

THREE MAIN OPEN CHALLENGES

→ The challenges for Institution/Research

- Build and share a **common statistic methodology**.
- Ground policies and programs on more **organic evaluation frame of interventions**, focusing on full business lifecycle (beyond start-up).
- Promoting progressive improvements of the overall inclusive **entrepreneurship ecosystems**.
- **Integrate welfare**, inclusion and entrepreneurship policies and incentives.

→ The challenges for Institution/Decision Making

- **Switching the “human capital” approach to the holistic approach**: to foster entrepreneurship by improving the business ecosystem and market conditions.
- **Promote the lifelong business stages incentives**, not only the start-up incentives: to promote businesses supporting them along their ongoing process.
- **Moving from the general incentives to the targeted incentives**: to facilitate the efficiency of interventions.

→ The challenges for Female (Migrant) Entrepreneurs actual and potential

Female (migrant) entrepreneurship cannot be treated as a homogeneous category. The different segments differ in terms of needs, and thus in programs to be implemented. As highlighted from the WINGS project, the “High potential” and “Stakes” segments have different needs in terms of learning, mentoring, networking and services pillars.

Among the differences, one common point can be figured out also of the WINGS Focus Groups: **females in their nature are better at networking, sharing and helping than their male counterparts**.

In addition, the networking’s need has been articulated and differentiated according to FME targets/typologies and business stage.

Networking in fact can be used in multiple ways:

- As learning space to facilitate the sharing of experiences, the heterogeneity of contents and the know-how of other successful entrepreneurs.
- As a market facilitator to promote the search/connection among the partners.
- As a market itself to deliver professional services.
- As information access and a facilitator tool to define a guideline on taxation, regulation, opportunities and legal background and more so.

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Female Migrant Entrepreneurship: Outcomes from the WINGS Diversity Report



WINGS is a European funded project that stands for “Elevating Women Entrepreneurship Initiatives for Generating Sustainable Impact and Networks”



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ABOUT THE DIVERSITY REPORT

→ Background

In the last two decades the number of migrant businesses has more than doubled both in the US and the EU, with different rates and processes. Nowadays, migrant self-employment and businesses represent a relevant percentage of the EU economies. Within Europe, migrants as a group are slightly more likely to engage in entrepreneurship than natives. Activities extend beyond traditional ethnic businesses-migrants are now creating businesses in a wide range of occupations and sectors, including innovative areas (OECD, 2010; Panagiotis, 2014; ENoWM, 2014).

At the same time, in the last two decades, female entrepreneurs in the USA climbed to 10.1 million firms (almost 37% all businesses), and account for a third of all businesses in the UK and 26% in France (Panagiotis, 2014).

→ The Report aims at:

- Contribute to a better understanding of the relevant scenarios, drivers and challenges as well as of the existing policies and **programs addressing female migrant entrepreneurship in Europe**.
- **Deepen the specific need analysis** of the diverse relevant segments of female migrant entrepreneurship, differentiating the FME targets in terms of potential (age and education driven) and business stage. On this basis, starting from existing models and frameworks, it aims to develop recommendations for the improvement of the overall 'ecosystem'.
- **Enrich the resources for migrant female entrepreneurs** by providing guidance to the WINGS platform design and integration of resources and services dedicated to this specific target group.

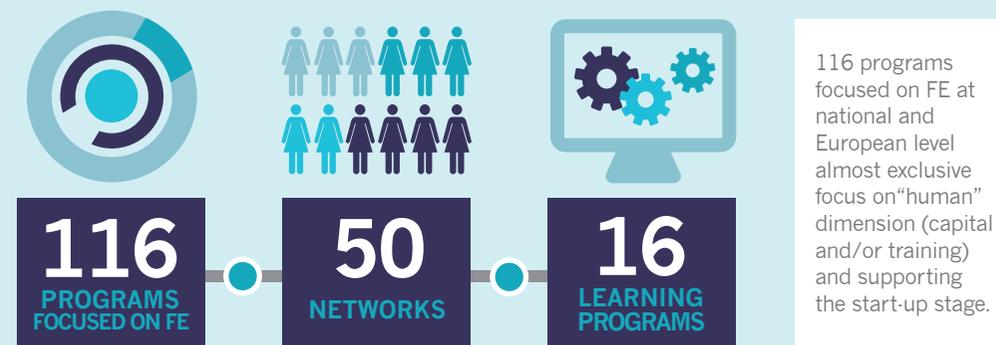
METHODOLOGY OF THE DIVERSITY REPORT

- Desk analysis research and evaluation of the existing entrepreneurship literature.
- Desk analysis research and evaluation of programs and practices with special focus on those addressing migrant/women entrepreneurs.
- Qualitative research carried out by focus groups with relevant target and stakeholders realized at each national/regional level.

THE EVIDENCES FROM THE RESEARCHES

- The **prevalence of the gender dimension** on the ethnic dimension, also calling for a stronger integration of **work-life balances issues**.
- The need to support the overall **business process and stages** (not only start-up).

PROGRAMS AND NETWORKS DETECTED



THE QUALITATIVE RESEARCH

The WINGS project, to gather specific need analysis and relevant scenario and challenges, distinguished the Countries Partners in two main segments:

- 1 | The "high potential" are the Countries where **foreign students show interest** (and/or experiences) **in entrepreneurship (STUD)**.
- 2 | The "stakes" are the Countries mainly represented by the representative associations and institutions, where **migrants use to start/run businesses for necessity (STAKE)**.

On the basis of this distinction, the project Partners in the 8 involved countries organized two different typologies of FOCUS GROUP with different participants:



THE STUD TARGET

- Young female migrants students.
- **32** participants in 4 FGs.



THE STAKE TARGET

- Stakeholders (job system institutions; immigration and social politics institutions; NGOs; business representatives).
- **54** participants in 5 FGs.



countries:

- Austria
- Denmark
- United Kingdom
- Italy
- Spain
- Poland
- Turkey