



FRAU IN DER WIRTSCHAFT

Frau in der Wirtschaft **Women in Business**

A strong voice for female entrepreneurs

30. - 31. May 2022

[unternehmerin.at](https://www.unternehmerin.at)

Women in Business

A strong voice for female entrepreneurs



Martha Schultz | Entrepreneur

- ❖ 2010 | Vice President of the Austrian Federal Economic Chamber (WKÖ)
- ❖ 2015 | Chairwoman of Women in Business (FiW)
- ❖ 2017 | President of the European Women Network (EWN) of EUROCHAMBRES
- ❖ 2022 | Vice President of EUROCHAMBERS



Bernadette Hawel

Director of Women in Business

bernadette.hawel@wko.at



Karin Jessernigg-Putz

European Policy & European Women Network

karin.jessernigg-putz@wko.at

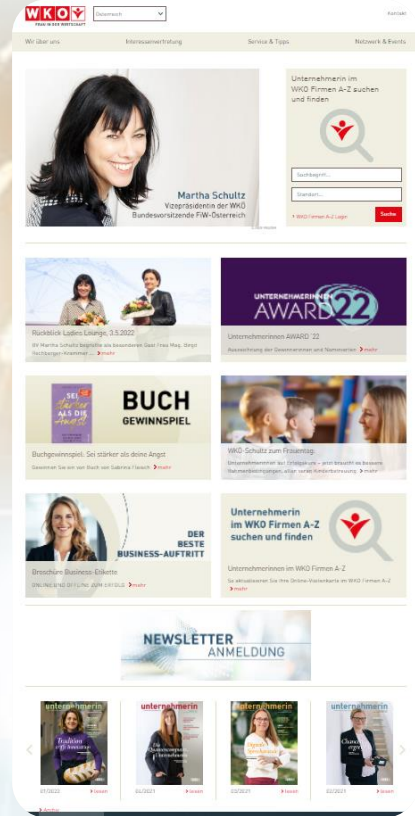
Women in Business

A strong voice for female entrepreneurs



Women in Business

- ❖ Since 1983
- ❖ Interest group & Service Center within the Austrian Federal Economic Chamber (WKÖ)
- ❖ 135.000 female entrepreneurs in Austria
- ❖ Network on a federal level and 9 provincial organisations
- ❖ Contact Partner for
 - ❖ Female Entrepreneurs & Co-Entrepreneurs
 - ❖ Managing Directors
 - ❖ Executives
 - ❖ Board Members



Women in Business

A strong voice for female entrepreneurs



Main Objectives

- ❖ Improving situation for women in business around the world
- ❖ Achieving work-life-balance
- ❖ Creating appropriate framework conditions



Main Topics

- ❖ Expanding availability & flexibility of childcare facilities
- ❖ Extending tax deductibility for care responsibility & household related services
- ❖ Improving flexible working hours & employment models
- ❖ Adjusting working standards with regard to home office, on night work and rest period

Women in Business

A strong voice for female entrepreneurs



Our Services

- ❖ Magazine „unternehmerin“ („The Female Entrepreneur“)
- ❖ Website „www.unternehmerin.at“ / Newsletter
- ❖ Seminars and special **trainings** for female entrepreneurs
- ❖ Programmes - e.g. Zukunft.Frauen
- ❖ Networking Events e.g.
 - ❖ Congress for Female Entrepreneurs
 - ❖ Ladies Lounge
 - ❖ Female Entrepreneurs AWARD
- ❖ Factsheet / Facts & Figures



ZUKUNFT.FRAUEN
Das Führungskräfteprogramm



Women in Business

A strong voice for female entrepreneurs



Our Services

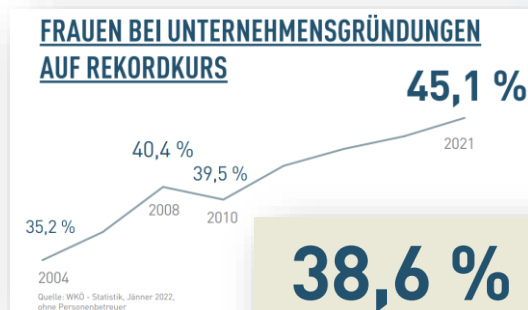
- **Magazine „unternehmerin“** („The Female Entrepreneur“)
| Providing current topics and practical advice / 4 times a year
- **Website „www.undernehmerin.at“ / Newsletter**
| Offering information for female entrepreneurs
- **Seminars** and special **trainings** for female entrepreneurs
| Improving leadership or negotiation skills
- **Programmes** - e.g. Zukunft.Frauen
| Supporting qualified female junior managers and supervisory board members
- **Networking Events** e.g.
 - Congress for Female Entrepreneurs
 - Ladies Lounge | Interviewing leading members of business, politics, and society encouraging women entrepreneurs
 - **Female Entrepreneurs AWARD**
| Rewarding outstanding entrepreneurial performance





Facts & Figures

- ❖ Austrian Companies - Women are on the rise:
- ❖ Number of female entrepreneurs in Austria: **135.000**
- ❖ Companies run by a woman: **Every 3rd** company
- ❖ Companies founded by women: **45,1 %**



38,6 %
Frauenanteil

Quelle: Mitgliederstatistik WKÖ, Dezember 2021 +
Gründungsstatistik WKÖ, Dezember 2021, ohne Personenbetreuer

137.189
Anzahl weibliche
Einzelunternehmen

GESCHÄFTSFÜHRERINNEN

gewerberechtlich*

16,0 %

39.073

+ 5,1 %

handelsrechtlich**

14,6 %

35.017

+ 6,7 %

AUFSICHTSRÄTINNEN**

20,9 %

3.456

+ 5,3 %

* Quelle: Mitgliederstatistik der WKÖ, Stand: Jänner 2022
** Quelle: Firmenbuch - Compass Verlag, Stand: Jänner 2022



Women in Business

A strong voice for female entrepreneurs



Greatest Challenges

- ❖ Work-life-balance including childcare
- ❖ Modifying cultural patterns and „traditional“ role models
- ❖ Access to finance
- ❖ Representation of women in leadership positions

women have successfully caught up in education. In the group of 25- to 64-year-olds more women (20.6%) than men (16.8%) hold an academic degree. The labour force participation of women has also steadily increased. The employment rate of women aged 15 to 64 years rose from 65.7% (2010) to 68.3% (2020).

Regarding entrepreneurship, women have long been underrepresented in Austria but today the number of enterprises founded by women has increased over 45 % and more than every third of the companies are managed by a woman in 2021.

Nevertheless, women still remain underrepresented in leadership positions in Austria as well within the EU.



Women in Business

A strong voice for female entrepreneurs



Greatest challenges

- ❖ **Work-life-balance** including **childcare**
 - ❖ Legal claim at the age of 1 year
 - ❖ Appropriate environment to provide necessary infrastructure
 - ❖ Flexible working hours
 - ❖ Modular childcare options
- ❖ **Modifying cultural patterns** and „traditional“ **role models**
 - ❖ Provide training and mentoring opportunities
 - ❖ Recruit women employees actively
 - ❖ Encourage a women-friendly-culture and gender equality
- ❖ **Access to finance**
 - ❖ Act less conservative & looking for investor money
 - ❖ Focus on business idea rather than personal live (motherhood)
 - ❖ Strengthen networks
- ❖ **Representation of women in leadership positions**
 - ❖ Training and mentoring
 - ❖ e.g. Zukunft.Frauen





Compared to men, women are under-represented not only in the highest management positions, but in decision-making positions in general. As a result, the decision on measures to promote women or the recruiting for higher posts remains a matter for men.

Joint programme

- Austrian Ministry for Digital and Economic affairs
- Austrian Federal Economic Chamber
- Federation of Austrian Industries

➔ runs since 2010

➔ actually 427 women completed the programme





- ➔ Advanced training
- ➔ Strong network

Target group:

- women in top management positions
- self-employed women
 - both for further positions in management or supervisory boards





The goals of this management programme are:

- to establish more women in management and supervisory board positions
- make leadership positions more attractive for women
- motivate and empower women to seek and apply for higher positions
- create a network of female managers who are role models in public
- to achieve an economic advantage for Austrian companies through more women at the top
- raise awareness of companies and decision-makers to this topic

The programme is complemented by a database which facilitates the search for potential candidates for supervisory management positions.

www.aufsichtsrat.at



Women in Business - European Level

Why commitment at EU level?



❖ 50% of all laws in Europe are based on EU legislation



❖ 80% of the decisions relevant for Austria's economic policy are taken at EU level

Why a European businesswomen network?



- ❖ Although women constitute 52% of the total European population, they represent only 34% of the EU self-employed and 30% of start-up entrepreneurs
- ❖ More countries, more ideas, more solutions: we must join forces, look across the border and find solutions together



FRAU IN DER WIRTSCHAFT

THANK YOU
FOR YOUR KIND ATTENTION

unternehmerin.at