

Policy Agenda



**FOR YOUNG WOMEN
ENTREPRENEURSHIP SUPPORT**

motivation drivers to become a woman entrepreneur

- employment
- earning for reasonable living
- realization of own dreams and ideas

main barriers for young women to start own business

- access to finance
- overall weak economic environment
- lack of savings
- lack of information about how to start a business
- lack of entrepreneurial skills
- high corruption and red tape
- uncertainty about the future
- risk of losing the balance between work
and personal life

5 main groups of policy recommendations are provided:

<http://www.interreg-danube.eu/women-in-business>

#1 Governmental policies to promote female entrepreneurship and leadership

- ✓ establishment of evidence based and participatory process in creation of young women entrepreneurship policy
- ✓ designing of policies and strategies, support infrastructure to foster female entrepreneurship
- ✓ applying one-stop-shop concept - centralized platform related to female start-ups
- ✓ development of policy instruments and tools supporting young women start-ups: mentorship programs and trainings for business, digital and soft skills
- ✓ development a Strategy and taking concrete actions to harmonize the business environment with the family environment in order to provide support and relief to women in the form of child care, elderly care, family life and recreation
- ✓ ensuring of joint support through diverse networks in order to set up e-Commerce platform/ assist young women entrepreneurs in e-Business



#2 Strategy to harmonise the business with family environment

- ✓ **creation of a supportive infrastructure for female workers and entrepreneurs with care responsibilities**
- ✓ **integration of professional and private lives of female entrepreneurs**
- ✓ **strengthen access to social security benefits for the self-employed**
- ✓ **ensure affordable and quality care facilities for children and other dependants, including elderly relatives and family members with disabilities**
- ✓ **breaking down gender stereotypes and ideas about traditional gender roles - encourage men to participate more in traditional female activities such as housework and caring for dependent relatives**



#3 Policies in support of financial instruments for young women entrepreneurs

- ✓ **encouraging of banks and micro institutions to provide a wider range of financial services with flexible terms and conditions to assist women in establishing and expanding their own enterprises**
- ✓ **developing successful financing models for female entrepreneurs focusing that will allow smaller and start-up companies to make use of these instruments**
- ✓ **improving the dialogue between policy makers, venture capitals and business angels, and organizations dealing with women's entrepreneurship support for to develop appropriate financial instruments/grants supporting innovative female start-ups, especially in STEM, as well as for training and building women's capacity in accessing venture capital**



#4 Network of mentors and support organizations

- ✓ **fostering networking among associations and encouraging co-operation and partnerships among national and international networks as well as facilitating female entrepreneurial endeavours in the economy**
- ✓ **increase the stock of resources available to female entrepreneurs by expanding their business networks, organising networking events and using online interfaces to connect women entrepreneurs with the business world**
- ✓ **close cooperation between governments, associations of female entrepreneurs, NGOs and other female entrepreneurship support organisations in order to formulate strategies to enable informal mentoring supportive relationships among the women entrepreneurs**



#5 Establishment of Women Entrepreneurship Centres

✓ providing of support for the establishment of Women Entrepreneurship Centres (EWCs) in the Danube Region countries using the Concept of EWCs and developed training models under **WOMEN IN BUSINESS** project

✓ providing of support for raising awareness of the EWCs activities through conferences, events and networking events

✓ support for establishment of a network of EWCs

