

Exploring the full potential of businesses: how to re-skill and prepare yourself / your staff to the green and digital transition

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European Small Business Alliance**

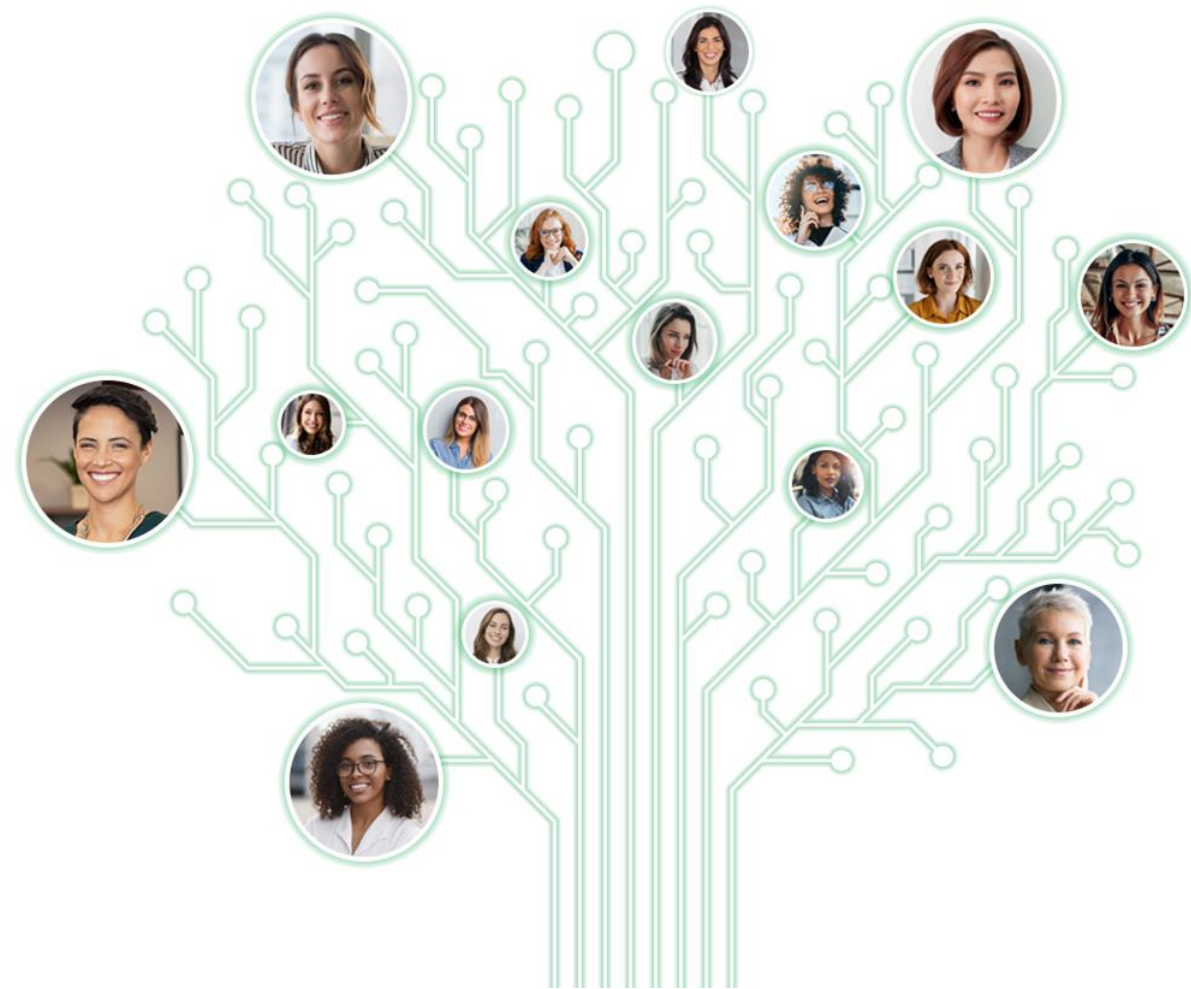




WHAT is WEgate

It's an online platform that aims to:

- ▶ **support women entrepreneurs** to start and build up their business through the implementation of **tailored-made services** based on the **WEgate community needs** and the **Webarometer (2022 online now!)**
- ▶ **CELEBRATE** women entrepreneurship across Europe



WHERE WEgate stands

The Community

- ▶ Over **2500 members**
- ▶ From **43 countries**
- ▶ **42 institutions and associations** in the WEgate community council



WOMEN IN DIGITAL AND GREEN SECTORS



Women in digital and green sectors

Some numbers

- ▶ Only 19% of ICT specialists and about one third of science, technology, engineering and mathematics graduates are female

Some numbers

- WEgate community composition

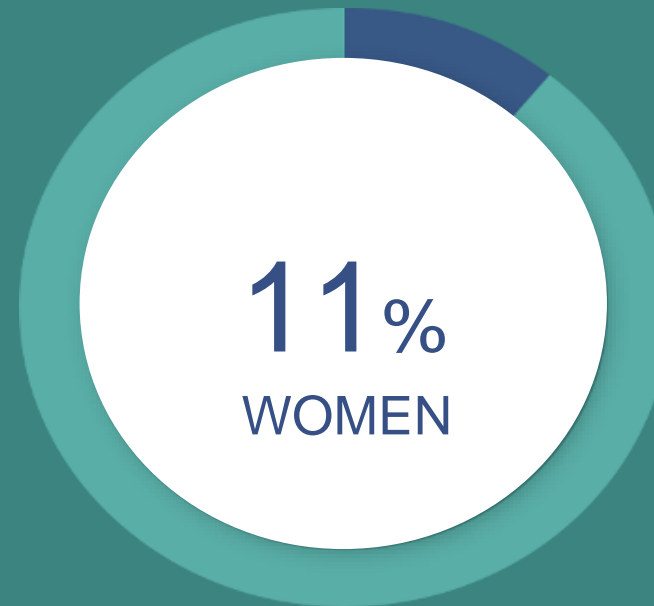
Sector	Baseline		Jul-20		Jan-21		Jul-21		Jan-22	
	373	33,1 %	405	33,2 %	462	32,8 %	524	33,0 %	587	32,8 %
Services	373	%	405	%	462	%	524	%	587	%
Communications	95	8,4%	101	8,3%	112	7,9%	121	7,6%	133	7,4%
Textile and clothing	61	5,4%	73	6,0%	94	6,7%	111	7,0%	124	6,9%
Food	80	7,1%	86	7,1%	97	6,9%	108	6,8%	126	7,1%
ICT	67	6,0%	72	5,9%	83	5,9%	96	6,0%	104	5,8%
Tourism	66	5,9%	71	5,8%	83	5,9%	90	5,7%	103	5,8%
Culture	57	5,1%	59	4,8%	63	4,5%	71	4,5%	83	4,6%
Financial services	41	3,6%	46	3,8%	58	4,1%	66	4,2%	76	4,3%
Manufacturing	32	2,8%	35	2,9%	47	3,3%	53	3,3%	60	3,4%
Retail services	29	2,6%	38	3,1%	45	3,2%	50	3,2%	54	3,0%
Cosmetics	26	2,3%	29	2,4%	36	2,6%	41	2,6%	45	2,5%
Agriculture	30	2,7%	31	2,5%	35	2,5%	40	2,5%	41	2,3%
Audiovisual and media	26	2,3%	26	2,1%	30	2,1%	37	2,3%	44	2,5%
Construction	26	2,3%	27	2,2%	28	2,0%	28	1,8%	30	1,7%
Biotechnology	21	1,9%	21	1,7%	22	1,6%	27	1,7%	27	1,5%
Energy	15	1,3%	15	1,2%	17	1,2%	20	1,3%	25	1,4%
Medical devices	13	1,2%	14	1,1%	14	1,0%	15	0,9%	16	0,9%
Pharmaceuticals	12	1,1%	12	1,0%	14	1,0%	14	0,9%	15	0,8%
Aeronautics and space	7	95,0 %	7	95,2 %	7	95,1 %	7	95,3 %	12	94,7 %
Transport	7		7		7		7		9	
Toys	5		4		5		5		7	
Wood, paper and printing	5		5		9		10		12	

Women in digital and green sectors

Some numbers

- ▶ Only 19% of ICT specialists and about one third of science, technology, engineering and mathematics graduates are female

PERCENTAGE WOMEN IN
GLOBAL INFORMATION
SECURITY WORKFORCE



“INFORMATION SECURITY ANALYSTS”

21.8%

WOMEN

9.2%

BLACK OR AFRICAN-
AMERICAN

7.7%

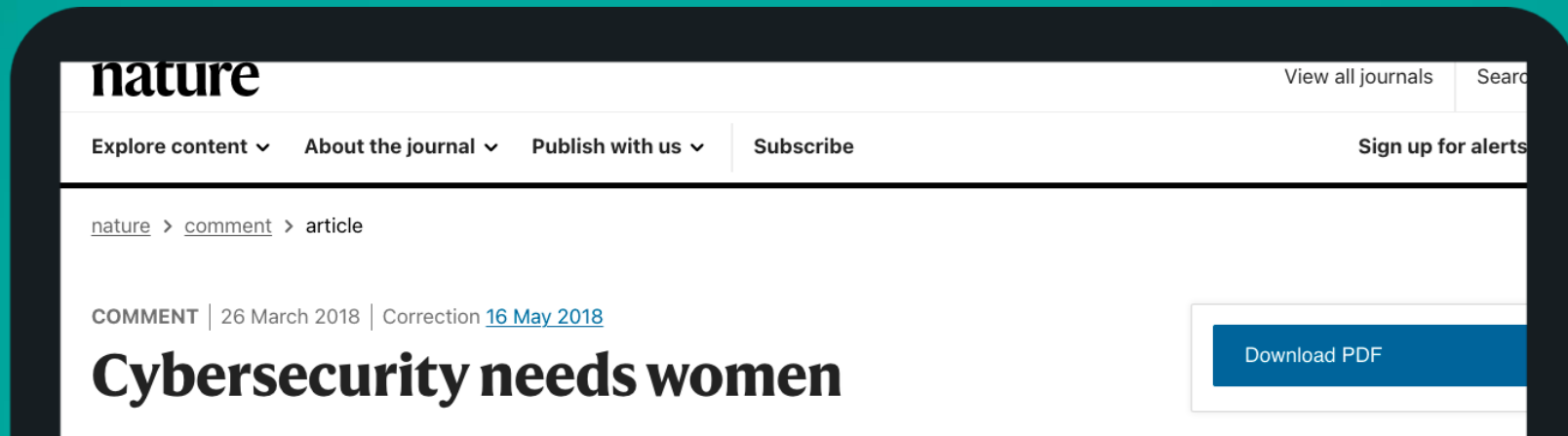
ASIAN

8.9%

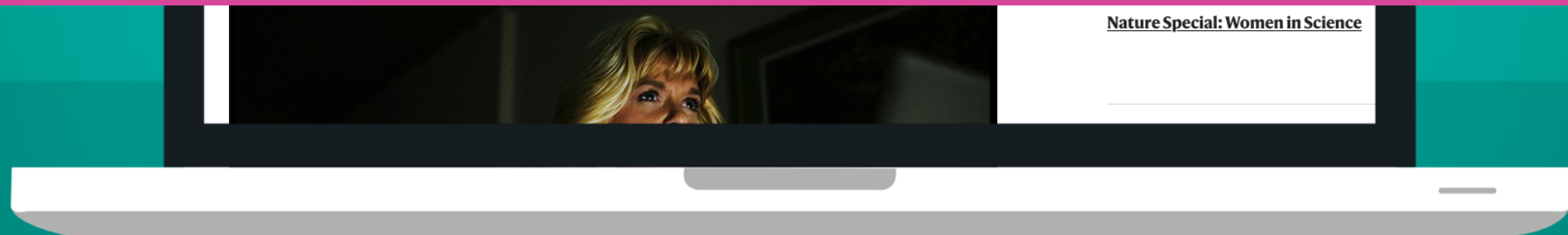
HISPANIC OR
LATINX

TOTAL 89,000 PERSONS EMPLOYED
2016

Bureau of Labor Statistics, 2017



Safeguarding our lives online requires skills and experiences that lie beyond masculine stereotypes of the hacker and soldier



Women in digital and green sectors

Some numbers

- ▶ Only 19% of ICT specialists and about one third of science, technology, engineering and mathematics graduates are female
- ▶ The gap is significantly smaller for the use of internet and internet user skills
- ▶ Digital skills indicators: 54% of females have at least basic digital skills (58% of males), 29% above basic digital skills (33% of males) and 56% at least basic software skills (60% of males)
- ▶ Green skills: we all need to improve our knowledge on green companies and activities

Data from the Commission's 2021 Women in Digital Scoreboard



WEGATE ACTIVITIES AND SERVICES



WEgate activities and services

Thematic group

- ▶ Dedicated **Thematic Group on digitalization and green skills** to contribute to the definition of concrete recommendations for improving support to digital & green transition of women entrepreneurs. The findings will be available in a policy brief and podcast.



**CALL FOR APPLICATIONS
WEgate Thematic Group:**

**“Digital & green transition of Women
Entrepreneurs”**



WEgate activities and services

WEgate Academy

- Dedicated modules on **circular economy and digital literacy**



A promotional graphic for the WEgate Training Academy. On the left, a green line graph with five points is labeled from bottom to top: digital literacy, circular economy, access to finance, financial literacy, and funding opportunities. In the center, the text 'WEGATE TRAINING ACADEMY' is displayed in blue and green, with '12-13 October' below it in a blue box. On the right, a woman with long brown hair and glasses, wearing a light blue shirt, stands against a background of abstract green and blue geometric shapes. At the bottom right, the website 'wegate.eu' is written in white on a blue background.

funding opportunities

financial literacy

access to finance

circular economy






digital literacy

WEGATE
TRAINING ACADEMY
12-13 October

wegate.eu

WEgate Academy

-

- 1  **Module 1. Digital Literacy**
WEgate Women entrepreneurship
- 2  **Module 2. The Importance of Financial Literacy**
WEgate Women entrepreneurship
- 3  **Module 3. Circular Economy**
WEgate Women entrepreneurship
- 4  **Module 4. Funding Opportunities**
WEgate Women entrepreneurship
- 5  **Module 5. Why Digital Tools for Access to Finance Are Crucial to Master for Women Entrepreneurs**
WEgate Women entrepreneurship
- 6 **Module 6. The A Z of Fundraising**
WEgate Women entrepreneurship

WEgate activities and services

WEgate Summit 2021

WEgate Summit 2021

WE are the Next Generation
Women Entrepreneurs at the heart of
Europe's green growth and digital transformation

7 October 2021 - 10.00-16.30 CET

wegate

#WEgate | wegate.eu



With the contribution of the COSMIC Programme
of the European Union



THE PATH FOR THE FUTURE



Priorities

- ▶ **Recognize diverse expertise and point of views**
- ▶ **More gender-based data**
- ▶ **Importance of matchmaking, mentoring and good practices sharing**
- ▶ **Need for better cooperation within the eco-system and WE supporting each other in the process of digitalization and green transition**



Cooperation

Matchmaking

Training

Mentorship

Role of women

Entrepreneurship

Multidisciplinary



A robotic arm, likely an ABB model, is shown in profile, holding a single orange flower. It is positioned on the left side of the frame, extending towards the right. On the right side, a woman with dark hair tied back, wearing a white short-sleeved shirt, is looking at the flower with a slight smile. The background is a gradient of blue on the left and red on the right. A semi-transparent teal banner is overlaid across the middle of the image, containing the text 'THANK YOU' and an email address.

THANK YOU

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