

Women's Economic Empowerment through Entrepreneurship

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Why Focus on Women?

- Economic imperative
 - “Expanding the involvement of women in entrepreneurship is critical for long-term economic growth”
- Under-representation
- Different experience
 - Different motivations/less resources/longer incubation

Barriers

- Access to finance
- Care/domestic responsibilities
- Lack of knowledge/training in business skills
- Perceptual barriers of credibility

UK Context

- Women's enterprise increasingly seen as important
- Growth of women's business ownership
- The gender dimension to barriers recognised
- A wide range of initiatives aimed at addressing these
- 2003 Strategic Framework launched
- 2011 UK Women's Enterprise Policy Group Formed

UK Best Practice Case Study

- When - Started in 1999 in the North East of England
- Why - Low numbers of women in business and research showed 700 networks under utilised
- Who - Potential and existing women in business & those who support
- What - Relationship building through networking for women's enterprise
- 4000 women members regionally - 24000 nationally
- Formed as an independent company in 2009
- Taken over by Chamber of Commerce
- 2012.....

WIN – multi layered activities

- Events – from training workshops to lunches
- Awards – annual event
- Communications and Publications – website, newsletters, e-zines
- Role models – development and promotion
- Sectoral initiatives
- Research
- Signposting
- Mentoring
- Dissemination

Woman Entrepreneur of the Year



Mixed Perceptions and Expectations

The banking research as a case study

- Expectations
 - Women wanted bank to be more proactive and interested in their business. An important stakeholder.
 - Men merely saw the bank as a service provider
- Bankers - access to their networks but mechanisms and venues used by banks are often not appropriate
- Training for women to better manage their bank managers and vice versa

Segmentation is Critical

- Both for accessing women and supporting their development
- ‘Place,space and Pace’ important issues
- Self selection is key ethos
- Churn is positive
- You cannot please everyone all the time

Theme - Making Networking Explicit

- Developing understanding about networks and networking *'I hate networking'*
- Easy entry points
- Rehearsal space
- Women only or mixed?
- Conduit for support sector
- Brokerage – 'getting to know spaces'
- Lobbying for change to existing business networks



Business support for women: issues for advisers

- Knowing the customer base – catering for diverse needs
- Recognition of needs of part-time businesses
- Assistance from pre-pre start-up through to business growth
- Accessible services – timing/transport/care/ethnicity
- Role models



Women's Enterprise Scotland

A community interest company, which was established in 2012, to promote women's enterprise as an economic driver.

1. **INSPIRING**...more women in Scotland to set up and grow their businesses or social enterprises.
2. **INFORMING**...women in Scotland of help available and where to go for support.
3. **PROVIDING A VOICE**...for women to influence and advocate for women's enterprise to be at the centre of Scotland's economic development policy and strategy.
4. **INFLUENCING**...government and private sector thinking, policy and strategy on the economic and business opportunities presented by increasing women owned businesses.
5. **PROMOTING**...women's enterprise in the media; breaking down any barriers and preconceptions which create a failure to recognise the full economic potential of women.

Website: www.wescotland.co.uk

Facebook: www.facebook.com/wescotland

Twitter: www.twitter.com/wescotland



Older Women in Learning and Enterprise 50+



Home News OWLE50+ (SWE) OWLE50+ (ITA) Publications Gallery Search Event Calendar Pro

Owle50+



Partners:



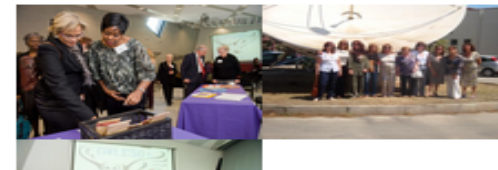
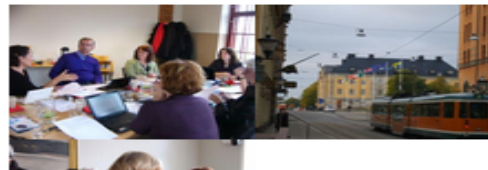
Welcome

This project has run from 1st October 2009 to 30th September 2011 and its activities have now ended. The website will be updated from time to time and we hope that our visitors will find the materials on the website useful, all of which are freely available for you to download. We intend you to find ways to replicate the programmes and promote the ideas for women over 50 further in your communities.

Please let us know if you promote or use any of the OWLE50+ project concept to help us to understand how this project is exploited in the future on all levels.

THE OWLE50 PROJECT WAS CO-FINANCED BY GRUNDTVIG LIFE-LONG LEARNING PROGRAMME

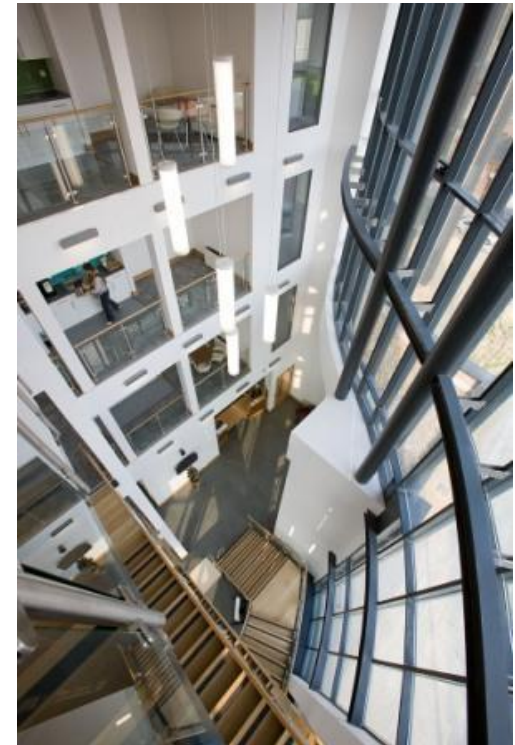
Despite trends and recent legislation, older people, particularly women, are still disadvantaged in the EU labour market. Also, the number of older women is growing but many lack skills to manage their changing circumstances and they may not engage with adult learning unless encouraged; finally, many older women need to earn additional income. OWLE50+ is an EU funded Grundtvig project comprising a programme of workshops and support for older women that enables them to play an active role in the community for the rest of their lives. OWLE50+ responds to each woman's needs through learner-centred upskilling so they can contribute to society, themselves and the economy by ageing wisely.



<http://www.owle50plus.eu/news.php>



Working for women's economic development





Make It Real. In 6 months 15 women taken to business start up.





Growth Programme Delivered at 4 levels, as what businesses need changes so much: pre-VAT, ~£200-250k, over £500k, and £1m

210 women aggregated t/o 41m three years, £230m into the economy.

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Please sign Act4Growth petition

www.act4growth.org.