

Female Role Models in Entrepreneurship

The contribution of women to economic activity is constantly increasing in most countries of the world. Women have made an enormous effort to be present on the map of success when it comes to entrepreneurship in the last century. The impact is significant, **but they can do much more.**

The encouragement of women entrepreneurship is for many countries the set of policies aimed at both developing their **business potential** and combating **unemployment**, as well as promoting **gender equality**.

Women make a difference around the world by overcoming discrimination, prejudice, and inequality, although research provide strong evidence that there is an **unequal distribution of the number of women business owners, the size of women-owned businesses, and their access to financial resources.**

Did you know that...*

1972 is when women started to run their businesses.

62% of female business owners are between 40 and 59 years old.

36% of small business owners are women.

There is less than 10% of businesses owned by women in the countries of the Middle East.

Almost 90% of all women-owned businesses generate less than \$100,000 yearly.

Women tend to feel less optimistic than men when it comes to their business performance.

Only half of the startups have at least one female owner.

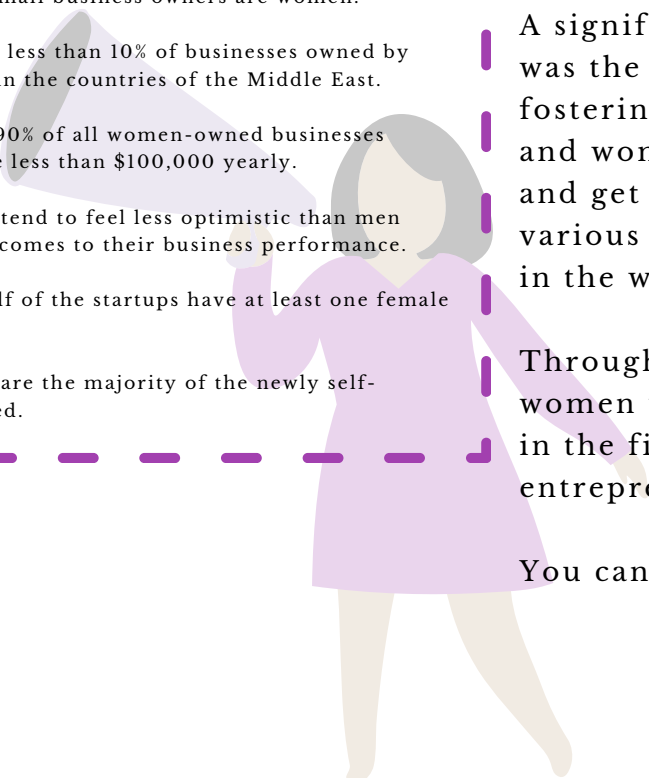
Women are the majority of the newly self-employed.

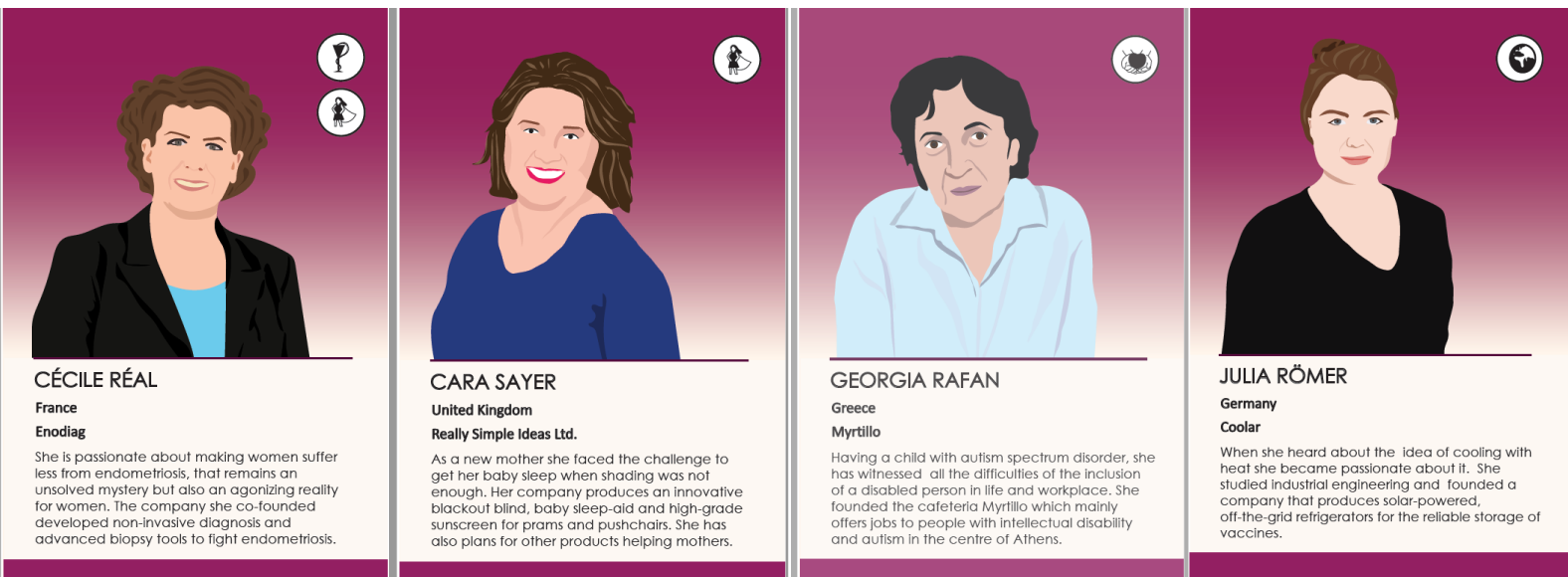
Considering all the above, FLYie project was designed to underline the important role of women in entrepreneurship using an innovative approach: role-model game-based education, by strengthening girls' access to successful role models.

A significant production of the project was the creation of a cards game for fostering the soft skills of young girls and women while enabling them to meet and get motivated by examples of various inspiring women personalities in the world of entrepreneurship.

Through this game, the promotion of women who are examples of inspiration in the field of women's entrepreneurship is supported.

You can see some great examples below:





CÉCILE RÉAL

France
Enodiag

She is passionate about making women suffer less from endometriosis, that remains an unsolved mystery but also an agonizing reality for women. The company she co-founded developed non-invasive diagnosis and advanced biopsy tools to fight endometriosis.

CARA SAYER

United Kingdom
Really Simple Ideas Ltd.

As a new mother she faced the challenge to get her baby sleep when shading was not enough. Her company produces an innovative blackout blind, baby sleep-aid and high-grade sunscreen for prams and pushchairs. She has also plans for other products helping mothers.

GEORGIA RAFAN

Greece
Myrtillo

Having a child with autism spectrum disorder, she has witnessed all the difficulties of the inclusion of a disabled person in life and workplace. She founded the cafeteria Myrtillo which mainly offers jobs to people with intellectual disability and autism in the centre of Athens.

JULIA RÖMER

Germany
Coolar

When she heard about the idea of cooling with heat she became passionate about it. She studied industrial engineering and founded a company that produces solar-powered, off-the-grid refrigerators for the reliable storage of vaccines.

Why is it necessary to support women entrepreneurs around the world?

The recognition and promotion of the achievements of women entrepreneurs as role models is important for the new generation of women. Supporting successful women can encourage girls to look at their careers differently, choose entrepreneurship as a career, and break away from common gender stereotypes.

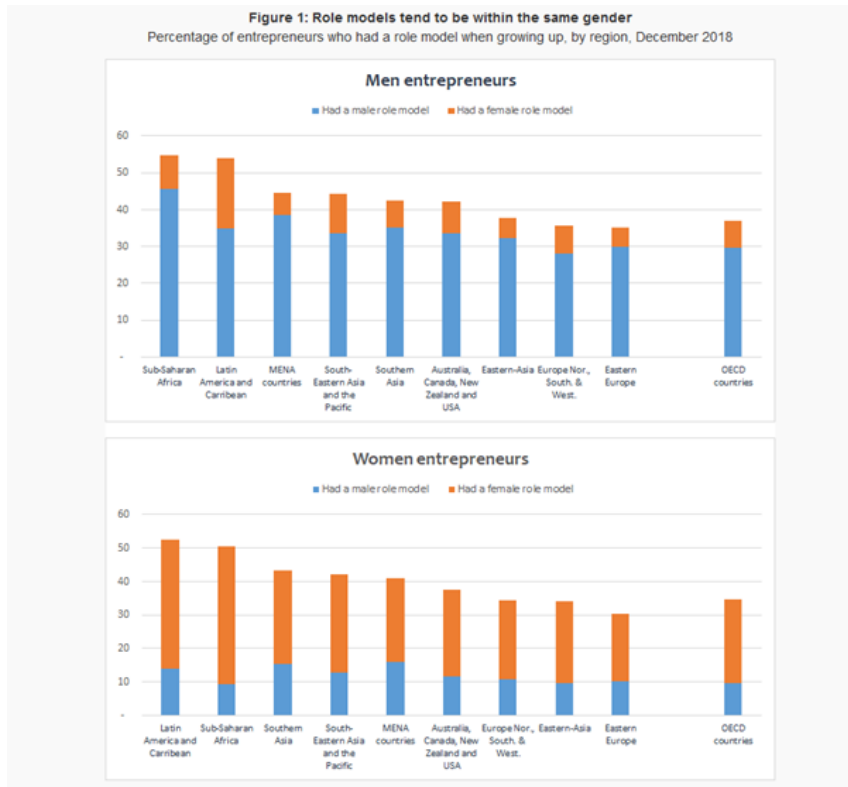
By supporting programs that help women learn about the world of entrepreneurship, connect them with successful female entrepreneurs, and helping them find access to high-quality credit sources, women can build strong businesses, solidify their position in the global economy and local business world, and gradually build a stronger, better marketplace.

How does Role-Modeling affect young people?

In addition, choosing a role model significantly affects the opportunities one may have. At younger ages, there is always a person that someone admires and considers a role model, for example a family member, a teacher, etc. The existence of a role model in a person's life can influence the way they act and behave, their actions and motivates them to overcome their weaknesses.

Role models matter, **particularly for women.**

Research shows that role models have an amplified benefit for women due to the gender biases, institutional barriers and negative stereotypes women have long had to contend with across a wide swathe of professional domains.



Source: <https://www.oecd.org/gender/data/can-role-models-encourage-woman-to-step-off-the-beaten-path-and-become-entrepreneurs.htm>

“Here’s to strong women. May we know them. May we be them. May we raise them.”



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