



W-Power

... from challenge to opportunity ...



Northern Periphery and
Arctic Programme
2014-2020

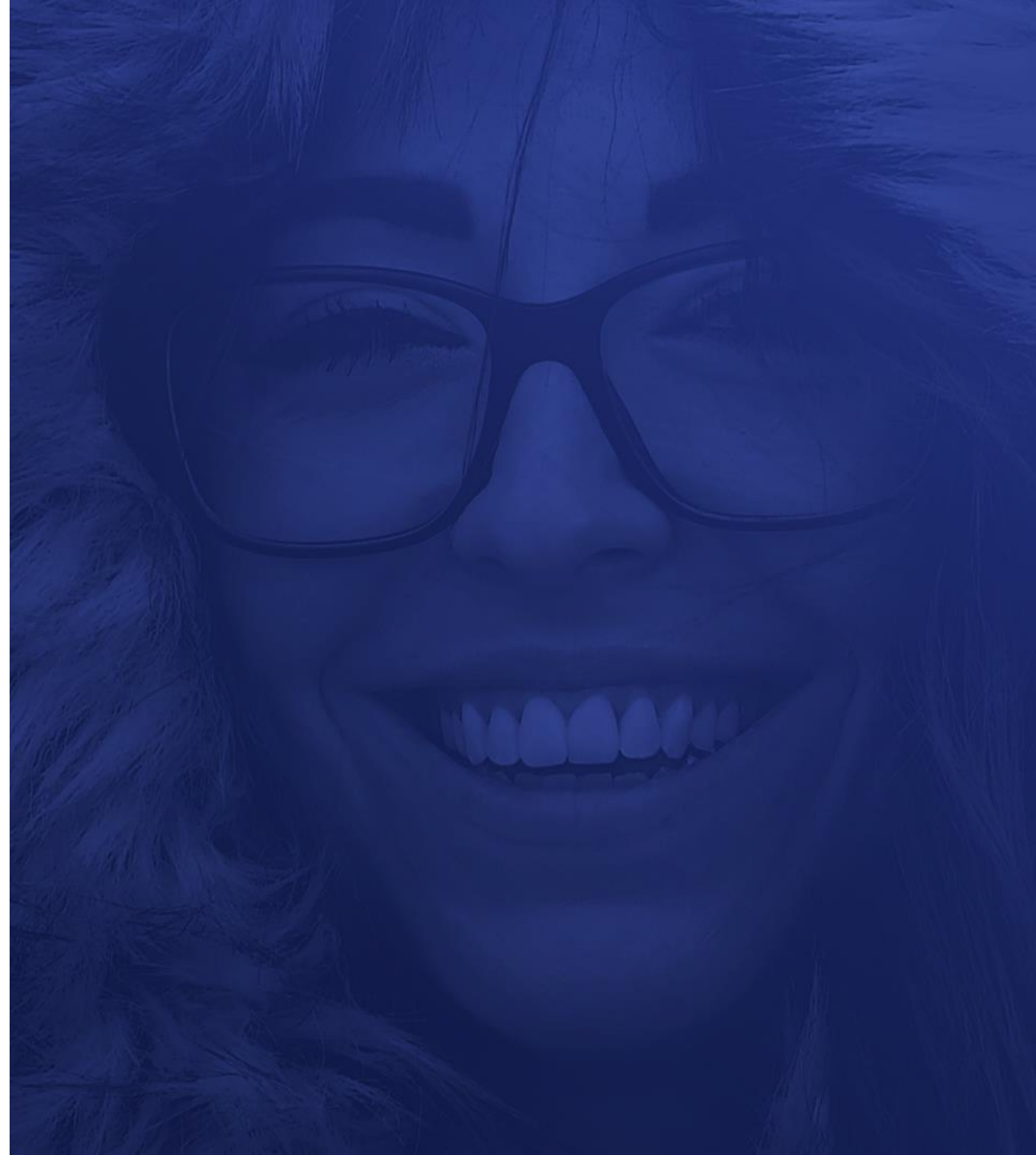


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Our common aspiration

a shared commitment to promote women's entrepreneurship:

- to grow the local economy
- to sustain rural communities





Some challenges

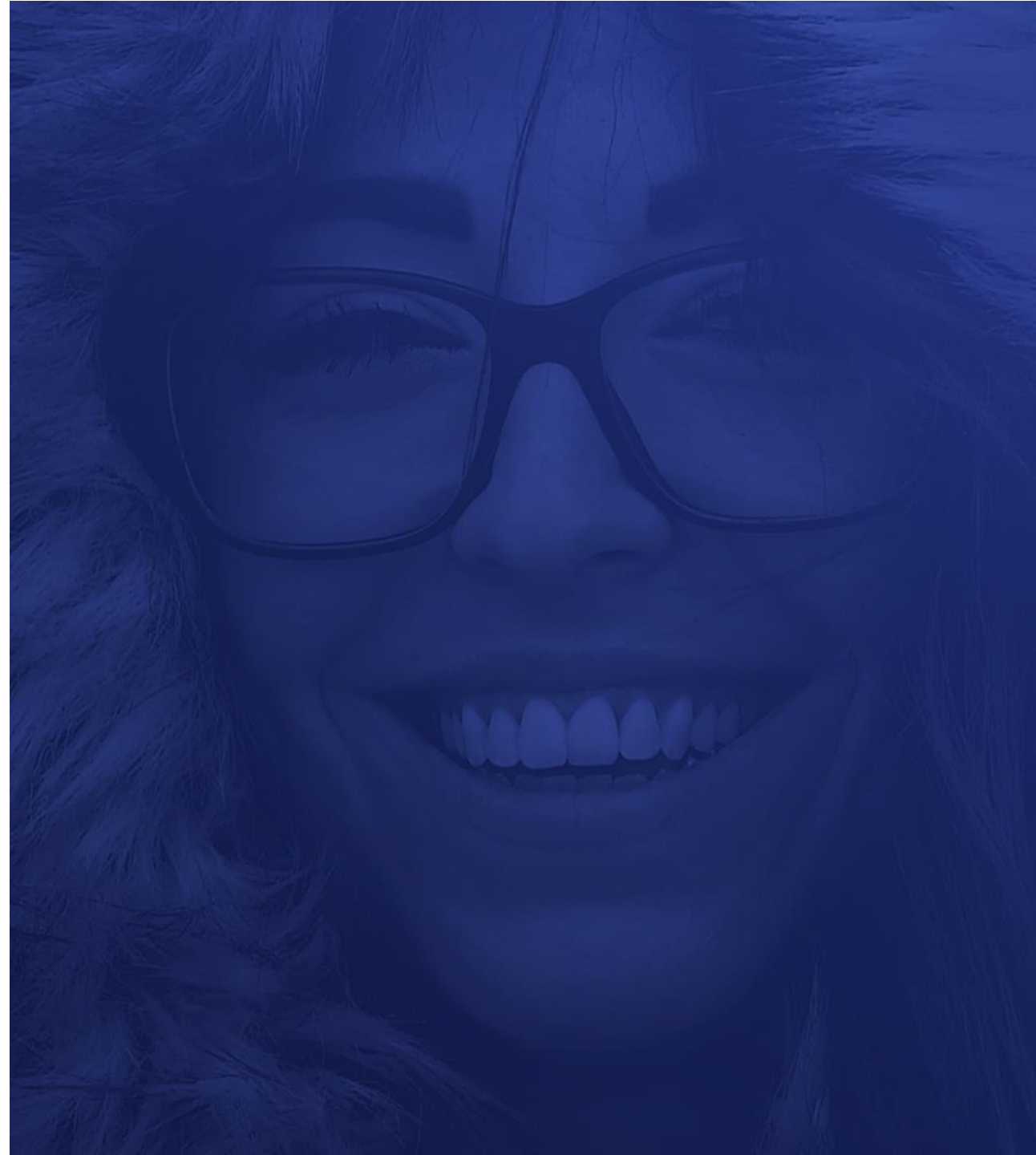
Women are:

- less likely than men to be entrepreneurs
- more likely to work part time
- more likely to work in the service sector

This affects their earning potential

Yet women's businesses outperform men's when:

- business age, growth, sector and size are taken into account
- personal characteristics such as education, age and income are controlled



Differences in motivation and aspirations

- women are more likely than men to cite “push” factors (**necessity**) for starting a business
 - e.g. financial need, work/life balance

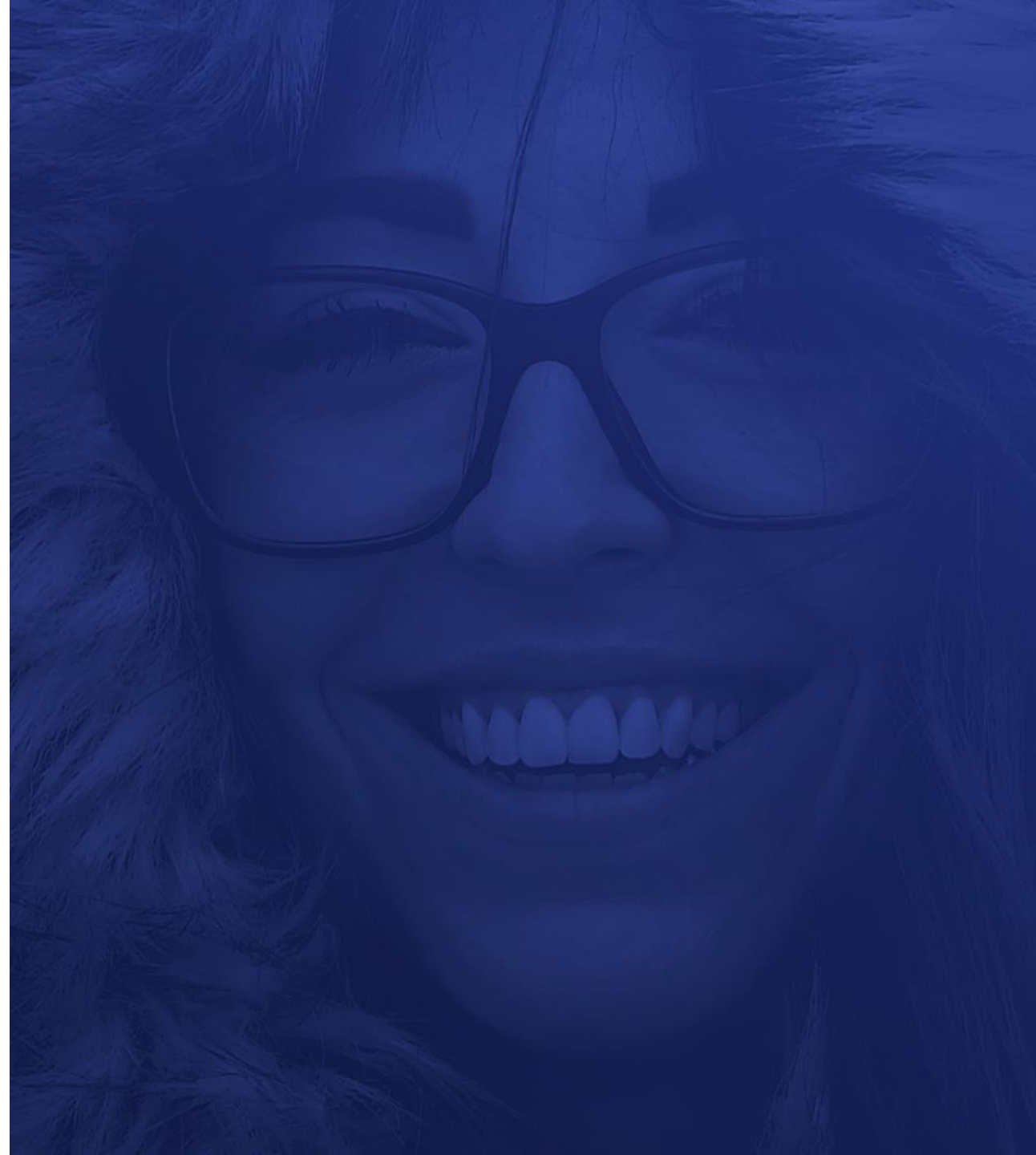


- men are more likely to cite “pull” factors (**aspiration**) for starting a business
 - e.g. earning potential



Women are more likely to face challenges around

- accessing finance and business support
- engaging with role models, networks and mentors
"you can't be what you can't see"
- cultural assumptions and gender stereotyping



Impact of unconscious bias?

A [Swedish study](#) of government venture capitalists shows that women were offered lower rates of funding, based on **unconscious bias**:



Unconsciously viewed as:

- cautious
- reluctant to take on big loans
- need only small funding amounts
- active in the "wrong" industries
- lack growth potential



Unconsciously viewed as:

- eager to have a go / test ideas
- need large amounts of funding
- active in the "right" industries
- have growth potential

The opportunities

Policy should:

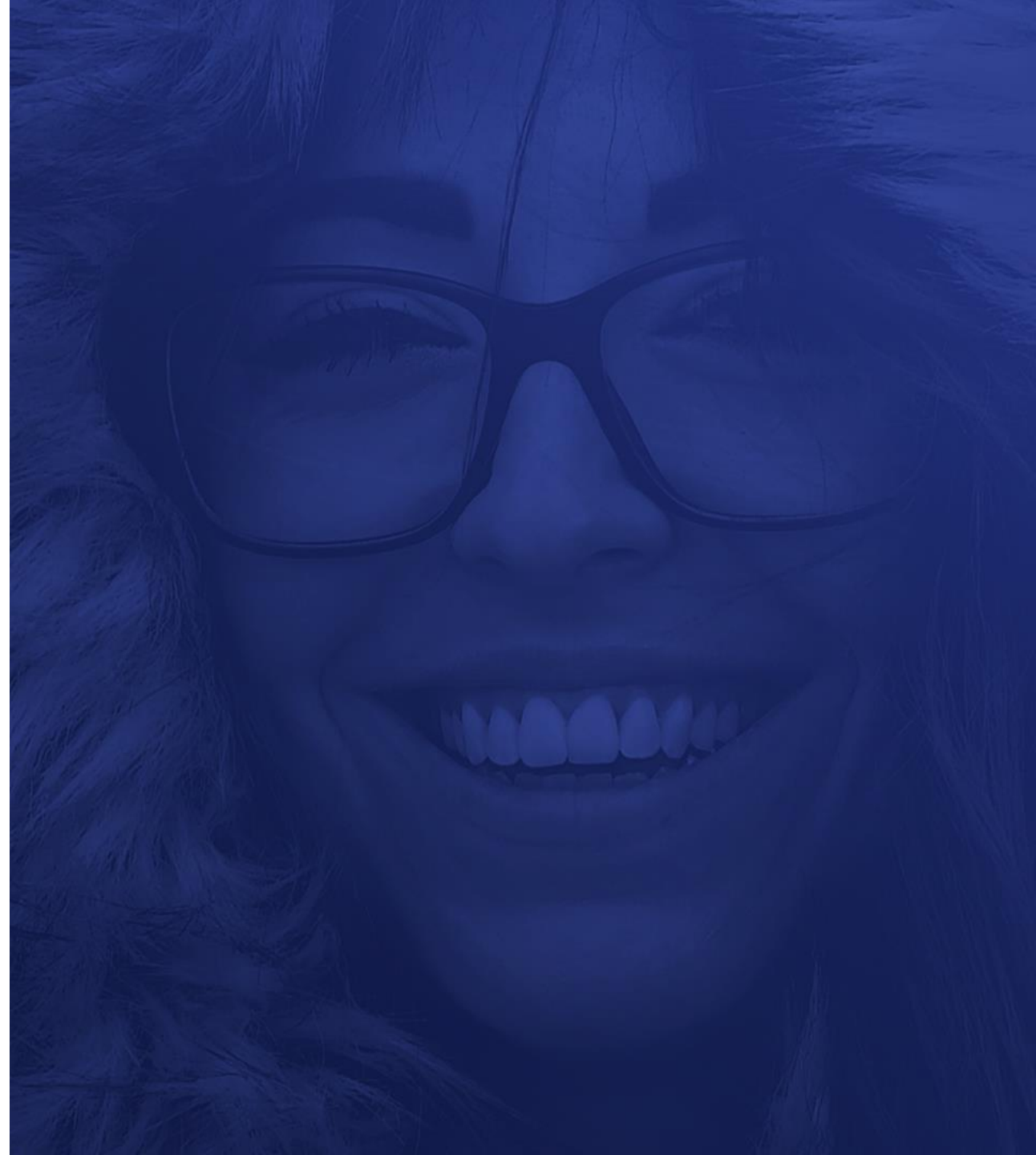


not aim to eliminate the differences between men and women entrepreneurs

but



address the institutional and cultural influences which limit women's entrepreneurial success



gender-aware support

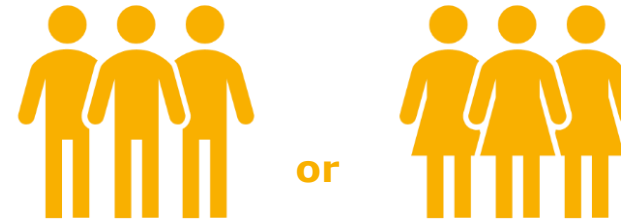
understands and addresses the particular needs of **both** men and women



Support which is not gender-aware offers a “one size fits all” service which is unlikely to meet everyone’s needs

gender-specific support

is tailored to meet specific needs of **either** men or women



Gender-specific support is justified where there is evidence of disadvantage - such as lower economic participation rates for women entrepreneurs

Partners offer a range of approaches



Scottish Framework and Action Plan for Women in Enterprise



August 2017



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While relevant for all entrepreneurs some solutions are **necessary** to address disadvantage experienced more by women than by men

affordable services such as childcare



use of digital tools

encourage creativity and innovative thinking



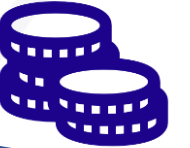
develop the support system



develop rural networks



tackle gender stereotyping



a little investment makes a big difference to rural communities



W-Power: empowering women entrepreneurs in sparsely populated communities



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