



Future of Work and the Role of Women Entrepreneurs


Women Leaders of today and tomorrow building up
the future of work and entrepreneurship

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Organised by

Gesine Meißner (ALDE MEP) & Kagider (Women Entrepreneurs Association of Turkey)



The seminar entitled “Future of Work and the Role of Women Entrepreneurs / Women Leaders of today and tomorrow building up the future of work and entrepreneurship” organised by KAGIDER (Women Entrepreneurs Association of Turkey)– hosted by MEP Ms Gesine MEISSNER (ALDE), in collaboration with WEP (Women Entrepreneurship Platform).

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Foreword



Are we ready to let go the word 'work' in the near future? Work as we think about it today will most probably no longer exist. Your workplace will be whatever and wherever you choose it to be. Remote working and working in virtual reality will be in demand within the company cultures and work environments. The future we are talking about has many trends that start to shape it already rapidly including caring for others in aging societies, energy efficiency and tackling climate change, investment in technology and AI and so forth.

New technological changes will or will not necessarily or directly lead to high unemployment, but will undoubtedly require workers to learn and update skills much more quickly than in the past. Institutions will need to be much more ambitious in providing enhanced access to lifelong learning and educational opportunities for up skilling and reskilling jobseekers. Informal and online learning will grow in prominence and policies should be prepared to channel and stimulate it properly. We need to address the worker transitions brought about by new technologies.

Women constitute 52% of the total European population but only 34.4% of the EU self-employed and 30% of start-up entrepreneurs. SMEs are a major source of jobs across all economic sectors and geographical areas and are key drivers of innovation. Women-owned SMEs contribute significantly to the economies in which they operate. We have to invent new forms of education for new forms of jobs to meet the needs of a new economy. Institutions must be more ambitious in providing access to lifelong learning and educational opportunities for up skilling women entrepreneurs and reskilling women jobseekers, as part of a long-term social and economic strategy for Europe. Instead of trying to predict the future, we must invent it together. If we continue investing in women and the highly positive impact they have on the workforce, especially in STEM fields, we can forge our own paths and use look at the rapid change of technology as a serious opportunity.

The battle for gender parity in the workforce and the lack of female presence in the major industries continues. This issue is a major factor in the future of work, as well as what that future looks like for women. The desire to get more done and simplify our lives has led to automation, robots, AI, and a slew of apps that are changing how we live and work. Entrepreneurship would be an essential ingredient to ensure women are not left behind in the fourth industrial revolution. Time to invest in women for the future of work.

Speakers' Short Biographies



Gesine Meißner has been member of the European Parliament since 2009. She is member of the Free Democratic Party (FDP) in Germany, which is part of the Alliance of Liberals and Democrats for Europe (ALDE). She is member of the Committee on Transport and Tourism (TRAN), substitute member of both the Committee on Environment, Public Health and Food Safety (ENVI) and the Committee on Industry, Research and Energy (ITRE). Furthermore, she is president of the European Parliament Intergroup for Seas, Rivers, Islands and Coastal Areas (SEARICA). Before joining the European Parliament, Gesine Meißner was a member of the regional Parliament of Lower Saxony where she was chairing the Committee on Health and Social Affairs from 2003 to 2009.



Sirpa Pietikäinen is a Finnish member of the European People's Party (EPP) in the European Parliament. She is former Finnish Minister of Environment (1991-1995). Her career at the Finnish parliament is extensive, ranging from the year 1983 to 2003. She first came to the European parliament to replace Alexander Stubb in 2008, and was re-elected in 2009 and 2014. At the European Parliament, Ms Pietikäinen is a member of the Economic and Monetary Affairs Committee and substitute member of the Environment, Public Health and Food Safety Committee, as well as of the Women's Right and Gender Equality Committee. She is active in several organizations. Her positions of trust include Chairmanship of the Globe EU and membership in board of Alzheimer Europe. A graduate from the Helsinki School of Economics, Ms Pietikäinen has MSc (Business), and still teaches university courses on negotiations theory and practices.

Speakers' Short Biographies



Sanem Oktar Ögüt's career started in Colgate Palmolive in 1993. She established her first company Tribeca Communications in 1997. In 1999, she founded Tribal Sales & Marketing Support Services; in 2002, founded her database marketing company, directComm. She lastly founded Limonsocial in 2011. In 2015, WPP announced that GroupM, the leading global media investment group acquired majority stake in directComm. Recently, she became partner and CEO of Wunderman İstanbul. A serial entrepreneur; she was one of the Top Ten Women Entrepreneurs of Turkey in 2010; her numerous work and projects have been awarded many times. Since May 2015 she is the President of KAGIDER; also a member of W20 Steering Committee.



Ulla Engelmann is Head of Unit for Clusters, Social Economy and Entrepreneurship within DG GROW, the Directorate General being responsible for Internal market, Industry, Entrepreneurship and SMEs, at the European Commission since March 2017. Previously, she worked at the Joint Research Centre (JRC), the in-house science service of European Commission, for many years in different functions. She started in the JRC in Ispra (Italy) in 1993 as a post-doc in fusion research, and moved on to manage various units (communication, international relations, and others) in Ispra and Brussels. Dr. Engelmann holds a PhD in analytical and radiochemistry completed at the National Research Centre in Karlsruhe.

Speakers' Short Biographies



Ufuk Tarhan, Futurist, Economist, President of Digital Agency. Graduated from the Middle East Technical University (METU), Department of Economics. Since 1982, she has worked as a top executive, general manager and board member in various companies and industries mainly in IT & telecommunications. In 2002, she was awarded as the most successful businesswoman in the IT industry. She founded M-GEN Future Planning Center in 2006 & M-GEN Digital Agency in 2011 to provide personal future planning consultancy & Digital/Social Media Services to people & enterprises. She is ranked among top 100 female futurists in the world list (being the one and only Turkish person) and known as business designer and avatar. Gives conferences and lectures to “create a better future & Get Prepared for Digital, Robotic, Energy Revolutions”. She is first members and former president of the Futurists Society (TFD) in Turkey and still the only woman futurist keynote speaker, moderator and facilitator in Turkey. She is also the member of World Future Society, Association of Professional Futurists, Kagider Board Member, Futurists Association High Advisory Board Member, 2009-2012 President. She is the author of two books. 1-“Your Dream Future” about future planning for high school students and 2- Winner of the Most Successful Innovative Business Book Award (2017) “T-Human” about the successful human model of the future for adults and young adults.



Katja Legisa, with 15 years of experience in public relations, communication and management, is a thriving authority in the European women startups landscape and an expert in innovative dissemination strategies for European and international projects in the fields of research and gender. As the director of the Female Incubator of the Digital Leadership Institute, she developed the training academy of the incubator, and is now organising and conducting thematic hackathons in Brussels and around Europe. In this framework she is also consulting and guiding early female entrepreneurs (startups) that are part of the incubator, on the way ahead.

Speakers' Short Biographies



Heike Schmid, CEO & Founder of Odis Consultants GmbH is a people person, industry expert, generator of ideas, mentor, coach and member of VdU (association of female entrepreneurs in Germany). She has more than 10 years of experience in the field of Direct and Executive Search with an excellent technical background (ICT, service, media, logistic, electronics, mechanical and plant engineering, NPO). She is interested in the latest technology for innovative recruiting solutions, but always with a human touch and she is mother of two teenage sons.



Sarah Wagner, works as Manager for Economic Relations at DIGITALEUROPE, the association for the digital technology industry, representing more than 35.000 digital companies in Europe. Besides a B.A. in European Studies, Sarah holds a LLM in European and International Law from Maastricht University. At DIGITALEUROPE, she is also responsible for advancing the discussion on workforce diversity in the ICT industry and regularly elaborates on the advantages of inclusive and diverse organisations. DIGITALEUROPE is actively working on a project promoting the development of digital competences of young women with the goal of improving their employability.

Opening remarks and speeches

Opening remarks by Gesine Meissner

I particularly welcome the men in the room, as it is a women related topic. The main goal should be to develop one's talents and skills, no matter if you acquired them during your education, your professional life or when taking care of your children.

The topic "Future of Work" involves three major questions:

1. What will be the impact of artificial intelligence and automation on work, and as a consequence, what jobs will emerge and disappear?
2. What are the future work models? Will human work be an "outsourced service"?
3. Will technology have a positive or negative impact on the income levels and how will inequality develop?

Studies show that according to the digital skills and jobs coalitions 90% of jobs will require some level of digital skills. More women in digital jobs could create an annual €16 billion GDP boost in the EU - however, there are four times more men than women in Europe with ICT-related studies. But the EU is taking action: Commissioner Mariya Gabriel is working on this topic and there is also the EU Prize for Women Innovators.



Opening remarks and speeches



Opening remarks by Sirpa Pietikainen

First the bad news; the changing nature of work is leading to an increase in the amount of precarious work. For women, due to their different roles in the labour market, this is likely to increase short-term, low-paid jobs. Additional pressure on women's careers will derive from the ageing population of Europe. Women are still responsible for the majority of unpaid care work, which often negatively impacts their careers, salaries, social security and pensions.

We are also witnessing the trend of false or forced enterprises. Workers find themselves selling their labour through contract modalities rather than through employment. This form of enterprises should be banned. Further thinking is also needed for the development of pensions. With an increasing proportion of careers spanning different forms of work with different public and private employers and the place of employment moving across more than one EU Member State, the forms and modalities of social security and pensions need to reflect this. The European pension systems need to be harmonised and there need to be sufficient options to ensure adequate pension coverage, particularly given the specific circumstances of women's employment.

The good news is that there are also emerging possibilities for women in the new job market. Digitalisation is an opportunity, which opens many possibilities; it is not a threat. The number and proportion of women entrepreneurs in Europe is lagging behind. The proportion of women start-ups receiving venture capital is even lower. This has a significant negative impact on the GDPs of European Member States. It is a challenge that we need to address urgently. The first area of action is educational. We need more girls and women studying STEM. But the solution is not to just get more girls and women into studying pre-defined and existing courses. We need to ask girls and women what they would like to learn, what they would like to do - and how they would like to learn. Secondly, mentoring systems and pairing up women entrepreneurs with those who can provide guidance and encouragement is valuable and important. Particularly women supporting women is important, as are having role models and stories of how women have 'made it'. Thirdly, existing policies and support programmes should be reviewed together with women entrepreneurs to assess what works and what better or improved initiatives are still needed and could be developed.

Finally, women are under-represented as entrepreneurs and start-ups. Therefore, they need special support and targeted initiatives. I would like to encourage the Commission, for example as a part of the Industry Days, to organise a special European-level event bringing together women innovators and entrepreneurs with venture and angel funders and other mentors.

Opening remarks and speeches

Opening speech - Sanem Oktar Söğüt

Dear Partners, Ladies, Friends and Guests,

It's a great honour to be here today as the President of KAGIDER Women Entrepreneurs Association of Turkey. And also I am very happy to be here today as a partner of the organisation of this seminar on "Future of Work and the Role of Women Entrepreneurs" together with EU wide umbrella organisation WEP (Women Entrepreneurships Platform), hosted by Ms Gesine Meissner.

In partnership with national and international public, private and civil organizations we have developed and continue to work on several projects and activities. KAGIDER has more than 300 women entrepreneur members and is representing a total capital of more than 1 billion Euros. KAGIDER is engaged in training, counselling and mentorship activities towards economically empowering and strengthening women entrepreneurs. One of the main strategies of KAGIDER is to become a reference point for supporting women entrepreneurship and developing the content and technological activities in women's careers at the national and international level.

Today, We will talk about "The women leaders of today and tomorrow building up the future of work and entrepreneurship" and also discuss the answers of these main questions: How women entrepreneurs will be or have already been involved in the future? as technology pushes many entrepreneurs and start-ups towards a "new era of work" how will this affect women? Loss of jobs? How to ensure a proper work-life balance in the context of permanent connection through Digitilization?

So first of all; Digital technology is an enabler. The potential for digital technology is a powerful enabler for women at every career stage and as a women entrepreneur. This is because digital technology is one of the external forces that can help women's career wave to build momentum and scale up their business. We, as women consumers are great users of social media, mobile technologies and e-commerce globally. However the number of women studying technology or working in technology-specific roles is small and in some locations is even declining.

We should be ready to let go the word 'work' in the near future and work as we think about it today will most probably no longer exist. The majority of the new roles that will created between now and 2020 will have technological component, but this technological component will not necessarily entail coding or other technology, specific skills. Instead the roles will focus on USING TECHNOLOGY to enable processes. There is clearly opportunity for women to create new career paths and to differentiate themselves within the organizations by incorporating digital skills into their skill sets and roles.

Opening remarks and speeches

Opening speech - Sanem Oktar Söğüt

Institutions will need to be much more ambitious in providing enhanced access to lifelong learning and educational opportunities for up-skilling and re-skilling employees and jobseekers. Informal and online learning will grow in prominence and policies should be prepared to channel and stimulate it properly. We need to address the worker transitions brought about by new technologies.

According to PwC, "Women are at a lower risk from automation as time goes on." With re-training programs in place, automation could help narrow the gender pay gap. We believe that the future belongs to women and also The World Economic Forum is agree with us! What does the future of work look like? Paolo Gallo, senior advisor to the World Economic Forum (WEC) chairman took a stab at that question in his "4 Mega-Trends for the Future of Work" recent post. The top trend is the rise of the contingent worker. Second is "longer life expectancy, which gives rise to mindset shift.". Third is "the explosion of new professions — will require experts in AI, IoT, cybersecurity, machine learning, robotics and other advanced technologies." And here comes the fourth mega trend that "Women". "I'm convinced that the future belongs to women," Gallo writes. "Why? Because they tend to possess the human characteristics that will give them the advantage in the new jobs of the Fourth Industrial Revolution. Like the capacity for collaboration (instead of competition), empathy, creativity, listening, and learning."

We have to invent new forms of education for new forms of jobs to meet the needs of a new economy. We need a long-term social and economic strategy for Europe. People who are looking for work and hiring managers agree that critical thinking skills, including problem-solving and adaptability, will be most important in the future.

How women entrepreneurs will be or have already been involved in the future?

Women constitute 52% of the total European population but only 34.4% of the EU self-employed and 30% of start-up entrepreneurs. SMEs are a major source of jobs across all economic sectors and geographical areas and are key drivers of innovation. Women-owned SMEs contribute significantly to the economies in which they operate.

The new digital landscape also provides female entrepreneurs; with the flexibility to start business with a relatively small amount of investment and to sell their goods and services across geographies. Because of Work-life balance challenges; women prefers to be an entrepreneur. Many women are building digital business that did not exist in the past. Women do not need to be technological experts to build digital business, they just need to be able to work with the experts. It is also critical to know where to find the right technical resources and support to scale up their business.

Opening remarks and speeches

Opening speech - Sanem Oktar Söğüt

There is a clear need to work with governments, institutions to promote awareness of existing funds among female entrepreneurs, to explain to investors why women-led businesses are good investment opportunities and to match female entrepreneurs with potential funders. There should be online platforms where women entrepreneurs get online trainings, coaches, mentors and be ready for the future.

We, as KAGIDER, also have such a platform called KAGIDER COMPASS, I am sure there are also many in the world but there is an absence of official mechanisms connecting them each other and to other programs supporting female digital entrepreneurs around the world.

Many female entrepreneurs are not aware of the financial, operational and personal support available to them, particularly in digital space, which can empower them to build and scale their business.

We all believe that digital technology is an opportunity but also a threat. Unless women succeed in understanding the opportunities and how to position themselves as leaders with digital skills and knowledge or as entrepreneur, men will continue to dominate this space. At the same time, governments, institutions and organizations have the responsibility to ensure that women are neither intentionally nor unintentionally excluded from becoming digital leaders. Inherent bias and issues such as male-oriented industry jargon continue to act as barriers to attracting female talent to the opportunities offered by digital technology and this needs to be addressed.

Instead of trying to predict the future, we must invent it together. If we continue investing in women and the highly positive impact they have on the workforce, especially in STEM fields, we can forge our own paths and use look at the rapid change of technology as a serious opportunity.

I am looking forward to listening the discussion and once again I would like to thank Ms Gesine Meissner who made it possible for KAGIDER to organize this important event at European Parliament...

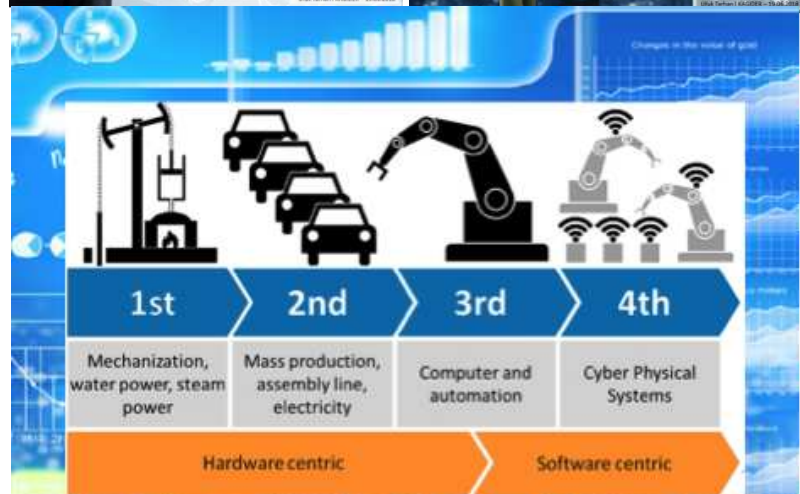


Presentations by Speakers

Ufuk Tarhan - Moderator - Futurist/KAGIDER

World is changing exponentially and extensively. It is getting more difficult for everyone on Earth to create a sustainable and successful walking path towards future due to “Digitalization, BrainNet, Robotics & AI & Blockchain & 5G Revolutions, Renewable Energy Transition, Space Discoveries, Nonstop Inventions, Cyber Attacks, Cyber Security Issues and of course Transformation of Humanity (Transhumanism)”.

It is time to think, talk and act about all these drivers concerning especially for women along with empowerment and education/business/work opportunities. The most critical factor for women is to gain better & equal even higher positions & conditions in future is to become “Tech Girlz and TechWomen”.



Presentations by Speakers

Ufuk Tarhan - Moderator - Futurist/KAGIDER

Increase the number and quality of girls & women in STEM areas is crucial to be able to catch gender parity and create a happier future for humanity including all creatures we are in need of some.

The Current situation is terrible in terms of above aims and we can no longer rely on the excuse that girls don't have a penchant for technology. So, we all should prioritize creating and funding consistent infrastructure that will support the next generation of female tech leaders...

FUTURE SETTERS, TRANSFORMERS

1. GLOBAL WARMING & CLIMATE CHANGE
2. AGING & DECLINING BIRTH RATE
3. RENEWABLE ENERGY
4. BLOCKCHAIN
5. SINGULARITY
6. SPACE DISCOVERY

Women own only 5 percent of startups.

They earn only 28 percent of computer science degrees.

Only 7 percent of partners at top 100 venture capital firms are women.

After peaking in 1991 at 36 %, the rate of women in computing roles has been in steady decline.

Now, they hold only 25 % of computing jobs.

Only 11 % of executive positions at Silicon Valley companies.

Quit rate is more in the high tech industry, than twice as high for women (41 percent) than it is for men (17 percent).

In 2017 venture capitalists invested just \$1.46 billion in women-led companies while it was \$58.2 billion for men-led ones

About 74 % of young girls express interest in STEM fields and computer science.

Looking at the above statistics, it's obvious these girls are deterred.

Why is it that companies have such a difficult time finding female engineers? Scores of studies have analyzed the possible reasons:

For women in the tech industry under age 25, earnings on average are 29 % less than their male counterparts.

Women receive lower salary offers than men for the same job at the same company 63 % of the time.

- Unconscious bias in the hiring process
- Lack of diversity in the core team
- The hypothesis that women are more risk averse when it comes to new technologies
- The well-documented gender gap in tech and subsequent pipeline problem



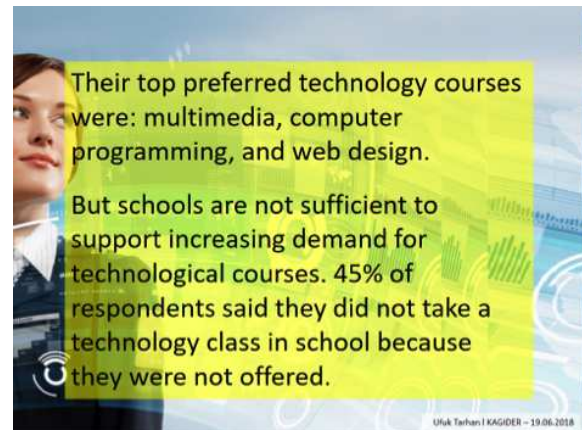
Presentations by Speakers

Ufuk Tarhan - Futurist/KAGIDER



•TechGirlz, a nonprofit that fosters open source technology courses for girls, found over 70% of middle school girls increasingly feel encouraged to pursue technology instruction by parents.

Ufuk Tarhan | KAGIDER - 19.06.2018



Their top preferred technology courses were: multimedia, computer programming, and web design.

But schools are not sufficient to support increasing demand for technological courses. 45% of respondents said they did not take a technology class in school because they were not offered.

Ufuk Tarhan | KAGIDER - 19.06.2018



“Engaging girls with compelling technology instruction sets them on a path towards a rewarding, empowering career in tech.

But, schools are not ready yet!
Girls are thirsty for more technology-related access and instruction in their classrooms.”

Ufuk Tarhan | KAGIDER - 19.06.2018



BIG PROBLEM:
Lack of qualified technology instructors

Ufuk Tarhan | KAGIDER - 19.06.2018



We can no longer rely on the excuse that girls don't have a penchant for technology .

We all should prioritize creating and funding consistent infrastructure that will support the next generation of female tech leaders.

Ufuk Tarhan | KAGIDER - 19.06.2018



**IF WE WANT
A BETTER FUTURE...**

Ufuk Tarhan | KAGIDER - 19.06.2018

Presentations by Speakers

Ulla Engelmann - Head of Unit F2 DG Grow

If we imagine the future, we need to think of different scenarios. We need to anticipate on these scenarios and to drive it forward. We need new ideas and new skills and create the future together.

Education is key. Entrepreneurial attitudes and skills are formed in society and through education. Entrepreneurship is a competence that can be learnt. We found evidence that participants in entrepreneurship education programmes - at school and at university - are more likely to start their own business. However, there is more: their start-ups also tend to be more ambitious. In addition to that, there is also evidence that participants in entrepreneurship education are at lower risk of unemployment than their peers are. Entrepreneurial competences help to build a resilient, adaptable society in the future changing environment. Therefore, I am more than convinced that entrepreneurship with its core values, in any form of its existence, is a key element in building tomorrow's work environment.

Education can raise the attention of girls in tech. With education, we can show particularly girls in the age of 11-15 that tech can be cool. We have to make technology more attractive. That is why we want to find ways to talk to young girls and bring them and young women together, to see what they need. The entrepreneurial mind-set is very important in the future of work for women! Women can also take advantage of the flexibility of the digital training opportunities to develop their entrepreneurial skills in a way that is more compatible with their family life. It is therefore very important that women are encouraged to benefit from the opportunities offered by the digital transformation.

The EU Industry Days

In the next EU Industry days of 2019, we could think to organize a hackathon or another event for girls and young women, to make them familiar with tech and the opportunities in tech.

EntreComp Framework

To support education to teach their students entrepreneurial skills, the Commission developed the Entrepreneurship Competences Framework 'EntreComp'. This framework proposes a shared definition of entrepreneurship as a competence. It also channels the worlds of education and work, and support the inclusion of entrepreneurial skills in curricula: <https://ec.europa.eu/jrc/en/entrecomp/entrepreneurship-competence-framework>

The tool can also be used as self-assessment tool to assess your own entrepreneurial competences. Furthermore, the Commission plans to organise a series of Peer-Learning workshops for public administrations and key public and private stakeholders in the area of Entrepreneurship Education and of Women Entrepreneurship. The overall objective will be to help increasing coordination between different actors as well as the exchange of experiences between countries, and to facilitate the setting up or improvement of strategies to promote entrepreneurship.

Presentations by Speakers

Ulla Engelmann - Head of Unit F2 DG Grow

In addition, a recent policy initiative 'The Digital Education Action Plan' is based on three priorities related to enhancing digital skills and implementing digital technology for education.

The Digital Action plan promotes digital and entrepreneurial competences of women and girls together with the European Institute for Innovation and Technology.

One of the priorities is to promote women entrepreneurship and leadership activities and they aim to increase the number of girls aged by 12 to 18 interested in technology, innovation, digitalisation, entrepreneurship and leadership.

The Digital Skills Awards highlight the importance of closing the gender gap in digital skills by selecting a project that also promotes digital skills for women and girls in particular.

Besides, the EU Prize for Women Innovators recognizes women entrepreneurs who have developed an outstanding innovation project. This year, the award ceremony will be held on the 21st of June here in Brussels.

We need to advance our resources for the future together. I would like to invite you all to express what good practices are in your experience. We are open to all good suggestions to shape our future together where everybody fits!



Presentations by Speakers

Katja Legisa - Digital Leadership Institute

Building our future



Entrepreneurship is one of the drivers of the economic development and growth. Per se, it is the facilitator of women's economic empowerment. In terms of sectors, in today's economy the tech sector is the driving force behind the financial growth. For this reason, if technology is combined with entrepreneurship, a lot can be achieved.



Building our future

Digital Leadership Institute

Female Tech Incubator

Katja Legisa

The Future of Work and the Role of Women
Entrepreneurs

19th June 2018, Brussels



Entrepreneurship



- Driver of economic development & growth
- Facilitator of women empowerment around the world

12\$ trillion could be added to global GDP by 2025 by
advancing women's equality
(McKinsey Global Institute 2015)

The tech sector = the driving force behind the financial
growth.

INQUBE.EU



Sustainable...



For cultivating (Digital) Entrepreneurs we need to
create and change the whole ecosystem.

...it's not only about creating business, but
creating a **mindset**.

INQUBE.EU

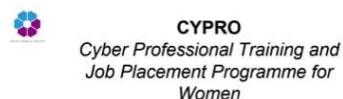
Presentations by Speakers

Katja Legisa - Digital Leadership Institute

Building our future

Technology is the tool that will allow all, but women especially, to build the working future the way they want it. And to do so, women have to be part and lead the technological development of the society. This is the only way that the women will secure their role and territory in the future; by creating it.

Now is the time to create a change that will be sustainable and lasting. This means that the change needs to be not only in the outside world but especially inside, which is in the mind-set. To do so Digital Leadership Institute is building new mind-sets by teaching digital skills to women and girls and building an ecosystem that supports and empowers them.



Long-term training and apprenticeship trajectory of 6 to 36 months to develop their skills in IT
To increase the participation of women in technical and leadership roles in the IT sector



Thank you



Presentations by Speakers

Heike Schmid - Odis Consultants GmbH/VdU

If we are interested in having more female entrepreneurs we should make sure that women are working in the first place. In Germany 19 % of all women between the age of 30 – 50 do not have any income and 63 % have less than 1.000 € after tax per month according to a study conducted by the German government in 2016. So in addition to a lack of professional experience, the funding for female founders is insufficient, also keeping in mind that less than 10% of venture capital is invested in women's start-ups.



Verband deutscher Unternehmerinnen

"Future of Work and the role of Women entrepreneurs / Women Leaders of today and tomorrow building up the future of work and entrepreneurship"

Heike Schmid, Odis Consultants GmbH, Member of the VdU at the invitation of KAGIDER and alde Brussels, 19/06/2018



Verband deutscher Unternehmerinnen

"Whether a man offers me his place in the streetcar, I do not care - he should offer me a seat on his board of directors."

Käte Ahlmann, steel entrepreneur and founding preside (1890-1963)



Foundation 1954



Ludwig Erhard, Käte Ahlmann



Theodor Heuss, Käte Ahlmann mit VdU-Unternehmerinnen

Steel entrepreneur Käte Ahlmann founded the association in 1954 together with 30 female entrepreneurs.



VdU Annual Assembly, Hamburg 16.06.2018



VdU Today – Facts and Figures

- 1.800 women entrepreneurs
- All industries
- 85 billion € total sales
- 500.000 employees
- 300 events p.a.
- Regional representation (16 national associations and 22 regions)
- International networking (FCEM, Women20 etc.)
- Volunteering of women entrepreneurs



Fields of Action – Success Story VdU



- Network for women entrepreneurs sharing experiences and business contacts.
- Representation of interests of the members in politics and society.
- The combination of **both** aspects at federal and state level makes the VdU unique.



A Strong Lobby – Many Subjects



- as a trade association
- as a women's political interest group



Political representation of interests not only for female entrepreneurs

- Commitment to strong presence of women in business boards (VdU- database, supervisory quota)
- Representation of women's political interests in politics (employment, equality)
- Commitment to reconciling work and family life (childcare, education)
- Economic policy commitment to entrepreneurial interests (reduction of bureaucracy, broadband expansion, flexibility)

Presentations by Speakers

Heike Schmid - Odis Consultants GmbH/VDU

It is important to draw the attention of girls to a technical/ digital education, since there is a great chance to shape the future world with a female point of view. Technical jobs are usually also paid better, which is very important concerning financial independence. Marriage is not a profession, so we should make sure that women know that and make their choices accordingly. We should make sure that having a family and a career is possible, for both men and women, knowing that the life span of people living in western countries is still expanding and the time one actually has to take care of small children is only a limited percentage of that. There are a lot of networks out there supporting female leaders and entrepreneurs, like e. g. WEConnect International, helping women to become visible concerning the products and services their companies have to offer. So we need to make sure that women are aware of these networks and ask for the support they need.



Success Story versus Reality

- 19 % of all German women between the age of 30 – 50 do not have any income
- 63 % have less than 1.000 € after tax per month
- These women are less likely to start their own business, neither do they have the means to do so.

Source: Bundesministerium für Familie, Senioren, Frauen und Jugend „Mitten im Leben“, 2016



Recruiting of Women today/ Personal Experience

- Clients are very interested in employing women
But lack of qualified women especially in the STEM field
- Less confidence in their abilities
If applying: 80% of the add has to match the qualifications versus 50% for men, language has a share as well: competition versus cooperation
- Ask for less salary than men with the same qualifications and experiences and believe that they are already asking for a lot
- Have to answer questions in interviews concerning e.g. child care, assertiveness, target orientation, boundaries
- Repetition of old-fashioned role models as soon as a child is born
- Advocate for the non-continuous CVs



Ideas

- Suggestions to friends and family
 - Promote advancement and qualification of girls and women, diversify female career choices
-  and/ or 
- Support women to have a family and a job on a political and a private level
 - Change interviewing methods
 - Work on alternative leadership ideas e. g. shared/ tandem leadership
 - Learn from modern role models – they are out there!



Women Entrepreneurs to be

- Lack of courage
Need of support and mentoring, sharing of experiences, networking/ asking for support is difficult
- Value one's achievements and goals
rarely happening to male entrepreneurs
- Financing of start-up
Less than 10% of venture capital in companies founded by women
- Feeling of being socially singled out
Being a female entrepreneur is still seen as something special, access to female interest groups, but hardly accepted in the inner male dominated circles or sometimes as alibis



Ideas for a women entrepreneurs – From visibility to becoming self-evident

- Remember your own struggles – take risks
and don't believe the other ones have to go through them as well; solidarity
- Promote career reentry and gain female returnees with academic or specialist training for leadership tasks
- Create the flexibility you were missing
Technical devices can create a lot of possibilities, make use of them. Encourage your employees to tell you what they need
- Encourage young women to pursue their interest in STEM
Overcome "internal bias", more women in this area, change of nerdy white-guy culture
- Expand your network
Take part in events and speeches, there are a lot of inspiring women out there

Presentations by Speakers

Heike Schmid - Odis Consultants GmbH/VdU

In Germany the VdU (Verband der deutschen Unternehmerinnen) is not only such a network but also a trade association and a political interest group: 1.800 female entrepreneurs are members, coming from all industries, with 85 billion € total sales and 500.000 employees. This association is active on a local as well as an international level, making sure that the needs and expectations of female entrepreneurs are met.

Digitalization is a great chance for women and it should be our task to make sure that they are aware of that and make their way, not being limited by bias and insecurity. If we do so, the future is going to be bright for female entrepreneurship.



Example for Network – WEConnect International



Women rock!

- **A Marriage is not a profession**
Make sure that although stories and movies tell women otherwise that is part of conscious female knowledge, individual responsibility
- **Average age of a woman < 80 years**
Time your children need you: 20 years
Do something with the digital! Inspire more women for entrepreneurial activity
- **Financial independence means freedom on a lot of different levels**
men know that!
- **Changes initiated by women** are often practical and social, let's support them!
- Let's smash the "glass ceiling"!



Thank you for your Attention!

Verband deutscher Unternehmerinnen e.V. (VdU)
VdU Geschäftsstelle · Glinkastraße 32 · 10117 Berlin
Tel +49 30 200 59 19-0 · Fax +49 30 200 59 19-200
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Seite 20

Contact the VdU for activities in Germany and on an international level.

Let's share ideas, inspire one another and make business!

Presentations by Speakers

Sarah Wagner - Digital Europe

Europe needs to invest in digital skills to be an active creator of the digital future; both younger generations and workforce need right competences to be active shapers rather than passive consumers. The existing skills gap in the EU will have increased by 38% by 2020. While the demand for ICT specialists is growing, the number of fresh ICT graduates is not keeping up. DIGITALEUROPE established the Secretariat of the Grand Coalition for Digital Jobs, a multi-stakeholder partnership to attract young people into ICT. Through the activities of the Coalition, DIGITALEUROPE seeks to reduce the skills gap in Europe, together with organisations from industry, public sector and educational institutions.

DIGITALEUROPE

"The Future of Work and the Role of Women Entrepreneurs"

DIGITALEUROPE

- DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations. DIGITALEUROPE's members include 60 Corporate members and 37 National Trade Associations from across Europe, whose membership gives us access to more than 36,000 businesses across Europe, mostly SMEs and start-ups.
- DIGITALEUROPE wants a European Union that nurtures and supports digital technology industries, and that prospers from the jobs we provide, the innovation and economic benefits we deliver and the societal challenges we address.
- Our mission is to foster, on behalf of our members, a business, policy and regulatory environment in Europe that best realises our vision. We will achieve this by working as positive partners with the European Institutions and other European and global bodies and, through our national trade associations, the member states of Europe.

AGENDA

- Importance of Skills
 - Digital Skills and Job Coalition
- Women in ICT
 - Projects_ ICT4WOMEN
- Digitization and Women Entrepreneurship

NEARLY HALF OF THE POPULATION DOES NOT HAVE BASIC DIGITAL SKILLS

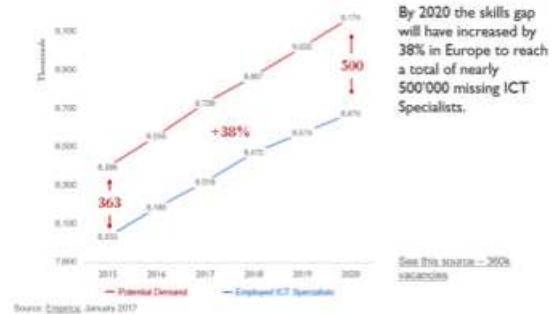


Presentations by Speakers

Sarah Wagner - Digital Europe

The role of women in ICT is crucial: A recent Eurostat survey confirmed that less than 2 in 10 ICT specialists' jobs in Europe are held by women. In order to attract more women, we need to adjust the way we present, communicate and promote tech. Language can be inclusive and exclusive. A recent Microsoft study shows that women care more about the impact and outcome of their work. Hence, subjects must be connected to real-world problems. We also need to unlearn our unconscious bias. Changing norms and expectations towards girls and young women is essential to encourage them to go into tech. Adapting a growth mind-set can help to overcome stereotypes and black and white thinking. The role of role models should not be underestimated either. Girls need to pictures themselves in tech roles; role models represent the possible and can inspire young women to follow their example. DIGITALEUROPE is responsible for executive the project ICT4Women, which aims to develop the employability and digital competences of young women at the risk of exclusion from the labour market.

BY 2020, EUROPE WILL BE MISSING 500'000 ICT SPECIALISTS



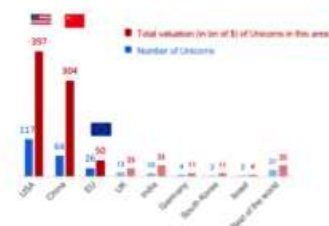
Digital Skills and Job Coalition

By a coalition: The Digital Skills and Job Coalition is a coalition of 13 organisations active in IT, education and SME communities. The coalition aims to coordinate efforts to boost digital skills in Europe and to create a digital skills ecosystem. The coalition will focus on three main areas: ICT Training, Mobility, and Certification. The coalition will also focus on Awareness Raising and New Forms of ICT education.

DIGITAL SKILLS AND JOB COALITION

- Europe needs to invest in e-skills to be active creator of digital future;
- EC and key stakeholders launched Grand Coalition for Digital Jobs in March 2013
- DIGITALEUROPE provides Secretariat of Grand Coalition, coordinates 13 organisations active in IT, education and SME communities
- Boost skills gap in Europe through:
 - ICT Training
 - Mobility
 - Certification
 - Awareness Raising
 - New Forms of ICT education

Europe fails to consistently produce Unicorns



In 2018, only 11% of unicorns came from Europe, while the US produced 50% of the world's total.

This is even worse when looking at the valuation of Europe unicorn – only 6% of the valuation of all unicorns.

Besides, this is principally carried over by the UK which produces 50% of all European unicorns.

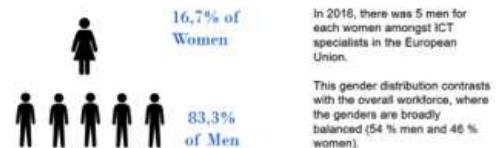
In Europe, Netherlands and France each have 2 unicorns and Luxembourg and Switzerland each have 1. Source: CB Insights, 27/04/2019

Presentations by Speakers

Sarah Wagner - Digital Europe

Digitization can empower women to rise as entrepreneurs. Free access to online education platforms, more flexibility, easier creation of networks and building of a brand, irrelevance of location etc. can encourage women to go into entrepreneurship. The digital world disrupts existing power structures both in corporations and societies, providing women with new means of power to engage and shape our societies actively.

ONLY 16% OF ICT SPECIALISTS ARE WOMEN



Projects_ ICT4WOMEN

Innovative Solutions to increase the numbers of EU vulnerable girls and young women into the digital agenda

- ♦ **Funds:** EEA and Norway Grants Fund for Youth Unemployment
- ♦ **About the project:** Aim to develop the employability & digital competences of young women at the risk of exclusion from the labour market
- ♦ **Partners:** Likta (lead), AMETIC, FUNDACIÓN PLAN INTERNACIONAL ESPAÑA, CRETHIDEV, MCA, BETI, ECDL, Ireland, Educating for an Open Society, ECWT
- ♦ **DE's role:** Lead the Work Package "Promoting solutions with stakeholders", working on communication and outreach, together with AMETIC
- ♦ **Duration:** 36 months, from September 2018
- ♦ **Main outputs:**
 - > Design a Full Innovative Solution Package of Tools
 - > Insertion of girls and young women into digital jobs
 - > Engagement with stakeholders/employers

WOMEN AS ENTREPRENEURS

- Rise of individual entrepreneur through digitization → empowerment of women
 - Free access to education
 - More flexibility
 - Easier creation of professional networks
 - Building brand and rising to opinion leaders
 - Location less relevant: remote working and collaborative tools/VR
 - Disruption of existing power structures

THANK YOU FOR YOUR ATTENTION!

Conclusion

Closing remarks by Gesine Meissner

We need more role models for young women and you have to understand that you can be yourself a role model for other women. For me it took a while to realise that I am a role model too and now I am a mentor for a group of young women who want to engage in politics.

It is important for women to develop self-confidence. Whenever I ask a room full of men 'are you content with who you are?' many will raise their hands. In a room with only women, only few would. Women are much more self-critical than men are. But we need to be proud and aware of our talents and skills, such as men are.



Photo Booth

