

PRESS RELEASE

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Chambers "CHASE" stereotypes in employment **EUROCHAMBRES Women Network launches** **new action programme**

On Tuesday 22 February, EUROCHAMBRES Women Network (EWN) will conclude the Commission funded project "Women in Business and in Decision-making" with a conference at the Economic and Social Committee in Brussels. A follow-up EWN project will now focus on stereotypes in employment.

The project called "CHASE" - **CHambers Against Stereotypes in Employment** - will investigate gender stereotypes that hinder women from becoming entrepreneurs or working in typical "male" jobs. CHASE is funded under the European Commission's gender equality programme and will be implemented in three steps:

- the creation of role models thanks to successful women entrepreneurs who overcame stereotypes when starting up their business;
- the set-up of an on-line tool for school girls to raise their awareness of (currently) male dominated professions; and
- the implementation of a mentoring scheme; Chambers will identify successful women entrepreneurs in male dominated sectors/professions who share their experience with young female students.

Sophia Economacos, Vice-President of EUROCHAMBRES Women Network, said: *"Female entrepreneurship is still an untapped potential to increase employment and economic growth according to the Lisbon targets. Unfortunately, insufficient consideration is still given to gender equality. With CHASE we want to draw the attention to how stereotypes limit the professional choice of women and to show ways out of this situation."*

At the closing conference of the EWN project 'Women in Business and in Decision-making' on 22 February, the main results of the EWN survey on hurdles for women entrepreneurs will be presented, as well as Chambers best practices in the field of female entrepreneurship. More information/programme: www.eurochambres.be

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