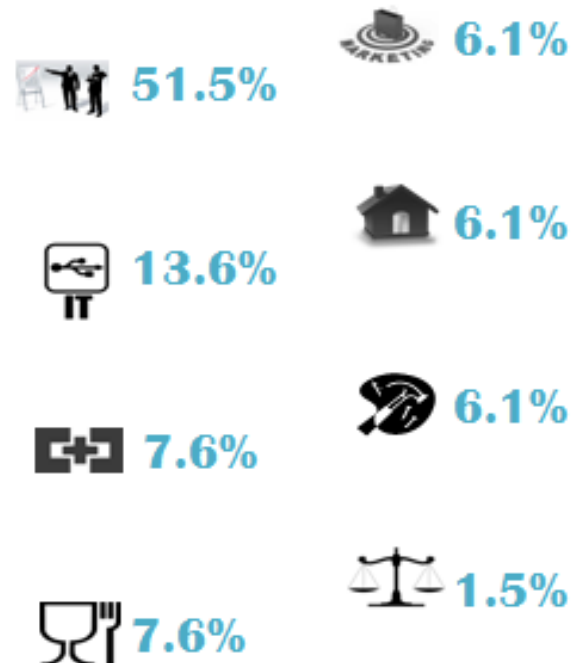
## Representation of Women in EBGC

**66**  
**PARTICIPANTS**

33   
 18   
 15 


**31.8%\***  
**\*Higher than the EU average**

### SECTORS



## Testimonials from participants

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- “The EBGC has helped me plan in the right way and concentrate on factors of success. By having concise plans with timescales and implications I have the confidence to grow my business.”  
*Marisa Thompson, Identity Merchandise Ltd.*
- “The course gives us a chance to re-evaluate our business and our role in the company, helping to prioritise and discover new potential in ourselves and the company.”  
*Joanne Lowe, Cojolo Ltd*
- “The EBGC was a useful course that has supported both my own professional development and the development of my organization”



# How can we continue to support women in business

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- Mentoring and Coaching
- Role models
- Management of social media
- Specialised networks
- Inclusion in mainstream programmes



# Inova Team

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Marina Larios – Director  
[mlarios@inovaconsult.com](mailto:mlarios@inovaconsult.com)

Carolyn Usher – Project Manager  
[cusher@inovaconsult.com](mailto:cusher@inovaconsult.com)

Marta Lezzerini – Project Assistant  
[assistant@inovaconsult.com](mailto:assistant@inovaconsult.com)