

# Women in business

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Reet Laja

The Estonian Women's Studies and Resource Centre (ENUT)

# Entrepreneurship 2020

- Entrepreneurship 2020, the EU entrepreneurship policy framework, holds enhancement of women entrepreneurship highly important
- Women's lack of involvement in entrepreneurship is a problem that needs to be addressed with various measures and well-planned activities

# How?

- Key factors to enhance women entrepreneurship:
  - Development of national strategies
  - Collection of entrepreneurship statistics by gender
  - Improvement of financing
  - Development and supporting of mentoring programs and networks for women entrepreneurs

# 2015 study of Praxis:

- Women entrepreneurs form 28% of all Estonian entrepreneurs and majority (72%) of them are individual entrepreneurs
- Entrepreneurship rate of Estonian women (share of women entrepreneurs in active women workforce) is 5% that is considerably lower than the EU-28 average of 10%<sup>1</sup>

<sup>1</sup> <http://www.praxis.ee/tood/naisettevotjatele-suunatud-e-keskkonnaloomise-eeluuring>

# Proposals of women entrepreneurship network

- A thorough list of proposals were presented to the Ministry of Economic Affairs and Communications in February 2013 to improve *Estonian Entrepreneurship Growth Strategy 2014-2020* with the aim to contribute to increasing the share of women entrepreneurs, also among high-value-added business establishers and developers

# Women's initiative to involve women entrepreneurship measures in the 2020 strategy came from discussions

- The Estonian Women's Studies and Resource Centre (ENUT) together with the NGO network:
  - Discussion on supporting women entrepreneurship in the 2020 strategy measures, May 2015
  - Roundtable „Sustainability of women entrepreneurship – enhancement of women entrepreneurship“, May 2014
  - Panel discussion „Sustainability of women entrepreneurship – enhancement of women entrepreneurship and growth strategies“, ENUT spring conference, April 2013
  - European Commission's women entrepreneurship conference in Tallinn, October 2012
  - ENUT's roundtable with representatives of Enterprise Estonia, November 2011

# Background of supporting women entrepreneurship since the 1990s

- Women started with entrepreneurship right at the beginning of 1990s
- Trainings for women for starting a businesses were also carried out at the Women Training Centre at EMI already since 1990
- Following the Nordic Countries where women entrepreneurship enhancement has been considered very important
- Mentoring programs at Women Training Centre started for women at the beginning of 2000s

# Women entrepreneurs have understood the importance of joining and cooperating

- 1991 Women Training Centre
- 1992 BPW Estonia
- 1997 Estonian Women's Studies and Resource Centre
- 2001 QUIN Estonia (women inventors)
- 2002 Estonian Women Entrepreneurs Association
- 2003 ETNA Estonia
- **Since 2012 forming of women entrepreneurship organisations network** (under the initiative of ENUT)



# Support from international organisations

- ILO
- Open Estonia Foundation
- Nordic Council of Ministers
- European Commission etc..

Example from 2012: ETNA micro credit

NGO ETNA Estonia's project "Becoming entrepreneurs together"; funded by Open Estonia Foundation

# Growing the women entrepreneurship rate from 5% to 10% (EU average) in today's business environment

- Statistics Estonia will develop a better program for gender-based entrepreneurship by the end of 2015
- Minister of education approved the program to teach entrepreneurship in all curriculums (in universities and schools)
- Participation in activities for the growth of youth entrepreneurship – female participation and activity in student companies etc. is remarkable, e.g. 21 out of 30 final teams of ENTRUM program had the majority of female representatives
- County development centres consult beginner entrepreneurs

Growing the women entrepreneurship rate from 5% to 10% (EU average) in today's business environment

- Entrepreneurship policy makers and also media should value, support and highlight women entrepreneurs more
- Role models are very important. Today's image of entrepreneurs is still viewed as men with briefcases rather than women.
- Further cooperation with media channels (e.g. magazine Director, Äripäev etc.) and with journalist associations (Union of Journalists, Women Editors Association, etc..) to introduce women entrepreneurs

# Growing the women entrepreneurship rate from 5% to 10% (EU average) in today's business environment

- Carrying out women entrepreneurship studies
- Strong support from Enterprise Estonia (incl. constant updating of women entrepreneurship portal, organising women entrepreneurship day(s) during entrepreneurship weeks
- Mentoring programs for beginner and advanced women entrepreneurs
- Programs/modules for beginner women entrepreneurs
- Alignment and use of the strategic model of women entrepreneurship developed in 2005 under the initiative of the Ministry of Social Affairs in the measures of the growth strategy
- Women Entrepreneurship Network enhancing women entrepreneurship needs support

**Thank you!**

# Eesti Naisuurimus- ja Teabekeskus (ENUT, [www.enut.ee](http://www.enut.ee))

ENUT - acronym for Eesti Naisuurimus- ja Teabekeskus (The Estonian Women's Studies and Resource Centre) - is a grassroots, non-profit, non-governmental organization open to the public. It was registered in April, 1997. The Centre, located at the Tallinn University, is the first women's resource centre in Estonia and it includes a specialized library on women's and gender issues.