



## STUDY OF THE CURRENT STATE

## ON YOUNG WOMEN ENTREPRENEURSHIP SUPPORT

## SLOVENIA

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### *ABBREVIATIONS of TERMS*

AEP	Active Employment Policy
EC	European Commission
DR	Danube Region
EFC	Entrepreneurial framework condition
ERDF	European Regional Development Fund
ESF	European Social Fund
GEM	Global Entrepreneurship monitor
IMAD / UMAR	Institute of Macroeconomic Analysis and Development of R Slovenia Inštitut za makroekonomske analize in razvoj
MRA	Maribor Development Agency Zavod Mariborska razvojna agencija
MIS	Ministry of Education, Science and Sport
OECD	Organisation for Economic Co-operation and Development
OSS	One-Stop-Shop
ReNPM13-22	Resolution on the National Programme for Youth 2013-2022
RISS	Research and Innovation Strategy of Slovenia 2011 - 2020
S4	Smart specialisation
SBA	Small Business Act
SEF /SPS	Slovenian Enterprise Fund
SIO	Subjects of Innovative Environment

SIP	Slovenian Industrial Policy
SME	Small and Medium Sized Enterprises
SoC	Study of Current State
SORS / SURS	Statistical Office of the Republic Slovenia / Statistični Urad Republike Slovenije
SPIRIT Slovenia	SPIRIT Slovenia - Public Agency for Entrepreneurship, Internationalization Investments and Technology
ŠGZ	Chamber of Commerce and Industry of Stajerska
TEA	Total early-stage Entrepreneurial Activities
WEF	World Economic Forum
YG	Youth Guarantee
YGIP	Youth Guarantee Implementation Plan
YWE	Young women entrepreneurship

## 1. Executive Summary

The Study of Current State (SoC) in Slovenia analyses and synthesizes the state of affairs in young women entrepreneurship. The study is based on methodology that includes I. the analysis of secondary data, available on national and international level; II. Quantitative research results obtained in the survey among young women would be and current entrepreneurs, aged 15 to 34; III. Qualitative research based on interviews with the key stakeholders identified as well as the IV. interview-based case studies (biographies) of young women entrepreneurs.

In Slovenia, the rate of entrepreneurial activity among women lags behind the EU average, representing not fully exploited potential. According to the survey results, a rather large percentage of women enter into entrepreneurship out of necessity. Slovenia is well above in the numbers of start-ups, which have a governmental support in financial terms (grants, subsidies) as well as in training (cooperation between public financial institutions and semi-public training providers). After the global crises the added value and employment in Slovenian SMEs has risen and various sectors are currently facing the lack of qualified work-force. Above half of the total value added of Slovenian manufacturing is contributed by SMEs, where the main growth driver was an increase in foreign demand. The high-tech products accounted for 20% of total exports in 2017.

By developing the female entrepreneurship in Slovenia, the following should be taken into account:

1. The young women entrepreneurs are complex in nature and need the cross-sectoral cooperation on different governance levels;
2. For effective and efficient cross-sectoral cooperation an governmental group should be set up to foster women entrepreneurship;
3. The female entrepreneurship should be encouraged in all development and strategic documents (from long term strategies to the implementation plans);
4. A guidelines for inclusion of gender aspect in public calls should be taken on governmental level;
5. The evidence base should be maintained to overcome the lack of statistical data in the field of women entrepreneurship;
6. The several initiatives in the field of women entrepreneurship should be encouraged on long run and accessible for all women entrepreneurs;
7. There is a need to increase the cooperation between variety of Slovenian female entrepreneurs networks with those active in other Danube region countries as well as beyond them;
8. There should be one-stop-shop or at least joint platform for diverse initiatives in women entrepreneurship based on mapping of services and organisations that would ease the

young women to get insight and select appropriate support services and/or organisations;

9. The gender specific entrepreneurial trainings, mentoring, coaching and counselling should be developed further;
10. The public support should be guaranteed not only for women start-ups but also in the whole life-cycle of their entrepreneurial endeavours (the whole life cycle of products/services development and deployment);
11. The young women entrepreneurs should receive the assistance in the first few years (subsidies, grants) that would enable them to focus on product/service development;
12. The need for gender specific instruments such as coworking space for women should be encouraged by the government as pilot action;
13. The new support measures should be developed according to the needs of business women and should be gender specific (taking into account motivational moments etc.).

The aim of the **Study of Current State in Slovenia** is to synthesize the findings concerning youth female entrepreneurship and enables Slovenian project partners to elaborate evidence-based strategies to deal with the impact of youth challenges, their unemployment and prospects that can be found in entrepreneurial endeavours. The report in particular presents the barriers and needs of the youth female entrepreneurs as well as the opportunities to support them within the policy framework.

The report focuses explicitly on the opportunities of the female entrepreneurship in Slovenia. Besides describing the barriers and needs of youth entrepreneurs, in particular women, the screening of available policy instruments is performed.

Therefore, a central question that arose when considering the entrepreneurial potential of young women was what factors determined entrepreneurial intention and success among youth in Slovenia. Thus, the objective of this study is to examine the current state of the young woman entrepreneurship in Slovenia and to identify key drivers and motivations, as well as obstacles and barriers of entrepreneurial activity. The available literature and research give explanations to this issue highlighting the impact of the personality traits on the entrepreneurial intention and the success of the entrepreneurial attempt. However, a vast array of social, cultural, political, economic, and demographic factors surrounds the person, and personality traits cannot be taken as the only explanation of entrepreneurial intention. In this regard, the main aims of the study are:

1. To illustrate the Slovenian economy and the business environment through relevant economic and business demography indicators.
2. To present, if there is any, young entrepreneurs or female entrepreneurs related policy, strategy, an action plan on national and/or other governmental levels (specific instruments/measures for women entrepreneurship and how successful they are; specific tax incentives for women entrepreneurship etc.)
3. To identify the main characteristics of women entrepreneurship in Slovenia.
4. To identify the main barriers of young female entrepreneurs in Slovenia.



5. To identify the main needs of young female entrepreneurs in Slovenia.
6. To identify challenges connected to youth women entrepreneurs and policies aimed to deal with them.
7. To identify main opportunities to support young women entrepreneurs in Slovenia.

## 2. Methodology

Maribor Development Agency conducted in September and October 2018 a survey among young women, aged 15 - 34, to better understand their needs and barriers they are facing in starting and running their businesses. Alongside, MRA team conducted interviews with the main stakeholders: ministries, university, trade union, employment service, NGO. A country overview on the young women entrepreneurs (YWE) is based also on existing national statistics, as well as analyses of the existing documents and strategic documents tackling women entrepreneurship, gender equality and youth challenges.

The report synthesizes the findings of the following activities:

### **1) Analysis of secondary data, available from different national and international institutions**

Desk research was performed on available relevant documents and reports about the Slovenian economy and business environment as well as young entrepreneurs or female entrepreneurs related policies. First, data available from the Statistical Office of the Republic Slovenia (Secondary analysis of quantitative data, available on the NUTS 0 level, available at the portal of Statistical Office of the Republic Slovenia (<https://pxweb.stat.si/pxweb/dialog/statfile1.asp>) as well as through the direct contacts with the statistical researchers) and other relevant national institutions (such as ministries and other governmental bodies) were analysed. It is important to note that statistical data on the women entrepreneurs are collected partly as sex related self-employment data and data linked to the women managers only. In addition, the secondary data from the World Bank, EUROSTAT, and OECD etc. were analysed.

### **2) Quantitative research based on the survey with young women willing to start or already running own business, aged 15 to 34**

The main objective of a survey among the young women willing to start or already running own business is to indicate their needs and barriers they face in business and/or entrepreneurial attempt. To collect data, a questionnaire was used that consisted of 19 questions divided into six groups. In the first group, control questions were presented related to gender, the age of respondents, and the country from which she comes. The second group of questions related to the entrepreneurial status of the respondents and the company information that the respondent possibly owns. In the third part, motivations and obstacles to entrepreneurship were examined, while the fourth part was about entrepreneurial self-efficacy. The fifth part concerned country cultural and normative profiles as potential facilitators of entrepreneurship. The fifth group aimed to identify the primary needs of young female entrepreneurs and the main opportunities to support young women entrepreneurs. Questions in the sixth group were related to the demographic data of the respondents.

Quantitative research based on the survey with young female entrepreneurs, aged 15 – 34, which are the owner (or own at least 51% of the enterprise) or in management position or supervisory board of the company was conducted from 1<sup>st</sup> September 2018 until 15<sup>th</sup> October 2018 via the online platform: <http://www.efsa.unsa.ba/~nir/index.php/928792>. In addition the results were analysed in SPSS Programme with the aim to discover significant differences among those young women who are not entrepreneurs yet and those who already did.

The 254 respondents (young female entrepreneurs or would be entrepreneurs, aged 15 – 34) filled in the questionnaire (completed). They were reached through the institutional partners in the local and national level such as University Maribor, Employment Office of the R Slovenia, gymnasium and economic high-school, social media such as Facebook, trade fair MOS-51 Celje, European Enterprise Network and exhaustive address books of participating WIB partners: Zavod Mariborska razvojna agencija and Štajerska gospodarska zbornica.

### **3) Qualitative research based on interviews with the key stakeholders**

The interviews were conducted to understand the main characteristics of women entrepreneurship in Slovenia. The aim of the interviews is fourfold:

1. To perform mapping, evaluation and benchmarking of the current situation as well as the assessment of potential obstacles faced by youth women entrepreneurs and assessment of instruments and measures to overcome them;
2. To reveal local discourses concerning youth, entrepreneurship and women entrepreneurship;
3. To map the existing policies (measures and activities) focusing on youth, women, and entrepreneurship; and
4. To find out what kind of data is collected and used by the national actors to measure youth women entrepreneurship.

This activity was carried out in three phases. First, a selection of six key stakeholder groups for interviews was conducted: non-institutional regional authority, institutional regional authority, educational system representative, business support organization representative, regional/national/international NGO representative, and employment services representative.

The qualitative interviews were conducted in the period from August – October. The interviews were conducted by Zavod Mariborska razvojna agencija in Slovene with the following representatives: mag. Miša Osterc (24. 8. 2018), Ministry of Economic Development and Technology; Marta Turk (10. 9. 2018), Community of Slovenian Women Entrepreneurs; mag. Vida Perko (11. 9. 2018), Regional Board of Business Women and Women Entrepreneurs by Chamber of commerce and industry of Štajerska; dr. Karin Širec (12. 9. 2018), Faculty of Economics and Business of the University of Maribor; mag. Mojca Skalar Komljanc (14. 9. 2018), SPIRIT Slovenia – Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology; Lidija Jerkič (18. 9. 2018), The Association of Free Trade Unions of Slovenia; Metka Cerar (2. 10. 2018), Employment Service of Slovenia; mag. Maruša Gortnar (2. 10. 2018), Ministry of Labour, Family, Social Affairs and Equal Opportunities.

Each interview with a stakeholder included seven major themes:

Project co-funded by European Union Funds (ERDF, IPA, ENI)

1. The description of the organization and interviewed person.
2. Perspective on the regional developmental pathways in the area of youth, women entrepreneurship: past, present, and future.
3. Challenges, policies, projects, and programmes related to entrepreneurship, and in particular young women entrepreneurs.
4. Data on youth women entrepreneurs in the country (existent and possible data sources/databases, data needs).
5. Perspective on how youth women entrepreneurship matters in the action fields of the organization.
6. Organizational engagement (how the organization the interviewed person represents is affected by youth challenges, in particular, employment).
7. Recommendations

The average interview time was approximately 90 minutes. For each interviewee, proof of an interview was prepared, as well as an individual summary of the interviews. After collecting all the interviews and creating all the summaries, interview findings summary was prepared.

#### **4) Interview-based case studies/biographies**

In order to give the YWE the possibility to present them and to enhance the portrait provided by the observation of the statistical data or the interviews with the stakeholders, the short description of young women entrepreneurs, their motivation and the needs they were or are still facing are prepared. This is presented in the form of interview-based case studies/typical biographies. Each interview with a young women entrepreneur included four themes:

1. The description of the interviewed person;
2. About her entrepreneurial attempt;
3. Resume;
4. Recommendations;

The results of all these activities are presented in the chapters below.

## **3. Slovenia**

### **3.1 General presentation of Slovenia**

Since independence in 1991, Slovenia has successfully transitioned to an advanced economy. It is one of the smallest OECD member countries in terms of economic size, with a level of GDP close to EUR 41.6 billion. The same holds true demographically, with a population just above 2.1 million. After the recession, economic growth returned in 2014, driven by net exports supported by improved cost competitiveness. GDP growth is expected strengthening to 3.6% this year and then hovering around 3% in 2018 and 2019 (IMAD, 2017a in OECD, 2017).

Slovenia lags significantly behind the EU average in terms of economic development, but its current economic conditions and prospects for short-term growth are good. After widening

during the crisis, Slovenia's development gap, which arises from lower productivity compared with the EU average, started to narrow only in 2016 and is still considerably wider than before the crisis. Current economic developments are favourable. Amid rising demand and improved competitiveness, economic activity has been rapidly strengthening since 2014 and the stability of the banking system and public finances, which was disrupted during the crisis, has been restored. Corporate investment activity, a key factor in boosting productivity growth, has also increased notably.

Inter-regional disparities in economic development, relatively small by international comparison, did not increase during the crisis, but particularly the regions in north-eastern Slovenia face more barriers to development compared with the national average. (UMAR, Development report 2018, page 8).

From the Slovenian Development Report (IMAD, 2018) the following highlights concerning female population are extracted:

- participation of children in pre-school is above the EU average, which contributes to a high share of women in full-time employment;
- is Slovenia below the EU average in violence against women;
- in Slovenia, the ratio for individuals with an average wage and 40 years of pensionable service is 58.8% for men and 65.4% for women;
- Health inequalities have slightly reduced in the last ten years and that the gap between the low-skilled and the high-skilled in terms of life expectancy at 30 and 65 narrowed but more for men than for women;
- Slovenia has advanced very rapidly in terms of gender equality in the last ten years. Significant progress was achieved in particular in women's participation in political life, which is associated with changes in electoral law (introduction of gender quotas) and the consequent improvement of the index in the power segment.
- Gender pay and employment gaps are narrow, largely due to good availability of pre-school education, appropriate regulation of parental leave, high educational attainment among women and a high share of women working full-time. Overall, women are better educated than men, though they are under-represented in some of the best-paid professions and in leadership positions, while their average wages are lower. In the last ten years Slovenia did not record an improvement in the segment of time, which indirectly measures work-life balance and the division of household chores between men and women. Women do significantly more unpaid work than men.
- While on average women do five hours of paid work per week less than men, they spend 32 hours per week on care and unpaid household work compared to 15 hours for men;
- In 2008, the share of women in the Slovenian parliament was 13.5%; in 2016 it was 35.6%;
- The share of women with tertiary education is much higher than that of men, the gap between the two groups being wider than for the EU as a whole. In 2008–2016 the share of tertiary educated people rose the most in the young (25–34 years) and middle (35–44 years) age groups, where it exceeds the EU average.

- The share of tertiary-educated young people (30–34 years) is high. Having already been rising for several years, it totalled 44.2% in 2016, which is higher than the EU average (39.1%) and higher than the Europe 2020 Strategy target (40%). It is much higher for women than for men. The problem remains the inefficient use of tertiary education, which is reflected in skills mismatch, as tertiary education is not sufficiently linked to the business sector's needs. The efficiency of study is also low, the share of tertiary graduates in the 20–24 age group being low despite the high participation of young people in tertiary education. There is also room for improvement in the quality of tertiary education.
- The ability of households to make ends meet in 2016 was the highest in the entire period analysed. The greatest deterioration was recorded for single women (42.2%).
- In the crisis years the unemployment rate rose more for men (and exceeded the rate of women), as those sectors where male workforce predominates were strongly affected by the crisis. In the last years of the period analysed, the male unemployment rate otherwise remained lower than the female rate owing to the structure of the recovery of employment in labour-intensive sectors and restrictions on hiring in public service activities, where women make up a larger share of the workforce than men. For similar reasons unemployment declined the most among people with low, secondary or upper secondary education. The unemployment rate of young people (15–24 years), who were hit hardest by the crisis, dropped by more than half from its 2013 peak, to 10.0% in 2017, and was significantly below the EU average of 16.9%.
- The share of young people neither in employment nor in education or training (the NEET rate) is below the EU average. Women tend to face more problems in transitioning from education into employment than men and the NEET rate (20–34 years) among women is higher than among men.<sup>2</sup> In 2016 the gender gap was wider than at the beginning of the crisis.
- The share of precarious employment, one of the indicators of the quality of employment, rose slightly in Slovenia in 2008–2016 and was significantly above the EU average. In 2016 the share of precarious jobs among women aged 20–64 totalled 4.6% (EU: 2.1%) and among men 3.8% (EU: 2.2%)
- As in other Member States, precarious jobs are most prevalent among young people, women and low-skilled workers.
- The share of temporary employment also rose slightly in 2008–2016 and is above the EU average.
- The share of temporary jobs in the 15– 24 age group is the highest among EU Member States, to a great extent owing to the prevalence of student work. In terms of temporary employment, Slovenia exceeds the EU average in all age groups except for those aged 55–64 years.
- After declining during the crisis, absenteeism has again started to rise in Slovenia in recent years. Absenteeism is significantly higher among women than men and the gap is widening every year. In 2016 persons employed were on average absent from work for 14.5 calendar days, the share of sick leave from work averaging 4.0%.
- In 2015 Slovenia recorded many more fatal accidents at work than the EU average. While accidents at work tend to be more common for men, health problems are more

frequently reported by women (EU: women 8.4%, men 7.6%; Slovenia: women 6.9%, men 5.6%).

- A person born in Slovenia can expect slightly more than 58 years of healthy life, which is significantly less than the EU average.
- Slovenia made significant progress according to the Gender Equality Index (GEI) in the ten years to 2015. The index is calculated based on 31 indicators for six domains: work, money, knowledge, time, power and health. Slovenia advanced by 7.6 scores during this period.<sup>2</sup> With an index value of 68.4, it ranked 10th among EU Member States in 2015.<sup>3</sup> To meet the SDS target (at least 78), it will have to continue progressing at a similar pace. In the last ten years Slovenia, like many other countries, made the most headway in the domain of power. This is reflected particularly in significant progress regarding the participation of women in decision-making, which is a consequence of changes to election laws (the introduction of gender quotas on candidate lists). Visible progress was also made in most other areas. In most (except for knowledge), Slovenia exceeds the EU average. The indicators show the greatest gap in the domain of knowledge, given that Slovenia has a low share of men studying education, health, humanities and the arts. In both Slovenia and the EU as a whole, women tend to be better educated than men but are less frequently represented in better paying jobs and leadership positions, their average earnings therefore being lower than those of men. Both the pay gap and the gap in employment are however relatively small in Slovenia, which is reflected in favourable results in the domains of work and money. Slovenia, like other EU Member States, saw its scores deteriorate in the domain of time.<sup>6</sup> The European Commission therefore proposed a set of additional directives for the reconciliation of family and professional life, particularly from the aspect of time dedicated to housework and caring for family members.
- Life expectancy at birth in Slovenia surpassed the EU average in 2014 and 2015.
- In Slovenia, women at age 65 can expect to live for a further 21.4 years on average compared with 17.6 years for men. Remaining life expectancy among women with low education is 21.1 years and among those with tertiary education 21.9 years. For men, the educational differences are significantly more pronounced (remaining life expectancy for less educated men is 16.8 years; for those with tertiary education it is two years longer). The gender gap is widest for those with low education, where women can expect to live as many as 4.3 years longer than men. In 2015 life expectancy at age 65 in Slovenia reached the EU average; it is lower for men and higher for women, indicating there is still room for improvement in the lifestyles especially of men. Gender differences in life expectancy by educational attainment are also relatively large for younger people.
- 40-year-old women can expect to live 5.6 years longer than 40-year-old men; women with low education can expect to live as many as 7.1 years longer than men, the gap between the low-educated and the average being only 1.2 years for women and as many as 2.7 years for men.
- The proportion of people who carry out unpaid voluntary work on a regular basis is slightly above the EU average.
- The proportions of those volunteering in community and social services and political parties and trade unions are the highest in the 25–34 age group; the proportion is

slightly higher for men. Women perform more voluntary work through social movements, the proportion of those involved in regular voluntary activity being the highest in the 65+ age group

- The share of households<sup>1</sup> reporting problems with crime, vandalism or violence in the local area was below the EU average in the last ten-year period.
- Problems with crime, violence or vandalism in the local area were most frequently experienced by single persons with dependent children (12.2%), followed by households of two adults and two children (10.3%), single women (9.9%), and persons older than 65 years (9.8%) (IMAD, 2018).

### **Gender and youth related policy documents**

Current strategic document “Resolution on the National Programme for Equal Opportunities for Women and Men, 2015-2020” outlines an approach to gender mainstreaming. This strategy is under the responsibility of the Ministry of Labour, Family, Social Affairs and Equal Opportunities and the Ministry of Economic Development and Technology who are carrying out programmes aimed at promoting new employment opportunities by encouraging female entrepreneurship (e.g. a programme promoting the professional advancement of women and other programmes to develop equal employment opportunities funded by the European Social Fund).

For youth, Slovenia has a national youth policy. The National Youth Programme 2013-2022 is the thematic guide to policy and programmes. It focuses on five key areas: Employment and Entrepreneurship; Housing; Health and Wellness; Society and the Youth Sector; Culture, creativity, heritage and the media. Youth and non-governmental organisations conducting youth work programmes on non-formal education and training in youth work, voluntary youth work, information and advice for young people, participation, active citizenship, human rights, international youth work, mobility and research can access financing (Youth Factsheet Slovenia, 2014).

The Office of the Republic of Slovenia for Youth within the Ministry for Education, Science and Sport “monitors the situation of the young people and implements the measures in the field of non-formal education, leisure time and participation of young people in society”, with activities on policy; education; culture; international co-operation; research; youth organisations; information and counselling and inclusion. A Council of the Government for Youth advises the government and can suggest new initiatives or changes to policy (Youth Factsheet Slovenia, 2014).

In June 2016 The Implementation Plan for a Resolution on the National Programme for Youth 2013-2022 (ReNPM13-22) for the years 2016 and 2017 was adopted. ReNPM13-22 presents overall objectives in specific priority areas. For each objective benchmarks are set and expected developmental impact with the achievements of targets is presented. The priority sub-areas of the national programme for youth under employment and entrepreneurship include promoting a sense of initiative, entrepreneurship and self-employment of young people and the increasing importance of developing entrepreneurial attitudes and skills.

Slovenia presented a Youth Guarantee Implementation Plan (YGIP) in January 2014. In May 2016, a new YGIP for 2016-2020 was adopted. Slovenia is eligible for the Youth Employment

Initiative: it has an allocation of EUR 9.21 million (in current prices). Implementation is coordinated by the Ministry of Labour, Family, Social Affairs and Equal Opportunities. A dedicated webpage of the Employment Service of Slovenia (ZRSZ/ESS) website, <http://www.ess.gov.si/mladi>, allows young people to obtain information about and register with the Youth Guarantee (YG). Since June 2016, comprehensive information about the YG is also available on a dedicated website for youth (<http://www.junakizaposlovanja.si/>) (European Commission, 2017b).

Active Employment Policy (AEP) is one of the measures by which Slovenia increase employment and thus reduces unemployment in the labour market. Labour Market Regulation Act (LMRA) provides guidelines for the implementation of active employment policy measures. AEP priority guidelines for the period 2016-20 include reducing long-term unemployment, activating the most vulnerable groups (i.e. youth, older people and those with low skills levels) and reducing structural unemployment. AEP guidelines for the period 2016-2020 provide indicators for monitoring and evaluating the effectiveness of active employment policy measures in the period 2016-2020. The fifth measure within the implementation plan for 2016-2017 is for example aimed at unemployed people who want to become self-employed and thus realise their business idea. Funds from the European Social Fund (ESF) will support projects promoting entrepreneurship among young people. In order to enable to overcome initial financial obstacles to potential women entrepreneurs, some assets of the integrated budget will be intended to promote women's entrepreneurship. The achievement of planned effects and results is also presented within the Plan for the implementation of active employment policy for the years 2016 and 2017. Responsible institutions are the Public Fund for Human Resources Development and Scholarship and Concessionaires (OECD, 2017).

### **Business support infrastructure**

The business support organisations are organised vertically and horizontally throughout the country and incorporates public, semi-public as well as private organisations.

There are several incubators, technology parks, accelerators, coworking spaces across country and in case of physical support infrastructure is Slovenia performing well. The legislation concerning the business support environment has been changing through different governments and the support mechanisms has been upgraded (if not only relabelled). The largest nation wide support instrument are SIO (subjects of innovative environment), coordinated by SPIRIT Slovenia.

The **Slovenian Development Strategy 2030** declares Decent life for all (eliminating all forms of discrimination, particularly through eliminating all forms of violence against girls and women and domestic violence, providing conditions for access to basic goods and through the fight against hate speech and racially motivated violence). Under the Inclusive labour market and high quality jobs the promotion of employment of both sexes in gender atypical and deficient professions is proposed. As SDS states, the level of education among young people is rising sharply, which is a positive trend from the perspective of providing for the needs of the economy, which is forecasted to generate increasing demands for a highly-educated workforce.



Slovenian Industrial Policy 2014 – 2020 (SIP) puts as a guideline no. 30: **Promoting entrepreneurship for young people, women, social entrepreneurs and micro-entrepreneurs for which the Ministry of Economic Development and Technology is responsible.**

**Smart specialization (S4)** is a platform for concentrating development investments in areas where Slovenia has the critical mass of knowledge, capacities and competences and where there is innovation potential for placing Slovenia within global markets and thus enhancing its recognisability. There are no gender specific measures foreseen.

#### **Research and Innovation Strategy of Slovenia 2011-2020**

In terms of age and gender the structure of Slovenian researchers is satisfactory, since the share of researchers aged 34 years or younger is increasing. This share amounted to 34 % in 1990, and already to 39 % in 2008. At the same time a program of "Young researchers" includes increasing number of women, especially in the field of biotechnical science, medicine, social sciences and humanities, where women also have a majority share. Current share of women among the researchers amounts to 34 % for Slovenia, and exceeds the EU 27 average (30 %). However, in the academic sector, there were only 17 % of women with a title of full professor in 2007.

It is necessary to reduce vertical segregation, therefore, support from a decision making level for changes, and modernisation of research organizations, are very important. The first is necessary to adopt measures for gender equality, to change legislation, and to focus attention to the role of gender in research, in pedagogic work, and in management of institutions. The basic requirement for such support is a good acknowledgment with importance of gender equality. Therefore, with a help from professional body Commission on Women in Science, we will support promotion activities, follow the principle of balanced representation of both genders when appointing working bodies within the competence of MVZT, and when preparing legal acts and other strategic documents. The areas and activities for improving career opportunities for researchers in all the career periods, and for ensuring the gender equality principle, will be defined in Action Plan for Improving Career Opportunities for Researchers in all the Career Periods, and for Ensuring the Gender Equality Principle. The Ministry of Higher Education, Science and Technology, and Ministry for Economy are responsible for its preparation, and shall submit it to the Government of the Republic of Slovenia for adoption( RISS 20202).

#### **Major institutional players for Women in Business**

From the perspective of "women in business" the major institutional players are the ministries and their respective national agencies: Ministry of Labour, Family and Social Affairs with its Employment Office of the R Slovenia and Ministry of Economic Development and Technology with its SPIRIT Slovenia – Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology. Although there are variety of instruments for start-ups, scale -up enterprises etc. (physical infrastructure – from incubators, technology parks, accelerators, coworking spaces, living labs etc.; trainings and counselling; financial incentives – mostly by

Slovenian Enterprise Fund, partly by SPIRIT Slovenia, and SID Bank) they are not gender specific with some exceptions.

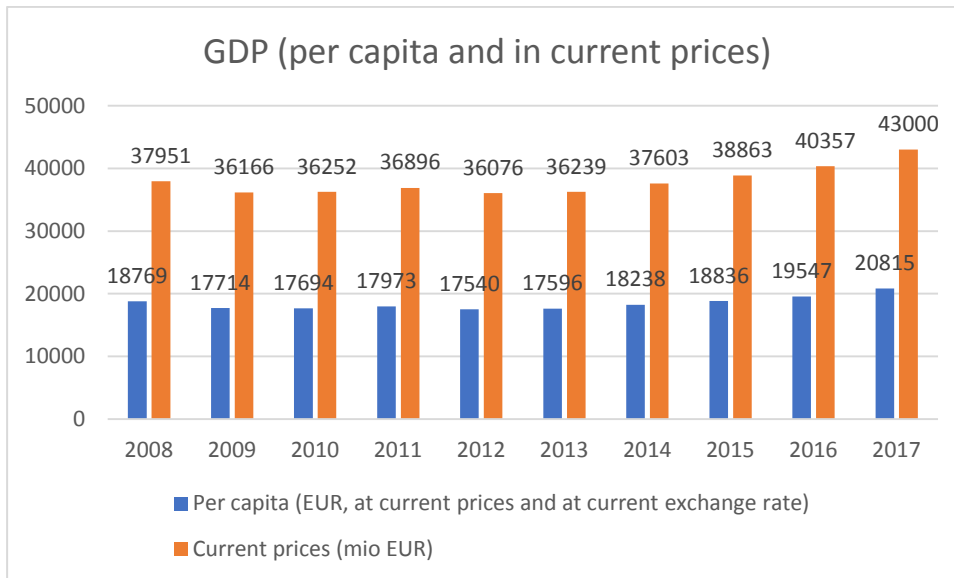
There are a range of policies and programmes, under the auspices of different ministries and agencies, which aim to ensure that women and youth have an opportunity to make a contribution in the labour market and society. For youth the extensive and precise policies and programmes are defined, whereas for others (e.g. people with disabilities), there is no specific focus on entrepreneurial inclusion.

### ***3.2 Slovenian economic development***

As the economy has recovered, the share of the population starting a business has risen, as has the number of high-growth enterprises. Entrepreneurial activity is an important factor of long-term productivity growth as it represents the potential to transfer knowledge and innovation into practice. At the same time, entrepreneurs are also the most important actors in translating new ideas into successful market innovations. The number of nascent and new companies (early-stage entrepreneurial activity) has been increasing since 2012 and in 2016–2017 far exceeded the pre-crisis year 2007; for the first time since the crisis, it is also now significantly above the EU average. Initially the increase was mostly necessity-driven, but in the last two years, perceived business opportunities became the main driving force, which may represent a favourable starting point for the continued growth and development of these companies. Start-ups have also thrived in Slovenia in recent years, offering mostly digital-based innovative products and services that have high growth potential. The number of high-growth enterprises has likewise increased since 2015, but it remains low by international standards. Their number is increasing at the fastest rate in the tradable sector, the only activity where their share is slightly above the EU average being manufacturing (UMAR, Development report 2018, p. 20-21).

The GPD per capita was in 2018 20.815 EUR and above the pre-crisis data.

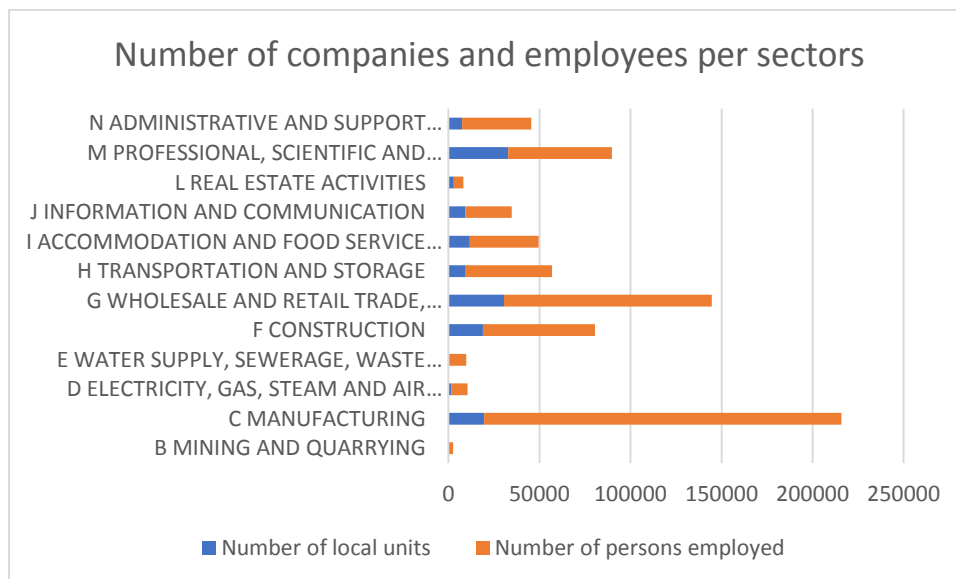
Figure 1: GDP p.c. and in current prices 2008 - 2017 Slovenia



Source: Statistical Office of the RS

The highest number of employees are in manufacturing (group C), followed by wholesale and retail trade and other services such as professional, scientific and technical.

Figure 2: Number of Companies and Employees per sectors



Source: Statistical Office of the RS

Efficiency of the institutional framework and performance of the state and its institutions are essential for an environment conducive to business in Slovenia. International surveys and organisations (the WEF, IMD, World Bank, European Commission and OECD) have cautioned Slovenia against state interference in company operations (and a too slow reduction of administrative burdens for companies), warned about inefficient governance and called for the sale of state-owned companies; inefficient organisation and poor integration of parts of the public administration remains a major problem as well.

Recent surveys among business people show that the main obstacles to business in Slovenia are related to taxes and tax policy. In the last decade, significant progress has been made to facilitate and speed up the formation of new businesses, but after the start of the crisis, it turned out that not enough has been done to support their smooth functioning. The ease of doing business has been significantly improved with changes to insolvency legislation in 2013 that reduced the duration of insolvency procedure and prevented asset stripping of insolvent debtors. The WEF survey finds that the main obstacles to doing business in Slovenia are high taxation (and high labour costs due to social contributions) and inadequate tax legislation, pointing out that the high tax rates are hampering investment growth. Other major obstacles include long procedures conducted by public bodies, which are mostly the result of planning and construction regulations (and long coordination with other stakeholders in procedures), and labour legislation, which is too restrictive according to business managers surveyed. (UMAR, Development report 2018, page 56)

The unadjusted gender pay gap is an important indicator to measure differences between the average earnings of men and women in the EU. In 2016, in the EU-28 as a whole, women were paid, on average, 16.2 % less than men, while the difference was 16.3 % for the euro area. The smallest differences in average pay between the sexes were found in Romania, Italy, Luxembourg, Belgium, Poland, Slovenia and Croatia (less than 10.0 % difference in each of these). The biggest gender pay gaps were identified in Estonia (25.3 %), the Czech Republic (21.8 %), Germany (21.5 %), the United Kingdom (21.0 %) and Austria (20.1 %). Although the gender gap in Slovenia was in 2016 7.8%, it increased since 2011 for 4,5 pp. Various issues contribute to these gender pay gaps, such as: differences in labour force participation rates, differences in the occupations and activities that tend to be male- or female-dominated, differences in the extent to which men and women work on a part-time basis, as well as the attitudes of personnel departments within private and public bodies towards career development and unpaid and/or maternity/parental leave. Some underlying factors that may, at least in part, explain gender pay gaps include sectoral and occupational segregation, education and training, awareness and transparency, as well as direct discrimination. Gender pay gaps also reflect other inequalities, in particular, women's often disproportionate share of family responsibilities and associated difficulties of reconciling work with private life. Many women work part-time or under atypical contracts: although this permits them to remain in the labour market while managing family responsibilities, it can have a negative impact on their pay, career development, promotion prospects and pensions (EUROSTAT, 2018)

Entrepreneurial activity in Slovenia is strongly influenced by the entrepreneurship ecosystem which contributes to the introduction and functioning of innovation systems, knowledge economy, and competitiveness. GEM assessed the entrepreneurship ecosystem in Slovenia by gathering opinions from selected national experts (i.e., entrepreneurs and other professionals in economics, politics, state administration, and academics) with the knowledge of and professional experience in different fields affecting the development of entrepreneurship in this country. The experts were asked to assess the Slovenian entrepreneurship ecosystem based on nine entrepreneurial framework condition (EFC) categories: entrepreneurial finance, government policies, government entrepreneurship programmes, entrepreneurship education and training, R&D transfer, access to commercial and legal infrastructure, internal market dynamics and burdens or entry regulations, access to physical infrastructure, and cultural and social norms. In 2016, most of these entrepreneurial framework conditions were still rated below the EU average, with the exception of internal market dynamics and the access to physical infrastructure as well as (to a lesser degree) government support policies (GEM Slovenia, 2016).

The quality of entrepreneurial education and training at the school stage received the lowest rates by the Slovenian experts (weighted average 2.71 on the 1 to 9 scale); this EFC received the lowest average rating in the group of innovation-driven economies and EU member states as well.

Thus, entrepreneurship education remains one of the key areas demanding immediate action in order to develop a supportive entrepreneurship culture. In this respect, Slovenia still lags far behind the EU average. Because the creation of an entrepreneurship-friendly culture requires

trained individuals and a shift from the existing mind-set and values to more entrepreneurship oriented ones, it is crucial to invest in formal and informal education in this field. Here, the experts suggest a systematic introduction of entrepreneurship-related content and the development of the entrepreneurial mind-set at all levels of education, the inclusion of practical knowledge as well as the inclusion of new, sustainable business models in the syllabuses. The co-creation of entrepreneurship-friendly culture is, in experts' opinions, also possible through intensive awareness raising and the spreading of positive entrepreneurship stories via the media and through entrepreneurship-related events and informal meetings, which are frequent in Slovenia.

Entrepreneurial intentions and entrepreneurial activity could also be significantly enhanced by easing access to entrepreneurial finance. This EFC received the average rating of 3.94 in 2016, which is below the average rating for this EFC in both innovation- and efficiency-driven economies. The average rating in 2016 was also lower than that in 2015. Despite the substantial engagement of the government in recent years, the access to entrepreneurial finance remains a huge challenge for SMEs in Slovenia, mainly in terms of making connections with private investors (business angels, business accelerators, venture capitalists, strategic partners, etc.).

Government policies and regulations play a key role in creating a more favourable entrepreneurial environment. National experts agree that Slovenian policymakers are inclined towards boosting entrepreneurial activity at the national level and even more at the local level; however, they also believe that this interest is not sufficiently implemented in practice and also not in all areas. In 2016, the majority of experts' recommendations for the improvements of government policies (72.2% of all statements) related to the profound tax reform as well as the removal of administrative obstacles and the simplification of bureaucracy, both of which are a hindrance for SMEs and have a constraining effect on entrepreneurial intentions. Although the average rating for government policies was 4.3, which is less than the 2015 rating of 4.5, the experts identified this EFC as the one which can bring the biggest advantages for the enhancement of the entrepreneurial activity in Slovenia (38.9% of all statements).

The formation of efficient and development-oriented entrepreneurial ecosystem thus remains an important task, and all relevant stakeholders should contribute to its efficient functioning. These stakeholders include the government and government agencies, education institutions, support organisations, and local stakeholders such as existing companies and established business owners who can assist nascent and new entrepreneurs carry out their business operations successfully and grow their firms through their business cooperation and mentorship. Consequently, this year's GEM report also includes cases of good practice of different entrepreneurship ecosystems around the world, thereby highlighting the numerous possibilities of setting up and implementing individual constituent elements of entrepreneurship systems (GEM Slovenia, 2017)

The interviewed officials, at least those that are in charge for entrepreneurship do not segregate the enterprises according to the sex, quoting: "The good entrepreneurial investment should be supported because it is good and financially sound and not because it was proposed by women". However, the soft measures and employment related measures can be gender and educational level specific (for more please see the good practices listed in this document).

It is interesting that also young women entrepreneurs do not expect to receive special funds because of their sex but because of their business idea solely, requesting equal treatment for all young entrepreneurs. They highlighted the need to finance employment in the first two years when the young entrepreneurs are not capable to present good financial results and obtain bank loan. As they stated, the focus should be in first two years on product/service development.

#### **4. Female entrepreneurship in quantitative perspective**

The Global Entrepreneurship Monitor (GEM) produces metrics on entrepreneurship activities. The Total early-stage Entrepreneurial Activities (TEA) rate, which measures the proportion of adults involved in starting a business or managing a new business (less than 42 months old) indicates that people in Slovenia are less likely to be involved in these activities than the EU average.

Whereas the rate of entrepreneurial activity for men is the same as the EU average, female involvement in early-stage entrepreneurial activity lags behind. This means that women still present an important entrepreneurial potential, which has not yet been fully exploited, especially because a rather large percentage of women enter into entrepreneurship out of necessity. The highest prevalence rate of total early-stage entrepreneurial activity (TEA1) in 2016 was observed among 25- to 34-year-olds. Compared with a year before, the biggest change was observed with the youngest age group (18- to 24-year-olds), in which the proportion of nascent and new ventures increased substantially (from 5.5% in 2015 to 17.5% in 2016). However, one needs to be very careful when interpreting these results because the GEM data do not suffice for a detailed analysis of the factors which contributed to this trend. Higher levels of entrepreneurial engagement of these individuals may simply be the result of a relatively high youth unemployment rate. However, such self-employment may prove to be a very risky decision for this age group because these individuals practically have no experience in the labour market (Rebernik et al., 2017). According to Slovenian GEM data, a continuous decrease in early-stage entrepreneurial activity is also observed in the older people group, where the gap is evident also within the comparison with the EU average. The changing age structure of the population, which will result in the proportion of the elderly almost doubling in the next 35 years, presents a challenge for policy makers. Because people in this age group have a lot of experience, resources, and networks of connections, it would be wise to support them via relevant policies so that they would exploit these advantages as entrepreneurs (OECD, 2017).

The proportion of necessity-driven entrepreneurial activity was approximately equal to the EU average for the period 2012-16 (21.1% vs. 22.1%). Women (25.0%) and older people (25.0%) were the most likely groups to be driven by necessity.

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<sup>1</sup> The TEA rate is the Total early-stage Entrepreneurial Activity rate, which is defined as the proportion of the population actively involved in pre start-up activities and those who have started a new business within the last 42 months. The proportion of TEA that is necessity entrepreneurship is the proportion of entrepreneurs involved in setting-up a new business or operating a business that is less than 42 months old, who were motivated to start their business because they had no better options for work.

The proportion of the adult population who intend to start a business in the next three years increased substantially (from 10.02% in 2015 to 14.3% in 2016) (Rebernik et al., 2016, 2017). However, youth were more likely to expect to create a business than the EU average. That only 5.06% of the individuals actually created their new ventures and that they were in business for less than three months (nascent entrepreneurs) points to a gap between high entrepreneurial aspirations and the actual activities for setting up new ventures and commencing with their business operations. This result also suggests that youth face relatively high barriers to business creation (OECD, 2017)

#### 4.1 *Slovenia's enterprise statistics*

Slovenian SMEs generate 65.1 % of value added and 73.4 % of employment in the 'non-financial business economy', exceeding the respective EU averages of 56.8 % and 66.4 %. Their annual productivity is, however, almost a quarter lower than the EU average. In 2013-2017, SMEs in Slovenia's 'non-financial business economy' grew strongly: SME value added increased by 33.4 % and SME employment grew by 5.6 %, greatly exceeding the respective figures for large firms. SME value added growth in 2016-2017 was 8.8 %, the highest annual rise since the 2008 financial crisis. In 2016-2017, SME employment rose by 2.9 %, which is also the highest increase since 2008. The outlook for SMEs — and for the Slovenian 'non-financial business economy' as a whole — remains positive. SME value added is forecast to increase by 11.6 % in 2017-2019. Conversely, SME employment is projected to grow by 0.6 % in the same period.

The lack of a qualified workforce continues to be a dominant theme among SME stakeholders, with regard to policy areas in need of priority attention. Forging stronger links between the business and academic communities and institutions would therefore be helpful. Alternative sources of financing, in particular for innovative fast-growing companies, need to be further developed, together with other supporting measures that could boost the equity market. Despite progress on reducing the administrative burden, the 'SME test' and impact assessments for business competitiveness still do not play their expected role, and should be extended beyond primary legislation to cover the resulting regulations, too. The 'once-only' principle should also be better implemented. Transition towards a fully centralised e-procurement model needs to be accelerated, and SMEs given better access to public procurement ([https://ec.europa.eu/growth/smes/business-friendly-environment/performance-review\\_sl](https://ec.europa.eu/growth/smes/business-friendly-environment/performance-review_sl)).

Table 1: Enterprises, employed persons and value added in Slovenia and EU

Class size	Number of enterprises			Number of persons employed			Value added		
	Slovenia		Eu-28	Slovenia		Eu-28	Slovenia		Eu-28
	Number	Share	Share	Number	Share	Share	Billion EUR	Share	Share
Micro	135 230	95.0 %	93.1 %	217 411	36.2 %	29.4 %	5.2	23.4 %	20.7 %
Small	5 776	4.1 %	5.8 %	110 012	18.3 %	20.0 %	4.5	19.9 %	17.8 %
Medium-sized	1 100	0.8 %	0.9 %	113 349	18.9 %	17.0 %	4.9	21.8 %	18.3 %



<b>SMEs</b>	<b>142 106</b>	<b>99.8 %</b>	<b>99.8 %</b>	<b>440 772</b>	<b>73.4 %</b>	<b>66.4 %</b>	<b>14.6</b>	<b>65.1 %</b>	<b>56.8 %</b>
Large	221	0.2 %	0.2 %	160 084	26.6 %	33.6 %	7.8	34.9 %	43.2 %
Total	142 327	<b>100.0 %</b>	<b>100.0 %</b>	600 856	<b>100.0 %</b>	<b>100.0 %</b>	<b>22.4</b>	<b>100.0 %</b>	<b>100.0 %</b>

Source: SBA, Factsheet Slovenia

Slovenian SMEs generate 65.1 % of value added and 73.4 % of employment in the 'non-financial business economy', exceeding the respective EU averages of 56.8 % and 66.4 %. The average SME employs 3.1 people, lower than the EU average of 3.9. The annual productivity of SMEs is roughly EUR 33 100 per person, which is almost a quarter lower than the EU average. Manufacturing and wholesale and retail trade are the largest SME sectors, accounting for 51.7 % of total SME value added and 45.9 % of SME employment.

In 2013-2017, SMEs in Slovenia's 'non-financial business economy' grew strongly: SME value added increased by 33.4 % and SME employment grew by 5.6 %, greatly exceeding the respective figures for large firms. SME value added growth in 2016-2017 was 8.8 %, the highest annual rise since the 2008 financial crisis. In 2016-2017, SME employment rose by 2.9 %, which is also the highest increase since 2008.

In manufacturing, Slovenian SMEs are responsible for 52.2 % of the sector's total value added, playing a bigger role than SMEs in the EU overall, where only 41.6 % of value added in manufacturing is generated by SMEs. Throughout 2013-2017, SMEs continued to lead growth in the sector, with an increase of 39.6 % in value added and 4.9 % in employment, outperforming the growth of large firms. The main growth driver for manufacturing was an increase in foreign demand leading to a rise in exports. Extensive restructuring after the 2008 crisis resulted in rising exports of mid- and — especially — high-tech products, which create more value added than low-tech products, the main pre-crisis exports. Consequently, in 2017, high-tech products accounted for 20 % of total exports.<sup>2</sup> In addition, the manufacturing sector has improved in internationalisation and inclusion in global value chains<sup>3</sup>, and, because labour costs have grown slower than productivity, the cost competitiveness of Slovenian manufacturing firms has improved.<sup>4</sup> However, SME employment in the sector is still 8.6 % below its pre-2008 level, as many of the SMEs in labour-intensive subsectors went bankrupt or were forced to reduce their business activities and workforce.

In the transport and storage sector, SME value added increased by 33.6 % in 2013-2017 and employment increased by 14.1 %, substantially outperforming the growth of large firms. These developments were mainly driven by the subsector freight transport by land. Firms in this sector benefit from two pan-European transport corridors (No V, linking Barcelona and Kiev, and No X from Salzburg to Thessalonica) which intersect at Ljubljana. The reopening of traditional transport and trade routes has created an upswing in road and rail transport services and has resulted in Slovenia's ranking as one of the EU's top performers with regard to volume of road freight transport per capita. Prior to 2005, the volume of freight transport by domestic hauliers (in tonne-kilometres per capita) was similar to the EU average; in 2015 it was 2.5 times higher. Reasons for this growth include rising domestic and international demand and an increasing focus on internationalisation among road haulage companies (supported by liberalisation of the sector in the EU). Falling fuel prices since 2014 have also made road

transport more competitive. Furthermore, successful financial restructuring has cut down transport companies' indebtedness. Better access to finance<sup>15</sup> has allowed SMEs to increase investment and, combined with higher productivity, to improve their competitiveness in the international market. In addition, in 2013-2015, the Slovenian Eco Fund boosted overall investment in the freight transport sector by providing financial support specifically for investment in eco-friendly transport vehicles.

In recent years, the business dynamic in Slovenia has remained consistently positive, with company registrations consistently higher than liquidations. In 2016, 19901 new firms were registered. Despite a slight decline of 2.2 % in registrations in 2015-2016, there was still a net gain of 8612 new businesses in 2016. This stemmed from a strong fall (by 14.8 %) in deregistrations from the previous year. In total, there were 11 289 deregistrations in 2016, and, for the third year in a row, Slovenia recorded net business growth, totalling more than 7400 firms.

The business growth of recent years has been mainly the result of economic recovery, a strong entrepreneurial infrastructure (university incubators, co-working spaces, one-stop shops, technology parks) and a well-established start-up ecosystem supported by the Start:up Slovenia initiative. The following segment presents data that has been collected for the EU Startup Monitor and refers mainly to the population of online and technology based start-ups. The Slovenian start-up ecosystem has been actively developing over the past few years. The typical Slovenian founder holds a university degree (69.4 %). But at 27.8 %, against the EU average of 13.6 %, Slovenia also has significant proportion of start-up founders without university degrees. Start-ups in Slovenia come from many sectors, such as online service portals (11.1 % compared to a 3.6 % EU average), or consulting (11.1 %), with a top position in the EU for the educational sector (8.3 %, against the EU average of 3.5 %). Slovenian start-ups currently employ 5.4 people on average, which is lower than the EU average (12.8 employees per start-up), but they show ambition to grow both nationally and internationally. Slovenian start-ups plan to double in size by on average hiring 5.8 new employees within the next 12 months. Concerning internationalisation, 92.6 % are looking to grow within the euro area, and 22.2 % are also interested in expanding into the Middle East (against a 15.3 % EU average) and South Africa (against a 14.8 % EU average). 74.4 % of their revenue is generated through business-to-business sectors. The geographic start-up hub for Slovenia is Ljubljana, with a growing start-up community in Maribor.

In 2015, 627 Slovenian firms — 8.7 % of all firms in the 'business economy' with at least 10 employees — were high-growth firms. This share is lower than the EU average of 9.9 %. High-growth firms are particularly prevalent in administrative and support services, with a share of 12.9 %, and in transportation and storage, at 12.0 %.

The outlook for SMEs — and for the Slovenian 'non-financial business economy' as a whole — remains positive. SME value added is forecast to rise by 11.6 % in 2017-2019. Conversely, SME employment is projected to grow by 0.6 % in the same period, resulting in 2 900 new SME jobs.

Performance indicators

In Slovenia, industrial production measures the output of businesses integrated in industrial sector of the economy. Manufacturing is the most important sector and accounts for 90 percent of total production. The biggest segments within Manufacturing are: Fabricated metal products, except machinery and equipment (12 percent of total production); electrical equipment (10 percent); motor vehicles, trailers and semi-trailers (7 percent); rubber and plastic products (7 percent); machinery and equipment (6 percent); food products (5 percent); and basic metals (5 percent). Electricity, gas, steam and air conditioning supply account for 9 percent of total output and mining and quarrying account for 1 percent.

The total number of enterprises in Slovenia in year 2017 was 196072, of which micro (0 to 1 employed) 143894 enterprises, micro with 2 to 9 employed were 42544 enterprises, 7268 small enterprises (10 to 49 employed), 2027 medium enterprises (50 - 249) and 339 large enterprises (250+). They employed 858203 persons, of which micro (0-1) 108259, micro (2-9) 146292, small (10 - 49) 143423, medium (50 - 249) 200017 and large 260212 persons. The total turnover (in 1000 EUR) was by micro (0-1) 7221593, micro (2-9) 14000000, small (10 - 49) 20000000 EUR, medium (50 - 249) 25000000 EUR and large 32581438 EUR.

The highest number of large enterprises is in manufacturing 112, where are also 495 medium and 1646 small enterprises (total 19556). In construction there is total number of 19.508 enterprises, of which 11 large, 84 medium, 996 small and the rest micro. In the wholesale and trade there are 27007 enterprises (large 30, medium 180, small 1144) in professional, scientific and technical activities are 33326 enterprises of which 6 large, 56 medium, 577 small and the rest are micro companies.

The highest turnover is in wholesale and retail trade 31112989000 EUR, manufacturing 26436049000 EUR, of which 13585988000 is generated by large enterprises, 6499876000 medium sized and 4012194000 small ones, in electricity, gas, steam and air conditioning supply 5584681000 EUR (the bulk by medium sized enterprises: 3608803000 EUR), in financial and insurance activities 4469816000 EUR, construction 4463442000 EUR and other professional services 4377639000 EUR, in information and communication 3289976000 EUR.

Table 2: Enterprises by activities and size class by number of persons employed in Slovenia, 2017

Enterprises by activities (SKD 2008) and size class by number of persons employed, Slovenia, annually						
ACTIVITY	MEASURES	Micro enterprise (0-1)	Micro enterprise (2-9)	Small enterprise (10-49)	Medium enterprise (50-249)	Large enterprise (250+)
A AGRICULTURE, FORESTRY AND FISHING	Number of enterprises	2479	411	72	15	0
A AGRICULTURE, FORESTRY AND FISHING	Number of persons employed	1788	1378	1491	1539	0
A AGRICULTURE, FORESTRY AND FISHING	Turnover (1000 EUR)	81889	121112	175064	193510	0
B MINING AND QUARRYING	Number of enterprises	43	30	25	5	1
B MINING AND QUARRYING	Number of	32	134	z	565	z

	persons employed					
B MINING AND QUARRYING	Turnover (1000 EUR)	3095	z	59318	92180	z
C MANUFACTURING	Number of enterprises	11502	5801	1646	495	112
C MANUFACTURING	Number of persons employed	10362	21895	32857	53849	79630
C MANUFACTURING	Turnover (1000 EUR)	547938	1790053	4012194	6499876	13585988
D ELECTRICITY, GAS, STEAM AND AIR CONDITIONING SUPPLY	Number of enterprises	1397	84	17	15	10
D ELECTRICITY, GAS, STEAM AND AIR CONDITIONING SUPPLY	Number of persons employed	1080	296	383	1443	5466
D ELECTRICITY, GAS, STEAM AND AIR CONDITIONING SUPPLY	Turnover (1000 EUR)	165641	69915	781205	3608803	959117
E WATER SUPPLY, SEWERAGE, WASTE MANAGEMENT AND REMEDIATION ACTIVITIES	Number of enterprises	189	119	65	55	6
E WATER SUPPLY, SEWERAGE, WASTE MANAGEMENT AND REMEDIATION ACTIVITIES	Number of persons employed	133	470	z	5511	z
E WATER SUPPLY, SEWERAGE, WASTE MANAGEMENT AND REMEDIATION ACTIVITIES	Turnover (1000 EUR)	37744	93992	245285	456883	283815
F CONSTRUCTION	Number of enterprises	11810	6607	996	84	11
F CONSTRUCTION	Number of persons employed	10890	23648	17569	7460	3683
F CONSTRUCTION	Turnover (1000 EUR)	610505	1319137	1293682	816200	423918
G WHOLESALE AND RETAIL TRADE, REPAIR OF MOTOR VEHICLES AND MOTORCYCLES	Number of enterprises	17472	8181	1144	180	30
G WHOLESALE AND RETAIL TRADE, REPAIR OF MOTOR VEHICLES AND MOTORCYCLES	Number of persons employed	14188	28217	21344	18532	31489
G WHOLESALE AND RETAIL TRADE, REPAIR OF MOTOR VEHICLES AND MOTORCYCLES	Turnover (1000 EUR)	2135555	5574005	7454787	7304655	8643987
H TRANSPORTATION AND STORAGE	Number of enterprises	5190	2913	611	91	15
H TRANSPORTATION AND STORAGE	Number of persons employed	4804	10625	11676	8045	15592
H TRANSPORTATION AND STORAGE	Turnover (1000 EUR)	270164	z	1508708	1100329	z
I ACCOMMODATION AND FOOD SERVICE ACTIVITIES	Number of enterprises	6688	4398	446	38	11

I ACCOMMODATION AND FOOD SERVICE ACTIVITIES	Number of persons employed	6206	15221	7633	3535	5292
I ACCOMMODATION AND FOOD SERVICE ACTIVITIES	Turnover (1000 EUR)	186556	643669	422702	230962	337600
J INFORMATION AND COMMUNICATION	Number of enterprises	7605	1358	276	46	9
J INFORMATION AND COMMUNICATION	Number of persons employed	6574	4633	5497	4481	7463
J INFORMATION AND COMMUNICATION	Turnover (1000 EUR)	328554	434606	762294	518735	1245787
K FINANCIAL AND INSURANCE ACTIVITIES	Number of enterprises	1599	413	63	26	18
K FINANCIAL AND INSURANCE ACTIVITIES	Number of persons employed	1284	1290	1400	2789	15017
K FINANCIAL AND INSURANCE ACTIVITIES	Turnover (1000 EUR)	716242	99153	372170	649822	2632429
L REAL ESTATE ACTIVITIES	Number of enterprises	2443	463	61	8	0
L REAL ESTATE ACTIVITIES	Number of persons employed	1514	1494	1171	733	0
L REAL ESTATE ACTIVITIES	Turnover (1000 EUR)	285795	229002	131494	53971	0
M PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES	Number of enterprises	27016	5671	577	56	6
M PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES	Number of persons employed	23153	17853	10425	4943	2486
M PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES	Turnover (1000 EUR)	1073995	1344586	1190708	631959	136391
N ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	Number of enterprises	6017	1237	232	84	20
N ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	Number of persons employed	5494	4134	4581	8825	15299
N ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	Turnover (1000 EUR)	199580	464016	342625	362937	402929
O PUBLIC ADMINISTRATION AND DEFENCE, COMPULSORY SOCIAL SECURITY	Number of enterprises	1718	111	259	86	34
O PUBLIC ADMINISTRATION AND DEFENCE, COMPULSORY SOCIAL SECURITY	Number of persons employed	91	598	6330	8977	33812
O PUBLIC ADMINISTRATION AND DEFENCE, COMPULSORY SOCIAL SECURITY	Turnover (1000 EUR)	18906	5657	58076	83761	63410
P EDUCATION	Number of enterprises	5122	537	347	536	14
P EDUCATION	Number of persons	4383	1834	10255	47068	6714

	employed					
P EDUCATION	Turnover (1000 EUR)	91131	82232	342569	1486978	328130
Q HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	Number of enterprises	3073	1609	163	162	38
Q HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	Number of persons employed	2442	4763	3701	17580	32582
Q HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	Turnover (1000 EUR)	81798	305371	133653	619646	1698346
R ARTS, ENTERTAINMENT AND RECREATION	Number of enterprises	12954	596	175	30	4
R ARTS, ENTERTAINMENT AND RECREATION	Number of persons employed	7191	1966	3613	2745	2416
R ARTS, ENTERTAINMENT AND RECREATION	Turnover (1000 EUR)	192448	132768	307761	248764	157646
S OTHER SERVICE ACTIVITIES	Number of enterprises	19577	2005	93	15	0
S OTHER SERVICE ACTIVITIES	Number of persons employed	6650	5843	1601	1397	0
S OTHER SERVICE ACTIVITIES	Turnover (1000 EUR)	194059	205264	86856	59206	0

Source: Statistical Office of the Republic Slovenia

### **Basic business demography indicators**

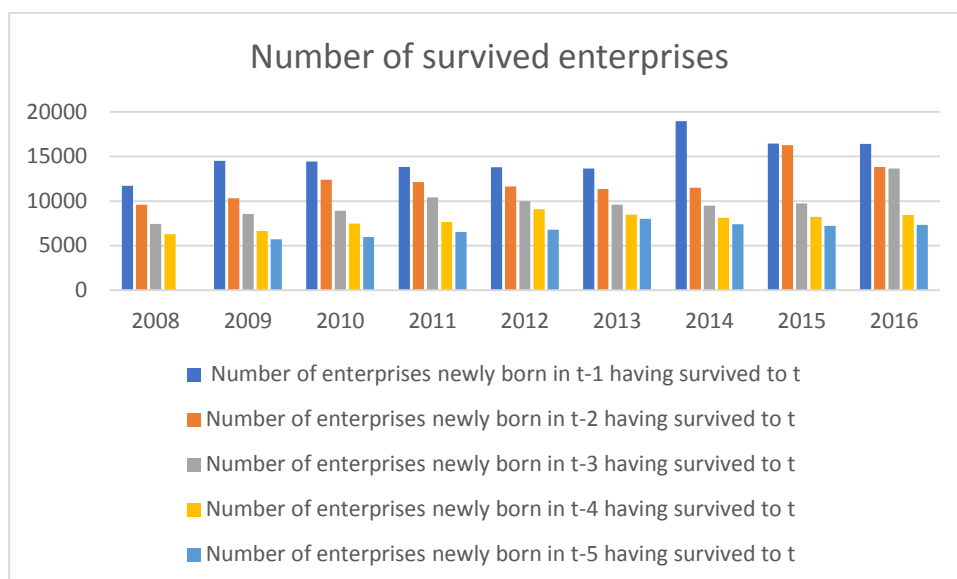
The number of enterprises was increasing during the crises (129123 in 2008 to 160340 in 2014) and reached 169196 enterprises in 2016. The number of births of enterprises was uneven from 2008 on and reached the highest number in 2013 (21405) and reached in 2016 18631 enterprises. The highest number of deaths of enterprises from 2008 to 2016 was highest in year 2015 (14.791 deaths) and settled to 12529 deaths in 2016.

Table 3: Number of enterprises, births and deaths

INDICATOR	2008	2009	2010	2011	2012	2013	2014	2015	2016
Population of enterprises	129123	137043	141957	144956	148465	156440	160340	165340	169196
Number of births of enterprises	15921	16228	15325	15330	15395	21405	18379	18541	18631
Number of deaths of enterprises	8587	10319	12060	12038	13671	14233	13231	14791	12529

Source: Statistical Office of the Republic Slovenia

Figure 3: Number of survived enterprises



Source: Statistical Office of the RS

Table 4: Survival rate of enterprises 2008 - 2016

Year	Number of enterprises newly born in t-1 having survived to t	Number of enterprises newly born in t-2 having survived to t	Number of enterprises newly born in t-3 having survived to t	Number of enterprises newly born in t-4 having survived to t	Number of enterprises newly born in t-5 having survived to t
2008	11703	9581	7451	6283	...
2009	14498	10293	8539	6641	5723
2010	14431	12387	8903	7470	5979
2011	13839	12152	10422	7644	6536
2012	13791	11638	9982	9100	6782
2013	13657	11362	9572	8474	8016
2014	18944	11499	9495	8134	7385
2015	16439	16284	9728	8237	7219
2016	16425	13812	13643	8435	7323

Source: Statistical Office of the RS

In the year 2016, the total number of enterprises in Slovenia was 169.196, of which newly borne were 18.631 and 18.631 dead. 16.425 survived one year, 13.812 two years, 13.643 three years, 8435 four years and 7323 five years. All enterprises employed 679.947 persons, the newly born employed 6.696 persons and those, who did not survive employed 14.124 persons.

According to the SURS the death rate in 2016 was 7,41%, survival rate five years was 47.77% and average size of newly born enterprises per number of employed persons was 1,1.

*Table 5: Number of persons employed in the population of enterprises 2008 - 2016*

Year	2008	2009	2010	2011	2012	2013	2014	2015	2016
Indicator: number of persons employed in the population of enterprises	714784	695996	676872	655897	646591	641170	648108	660927	678947

*Source: Statistical Office of the RS*

*The number of persons employed in the population of enterprises was the highest in the pre-crisis 714784 in year 2008 and in 2016 still did not reach the same employment number (678947).*

## **4.2 Active population by Labour Force Survey**

The Slovenian population was in the first quarter of 2018 in total 2.067.000, of which were women 1.040.000. Out of 964.000 employed persons, 446.000 were women. The total number of employees was 816.000, of which women 394.000 (of those 370.000 were in working relation and 18.000 performed student work). The total number of self-employed people in the first quarter of 2018 was 117.000, of which women 36.000. The total number of unpaid family workers was 31.000, of which women 17.000. The total number of unemployed was 61.000, of which women 31.000. 32.000 were unemployed less than one year, of which 17.000 women. The total number of inactive person is 731.000, of which women 411.000.

In November 2017 the total number of women in employment was 388770, of which in paid employment 358567 (37694 by legal persons and 20873 by natural persons). 30203 women were self-employed, of which individual private entrepreneurs 21438, 3098 own-account workers and 5667 farmers.

**Table 6: Active population**

	SEX	2014Q1	2015Q1	2016Q1	2017Q1	2018Q1
Total population	Sex - TOTAL	2061	2063	2064	2066	2067
Total population	Women	1040	1041	1041	1041	1040



..Working age	Sex - TOTAL	1760	1759	1758	1757	1756
..Working age	Women	894	893	892	891	889
....Employed	Sex - TOTAL	897	898	894	935	964
....Employed	Women	411	405	413	435	446
.....Employees - total	Sex - TOTAL	737	746	758	804	816
.....Employees - total	Women	348	348	365	386	394
.....In labour relation	Sex - TOTAL	703	715	720	761	778
.....In labour relation	Women	329	332	344	361	370
.....Student work	Sex - TOTAL	22	20	26	30	27
.....Student work	Women	14	11	15	19	18
.....Other forms of work	Sex - TOTAL	11	11	12	13	12
.....Other forms of work	Women	5M	5M	6M	7M	5 M
.....Self-employed	Sex - TOTAL	116	114	111	108	117
.....Self-employed	Women	35	32	32	35	36
.....Unpaid family workers	Sex - TOTAL	44	37	25	23	31
.....Unpaid family workers	Women	27	25	15	13	17
....Unemployed	Sex - TOTAL	109	98	87	79	61
....Unemployed	Women	54	49	43	39	31
.....Less than one year	Sex - TOTAL	48	45	39	41	32
.....Less than one year	Women	22	22	18	21	17
.....More than one year	Sex - TOTAL	61	53	48	38	29
.....More than one year	Women	31	27	25	18	14
....Inactive	Sex - TOTAL	755	763	777	743	731
....Inactive	Women	430	439	436	417	411
.....Would like to have work, but not seeking employment	Sex - TOTAL	81	69	60	46	53
.....Would like to have work, but not seeking employment	Women	41	37	33	26	28

.....Seeking employment, but not available in 2 weeks	Sex - TOTAL	2M	3M	4M	4M	5 M
.....Seeking employment, but not available in 2 weeks	Women	N	2M	2M	2M	2 M
.....Does not want to have work	Sex - TOTAL	672	691	713	692	674
.....Does not want to have work	Women	388	400	401	389	381
..Persons less than 15 years old	Sex - TOTAL	301	304	306	308	311
..Persons less than 15 years old	Women	146	148	149	150	151

Source: SORS, 2018

In the first quarter of 2018 the unemployment rate was higher among women (6.6%) than men (5.4%).

Table 7: Working age population by country of birth, activities, rate of activities, sex, Slovenia, Q1

2018Q1	Working age (in 1000)	Labour force (in 1000)	Employed (in 1000)	Unemployed (in 1000)	Activity rate (in %)	Employment rate (in %)	Unemployment rate (in %)
Sex - TOTAL	1756	1025	964	61	58.3	54.9	5.9
Men	867	547	517	30	63.1	59.7	5.4
Women	889	478	446	31	53.7	50.2	6.6

Source: SORS, 2018

The unemployment rate among young people between 15 – 29 is 9.7%, whereas among 25-49 is only 4,3%.

Table 8: Working age population by activity and activity rates, age groups, sex, Slovenia, 2018Q1

Age groups	Sex	Labour force (in 1000)	Employed (in 1000)	Unemployed (in 1000)	Inactive (in 1000)	Activity rate (in %)	Employment rate (in %)	Unemployment rate (in %)
Age - TOTAL	Men	559	532	27	308	64.5	61.4	4,3316
	Women	479	452	27	410	53.9	50.8	4,3256
15-24 years	Men	47	43	3 M	57	45.1	41.9	7.2 M
	Women	34	30	3 M	62	35.2	31.9	9.4 M
15-29 years	Men	99	92	7 M	63	61.3	56.7	7.6 M
	Women	79	71	8 M	71	52.5	47.4	9.7 M
25-49 years	Men	348	333	15	20	94.6	90.5	4,3163
	Women	303	284	19	35	89.7	84.2	4,3137

Source: SORS, 2018

Table 9: Employed by section of activity, sex and cohesion regions, Slovenia, quarterly

NACE ACTIVITY	SEX	MEASURES	2018Q1
Employed - TOTAL	Sex - TOTAL	Number in 1000	964
Employed - TOTAL	Women	Number in 1000	446
Agriculture, forestry and fishing	Sex - TOTAL	Number in 1000	55
Agriculture, forestry and fishing	Women	Number in 1000	23
Mining and quarrying	Sex - TOTAL	Number in 1000	4 M
Mining and quarrying	Women	Number in 1000	N
Manufacturing	Sex - TOTAL	Number in 1000	239
Manufacturing	Women	Number in 1000	79

Electricity, gas, steam and air conditioning supply	Sex - TOTAL	Number in 1000	7 M
Electricity, gas, steam and air conditioning supply	Women	Number in 1000	1 M
Water supply; sewerage, waste management and remediation activities	Sex - TOTAL	Number in 1000	11
Water supply; sewerage, waste management and remediation activities	Women	Number in 1000	2 M
Construction	Sex - TOTAL	Number in 1000	57
Construction	Women	Number in 1000	6 M
Wholesale and retail trade; repair of motor vehicles and motorcycles	Sex - TOTAL	Number in 1000	117
Wholesale and retail trade; repair of motor vehicles and motorcycles	Women	Number in 1000	65
Transportation and storage	Sex - TOTAL	Number in 1000	52
Transportation and storage	Women	Number in 1000	11
Accommodation and food service activities	Sex - TOTAL	Number in 1000	44
Accommodation and food service activities	Women	Number in 1000	28
Information and communication	Sex - TOTAL	Number in 1000	32
Information and communication	Women	Number in 1000	9 M
Financial and insurance activities	Sex - TOTAL	Number in 1000	24
Financial and insurance activities	Women	Number in 1000	14
Real estate activities	Sex - TOTAL	Number in 1000	5 M
Real estate activities	Women	Number in 1000	2 M
Professional, scientific and technical activities	Sex - TOTAL	Number in 1000	45
Professional, scientific and technical activities	Women	Number in 1000	21
Administrative and support service activities	Sex - TOTAL	Number in 1000	23

Administrative and support service activities	Women	Number in 1000	11
Public administration and defence; compulsory social security	Sex - TOTAL	Number in 1000	57
Public administration and defence; compulsory social security	Women	Number in 1000	31
Education	Sex - TOTAL	Number in 1000	84
Education	Women	Number in 1000	65
Human health and social work activities	Sex - TOTAL	Number in 1000	69
Human health and social work activities	Women	Number in 1000	55
Arts, entertainment and recreation	Sex - TOTAL	Number in 1000	22
Arts, entertainment and recreation	Women	Number in 1000	10 M
Other service activities	Sex - TOTAL	Number in 1000	13
Other service activities	Women	Number in 1000	9 M
Not stated	Sex - TOTAL	Number in 1000	5 M
Not stated	Women	Number in 1000	3 M

Source: SORS, 2018

Table 10: Employed by major group of occupation, sex and cohesion regions, Slovenia

Slovenia, 2018Q1		Number in 1000	%
Employed - TOTAL	Sex - TOTAL	964	100.0
	Women	446	100.0
Legislators, senior officials and managers	Sex - TOTAL	69	43138
	Women	27	43106
Professionals	Sex - TOTAL	212	22.0
	Women	128	43279
Technicians and associate professionals	Sex - TOTAL	134	43356
	Women	62	43356

Clerks	Sex - TOTAL	72	43227
	Women	42	43168
Service workers and shop and market sales workers	Sex - TOTAL	122	43293
	Women	78	43237
Skilled agricultural and fishery workers	Sex - TOTAL	31	43134
	Women	10 M	2.2 M
Craft and related trades workers	Sex - TOTAL	137	43145
	Women	18	43104
Plant and machine operators and assemblers	Sex - TOTAL	99	43141
	Women	28	43196
Elementary occupations	Sex - TOTAL	75	43288
	Women	49	43111
Armed forces	Sex - TOTAL	6 M	0.6 M
	Women	1 M	0.3 M
Not stated	Sex - TOTAL	8 M	0.8 M
	Women	3 M	0.6 M

Source: SORS, 2018

More women is employed part-time (15.9%) then men (7.6%).

Table 11: Employed with full-time or part-time work by sex and cohesion regions, Slovenia

WORKING TIME	SEX	Number in 1000	%
Employed - TOTAL	Men	517	100
Employed - TOTAL	Women	446	100
..Full-time	Men	478	92,4
..Full-time	Women	375	84,1
..Part-time	Men	40	7,6

..Part-time	Women	71	15,9
-------------	-------	----	------

Source: SORS, 2018

The total men population in labour relation was 418000, of which 15-24 years 28.000 and 25-34 years 101.000. 29.000 of them had a temporary employment. 370.000 had a permanent employment, of which only 17000 aged 15-24 and 83.000 aged 25-34 years. The statistics for women show that 371000 were in labour relation, 11000 aged 15-24 years and 81000 aged 25-34 years; 47.000 women were temporary employed, and 323000 in permanent employment.

Table 12: Employees by type of employment in Slovenia, SEX, TYPE OF WORK, AGE GROUPS and 2018 Q1

Men	..In labour relation	Total	418
		15-24 years	28
		25-34 years	101
	....In labour relation, temporarily employment	Total	48
		15-24 years	11
		25-34 years	18
	....In labour relation, permanent employment	Total	370
		15-24 years	17
		25-34 years	83
	..Student work	Total	13
		15-24 years	11
		25-34 years	2 M
..Others form of work	Total	4 M	
	15-24 years	N	
	25-34 years	N	
Women	..In labour relation	Total	371
		15-24 years	11
		25-34 years	81

	....In labour relation, temporarily employment	Total	47
		15-24 years	6 M
		25-34 years	22
	....In labour relation, permanent employment	Total	323
		15-24 years	4 M
		25-34 years	59
	..Student work	Total	18
		15-24 years	17
		25-34 years	2 M
	..Others form of work	Total	6 M
		15-24 years	N
		25-34 years	N

Source: SORS, 2018

#### *Describe the Active population by Labour Force Survey*

In February 2018, the economically active workforce numbered 856 777 persons, which is 0.3% more than in January and 3.7% more than in February 2017. At the end of March 2018, the number of registered unemployed persons was 81 220, which was 5.2% fewer than in February and 14.7% fewer than in March 2017. The unemployment rate has been falling year-on-year since July 2014.

A comparison between the unemployment structure in March 2018 and March 2017 shows that the greatest increase in unemployment, to 40.4%, was among people aged 50 and over. By contrast, the same period saw a decline in the unemployment rate, to 19.1%, among people aged 15 to 29. A decline was also recorded in the number of long-term redundant workers or persons unemployed because of bankruptcies (to 18.1%), first-time jobseekers (to 15.9%), and unemployed persons aged 30 to 39 (to 21.6%) and 40 to 49 (to 18.9%). The unemployment rate for women fell to 50.4%. By level of education, the unemployment rate for persons with primary-school education increased to 31% in comparison with March 2017, while the unemployment rate for those with vocational secondary education fell to 26.4%, the



unemployment rate for those with secondary technical and general education remained unchanged (at 25.5%) and the unemployment rate for those with tertiary education fell to 17%.

In February 2018, the national registered unemployment rate was 9.1%, which was 1.8 percentage points down on the figure from February 2017. The lowest unemployment rate was registered in the Gorenjska region (6.1%), followed by Goriška (6.6%), Primorsko-Notranjska (8.1%), Central Slovenia (8.2%), Koroška (8.4%), Obalno-Kraška (8.4%) and South-East Slovenia (8.8%). The following regions had unemployment rates above the national figure: Zasavska (9.9%), Savinjska (10%), Posavska (10.4%), Podravska (10.7%) and Pomurska (15.3%).

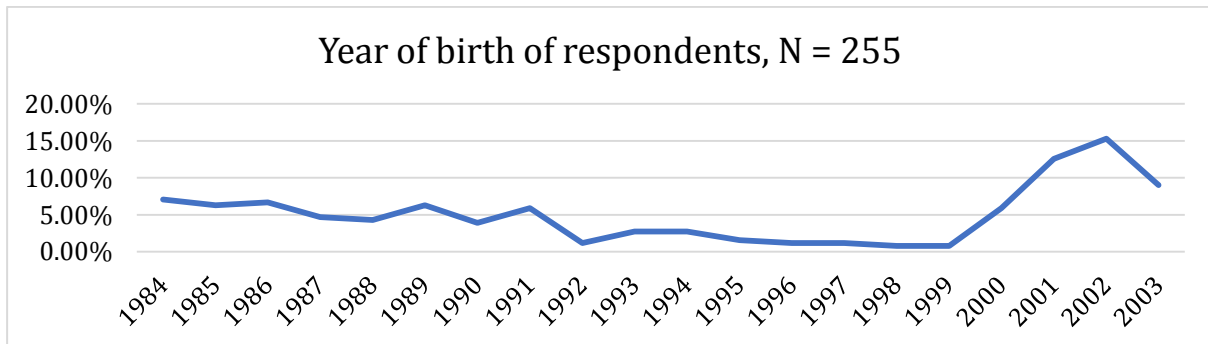
According to internationally comparable figures from the Labour Force Survey, Slovenia's survey unemployment rate in the fourth quarter of 2017 was 5.8%. The activity rate of the population was 58.8% and the employment rate was 55.4%. Compared to the same quarter of 2016, the activity and employment rates increased, while the unemployment rate, which had still been 8.1% a year before, declined.

### **4.3 Results of the survey**

In this subchapter the main barriers, needs and opportunities to support young women entrepreneurs are presented as well as their motivation, innovation characteristics and evaluation of support they receive.

The total number of young women entrepreneurs and non-entrepreneurs in Slovenia, aged 15 - 34 that completely filled in the survey (further: respondents) was 255 as observed in Table 1. Eighty respondents (31.37%) are already running their own business. Most of the businesses (83.7%) do employ only one person.

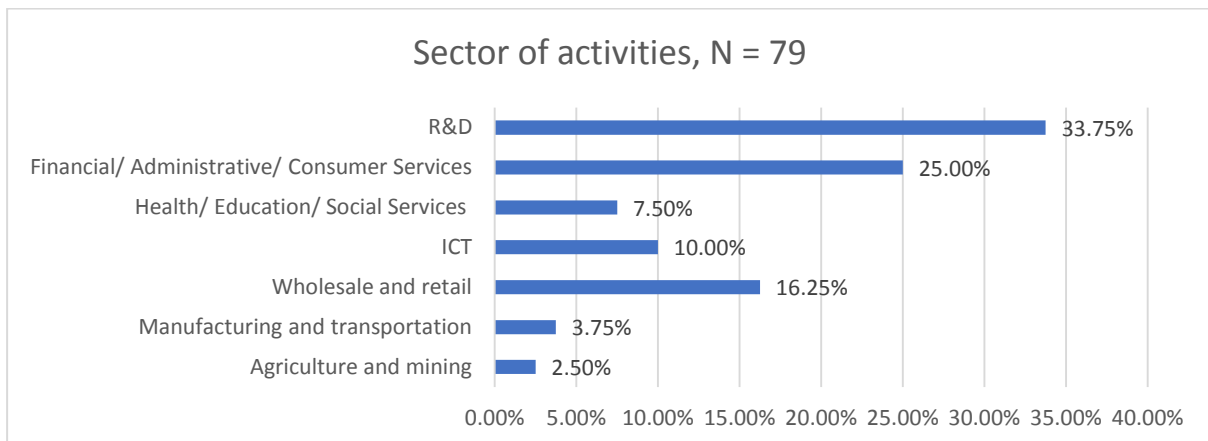
Figure 4: Year of birth of respondents



Source: Own calculations

Among the Slovenian respondents that are already running their own business is the highest percentage involved in services and much less in manufacturing and transportation (3.75%), and agriculture and mining (2.5%).

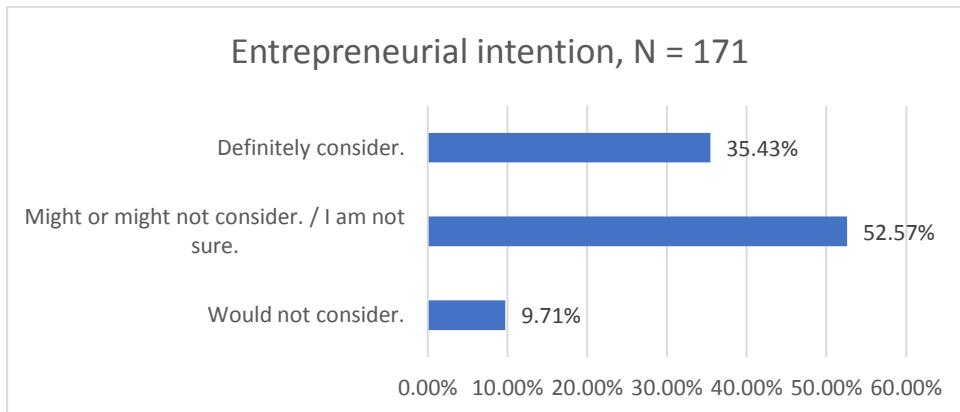
Figure 5: Sector of activities among business women respondents



Source: Own calculations

Among respondents, who did not develop their own businesses yet, the high percentage of them (35.43%) will definitely consider to become an entrepreneur and only 9.71% would not consider to become one as observed in Figure 3.

Figure 6: Entrepreneurial intention



Source: Own calculations

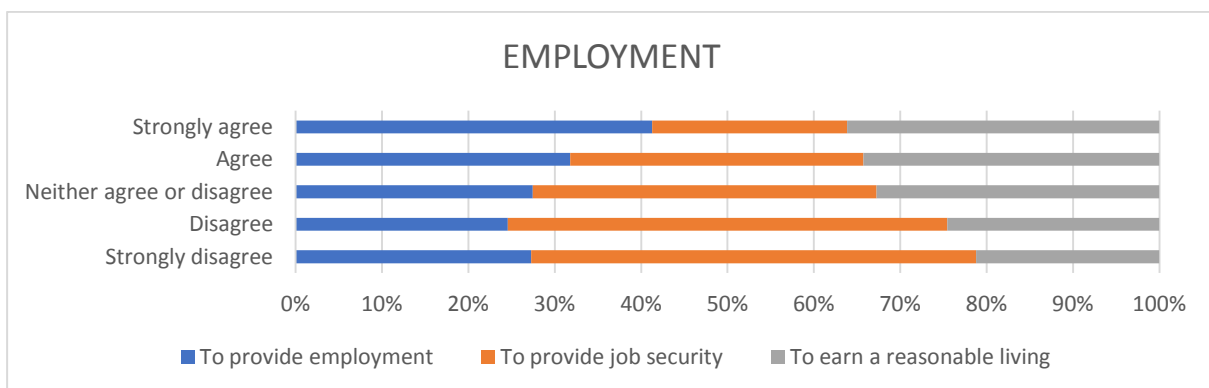
### **MOTIVATION**

The respondents were asked about their motivation to start or run their own business as well as they quest for autonomy, their creativity and innovativeness.

### **EMPLOYMENT AND AUTONOMY**

The provision of employment as observed in Figure 4 below is the main motivation to start respondents' own business, followed by the motivation to earn reasonable living. However, the provision of job security does not play a crucial role in starting their own business.

Figure 7: Employment as motivation to set up or run the business

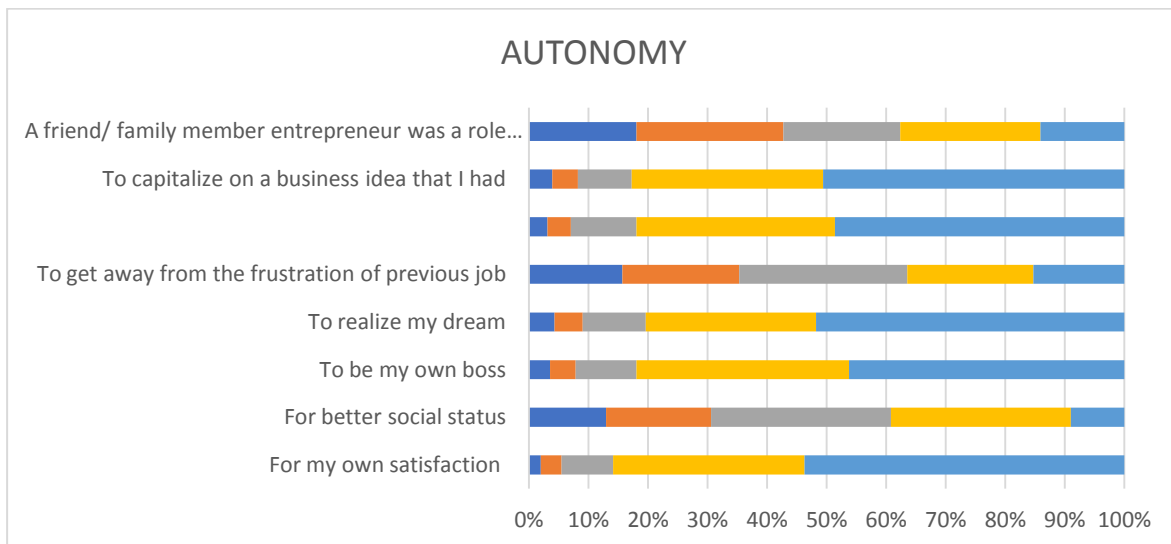


Source: Own calculations

The respondents agree or strongly agree in more than 80% that they would or did set up their own business for their own satisfaction, to be own boss, to realise their dreams, to have a flexible job and to capitalize on a business idea they had. 35.29% strongly disagree or disagree that the frustration of previous job would influence their decision. 42.75% strongly disagree or disagree that they have/had a friend/family member as a role model, the 30.59% also disagree that they would start own business /run it for better social status, whereas 39.22% agree that the decision for own business was influenced by better social status.

There are significant statistical differences among the young women that already started their own business and those that did not yet in the responses to the question if their entrepreneurship is/was motivated by the job security. Among those who are not entrepreneurs yet, 49.71% agree and 25.14% strongly agree that they would start their own business to provide job security. Among those who are already entrepreneurs, 30.48% agree and 10.97% strongly agree with the statement that they started their own business to provide job security. Disagreement with the statement is much higher among those who already are entrepreneurs (34.15% vs. 10.29%).

Figure 8: Autonomy



Source: Own calculations:

ANOVA shows statistical differences among the two groups – those, who are already entrepreneurs and those who are not in the motivation to start-up their own business. 42% of those, who did not start their own business disagree or strongly disagree with the statement

that the better social status would be motivational aspects in starting their own business and 52% do agree or strongly agree that it would. Among entrepreneurs 37% disagree or strongly disagree and 16% agree or strongly agree that the better social status was one of the motivational factors in setting up their own business.

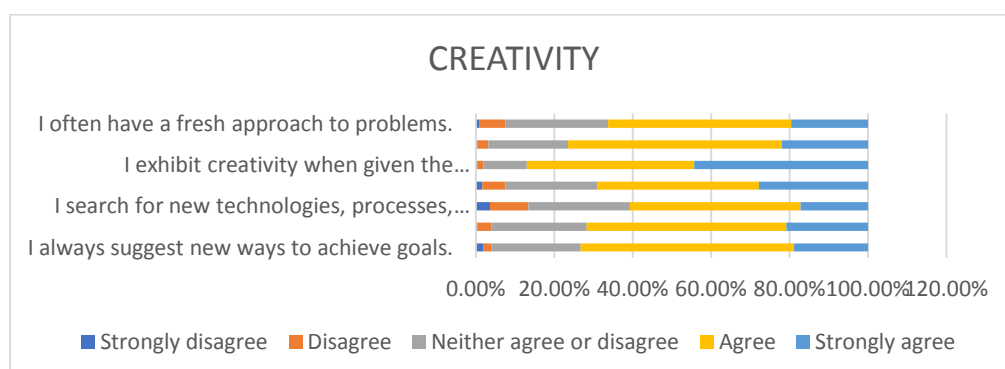
The significant differences in responses between entrepreneurs and non-entrepreneurs are also by the statement about the role models in the family or among friends. 37.14% those who are not entrepreneurs yet disagree with the role models and 41.71% do agree or strongly agree. The percentage among entrepreneurs who agree or strongly agree is much lower 13.71%.

### CREATIVITY AND INDIVIDUAL INOVATIVENESS

The respondents self-evaluated their creativity and innovativeness. The creativity plays much more crucial role as innovativeness among young women. As observed in Table 5, the respondents agree or strongly agree that they do exhibit creativity when is given opportunity in 87.06% and only 1.96% strongly disagree/disagree with the given statement. 76.57% strongly agree or agree that they come up with creative solutions to problems, 73.33% always suggest new ways to achieve goals, 71.76% come up with new and practical ideas, 69.02% see themselves as a good source of creative ideas and 66% often have a free approach to problems.

There is only one statement that exhibits significant statistical differences among entrepreneurs and non-entrepreneurs. 86.58% of entrepreneurs agree or strongly agree that they are good source of creative ideas and only 2.4% disagree with the statement. Among non-entrepreneurs those who agree/strongly agree are 61.14% and those who disagree is 9.71%. However, 29.14% of those who does not run the business were undecided (neither agreed nor not agreed).

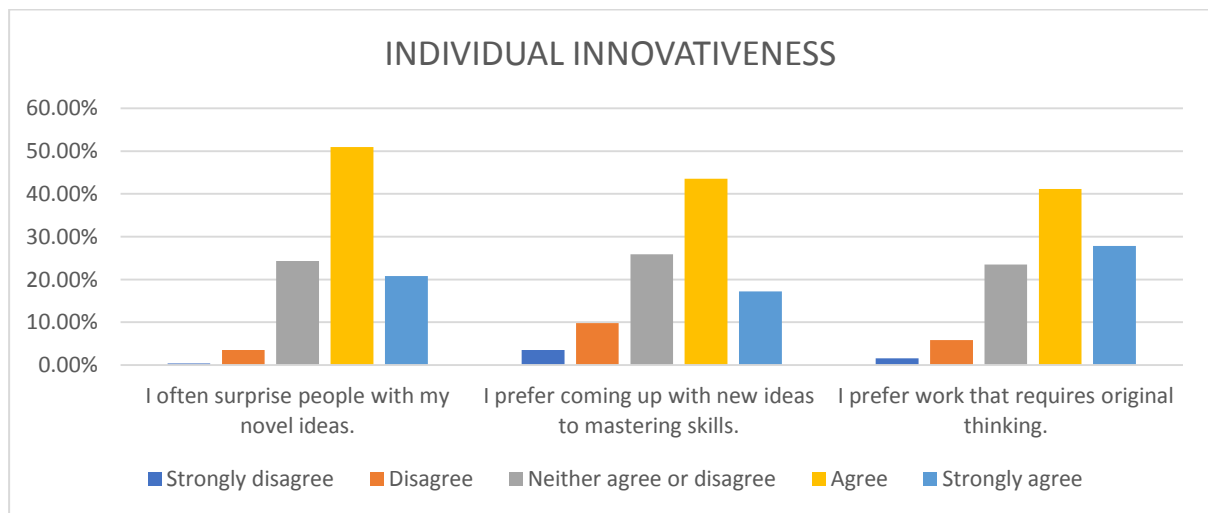
Figure 9: Creativity



Source: Own calculations

71.76% of respondents agree or strongly agree that they often surprise people with their novel ideas and in 69.02% they prefer work that requires original thinking and in 60.78% they prefer coming up with new ideas to mastering the skills.

Figure 10: Innovativeness



Source: Own calculations:

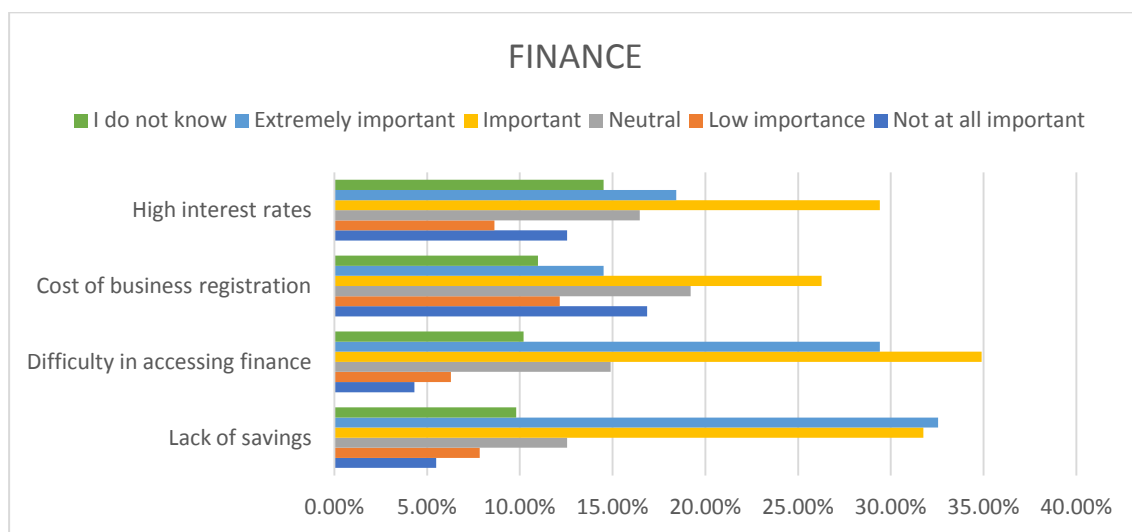
## **BARRIERS**

The following barriers of young women entrepreneurs and non-entrepreneurs were analysed: finance, competencies, risks and other outside factors; macroeconomy and policy.

### **FINANCE**

The respondents were asked on the Likert scale, how important are/were the finances as barriers for them personally. Lack of savings and difficulty in accessing finance were important or extremely important for 64.31% respondents, high interest rates marked as important or extremely important by 47.84 % of respondents. 40.78% rate as important or extremely important also the cost of business registration.

Figure 11: Finance



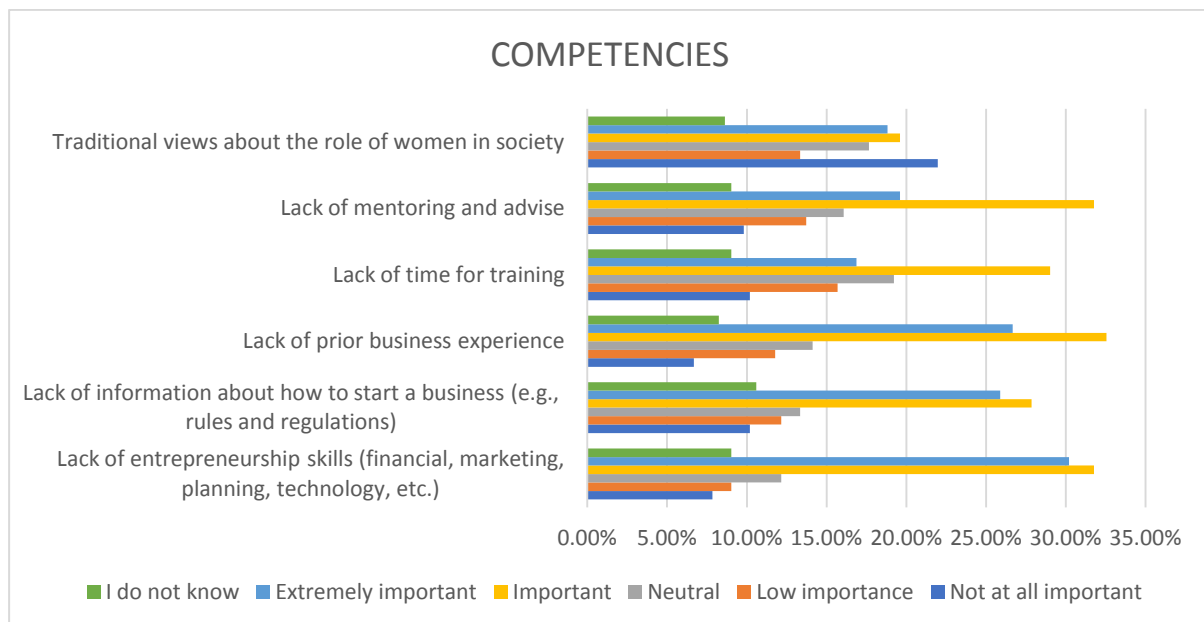
Source: Own calculations

By the statements about the financial barriers, there were significant differences between the entrepreneurs and non-entrepreneurs. The lack of savings is extremely important or important by 61% non-entrepreneurs and 62% entrepreneurs. Only 5% of non-entrepreneurs respondents that the lack of savings is not at all important and 34% of entrepreneurs. For 18.29% entrepreneurs and only 6.86% non-entrepreneurs is the access to finance not important or not important at all and for 69% non-entrepreneurs and 53% entrepreneurs it is important or extremely important. For 62.19% entrepreneurs and only 13.71% non-entrepreneurs are costs of business registration not important or not at all important. For 50.86% of non and 18.29% entrepreneurs are important or extremely important. 57.14% non-entrepreneurs and 28.04% entrepreneurs rated as important or extremely important the high interests' rates and 8% non-entrepreneurs and 48.78% entrepreneurs as not important or extremely unimportant.

## COMPETENCES

How important were the lack of competencies for starting or running own business respondents was measured on the scale from not at all important (1) to extremely important (5) and for those, who could not decide there was option to answer with "I do not know". 61.96% respondents rated as important or extremely important the lack of entrepreneurial skills (financial, marketing, planning, technology etc.) and 59.22% lack of prior business experience, 63.73% lack of information about how to start a business (e.g. rules and regulations), 51.37% lack of mentoring and advise and 45.88% lack of time for training. Only 38.43% respondents see the traditional views about the role of women in society as important or extremely important and 35.29% as not at all important or low importance.

Figure 12: Competences



Source: Own calculations

By competencies there are significant differences between non-entrepreneurs and entrepreneurs as shown in the table below. Lack of entrepreneurship skills (financial, marketing, planning, technology etc.) is extremely important and important for 64% of non-entrepreneurs and 56% of entrepreneurs. However, for 13% of non-entrepreneurs it is not at all important or low important. Lack of information on how to start a business (rules, regulations etc.) is extremely important and important for 57% of non-entrepreneurs and 46% of entrepreneurs. Low importance/not important at all is the lack of information for 15% of non-entrepreneurs

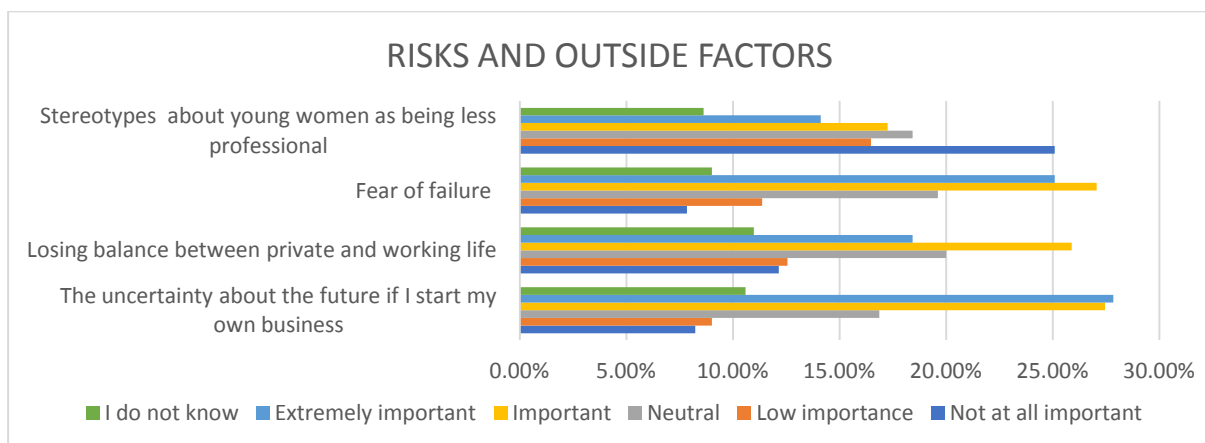


and almost 39% of entrepreneurs. Lack of prior business experiences is not important or has low importance for 12% of non-entrepreneurs and 33% of entrepreneurs and is extremely important and important for 62% of non-entrepreneurs and 54% of entrepreneurs. Lack of time for training has low importance or is not important at all for 17% of non-entrepreneurs and 44% entrepreneurs, but is important or extremely important for 52% of non-entrepreneurs and 32% of entrepreneurs. Lack of mentoring and advice is seen as important and extremely important by 54% non and 44% entrepreneurs and has low importance by 16% of non- and 41% of entrepreneurs. Traditional role about the women in society represent the barrier for 43% non-entrepreneurs and 30% of entrepreneurs and has low importance for 27% of non and 55% of entrepreneurs. Between 11% to 14% of non-entrepreneurs and 1% to 2% entrepreneurs responded to the statements with „I do not know“.

### RISKS AND OTHER OUTSIDE FACTORS

Among the risks and other outside factors, the respondents rated in 55.29% as important or extremely important the uncertainty about the future if they start their own business, although 52.16% of respondents see as important or extremely important also the fear of failure, the 19.22% or them rated fear of failure as not at all important or as risk with low importance. 41.57% respondents rated as not at all important or low importance the stereotypes about young women as being less professional, whereas 31.37% rated it as important or extremely important barrier for starting own business and 41.57% as not at all important or low importance. Although 44.31% of respondents do not see as important or extremely important the losing balance between private and working life, 24.71% rated it as not at all important or low importance. The data can be observed in the Table 9 and in the Figure 10 below.

Figure 13: Risks and other outside factors



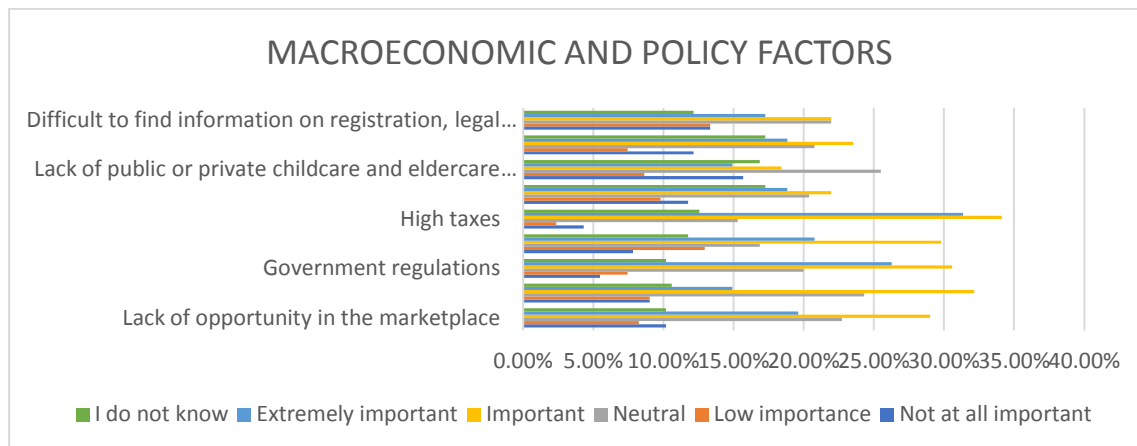
Source: Own calculations

Within risk and outside factors, the differences between the entrepreneurs and non-entrepreneurs exists only by two statements: work-life balance and the stereotypes. The 47% of non-entrepreneurs and 38% of entrepreneurs see as extremely important and important the threat to lose the balance between private and working life and only 18% non and 38% entrepreneurs as low important or not important at all. The stereotypes about young women as being less professional as men is rated as important or extremely important by 37% of non and 18% entrepreneurs and is not important at all or has low importance by 34% non and 60% entrepreneurs.

#### **MACROECONOMIC AND POLICY FACTORS**

Among the macroeconomic and policy factors were high taxes marked as important or extremely important in 65.49% and only 6.67% rated it as not at all important or with low importance. Over 50% of respondents rated it as important or extremely important the government regulations and red tape (such as lengthy and costly bureaucracy procedures and standards to be met before running a business. 48.63% rated as important or extremely important the lack of opportunity in the market place and 47.06% rated weak economic environment as important or extremely important. Although 40.78% rated as extremely important or important the high corruption, 21.57% see high corruption as not at all important or give it the low importance. The insufficient maternity leave provisions is extremely important or important for 42.35% respondents and lack of public and private childcare and eldercare services for 33.33% respondents. However, the difficulties related to find information on registration, legal and start-up requirements is important only for 39.22% respondents, whereas 26.67% respondents see as not at all important and low importance.

Figure 14: Macroeconomic and policy factors



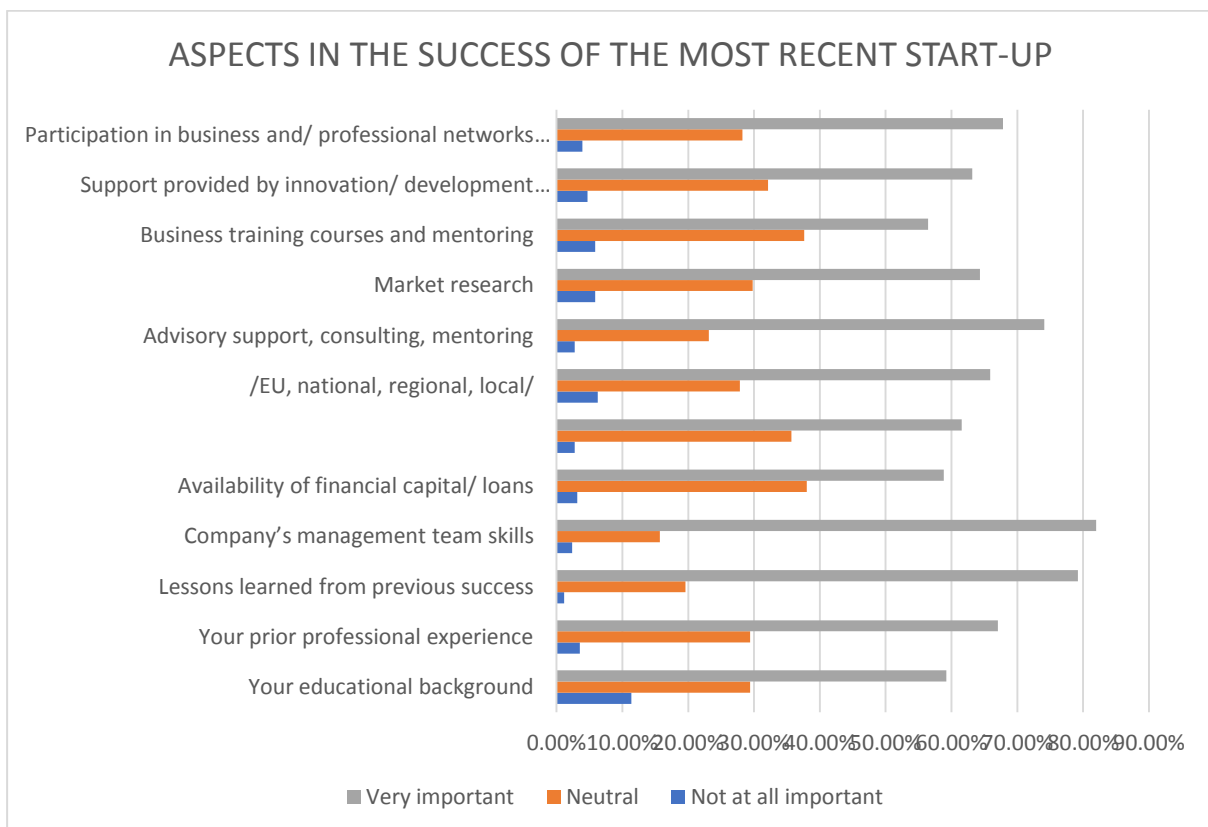
Source: Own calculations

In macroeconomic factors, in 8 out of 9 statements there are significant differences between the non and entrepreneurs. For 53% of non and 40% of entrepreneurs the lack of opportunity in the marketplace is extremely important or important. The lack of opportunity is not important for 11% non and 33% entrepreneurs. The weak economic environment is important for 54% non and 32% entrepreneurs and is not important at all or not important for 12% non and 32% entrepreneurs. Government regulations are important or extremely important for 59% non and 50% entrepreneurs and not important or not important at all for 8% non and 24% entrepreneurs. The red tape (such as lengthy and costly bureaucracy procedures and standards to be met before running a business) is important for 57% of non and 35% of entrepreneurs and not important at all or with low importance for 12% non and 40% entrepreneurs. High corruption is important or extremely important for 47% non and 26% entrepreneurs and not important at all or with low importance for 15% non and 35% entrepreneurs. Lack of public or private childcare and eldercare services is important or extremely important for 40% non and 19% entrepreneurs and not important or not important at all for 15% non and 45% entrepreneurs. Insufficient maternity leave provision is important or extremely important for 48% non and 29% entrepreneurs and is not important at all or with low importance for 13% non and 35% entrepreneurs. Difficulties to find info on registration, legal and start-up requirements is important for 46% of non and 23% entrepreneurs and not important or with low importance for 16% non and 50% entrepreneurs. By all statements between 35% and 50% rated the barriers as neutral and between 13% - 23% non-entrepreneurs rated it as unknown factor. The percentage is much lower by those who are already engaged in business (2% - 13%).

**SUPPORTING ENVIRONMENT**

The supporting environment in terms of education and training represent important aspects in the success of respondents in their recent start-ups. The highest importance was given to the company's management team skills (81.96%), lessons learned from previous success (79.22%), participation in business and professional networks and clusters (67.84%) and prior professional experience (67.06%). Business training courses and mentoring was rated as very important by 56.47% although the advisory support, consulting, mentoring was rated as very important by 74.12%.

Figure 15: Aspects in the success of the most recent start-ups



Source: Own calculations

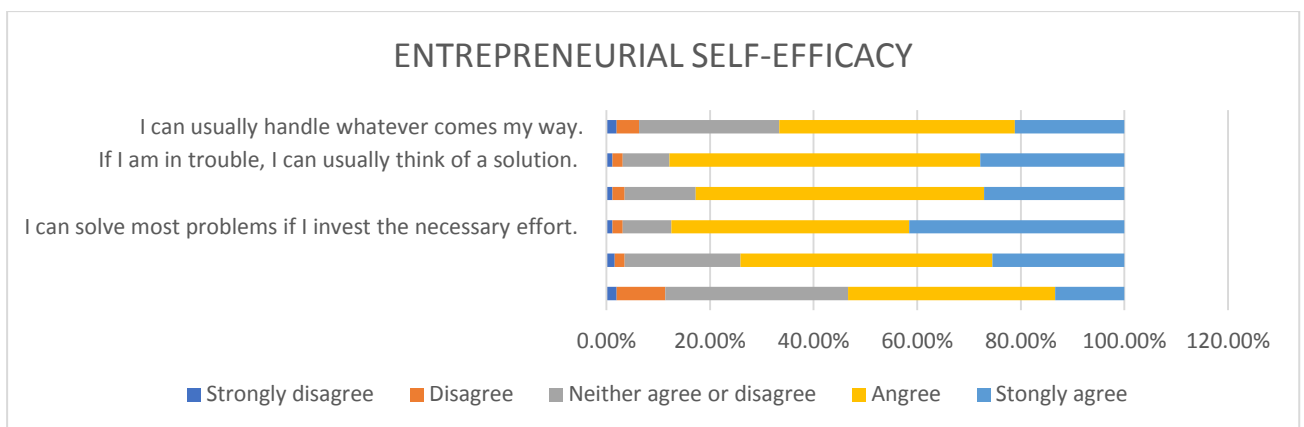
Only by two statements there are significant differences between the non- and entrepreneurs. 70% non- and 38% entrepreneurs rated as very important the educational background as important aspect in the success of entrepreneurial attempt. 23% non- and 41% entrepreneurs see the educational background as neutral and 7% non- and 21% entrepreneurs as not

important at all. 83% of non- and 79% of entrepreneurs rated the company's management team skills as very important. In both groups only 2% rated it as not at all important.

### **ENTREPRENEURIAL SELF-EFFICACY**

As it can be observed in the Figure 13 and Table 12 below, 87.84% of respondents rated on Likert scale (1 - strongly disagree to 5 - strongly agree) as agree or strongly agree that they can usually think of a solution if they are in trouble and 87.45% to solve most problems if they invest the necessary effort and even more, 82.75% can usually find several solutions if they are confronted with a problem. Less agreeable were respondents on the question about their resourcefulness, based on which they know how to handle unforeseen situations: 74.12% respondents rated it with agree or strongly agree and only 3.53 with not agree at all. There are no significant differences between both groups: non- and entrepreneurs.

Figure 16: Entrepreneurial self-efficacy



Source: Own calculations

## **CULTURE OR NORMATIVE PROFILE AND SOCIAL SUPPORT**

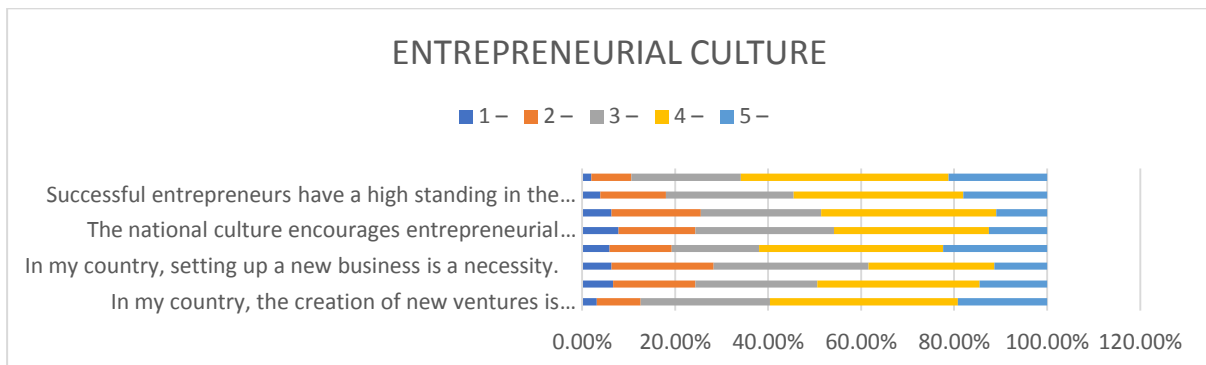
### **CULTURAL FRAMEWORK AND SOCIAL NORMS**

The respondents were asked to rate the statements on Likart scale (1 - strongly disagree to 5 - strongly agree), related to the entrepreneurial culture.

65.88% of respondents agree/strongly agree that most people think of entrepreneurs as competent, resourceful individuals and 61.96% that the national culture encourages creativity and innovativeness (19.22% does not agree or strongly disagree with the statement). Among

respondents 59.61% strongly agree/agree that in Slovenia is the creation of new ventures considered as an appropriate way to become rich/wealthy (12.55% rated it with strong disagreement/disagreement). 54.51% respondents agree or strongly agree that the successful entrepreneurs have a high standing in the community and are respected (18.04% do not agree/strongly disagree). More differences can be observed also by the statement that the national culture is highly supportive of individual success achieved through own personal efforts (49.41% agreement vs. 24.31% disagreement and 26.27% neither nor). 48.63% of respondents agree/strongly agree with the statement that becoming an entrepreneur is a desirable career choice is viewed by most people (and 25.49% do not agree). 45.88% of respondents agree/strongly agree with the statement that the national culture encourages entrepreneurial risk-taking (24.31% do not). 38.43 % agree with the statement that the setting up a new business is a necessity (and 28.24% do not).

Figure 17: Entrepreneurial culture



Source: Own calculations

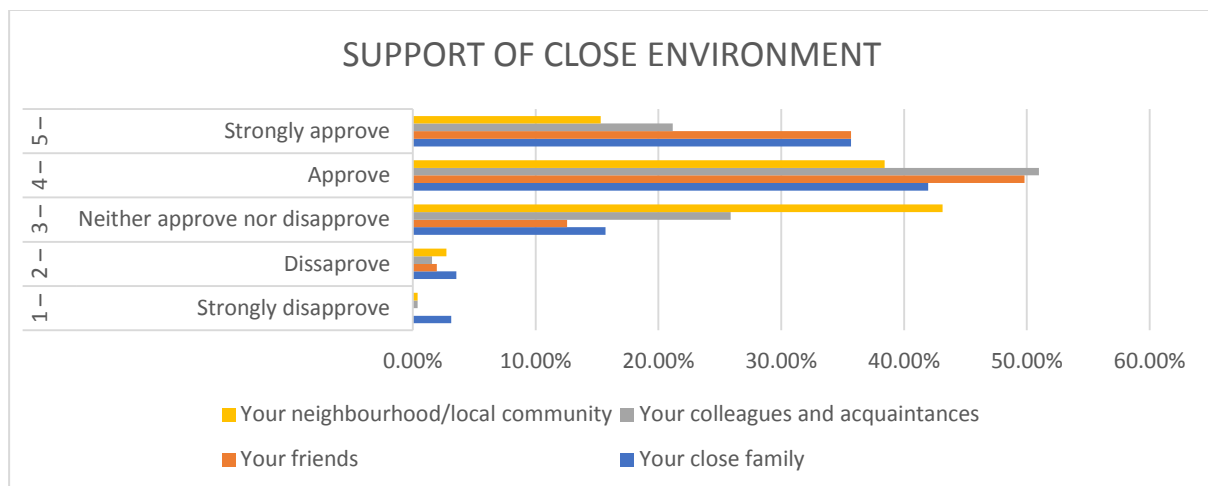
By five out of 8 statements the differences between both groups: non- and entrepreneurs do exists. 79% of respondents (43% not entrepreneurs and 37% entrepreneurs) agree and 34% strongly agree (23% not entrepreneurs and 11% entrepreneurs) with the statement that in Slovenia the creation of new ventures is considered to be an appropriate way to become rich/wealthy. 21% does not agree and only 10% strongly disagree (of which 1% goes to the non-entrepreneurs). 57% of respondents neither agree or disagree with the statement. 56% of non-entrepreneurs and 37% of entrepreneurs agree or strongly agree that the Slovenian culture is highly supportive of individual success achieved through own personal efforts. However, 15% of non-entrepreneurs and 44% of entrepreneurs disagree with the statement. 68% of non-entrepreneurs and 49% entrepreneurs agree or strongly agree that the Slovenian culture encourages creativity and innovation and 15% of non-entrepreneurs and 28% of entrepreneurs disagree with the statement. 55% of non-entrepreneurs and 35% entrepreneurs agree or strongly agree that the most people view becoming an entrepreneur as a desirable career choice.

20% of non-entrepreneurs and 37% of entrepreneurs disagree with the statement. 70% of non-entrepreneurs agree or strongly agree that the most people think of entrepreneurs as competent, resourceful individuals and only 7% disagree with the statement. Among entrepreneurs 58 agree or strongly agree with the statement and 18 % disagree with it.

### SUPPORT OF CLOSER ENVIRONMENT

As can be observed in the Fig. 15 and Table 14, the respondents received the following support of their environment: 77.65% agree/strongly agree that they received or would receive the support of close family, but even more of their friends 85.49%, less of colleagues and acquaintances (72.16%) and 53.73% of the neighbourhood/local community.

Figure 18: Support of close environment



Source: Own calculations

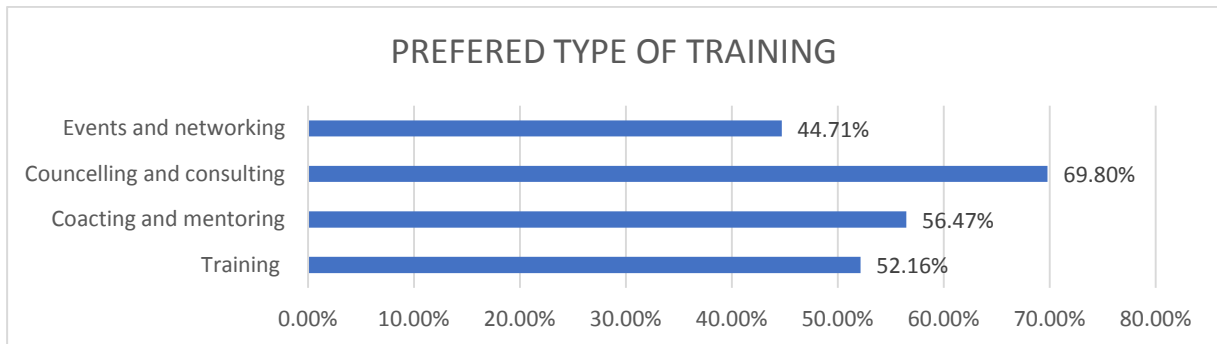
### *Differences between both groups*

61% non-entrepreneurs and only 39% entrepreneurs responded that their neighbourhood/local community strongly approve or approve their decision to create a company. By other three statements, there were no significant differences.

### TRAINING NEEDS

As can be observed in the Fig. 16/Table 15, the preferred type of training, counselling and consulting (69.80%), coaching and mentoring (56.74), training (52.16%) and events and networking (44.71%). The preferred hours/week varied from one hour to 35 hours or more and of those, who decide to fill in the data for weeks - from 2 weeks to 6 weeks.

Figure 19: Preferred type of training

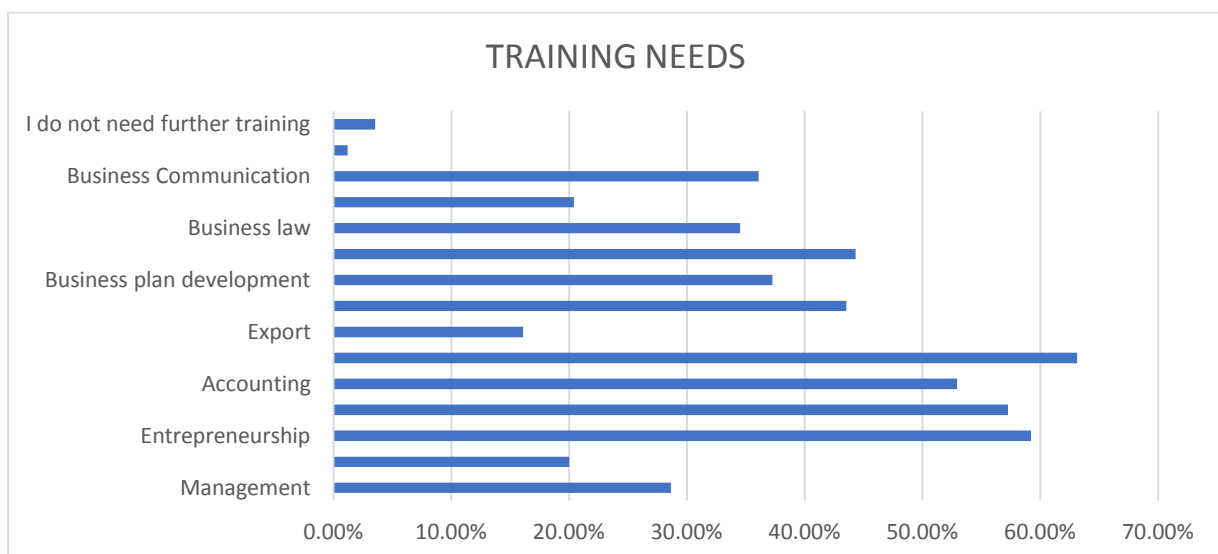


Source: Own calculations

The responses of both groups differ by the question of preferable type of support: by non-entrepreneurs 50% rated for coaching and mentoring and by entrepreneurs 71% prefers it.

According to Fig. 17/Table 16, the highest training needs are in Marketing (63.14%), Entrepreneurship (59.22%), Finance and budgeting (57.25%), Accounting (52.94) and much less in Management (26.63%). 3.53% do not need further training. Additional proposals were received for training in Personal growth, Storytelling, Rhetoric, Writing, Coping with Stress and Negotiations.

Figure 20: Training needs



Source: Own calculations



Only 8 out of 80 entrepreneurs and 43 out of 175 non-entrepreneurs stated that they would need additional knowledge in human resource management. Only 74 non-entrepreneurs (of 175) and 19 (of 80) would need additional knowledge in business communication. By all other subjects there are no significant differences between both groups: entrepreneurs and non-entrepreneurs.

### **CONCLUSIONS**

The survey highlights the motivational drivers of being or becoming an entrepreneur among the Slovenian young women, aged 15 – 34. The provision of employment and earning a reasonable living is the strong driver, although it is not seen as job security providers among those who are already entrepreneurs but opposite in group of those who are not entrepreneurs. The autonomy, especially in terms of being own boss, to realise own dreams and have a flexible job and capitalise on own business idea are highlighted by both groups. Better social status reached higher agreement among those who are not entrepreneurs yet. Less than 14% of entrepreneurs did have a role model among their relatives or friends. The creativity plays much more crucial role as innovativeness among young women. More than three quarters of young women entrepreneurs see them as source of creative ideas, less the non-entrepreneurs.

Among the barriers the finance, competencies, risks and other outside factors were analysed, including macro-economy and policy.

Among financial barriers the highest agreement among respondents was for the lack of savings, less for the high interest rates. Although there are no registration fees, 50.86% of non-entrepreneurs rated it as extremely important. For 48.78% of entrepreneurs the high interests' rates were rated as unimportant.

The lack of competences plays crucial role in setting up and running own business, among those the lack of entrepreneurial skills (financial, marketing, planning, technology etc.) as well the lack of prior business experiences, lack of info how to start a business (rules and regulations), lack of mentoring and advise was rated as extremely important or important by more than half of all respondents. The lack of time for training, as expected, is more prominent among young women entrepreneurs. The traditional role about the women in society represent the barrier for 43% non-entrepreneurs and 30% of entrepreneurs.

Among the risks and other outside factors that influence setting up or running own business, more than half of respondents rated as important or extremely important the uncertainty about the future as well as the fear of failure. Between both groups – entrepreneurs and non-entrepreneurs the differences were observed by work-life balance, which is more important for non-entrepreneurs and the stereotypes about young women as being less professional as men

was rated as important or extremely important by 37% of non-entrepreneurs and only 18% entrepreneurs.

The macroeconomic and policy factors exhibit in responses significant differences between young women entrepreneurs and non-entrepreneurs, where less entrepreneurs rated it as important or extremely important. By all statements between 35% and 50% rated the barriers as neutral and between 13% - 23% non-entrepreneurs rated it as unknown factor. However, more than 50% of all respondents rated as important or extremely important the high taxes, government regulations and red tape (such as lengthy and costly bureaucracy procedures and standards to be met before running a business). The high corruption is seen as not important or not important at all for 21.57% of entrepreneurs. The difficulties related to find information on registration, legal and start-up requirements is important only for 39.22% respondents, whereas 26.67% respondents see it as not at all important or with low importance.

The supporting environment in terms of education and training represent important aspects in the success of respondents in their recent start-ups. The highest importance was given to the company's management team skills (81.96%), lessons learned from previous success (79.22%), participation in business and professional networks and clusters (67.84%) and prior professional experience (67.06%). Business training courses and mentoring was rated as very important by 56.47% although the advisory support, consulting, mentoring was rated as very important by 74.12%. Differences between groups show that non-entrepreneurs rated as highly important the educational background (70%).

The most respondents rated them as self-efficient (above 70% agreement with the statements) regardless their entrepreneurial status.

The results show that in the framework of cultural and social norms there are significant differences among young women entrepreneurs and non-entrepreneurs. More non-entrepreneurs agree with the statement that in Slovenia is creation of new ventures considered an appropriate way to become reach and that the Slovenian culture is highly supportive of individual success achieved through own personal efforts and that it encourages creativity and innovation and that the most people see an entrepreneur as competent, resourceful individuals.

The highest support in creating the company is given by the friends (85.49%), family (77.65%), colleagues (72.16%) and only 53.73% by neighbourhood/local community (61% non-entrepreneurs and 39% entrepreneurs).

The preferred type of training would be counselling and consulting (69.80%), coaching and mentoring (56.74), training (52.16%) and events and networking (44.71%). The responses of

both groups differ by the question of preferable type of support: by non-entrepreneurs 50% rated for coaching and mentoring and by entrepreneurs 71% prefers it.

The preferred hours/week varied from one hour to 35 hours or more and of those, who decide to fill in the data for weeks - from 2 weeks to 6 weeks.

The highest training needs are in Marketing (63.14%), Entrepreneurship (59.22%), Finance and budgeting (57.25%), Accounting (52.94) and much less in Management (26.63%). 3.53% do not need further training. Additional proposals were received for training in Personal growth, Storytelling, Rhetoric, Writing, Coping with Stress and Negotiations.

The differences between both groups are observable only by two statements: more non-entrepreneurs would need additional knowledge in human resource management (42% vs. 10%) and only 23% entrepreneurs and 24% non-entrepreneurs would need additional knowledge in business communication.

## 1. Characteristics of youth female entrepreneurship

MRA team conducted eight interviews with relevant stakeholders. Below is the list with the type of stakeholder reached.

Table 13: List of interviews conducted

Name and Surname	Institution / Company	Date of the Interview	Place of the interview	Type of stakeholder
Miša Osterc	Ministry of Economic Development and Technology	24.8.2018	Maribor	National Authority
Marta Turk	Community of Slovenian Women Entrepreneurs	10.9.2018	Maribor	Regional/National/International NGO Representative
Vida Perko	Regional Board of Business Women and Women	11.9.2018	Maribor	Business Support Organisation

	Entrepreneurs by Chamber of commerce and industry of Štajerska			Representative
Karin Širec	Faculty of Economics and Business of the University of Maribor	12.9.2018	Maribor	Educational System Representative
Mojca Skalar Komljanc	SPIRIT Slovenia - Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology	14.9.2018	Celje	Business Support Organization Representative
Lidija Jerkič	The Association of Free Trade Unions of Slovenia	18.9.2018	Ljubljana	Labour Union Representative
Metka Cerar	Employment Service of Slovenia	2.10.2018	Ljubljana	Employment Services Representative
Maruša Gortnar	Ministry of Labour, Family, Social Affairs and Equal Opportunities	2.10.2018	Ljubljana	National Authority

## 5.1 General characteristics

### Overview

The entrepreneurship in Slovenia as the result of the socio-political changes in the early stage was considered as a solution for self-employment, and the image of an entrepreneur in that period was rather negative. The mind-set in Slovenia has been inherited from the previous system and it was connected to understanding the ownership of the economic resources. The privatization of public companies on one side and collapsing of bigger companies with increased unemployment, on the other, initiated the process of setting up micro companies and generating self-employment in large numbers. However the percentage of women starting the company was very low. Even after 28 years of Slovenian independence, women represent less than one third (27 %) of owners in micro companies. Although the self-employment is anticipated as (at least) short term solution it also increases precarious work to replace employment as most of the business idea are not survival worthy. Mostly, women who want to become self-employed are the ones that want to have economic freedom, independency and time-control. But even those with a degree in economics are lacking certain skills and knowledge to be entrepreneurs.

Even if you get them experienced lecturers, who give their personal experience, the students usually start understanding what they learned only when they start implementing business in practice.

The support to start-up companies as well as mature ones is organised throughout the country and is supported by the national agency SPIRIT Slovenia and SIOs (Subjects of Innovative Environment that are providing services for companies) and SPOTs (One-stop-shops for set-up the business). There is a wide support through the "traditional instruments" such as technology parks, business incubators, coworking spaces etc. (facility and service provision) as well as different modes of co-financing the businesses (from grants, loans, subsidies). None of mentioned instruments is dedicated solely to women entrepreneurship. Although some policy makers claim that the entrepreneurship is female, they do not see justification to stimulate the women in public calls (e.g. to give them additional points or to launch the calls only for women entrepreneurs).

There is a strange paradox of having too much public support, which makes entrepreneurs dependent on support systems instead of actively involve themselves in their growth. There is also a lot of support for start-ups, (technological, innovative, with global potential), local support for starting self-employment, but almost no incentives for growth of micro companies and generating new jobs. The proposed suggestion is, to finance the creation of a new job – for digital marketing of the company. Among other things, this would modernize the working relationships and there could be more work done from home, which would also have positive impact on the situation for women, who could juggle between their career and family obligations at the same time.

In Slovenia the entrepreneurial way of thinking is not present in most university courses, and is almost non present in elementary or secondary education, although some such knowledge is gained in vocational education. Even though women have on average a higher education level, they face numerous other obstacles as well: it is more difficult for them to find a job, they are less often self-employed, and they occupy lower positions of employment, and often have fewer career opportunities than men. In Slovenia, women have become increasingly prevalent in tertiary education, their number continues to exceed that of men with the same education level. Despite these facts, their status in the labour market is weaker than that of men, which is particularly evident for young women with a high educational level. The biggest difficulty is the difference in the unemployment rates of women and men, particularly young first-time job seekers with a high educational level. This gap shows that it is far more difficult for young women with tertiary education to enter the labour market than it is for young men. The promotion of the employment of women from this group therefor remains at the forefront of Slovenian policy makers.

#### Availability of data

The GEM annually prepares a national level study; however, it is not specifically focused on women. It observes many entrepreneurship characteristics, among other activities of target groups and follows new businesses and reasons for closing them down and enables the comparison within the international context. There is a possibility that the data would be collected also by the business support organisation such as Chamber of Commerce and Industry,

Chamber of Crafts and Small Businesses, Investors and Banks etc. The Slovenian GEM team exchange data also with Slovenian Statistical Office and the business registry as well as cooperate with Bisnode.

Institute META is conducting researches in this field and there are also some researchers at faculties, but they use various sources, therefore there are some very contradicting researches as to what the needs of women entrepreneurs are. The national business registry (AJ PES) has data on companies, with no special emphasize on the gender of the founders. For some time SURS was keeping the record because of OECD. However, what is really needed is following the conditions in which women entrepreneurs are working, measuring their financial participation in the local and regional economy, including their share in exportation, their role as employer etc. (you need a qualitative analyses in addition to the quantitative one).

#### Good practices

The Ministry of Labor, Family and Social Affairs, in cooperation with the SPIRIT Agency, has begun to fund the training program for unemployed women with tertiary education for entrepreneurship. The program envisaged 100 hours of training in the form of modular workshops. As early as the first year, the program was concluded by 500 women who established the company within 3 months of the program's completion, and after the establishment they also received a subsidy of EUR 5000 for self-employment. In 2018, data from the Employment Service confirm that this is the most successful active employment policy program, as 85% of women from the first generation are still active female entrepreneurs. With the generation in the year 2018 more than 1500 women started their business under the same program. The training is organised by The Institute for development of family enterprises META, which is active since 2001 and is specialized for mentoring and networking SMEs internationally and it is trying to develop platforms to connect local clubs and networks at least for big events, to capitalize on networking. Next step should be focusing on most potential women in business to enable their growth, with financial support for investments and internationalization, so they can create new jobs. The challenges to be overcome are specific for women – they are taking lesser risks, are taking lower loans, their ideas generate less profits but have more of a family value and are solving issues in the society. The Ministry of Labor, Family, Social affairs and equal opportunities has a program for youth, that offers mentorship and certification, the program is co-financed by the EU. It is very similar to the program for women entrepreneurship, but it is for youth in general. The women, which are not of the youth target group usually need longer to change the mindset and need more skills in digital marketing.

Young people, compared with the generation of middle-age entrepreneurs, have significantly better conditions for establishing a company, especially because of their knowledge of social networks and the Internet, as this is becoming the main tool for modern marketing and sales. Markets are open to this, and this allows faster growth of new businesses. Currently, the program is Young Entrepreneurs (East and West Slovenia) program for young people, which envisages setting up at least 800 new companies in 2018. Founders will receive 5000 EUR subsidy.

Within the region of Podravje the Regional Board of Business Women and Women Entrepreneurs is active in promotion of women entrepreneurs. It was established in 2012 with

the name PERLE (pearls), as they feel each member represents a unique jewel in a string of pearls forming a necklace. The board consists of over 100 members and has monthly meetings which encourage networking and offer support and exchange of experiences and good practices among business women. The board is also organizing annual Women Conferences. Such an organization covers the basic need of the development region, which is to form a strong entity that would unite all stakeholders of women in business. With such an organization it is possible to develop the potential of women in business to the fullest.

Young entrepreneurs are also supported through the regional development agencies and the measure supported by the Ministry of Economic Development and Technology "Entrepreneurial into entrepreneurship world", which is training and mentoring scheme for would be young (under 35) entrepreneurs, who wish to take charge of their professional future. The training includes among others the preparation of business plan, marketing strategy, development of own product/services. Mentoring and coaching with internal experts and external business consultants, networking with companies etc. is part of the scheme.

There are also active promoters of women entrepreneurship (such as Nefiks), but are not directly connected to ministry's/department's activities, therefore further data should be found elsewhere. Within the local communities there are examples, such as Coworking spaces, who support pooling competences and the local community can effect two very important issues – child care and care for elderly, as those two areas can strongly influence the decision of women to be entrepreneurs. Most differences between genders still originate from the organization of family life (as women usually start careers and build families at the same time).

## ***5.2 Results of the interview with young women entrepreneurs***

In this subchapter the results of the interview with three young business women are presented in form of typical biographies.

**NASTJA VERDNIK - YOUNG  
SLOVENIAN WOMAN  
ENTREPRENEUR**

**"HOV - HOV" - First dog bakery in  
Slovenia**

Nastja Verdnik (1987) is an owner of the first dog bakery in Slovenia »HOV - HOV«, where they bake healthy and natural pet food. The biggest



advantage is that they use healthy ingredients, they are innovative, flexible and they follow the needs of the market. That is the main reason they have also been preserved throughout this time. They also have goals and ideas for the future.

Photo by Nastja Verdnik



Nastja Verdnik started in 2013 and now she has two stores in Slovenia - in Maribor as well as in Ljubljana, and franchises in Zagreb, Belgrade and Bratislava, and at the same time, her company cooperates with major distributors across Europe. Currently

she has 2 long-term employees and 6 students and in times of higher production in the company, additional 3 to 4 persons.

"Work with heart and love what you do. Because when problems arise, you will be able to solve them more easily", says Nastja.

<https://www.pasjapekarna.com/>

The story started when Nastja's puppy ate dog food and had problems. First, she was preparing healthy things for him. As she could not find the job, she took the opportunity and participated in the entrepreneurship program »Entrepreneurially in the business world«, conducted by Maribor Development Agency, and gain the insights in the entrepreneurial world. The major turning point was the store she opened after the finishing the course. In the beginning, she wanted only to take care about herself and her mother, but having employed other people was a necessity but is also big responsibility. Although she started her business blindly, she successfully overcome the legislative (lack of regulation for dog cookies) as well as financial obstacles. "The state could ease the start-ups, especially in the first two-years, when they are not able to present good financial results and have to focus on products development", concludes Nastja, the proud Slovenian young women entrepreneur.

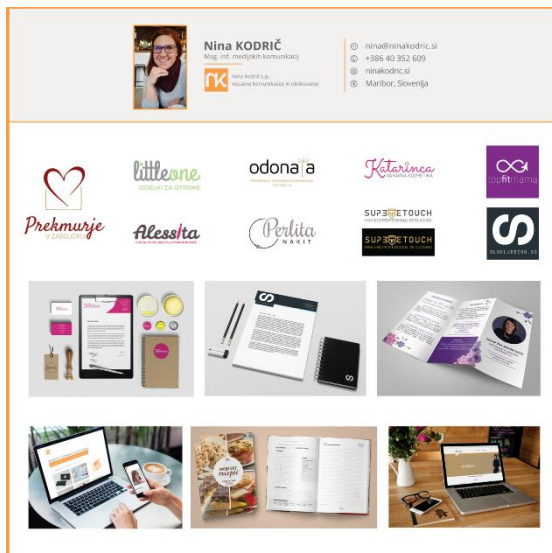
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## **NINA KODRIČ - YOUNG SLOVENIAN WOMAN ENTREPRENEUR**

### **GRAPHIC DESIGNER AND ADMIRER OF BEAUTIFUL THINGS**

"Just be brave and MAKE the first step!"





Nina Kodrič (1990) is a graphic designer and admirer of beautiful things. She has a Masters' Degree in the field of Media Communication. She dedicates herself to her work and incorporates her expertise with a bit of her own uniqueness into the products and projects she is dealing with. With creativity, simplicity and joy, she makes sure your idea sees the light of day. She has her own company from January 2018.

<https://ninakodric.si/>

**Photo by Nina Kodrič**

During her master studies at the Faculty for Electrical Engineering in Maribor, where she studied graphic design, she took part in the programme "Entrepreneurship is female". In the programme, organised by Community of Slovenian Business Women (<https://skupnost-podjetnic.si/>), Spirit Slovenia (<http://www.spiritslovenia.si/>), Chamber of Commerce Slovenia (<https://www.gzs.si/>) and other partners, she not only got an insight into what it means to be an entrepreneur, but received all the necessary info, as well as skills during the mentoring scheme and workshops. She received more than 100 hours of educational program on different topics (registration process and different legal forms of businesses, accounting and taxes, law, branding and promotion, self-value, pricing of products and services, importance of networking etc.). The final decision to become an entrepreneur came as she was bound with the contract with the Employment Service of Slovenia, where she received a subsidy of 5.000,00 EUR to start her own company. She said to herself: "I will take advantage of these two years and do my best to succeed." As she says, it was also important to have the support of other female entrepreneurs' network Community of Slovenian Business Women in which the members were already running their own business and could help with the advice if something would not go as planned. She has also a great support of the grandfather, who was also entrepreneur for many years. His advice was that with good will and courage a man can overcome any obstacles. And she tries to keep that in mind every day, when she works at home, trying to reach her clients through the webpage and also social media. Her engagement, dedication and pleased customers make her life as graphic designer meaningful.

## KATARINA UTROŠA - YOUNG SLOVENIAN WOMEN ENTREPRENEUR

### KATARINCA - NATURAL COSMETICS

#### FOR THE ENTREPRENEURSHIP THE COURAGE IS NEEDED



**Foto: Katerina Utroša**

Katarina Utroša (1986) is a young mother of lively and sympathetic three-year-old twins who have atopic dermatitis which requires daily care. As a Master of Pharmacy with the appropriate expertise and as a careful mother, her condition prompted her to deal with their problems as much as possible and start making healthy natural cosmetic products from

verified ingredients. Due to positive experiences, interest has quickly expanded to other relatives and friends, so she stepped on her own path, where she would like to fulfill her mission even broader and make people aware of the health of using the natural cosmetics of Katarina.

As young unemployed, she took a course at BTC Campus, dedicated to unemployed young people up to the age of 30, level 6 or more. Equipped with the knowledge and self-confidence she starts to think about the possibility to become an entrepreneur. In the program they did not teach them just how to go on a self-employment path, but also how to write an effective curriculum vitae, how to present itself successfully. She became a bit more courageous. After that she attended a program »Entrepreneurship is Female«. In addition, Katarina took a lot of free workshops that were available. She also learned how to set up the website, start the promo campaign on FB, Instagram but as she claims, the most important is to go among the people and show them, what you are doing. "I think that it is necessary to work on the self-esteem so that women can easily decide to go out of their routine."



## **6 Challenges connected to youth women entrepreneurs and policies aimed to deal with them**

### ***6.1 Policy competences, institutional actors involved***

In this subchapter the role and responsibilities of main institutional actors in business development, and in particular young women entrepreneurship are presented.

#### *The Ministry of Economic Development and Technology*

The Ministry is covering variety of topics and in the field of entrepreneurship. Its main implementing agencies are Spirit Slovenia and Slovene Enterprise Fund, first provides services to SMEs and the second financial incentives. The ministry has also established new SPOT business points (One Stop Shops) that connects technological parks, incubators, university incubators, chambers as well as development agencies.

Mainly, the entrepreneurial activities are co-financed through the ERDF, although there are some integral funds, which however, represent only a small fraction that covers the promotion of the WE and the apprenticeship.

#### *The Community of Women Entrepreneurs*

Ms Turk has been one of the pioneers of women entrepreneurs in Slovenia since 1989. Through various organizations where she was actively involved or has co-founded them, she has been contributing to empowerment of women in the economy, and equal opportunities on the labor market, The Economic Interest Grouping »Podjetnost«, which was founded by a group of SMEs in 1996, is also part of the international networks of female entrepreneurship (FCEM, AFAEMME). In various capacities, she has been advocating involvement of women in entrepreneurship and national economy. In the early stages, the situation was very unfavourable for women, but has improved over the 15-year period.

Ms Turk is the author of field analysis of the economic potential of women in Slovenia, and also on the field of position of women on the labour market in Slovenia.

#### *PERLE (Regional Board of Business Women and Women Entrepreneurs)*

The Business Women and Women Entrepreneurs Perle, which is set up within the Chamber of Commerce and Industry of Štajerska and connects many successful women entrepreneurs within the region.

Both, as the academic director and as the president of the board, mag. Perko is in a position to influence the development and implementation of knowledge sharing, training and education in the business fields.

### *University Maribor, Business Support Organisation*

The 'Department for Entrepreneurship and Business Economics' and the 'Institute for Entrepreneurship Small Business Management' has been active for over 25 years. Members of the Department research, teach and consult in the field of entrepreneurship. They convey the knowledge of entrepreneurship and innovation to students, entrepreneurs, different organizations, the public, and economic policy makers. This way, they contribute towards the creation of an entrepreneurial, compassionate and knowledge-based society. Entrepreneurship is thought at four levels; higher-education (BV) and university (BU) study track Entrepreneurship, master's study track Entrepreneurship and Innovation (BM), and doctoral entrepreneurship study. They perform two long term research projects – the Global Entrepreneurship Monitor and Slovenian Entrepreneurship Observatory (for which annual national reports are prepared). The observer is following business activities based on the official statistics and the special research topic each year (last year it was circular economy, this year it is business transfer between generations). A few years prior the topic was entrepreneurship education. Members of the Department have established the first university business incubator in Slovenia and have initiated the Start-Up Slovenia initiative.

### *Spirit Slovenia*

Spirit is the agency that supports entrepreneurship and internationalization. Within the organization the interviewee is conducting projects for supporting women in business and supporting investments. The support includes education, training, info provision support for SMEs through public calls. The general task of the interviewee is to promote the spirit of entrepreneurship and provide information.

The agency is understaffed, therefore it is difficult to take any personal initiatives, although the position would definitely enable a person to do that.

### *The Association of Free Trade Unions of Slovenia*

SKEI is the trade union and part of the Association of Free Trade Unions of Slovenia, with interviewee being the president of both organization, but speaking in capacity of SKEI. The Unions are financed through memberships and are present in various fields defending the rights of workers and are also members of the National Council. The organization also covers the private and public sector and represents the biggest trade union organization in Slovenia.

### *The Employment Service of Slovenia*

The Employment service of Slovenia (ESS) is a public institute conducting the following main activities: employment advice and jobbroking; life-long career guidance; unemployment benefit and unemployment insurance; implementation of active employment policy (AEP) measures and programmes; issuing of work and employment permits for foreign workers; preparation of analytical, development and other professional materials related to ESS activities; labour market

(LM) and ESS information of a public nature. The interviewee is an advisor in the field of active employment policy, which consists of 5 measures: training and education; development of human resources and stipendiums; promotion of employment; creation of new workplaces; and promotion of self-employment.

ESS is analyzing the situation on the labour market and the needs of the unemployed. Based on the analyses the recommendations are made to the Ministry of Labour, Family, Social Affairs and Equal Opportunities on how the measures will be prepared. ESS itself does not prepare them, but they are the ones who are responsible for the implementation and monitoring.

#### *Ministry of Labour, Family, Social Affairs and Equal Opportunities*

Ministry of Labour, Family, Social Affairs and Equal Opportunities is a national ministry within Slovenia and the Equal Opportunities Department is directly responsible to the minister. Its mission is to support equal opportunities according to the Slovenian legislation, with the key document being the Resolution on the National Programme for Equal Opportunities between Women and Men, 2015-2020.

The goals themselves, however, are connected to the individual programmes of each government, with awareness raising and providing equal opportunities being key missions.

The department is also included in preparation of laws and resolutions to ensure equality between women and men is also included into sectoral policies and initiatives, ensuring equal opportunities.

Many of the projects of the department are funded directly by the EC, such as an ongoing project for prevention of online violence against women and girls. In the past there were also programmes for supporting women in managerial positions and other.

In this position, the department can also influence the measures for supporting equality at the governmental level and is closely connected to academia and NGOs.

## **6.2 Policies aimed to deal with youth women entrepreneurs**

Institutional actors pointed out that there is lack of understanding how important it is to promote women entrepreneurship and empower women, who represent half of the voting population. More, the support to women entrepreneurship means contributing to the well-being of society, creating new jobs and increase the employability of young people.

Inter-ministerial cooperation is important as the topic of young women entrepreneurs is related to at least 3 ministries: labour, economy as well as education.

The statistical data should be gender specific in terms of: number of companies established by women or in mix partnership (and %), their survival rate (t+0 to t+5), number of women in managerial positions.

In order to flourish women entrepreneurship in Slovenia, the programmes should focus on women's education, and business training. Support in terms of training, mentoring, counselling should be organised for young women entrepreneurs not only prior to the start of the company but also in the first few years.

The lessons learned should be passed from older to the younger generations. The local governments should also start encouraging women entrepreneurs.

The financial support (grants) should cover the employment costs and salary so that the young women could concentrate on the business/product/service development.

The women entrepreneurship should be encouraged with the support to network organisation, creation of evidence based platform, including the main characteristics of them, activities, support offered etc. (One-Stop-Shop for business women).

Piloting gender specific instruments (e.g. coworking space for women) should be co-financed by the government. However, the new support measures should be developed according to the needs of business women and should be gender specific (taking into account motivational moments etc.).

More attention to the reconciliation of private and professional life, an appropriate public network of kindergartens, schools, quotas for employment, especially in the public sector, introducing quotas for managers and executives should be encouraged and closely monitored.

A lot of organizations, associations and clubs should come together to discuss the business environment for women entrepreneurs development at least once a year with sending strong message to the decision makers.

The networks of women entrepreneurs should be encouraged as well - not only to exchange their experiences but to provide also needed services to successfully run the businesses (e.g. book-keeping, taxation, legal frameworks).

More proactive should be support organisation by internationalisation of their activities, among others also by enhancing the cooperation with international platforms such as WEGATE.

## **7. OUTLOOK, CONCLUSIONS and RECOMMENDATIONS**

The motivational driver of young women in being or becoming an entrepreneur is the employment and earning a reasonable living, whereas the job security plays significant role of those who are not entrepreneurs yet. The autonomy in terms of realisation of own dreams and ideas is strong motivational aspects among young women entrepreneurs. They perceive themselves more creative as innovative but self-efficient. Slovenian cultural and social norms support individual success, personal efforts, creativity and innovation and perceive the entrepreneur as competent and resourceful individual. For individual entrepreneur the most important support is provided by friends and family, less by colleagues and local community.

The barriers for becoming or being entrepreneurs are diverse: financial (lack of savings, and high interest rates and for almost half of them also the high interest rates), lack of competencies, risk aversion as well as outer environment including the macroeconomic framework and policy.

More than a half of young women perceive the lack of entrepreneurial competences, previous experiences and knowledge about the rules and regulations and mentoring as crucial in setting up and running own business.

Although the traditional role of women in society does not play decisive role in being or becoming an entrepreneur, several other factors influence women in business such as fear of failure and uncertainty.

The macroeconomic and policy factors exhibit in responses significant differences between young women entrepreneurs and non-entrepreneurs, where less entrepreneurs rated it as important or extremely important.

The success of young women entrepreneurs is further linked to the education and business training that enables them to gain management skills and obtain relevant courses and mentoring, advisory and consulting support. Different types of training, coaching and mentoring are needed among young women entrepreneurs. Although the business subjects prevail (marketing, entrepreneurship, finance, accounting) some young women proposed also training for personal growth, storytelling, rhetoric, writing, coping with stress and negotiations. Previous success, participation in business and professional networks and clusters plays a prominent role in their business life.

The "young women entrepreneurs" in the policy context, being on national or local level, requires the cooperation of large number of entities. It includes labour, business and economy as well as education and science related aspects. As the global crisis is over, at least temporary, there should be a shift from solving the unemployment challenges to support the young business women in the whole life-cycle of their entrepreneurial endeavours: from start-up to scale up, from domestic market to the export driven companies. Not all women entrepreneurs or would be entrepreneurs need the same support measures. However, the one-stop-shop for women entrepreneurs could ease the cooperation as well as force diverse groups and organisations to cooperate. The question about the physical infrastructure, solely dedicated for women entrepreneurs, did not reveal the optimal results yet although different networks could test this option as well (e.g. in setting up coworking space for women where they could regularly meet and work together). As the most of women entrepreneurs represent the micro companies, there should be a joint support of diverse networks to set up eCommerce platform or at least assist them in eBusiness. The networks should be encouraged to cooperate in Danube region and so contribute to the visibility of women entrepreneurship on global scale.

Several good practices demonstrate the high involvement of women (e.g. networks such as Perle, yearle event of 500 women entrepreneurs, training for unemployed financed by Ministry of Economy and subsequently financial support offered by those who established company or

become self-employed by Ministry of Labour, Family and Social Affairs and Equal Opportunities; Entrepreneurial into entrepreneurship word that support predominantly young women) that should be closely monitored and evolved further.

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