



Women Entrepreneurship – Statistics and Tested Methods in Innovation System

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Content

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Statistical information about women entrepreneurs in Latvia

* According to Lursoft information (in 2015):

- * Women are joint owners in **32.48%** of the all registered companies in Latvia (in 2013. – 33.21%, in 2014 – 32.89%).
- * Women are involved in boards of **31,44%** of all registered companies in Latvia (in 2013. – 33.43%, in 2014 – 33.01 %).
- * Women (companies officials) in breakdown by age groups: 18 – 30 years – 9.3%, 30 – 40 years – 24.6%, 40 – 50 years – 26.7%, **50 – 70 years – 34.4%**, more than 70 years – 5%.
- * Most popular business areas: Accounting, bookkeeping and auditing activities; tax consultancy; Restaurants and mobile food service activities; Hairdressing and other beauty treatment.

Employed (in the main job) by professional status and gender in Latvia, 2013, 2014 (CSB)

	Males			Females		
	Population (thsd)		%, 2014	Population (thsd)		%, 2014
	2013	2014		2013	2014	
TOTAL	440.6	438.5↓	100.0	453.3	446.2↓	100.0
Employees (workers)	379.6	375.5	85.6 ↓	410.8	406.9	91.2 ↑
Employers (owners)	24.3	24.7	5.6 ↑	13.2	10.5	2.4 ↓
Self-employed	31.9	33.6	7.7 ↑	26.3	26.2	5.9 ↑
Family workers	4.7	4.6	1.0 ↓	2.8	2.6	0.6

- 91.2 % of the total number of employed females are employees.
- The proportion of employers in the total number of employed females (2.4%) is less than the proportion of employers in the total number of employed males (5.6%).

Employed by occupation and gender in Latvia, 2014 (CSB)

	Males		Females	
	Population (thsd)	%	Population (thsd)	%
Managers	49.1 ↓	11.2	38.7 ↑	8.7 ↑
Professionals	51.4 ↓	11.7 ↓	99.5 ↑	22.3 ↑
Technicians and associate professionals	42.3 ↓	9.7	69.0 ↑	15.5 ↑
Clerical support workers	12.2 ↓	2.8	38.1 ↓	8.5 ↑
Service and sales workers	32.2 ↓	7.3 ↓	103.9 ↓	23.3 ↑
Skilled agricultural, forestry and fishery workers	19.3 ↓	4.4	10.9 ↓	2.4 ↓
Craft and related trades workers	95.7 ↑	21.8 ↑	19.5 ↓	4.4 ↓
Plant and machine operators, and assemblers	78.3 ↓	17.9	7.1 ↓	1.6 ↓
Elementary occupations	53.2 ↑	12.4 ↑	58.4 ↑	13.1 ↑

The largest number of employed females works as service and sales workers and professionals. The proportion of managers in the total number of employed females (8.7%) is less than the proportion of managers in the total number of employed males (11.2%).

Employed females and self-employed females by education in Latvia, 2014 (CSB)

	Employed females		Self - employed females (employers, self-employed, unpaid family workers)	
	Population (thsd)	%	Population (thsd)	%
TOTAL	406.9	100.0	39.3	100.0
Higher education	177.7	43.7	14.7	37.5
Vocational education or professional secondary education	123.1	30.3	14.1	36.0
General education	88.7	21.8	7.7	19.6
Basic education	16.7	4.1	2.6	6.7
Less than basic education	...	0.1	...	0.1
Not indicate

The largest number of employed females and self - employed females are with higher education.

Tested methods for women innovators (1)

NGO

- * **Latvia Rural Women association;**
- * **Group Microcredits from Support Fund of the Entrepreneurship of Rural Women in Latvia (LLSUAF);**
- * **Lidere** – women non-governmental organization;
- * **Zonta** – international women club;
- * **Latvian Business Women Association (LBWA).**

Tested methods for women innovators (2)

Mentoring (I)



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Mentoring (II)

Mentoring for increasing entrepreneurship potential

- * Mentoring in entrepreneurship means that somebody more experienced in business (Mentor) guides and helps the less experienced (Mentee) to succeed in his/her enterprise development



Mentoring (III)

Mentoring as important tool for entrepreneurship support

- * Promote new entrants in entrepreneurial environment,
- * Encourage people to be entrepreneurs and set up their own business,
- * To ensure unified and effective support in setting up a business, increasing competitiveness of enterprise,
- * Let existing enterprises overcome difficulties, barriers and keep developing and also promoting substitute products based on innovative and knowledge based technologies

Tested methods for women innovators (3)

Microcredits (I)

Group Microcredit Project

- * 1997 – 2001 – Nordic Council of Ministers
- * Finland as leading partner
- * Partners: **Baltic countries, Sweden, Norway, Poland.**

Microcredits (II)

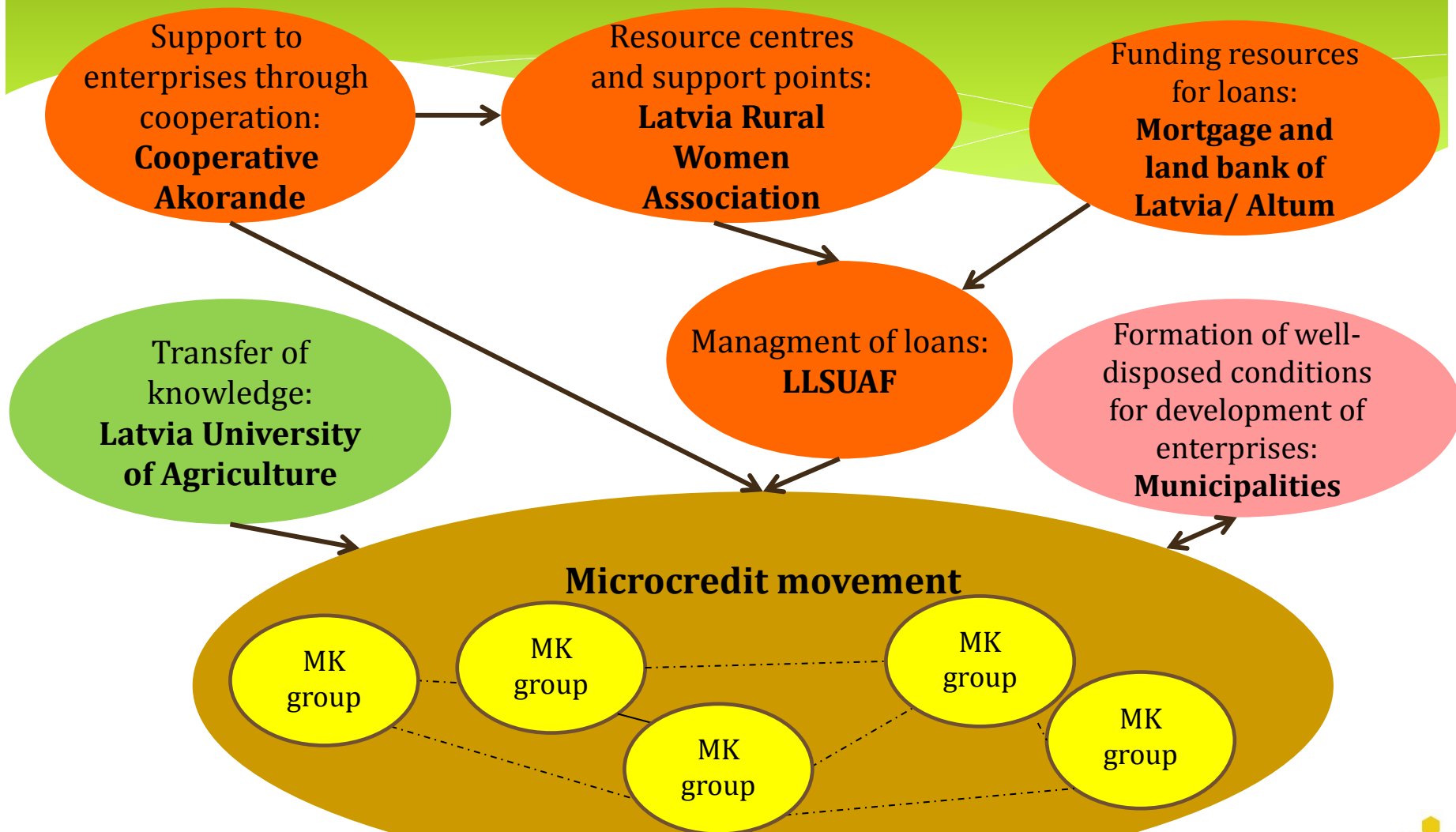
Microcredits from Support Fund of the Entrepreneurship of Rural Women in Latvia (LLSUAF) (registered on 11 September 2007) formed by the Latvia Rural Women Association.

- * **Aims of the LLSUAF:** to provide education for rural women; to encourage the development of entrepreneurship in rural areas; to provide funding for the women entrepreneurship start-ups and their further development.
- * **Micro-credit schemes** are a type of financial instrument, used in developed and developing countries for making small loans available to new entrepreneurs. These schemes traditionally target people who are excluded from mainstream financial services and the micro-credit option provides them with a chance to get the start they need. Micro-credit instruments are often designed specifically to meet the particular needs and circumstances of a defined target group.

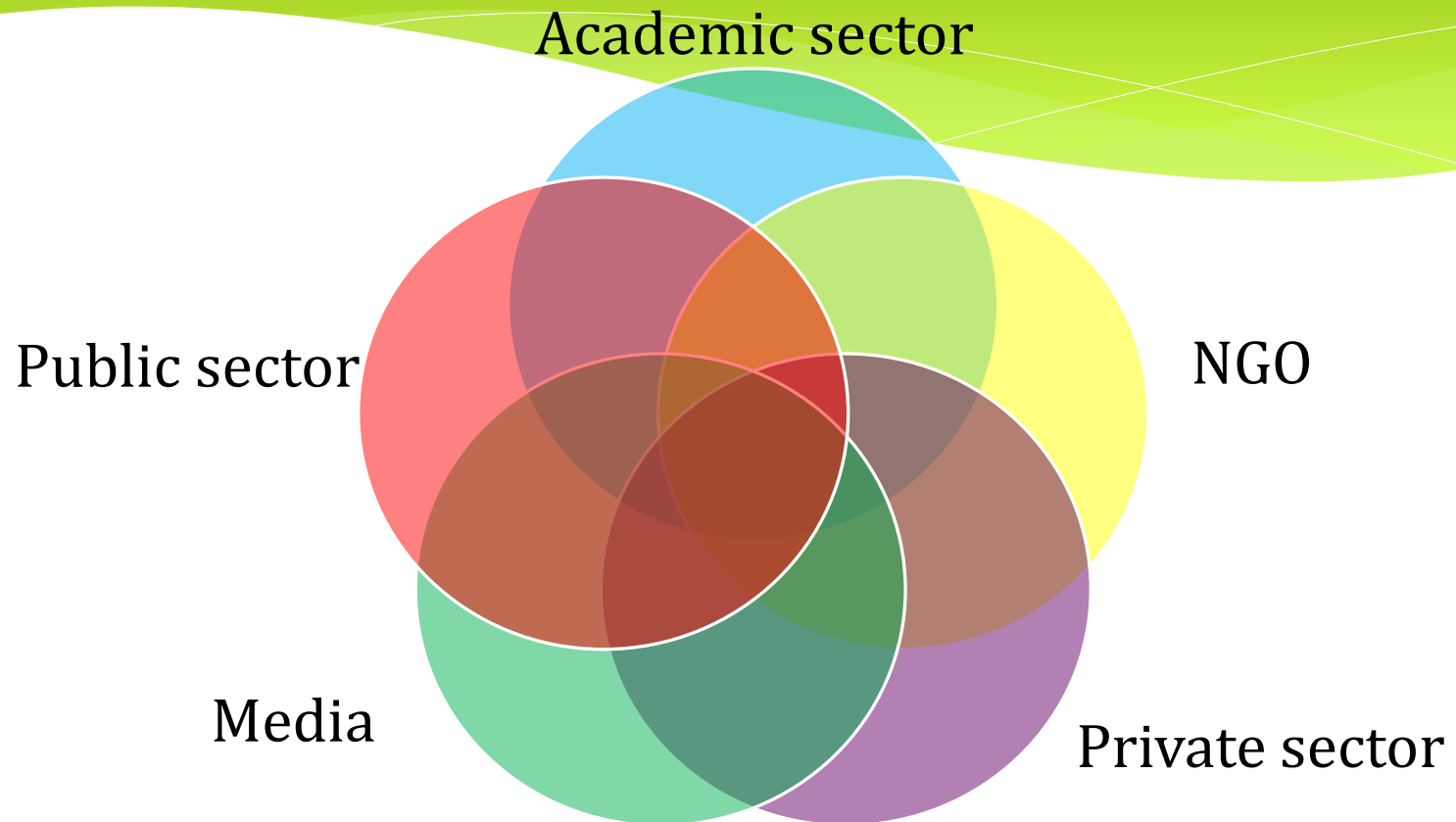
Microcredits (III)

- * There are about 76 microcredit groups across Latvia. The total number of microcredit funding beneficiaries – 135. Beneficiaries of the microcredits have included younger and older people and their rural business projects include (most common fields of entrepreneurship) rural tourism, hairdressing, sewer services, vegetable growing, herbal teas etc.
- * **Some examples** of innovative products (created by using microcredits): beet wine, dandelion wine, garlic candy; innovative services: garden design, childcare center; organizational innovation - creation of ecovillages.

Microcredits (IV)



Quintuple Helix model



Microcredits (V) Examples (1)



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Microcredits (VI) Examples (2)



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Tested methods for women innovators (4)

Summer school for group microcredits



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WOMEN - ENTREPRENEURS

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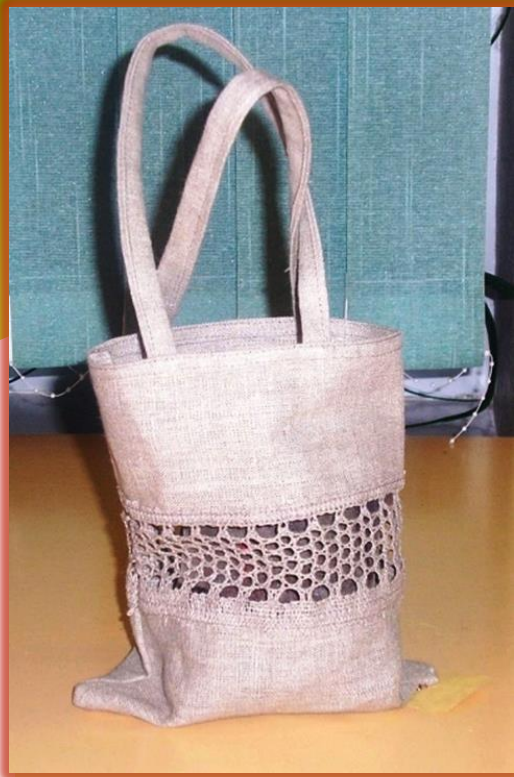
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Conclusions:

- * NGO and women's clubs in Latvia are very important institutions in the supporting of women in different activities, including entrepreneurship.
- * The most popular tested methods for women entrepreneurs (support which is provided by organizations related to women's activities), are mentoring, educational activities, exchange of experience, women's involvement in various projects. There is also financial support available only for the women entrepreneurs – microcredits from the *Support Fund of the Entrepreneurship of Rural Women in Latvia*.



ACKNOWLEDGEMENTS

The paper was supported by the
National Research Program 5.2.
EKOSOC-LV.



Thank You!

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