

# Gateway to Economic Development through Women Empowerment and Entrepreneurship

## Working group Members

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# Context and justification

- The research project “Gateway to Economic Development through Women Empowerment and Entrepreneurship” of the World Bank was commissioned by the InfoDev program
- The Project covers the five InfoDev regions: Africa, Asia, Europe & Central Asia (ECA), Latin America and Caribbean (LAC), Middle East and Northern Africa (MENA) regions.

# Justification

- There are over 6,000 business incubators around the world. But very few are focused on women.
- There is little knowledge about women business incubation and women entrepreneurs at large.

# Objectives of the project

- Overall goal : provide information on women business incubation around the world
- Specific objectives:
  - Enhance the role of women entrepreneurs through business incubation
  - Generate knowledge outputs that help to build the capacity of existing business incubators targeting women entrepreneurs.
  - Promote the sharing of knowledge about Women Incubation.

# Specific objectives...

- Summarize region specific challenges for Women Incubation
- Establish a foundation for strengthening cooperation and network building between women incubators globally.
- Learn about global project organization and network building

# Methodology

- Methodology to collect information:  
Questionnaires: E-Mailed Survey in English-speaking countries, and translated for non-English speaking countries (French, Korean, Spanish)
- Direct face-to-face interviews or telephone interviews
- Internet: websites, reports, publication for information on Incubators

# Geographic areas

## – Africa: Sub Sahara:

- Countries : 8
- Institutions : 17 of whom 4 business incubators and 2 focused on women

## – Middle East and North Africa:

- Countries: 4
- Institutions : 6, 1 science Park and 1 business incubator.

# Geographic areas

- Asia
  - Countries : 24
  - Institutions: 20 women focused business incubators and 7 countries answered the questionnaire
- Eastern and central Europe (ECA)
  - Countries : 10
  - institutions : 8 among them 2 Women business incubators
- Latin America and Caribbean
  - countries: 4
  - Institutions: 4 , with no women business incubator

# Sampling

- Not a scientific survey, regional coordinators relied on institutions who answered the questionnaire

# Presentation of business incubators / women business incubators

- Women business incubators statistics are not well known and well represented.
- The Asia region with more than 2,339 business incubators has more incubators than all four InfoDev regions together (compared to 1,100 in European Union, 1,200 in North America).
- Asia has more than 20 women Business incubators (1%)
  - Malaysia: 106 Business Incubators 1 is focused on women
  - South Korea: More than 270 and 14 Women Business Incubators (5%)
  - Japan: 73 women university and no WBI

# women and business incubation

- The ECA region has 111 business incubators: the research found only 2 women business incubators
- The MENA region has 90 business incubators (about half of them in Iran). The project identified only 1 WBI in Morocco
- The LAC region has 1,003 business incubators (about half of them in Brazil) and 3 institutions supporting women entrepreneurs, no women business incubator identified
- The Africa region (Sub Sahara) has ca. 45 business incubators , but only 2 focused on women

# Gender analysis of national policies

- Method: Scale 1 to 4
- Limitation ECA participants did not answer the section

Regions	National strategies	National programs	International programs
Africa	2.29	1.86	2.21
Asia	2.14	2.48	2.25
ECA*	.71	1.0	1.71
MENA	2	2	2.5
LAC	2.33	2.67	1.67

# Gender analysis of national policies

- Overall, policies to support entrepreneurship are generally gender neutral
- International organizations provide more support focus on women entrepreneurs than national governments
- Data show more government support for women in LAC region and less government support in ECA region

# Challenges

- Gender inequality: inequality of rights, resources related to social status
- Entrepreneurship perceived to be a male domain
- Lack of financing: 59% (Africa), 100% ECA
- Lack of self confidence: 24% (Africa) , 50% ECA
- Lack of information: 41% (Africa), 25% (ECA)
- Lack of role models: 24% (Africa) , not mentioned in ECA

# Challenges

- Lack of knowledge: 38% (Africa), 75% (ECA)
- Gendering of professions and entrepreneurship: women are in sector related to social roles (sewing, food ): 17 out 33 organizations surveyed are in agriculture. Efforts to include ICT (16/33) use ICT as a lever
- “Women entrepreneurs do the same things: “4 C”: couture, coiffure, cuisine, commerce (Senegal)

# Challenges

- Low social status and social norms: religious and cultural obstacles
- Competing demand on time: triple work burden, between the office, the house, and the family
- Access to network: Few organizations that promote women entrepreneurship
- Cumbersome State taxes: Niger, Senegal

# Challenges

- Limited access to credit: lack of proprieties and collateral due to their social status
- Ensure government and international partners support for women entrepreneurs: 80%
- Enterprise organization: Lack of business culture - importance a social activities

# Findings: Good practices

- Incubation as a model for women with low level of education: feeling at ease and learn better
- Incubation to secure loan and make business profitable (Micro credit for women)
- Close relationship among women: support
- Mentoring by women
- Use of Internet: for women who have never had access to computers

# Effective Business models

- Women Business Incubator that target women graduates as potential entrepreneurs
- Integrated kindergarten within the incubator
- Using crafts skills traditions and culture to create business opportunity for women ECA and africa
- Overcoming war negative impact through business incubation for displaced women

# Findings: Tools

- The tools are not themselves gender specific (training material, baseline questionnaires, etc.)
- There is women specific needs: mentoring provided by women (women more confident)

# Recommendations

- Develop training package that help better understand and support women entrepreneurs
- Promote initiative to better support women business incubators : deepen, widen (low number of WBI)
- Raise awareness in the political arena for the need to promote women business incubators: e.g. Case studies
- Improve marketing strategies to attract more women in business incubators

# Recommendations

- Widen the scope of research and networking for women business incubator activities to developed countries
- Promote networking among women business incubators: web portal and workshops (training of trainers)

# Recommendations

- Produce publications on Women Incubators and Entrepreneurship across The globe, (Policies, programs, facts, locations, programs, challenges, problems, needs, etc.)
- Produce a guide for Starting and Managing a Women-focused business Incubator

# Gateway to Economic Development through Women Empowerment and Entrepreneurship

The end  
Thank you

The International Working Group  
Women Business Incubation