



# “Gateway to Economic Development through Women Empowerment and Entrepreneurship”

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# Keywords:

- *Business incubation*
  - *Gender equality*
- *Women business incubation*  
*Women entrepreneurs*
  - *Entrepreneurship*

# Business Women Incubator

- © The way of economic development based on increasing of opportunities and rights for Women - Entrepreneurs
- © Women are the key players. Business incubators are the key way to empower women, and empowering women is the only way to achieve total development



# Our Main Goals

- © To promote the sharing of knowledge about Women Incubation within as well as across the regional networks of infoDev.
- © To describe the challenges for Women Incubation specific to countries or regions and outline activities needed for further improving the support structures for Women Incubation.
- © To establish a foundation for strengthening cooperation and network building between women incubators globally for a continuous exchange of information and knowledge as well as basis for joint projects.
- © To learn about project global project organization and network building by monitoring the development of the Women Incubation Working Group project

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# Global Network



## SHOWING

195  
incubators in  
81  
countries

## REPRESENTING

7,357  
firms under  
incubation  
4,149  
firms graduated  
61,862  
jobs created

## LEGEND

 Incubators

# Location and Quantities

- Worldwide in the countries the Incubator Initiative has supported more than 169 business incubators, leading to the establishment of five regional networks in Africa, Asia, Eastern Europe and Central Asia, Latin America and Caribbean, and the Middle East and Northern Africa.
  - Asia region has more incubators than all four regions *with more than 2,339 compared to 1,100 in European Union, 1,200 in North America, 1003 in Latin America; and about 80 in Africa.*
  - The Eastern Europe and Central Asia region (ECA) has about 111 business incubators; Kyrgyzstan has 20 women business incubators. Bulgaria has 20 Business incubators and 10 targets women.
  - The Latino American and Caribbean region has 1,003 business incubators and only 3 organizations of business support including incubators are focused especially on woman.
  - Africa region. There are about 88 business incubators concentrated in two countries: South Africa (30) and Nigeria (21).

# Activities



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# As an example

1. In July 2009, The *Association des Femmes Chefs d'Entreprise du Maroc* (AFEM, Moroccan Businesswomen's Association), the new "business incubator" promotes entrepreneurship among women in the Rabat region.
2. The institution, with an initial budget of 1.1 million dirham, will provide technical and financial support to young women with business ideas.
3. The women whose programs are selected by committee will be given office space and career mentoring over the first two critical years.

# Results and Expectations

- Working group of women business incubation will develop a data base of information about women incubation issues.
- Creation a community of peers and provides mentoring and shared infrastructure and services.
- Presenting good practice, learning lessons, models for effective women focused business incubation.

# Recommendations 1<sup>st</sup> part

- Review national laws and regulations, which have a negative impact on women entrepreneurs.
- Desegregate data according to sex to better include women needs and gather knowledge about women entrepreneurs.
- Increase the ability of women to participate in the labor force by ensuring the availability of affordable child care and equal treatment in the work place More generally, improving the position of women in society and promoting entrepreneurship generally will have benefits in terms of women's entrepreneurship.

# Recommendations 2<sup>nd</sup> part

- Change the face of the modern workplace; women and men need to demand a more humane view of work that does not require prioritizing employment over family. Organizations that are committed to “progressive innovation” can change their value systems to focus on efficiency and balance by rewarding excellent performance instead of time spent at work. Sane schedules boost morale, enhance performance, and build stronger families and communities – all factors that help companies excel.
- Create “family-friendly” practices (from flexible hours to telecommuting and on-site childcare). A diverse workforce provides broader perspectives and reaches into more client communities.
- Increase the ability of women to participate in the labor force by ensuring the availability of affordable child care and equal treatment in the work place (example Women Incubator in Berlin with integrated Kindergarten). More generally, improving the position of women in society and promoting entrepreneurship generally will have benefits in terms of women’s entrepreneurship.

# Incubation as a model for women with low level of education

- Aminata Diop and Astou Coulibaly, two women from Senegal opened a Sewing and Dyeing company 19 years ago. They were trained in sewing and dyeing and wanted to develop their company.
- The InfoDev funded women business incubator helped to understand the principals of business management: they learnt management, accounting, and computer literacy, which helped them bridge the digital gap. With Microsoft excel, they were able to do their accounting, have a daily log, which facilitate calculations of costs and profits.
- Incubation has stimulated the desire to learn more and be in contact with the international market: Astou is learning French to increase her communication skills, and Aminata is learning English online. Incubation has also widened their horizons. Globalization and international markets have a meaning for them. Astou and Aminata learn that they can have access to those markets if they know product and if they learn how to reach those markets. Incubation can really make a difference for the informal sector. Business Incubation was an eye opener for them.

# Challenges faced by Women Entrepreneurs:

- Lack of spousal support
- Gender inequality
- Access to credit
- Weakness of women
- Low investments
- Lack of family acceptance
- Society have negative perception of women (wives) working away home
- No proper office
- Triple work burden (office, house, family)
- Difficulties to find capitals and others

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# Thank You for Your Attention!



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