

Women at the Top, Women Entrepreneurship

Issue Briefing

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DEFINITIONS

New Europeans are people who live and work in a European country but have ties that go beyond their current country of residence, thus possessing a dual or plural cultural and linguistic background.



Key Messages

Economic Contribution

Ensuring the full economic integration of women, making up 50% of the population, will increase economic productivity. By doing so, it will prevent poverty in old age, balance out the economic impact of demographic change, and create a more diverse workforce and leadership, leading to innovation and new dynamism.

Social Significance

By creating their own businesses or having professional careers, women act as role models and thereby support other women to advance in society. This reinforces an improved position of women in private and professional life.

Changing Perspectives

Enabling women's full economic participation will also help fight prejudice against women and fully recognise their role in society.



Double Disadvantage for Migrant Women

Women with migrant backgrounds often face discrimination on the basis of both their gender and their ethnicity. Therefore, their immense potential is still largely unused.

Background

In the European Union, women are still more un- and underemployed than their male counterparts. For example, the employment rate for women, aged 25-54 with children, is only 72.2% compared with 90.0% for men in the same situation (1). Furthermore, despite 59% of all new university graduates being women (2), they are still underrepresented in higher positions and certain sectors including science and engineering.

They earn on average 13% less per hour than men and even 36.7% less per month, given the higher proportion of female part-timers (3). Across Europe, around 32% of women work part-time, compared to only around 8% of men (4).

Founding their own business is rare among women, accounting for one in three (30% in start-ups) entrepreneurs (5).

Migrant men are also more than twice as likely to be self-employed than **migrant women** (6), who have a double disadvantage to tackle.

These differences have negative impacts on the economy, it means half of the human capital is not used to the fullest. A diverse workforce and leadership also come up with more innovative ideas and management styles, which have a measurably positive impact on economic output.

Recent Policy Developments

- **Pay Transparency Proposal:** presented by the European Commission in 2021, it aims at pay transparency and equal pay between men and women.
- **Directive for Gender Balance on Corporate Boards:** adopted by the European Parliament in 2022, it requires equal gender representation on company boards
- **Work-Life Balance & Family Leave Directive:** adopted by the European Parliament in 2019, it sets the standards for parental leave and flexible working arrangements



Sources:

1. European Commission. Statistical Office of the European Union. Higher employment rate for men with children [Internet]. Eurostat. 2021.
2. European Commission. Gender gap at education level is shrinking, but women are still under-represented in research and innovation [Internet]. European Commission; 2021.
3. European Commission. Statistical Office of the European Union. Gender pay gaps in the European Union: a statistical analysis: 2021 edition. [Internet]. LU: Publications Office; 2021.
4. European Commission. Causes of unequal pay between men and women. 2019.
5. European Commission. Directorate General for Enterprise and Industry., Panteia. Statistical data on women entrepreneurs in Europe [er]. [Internet]. LU: Publications Office; 2014.
6. OECD/European Union. The Missing Entrepreneurs 2019: Policies for Inclusive Entrepreneurship. OECD Publishing, Paris; 2019.

UNITEE's Aims

Contributing to the fight against stereotypes and promoting equality so that (New European) women can use their full potential and become successful businesswomen and professionals.

Supporting the creation of social structures and working conditions that permit women to reach top positions in the private and public sector and allow for a better work-life balance.

Fostering entrepreneurship among women as a way to create role models, change gender perception and create a platform for individual self-fulfillment.

Encouraging women to join networks and associations that can help overcome the barriers they face in society and in their professional career.

Promoting equal pay as a sign of real appreciation of women's work and their social contribution.

Supporting the European Union's efforts to address gender-based inequalities, stressing the need of individual Member States to comply with existing regulation, and making gender equality a top priority in national policy-making.

Encouraging more comprehensive research in the field of women leadership and entrepreneurship, especially in New European communities, in order to gain valuable scientific insights in the needs of this group and the problems they face.

Encouraging women to acquire digital and green skills, and to use these skills in their careers in support of the Twin Transition.

The Twin Transition



The Digital and Green Transitions of the European Union go hand in hand, reinforcing each other. To make this transition possible, the European labour market needs around 20 million additional ICT specialists. Such a gap can only be filled with the equal participation of women, who are currently underrepresented in these fields.

Our Actions

With its Europe-wide network, UNITEE helps local, national and European institutions and administrations better reach New European women entrepreneurs and professionals, whose asset has so far been insufficiently recognised.

- Meeting European decision-makers to express New European women entrepreneurs' concerns and positions, and to bring their contributions to light.
- Promoting the contributions of women entrepreneurs by using modern communication channels and an online review (The New European).
- Engaging in debate and dialogue on women entrepreneurship by organising conferences and roundtables.
- Supporting New European women entrepreneurs in their professional and international development via seminars and networking opportunities, with the help of the member associations.



Project RIDE (2020-2023)

RIDE is three-year project coordinated by Diesis network in partnership with UNITEE and fellow partners, co-funded through the European Union's Asylum, Migration and Integration Fund. It involved partners in six European countries: Bulgaria, Check Republic, Germany, Greece, Italy, and the Netherlands.

The RIDE project (Reach Inclusion Through Digital Empowerment For Migrant Women) aimed at advancing the inclusion of migrant and refugee women in the digital labour market by organising training, mentoring and job fairs.