



The role of women entrepreneurs in local development

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« Europa Donna: policies and tools in support of
innovation in women entrepreneurship »
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OUTLINE

- OECD work on women entrepreneurship
- Local Economic and Employment development programme (LEED) work on women entrepreneurship
- The role of women entrepreneurs in local development
- Forthcoming seminar in Ljubljana, 9-10 December 2003

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OECD work on Women entrepreneurship

- OECD conference « Women in SMEs », 1997, 2000
- Budapest Workshop, September 2003
- Paris workshop on Statistics, September 2003
- SME Ministerial, June 2004, Istanbul
- Efforts of the organisation on gender mainstreaming
- Rationale for action:
 - Economic growth: untapped source
 - Neglected topic for long because preference for gender neutral (gender-blind?) programmes
 - Equity: given cultural, historic and social barriers

OECD recommendations from the December 2000 OECD conference “Women in SMEs”



- Improve the knowledge we have on women entrepreneurs
- Facilitate the financing of enterprises owned by women
- Favour the participation of women entrepreneurs in international trade
- Develop the culture of entrepreneurship
- Economic rationale: Where does market fail women entrepreneurs?
 - Demand side analyse (historical, cultural, social determined framework conditions)
 - Supply side (women prior work experiences as potential entrepreneurs, access to resources and information, family policies)

LEED work on women entrepreneurship

LEED considers that the national approach is not sufficient: regions and cities are key to designing and implementing policies

- UNECE-CEI-OECD 1999 Brijuni conference exchanging East-West experiences
- LEED contributions to all OECD work on women entrepreneurs and to numerous international seminars
- CEI Summits: Prague 1999, Budapest 2000, Trieste 2001, Skopje 2002, Warsaw 2003
- 12 March 2002 Seminar in Leipzig, strategies for employment
- June 2003 Cuernavaca Mexico « Women entrepreneurs and local development »
- October 2003 Review of Entrepreneurship Midlands, UK
- 21 Nov 2003, FWE event on Financing Successful Women entrepreneurs, Paris
- 6 December 2003, Opening of the LEED Trento centre, Italy
- 9-10 December 2003 seminar in Slovenia « women entrepreneurs and social innovation »
- 2004 starting LEED Study on « Women entrepreneurs and local development »
- 2004
- Field Visit to Southern California on Innovative Women entrepreneurship practices with French Caisse des Dépôts

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Local Economic and Employment Programme (LEED)

- Identifies, analyses and disseminates innovative ideas on entrepreneurship and employment creation
- Action Programme based on voluntary contributions - 25 member countries with several countries in the process of joining
- Open to international organisations (European Commission, CEI/ EBRD, Inter-American Development Bank, World Bank)
- Open to OECD non-member countries (Slovenia, Romania, Lithuania, Latvia)
- LEED Partners Club: OECD link with civil society – more than 100 Partner organisations worldwide
- LEED Flash, www.oecd.org/els/leed

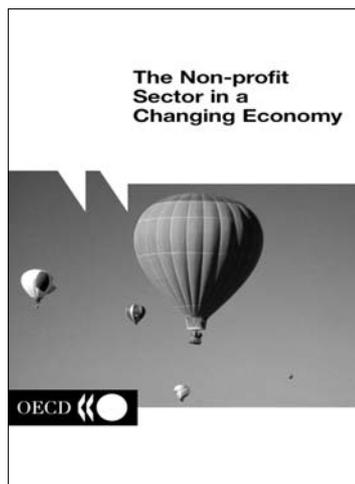
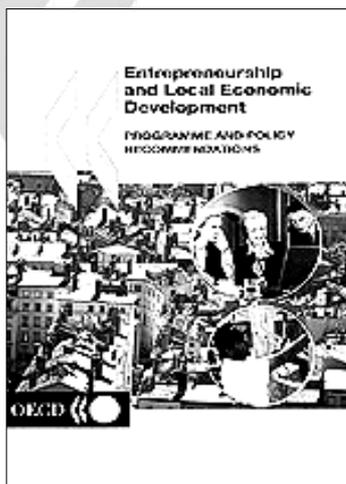
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LEED Themes

- Decentralisation of Employment Policies
- Entrepreneurship (Women entrepreneurship)
- Globalisation and Local Authorities
- Local Partnerships
- Social Innovations
- Outreach
- Policy Evaluation

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LEED: Just Published Spring 2003



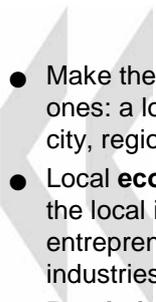
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LEED work on « The active role of women entrepreneurs in local development »

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Women entrepreneurs and local development: summary

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- Make the distinction between **national** programmes and **local** ones: a lot can be done at the sub-national level (municipality, city, region): programmes targeting precise problems
 - Local **economic** dimension: what is the existing link between the local industrial structure and female employment/ entrepreneurship: zones with strong male (mining, steel, car industries) or female (textile) dominating work force
 - **Proximity** dimension: role models, mentoring, stimulation, diffusion, networking, lobbying, partnerships
 - **Territorial** dimension: local clusters of enterprises
 - **Social structural** dimensions: existing schools, child-care facilities, training opportunities
 - **Human** dimension: community building and trust
 - Specific **environment issues**: women entrepreneurs in rural zones, under-populated periphery areas, difficult neighbourhoods, regions undergoing industrial restructuring

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Objectives: what is there already, what is missing?

- Paint a coherent and comprehensive picture of the state of women's entrepreneurship in the country / region / municipality in question
- Ascertain the policies, programmes and projects that work in the country / region / municipality (and assess coordination of different levels)
- Explore the economic, social and cultural obstacles to the creation and expansion of women-created enterprises at the local level (child care is a different issue in France and in Sweden, in cities and in rural areas)
- Identify local and international good practices for dissemination to policymakers: give visibility to existing initiatives
- Affirm the dynamic of territorial development by exploiting the role of women as creators of businesses, jobs and social cohesion.
- Examine national practices from an international perspective and give them a comparative dimension.
- Secure the involvement of a unique network of experts from different organisations
- Propose specific recommendations and an action plan **with policies alternatives**

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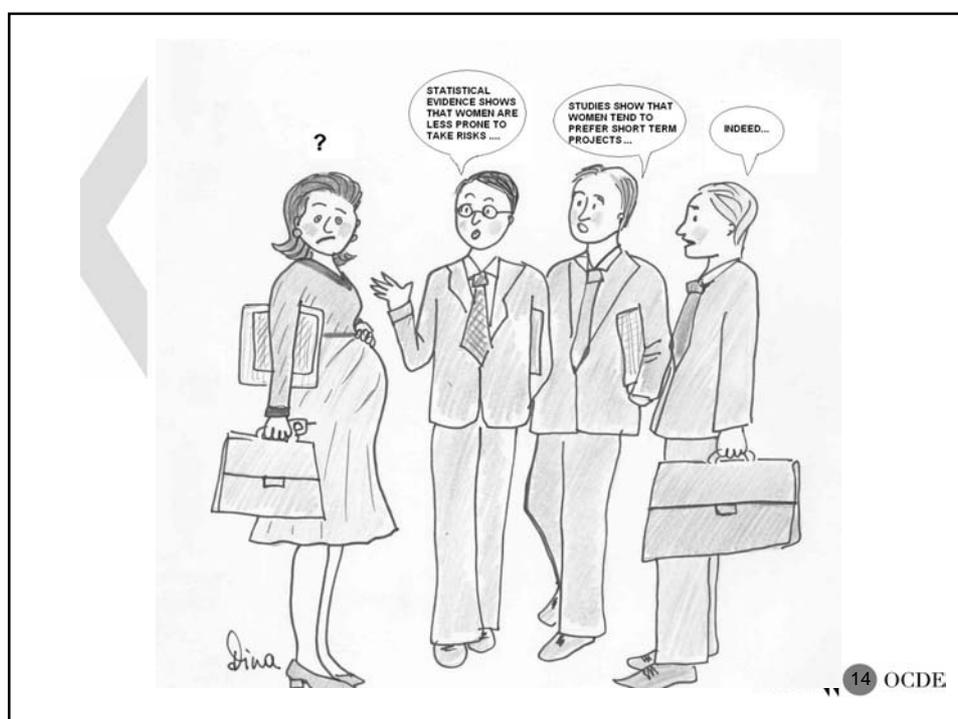
Work stages

- Work with local consultant: Collection and analysis of existing information and statistics, determination of missing data and data base.
- Selection and organisation of the group of international experts
- Field work during a week-long mission, with involvement of the network of high-level partners
- Preparation of the report: Comparisons of international experience with national or sub-national case studies; Exploitation of the good practices uncovered for each case study.
- The review may incorporate an evaluation of one or more existing programmes for women entrepreneurs
- Formulation of customised and concrete policy recommendations; roadmaps for national / regional / municipal / local public action.
- Seminar to disseminate conclusions.
- LEED Programme publication: general report comparing a number of case studies, summaries and recommendations.
- Possibility to organise a comparative international conference

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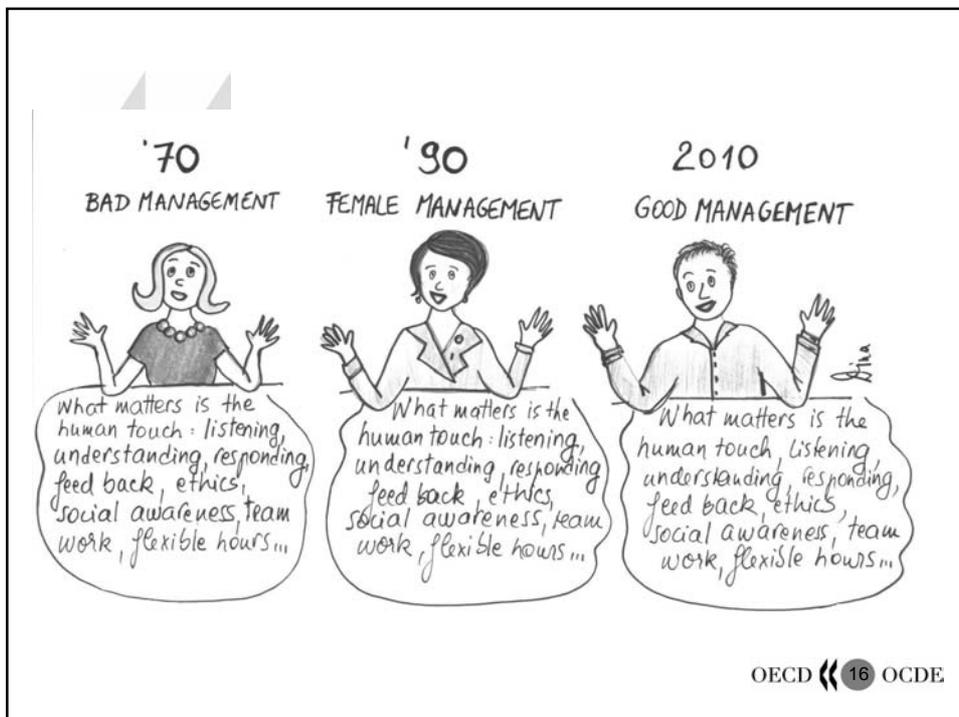
Topics

- **Policies and programmes to foster women's entrepreneurship**
- **Statistics on women's entrepreneurship** (General statistics on entrepreneurship and employment, quantitative and qualitative, overall territorial entrepreneurial dynamic, women in co-entrepreneurship and family entrepreneurship)
- **The place of women in the economic, social, political and cultural environment** (policies to promote equal opportunity; women's representation in national, regional and local bodies, and in high-paid managerial jobs, factors that affect gender and that affect entrepreneurship)
- **Enrich the definition of entrepreneurship** (new frameworks discussing values and family barriers)



● **Education, training and support structures at the local level**

- access to technologies, curricula, language courses, presence of women in so-called “men’s” professions
- Post-academic training and availability of training courses nearby (LEED database)
- Tutoring systems and means for promoting successful models.
- Parallel structures at the local level: reconciliation of careers and family life and control over professional and private time.
- Support structures for women entrepreneurs: new business incubators, facilitation of home ownership, housing, transport services.
- Structures at the local level: associations specialised in a local industrial sector, enterprise networks and clusters, exploitation of neighbourhood social capital.
- Virtual communities: Internet access, international outreach.



● Local sources of financing

- Access to conventional bank loans (existence of women-friendly banking programmes: Bank of Ireland, West Pac; Bank of Australia, Royal bank of Canada)
- Government loans for women entrepreneurs
- Private loans for women entrepreneurs: from micro-loans to venture capital, including social funds, family funds, start-up and expansion funds, solidarity funds and insurance.
- Steps in the financing of entrepreneurship: start-up loans



● Social and community development

- solidarity financing, collective guarantees, enterprises for economic and social cohesion purposes.
- social economy enterprises, environmental enterprises, ethical enterprises, new forms of management.
- Local development: participation of women entrepreneurs in the forging of social and community ties through associations and local networks.
- Local partnerships in support of women entrepreneurs.

I DO HOPE THAT THIS
TIME IT COMES FROM
A SOCIALLY RESPONSIBLE
COMPANY !!!



● Territories with particular characteristics

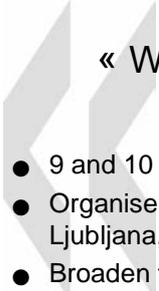
- Enterprise creation by women in rural areas (agro-tourism activities, networking): WIRE, ALLIANCE
- Enterprise creation by women in urban areas and in distressed neighbourhoods: London, Seoul, Barcelona, Chicago
- Distressed areas: outlying areas, areas in industrial decline or industrial restructuring (former auto-making, textile and mining regions) Leipzig, Baden Württemberg

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● Sub-groups of women with special needs

- Activities in the informal and underground economies.
- Minorities, native populations and capitalisation of the role of women entrepreneurs (Black Women Business Network UK)
- Migration and the role of women at the local level (Chinese diasporas)
- Entrepreneurship as an aid to emerging from poverty, self-employment, personal fulfilment, entrepreneurship for expansion and growth.
- Particular age groups: young people or those at the end of their careers.

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Forthcoming Seminar « Women entrepreneurship and social innovation »

- 9 and 10 December 2003 Ljubljana Slovenia
- Organisers: LEED, CEI-EBRD, Giz Podjetnost, Municipality of Ljubljana, Ministry of Economy Slovenia
- Broaden the vision we have of entrepreneurship (scope, values, organisation, needs, strengths)
- Topics:
 - **What can cities and regions do to promote socially innovative female initiatives?**
 - **What are the innovative sources of financing to support women entrepreneurs**
 - **Catalogue of socially innovative women businesses**



Thank you !

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