



## STUDY OF THE CURRENT STATE

## ON YOUNG WOMEN ENTREPRENEURSHIP SUPPORT

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## Contents

Executive Summary .....	5
1. Introduction.....	7
2. Methods.....	8
3. Austria/Styria.....	10
3.1. General presentation.....	10
3.2. National/Regional economic development .....	13
4. Female entrepreneurship in quantitative perspective .....	16
4.1. Country's/Regional enterprise statistics.....	16
4.2. Active population by Labour Force Survey.....	18
4.3. Results of the survey .....	21
5. Characteristics of youth female entrepreneurship .....	28
5.1. General characteristics.....	28
5.2. Perceived characteristics of young women entrepreneurs in Austria .....	31
5.3. Results of the interview with young women entrepreneurs.....	32
6. Typical biographies of young women entrepreneurs.....	33
7. Challenges connected to youth women entrepreneurs and policies aimed to deal with them	41
7.1. Policy competences, institutional actors involved.....	41
7.2. Policies aimed to deal with youth women entrepreneurs.....	42
OUTLOOK, CONCLUSIONS and RECOMENDATIONS.....	44
8. REFERENCES.....	46
ANNEX 1: Table with interviews with institutional actors.....	47
ANNEX 2: Table with interviews with young women entrepreneurs.....	48
ANNEX 3: QUESTIONNAIRE.....	49

### List of Figures

Figure 1: development of the population of austria .....	11
Figure 2: Share of gross value added .....	13
Figure 3: cross domestic product GDP per capita in euro .....	14
Figure 4: Employment as motivation to set up or run the business.....	22
Figure 5: Autonomy .....	23
Figure 6: Finance .....	25
Figure 7: Competencies .....	27

### List of Tables

Table 1: employment status of the population.....	12
Table 2: cross domestic product, price level, inflation .....	14
Table 3: Number of births of enterprices and populations of enterprices in 2016 by economic sector .....	17
Table 4: survival rate of enterprises 2011 - 2016.....	18
Table 5: Main results of labour market statistics 2017, 2016 and 2012.....	20
Table 6: Employment as motivation to set up or run the business .....	22
Table 7: Autonomy .....	24
Table 8: Finance .....	26
Table 9: Competencies .....	28

### List of Abbreviations

Abbreviation	Term
EC	European Commission
EU	European Union
FiW	Frau in der Wirtschaft
GDP	Gross Domestic Product
IRS	Innovation Region Styria
JW	Junge Wirtschaft
SFG	Steirische Wirtschaftsförderungsgesellschaft GmbH
SoC	Study of the Current State on Young Women Entrepreneurship
TU	University of Technology
YWE	Young Women Entrepreneurs

## Executive Summary

The Study of Current State (SoC) in Austria analyses and synthesizes the state of the art when it comes to young women entrepreneurship. It uses four various methodological anchors to describe the situation and derive policy implementations and conclusions:

- (1) analysis of secondary data, available from different national institutions,
- (2) quantitative research results (based on the survey with young women willing to start or already running own business, aged 15 to 34),
- (3) qualitative research based on interviews with the key stakeholders; and
- (4) interview-based biographies.

While women now manage more than a third of Austrian companies and their share of the total number of company founders is around 40% , the image of the entrepreneur remains male. Culturally influenced ideas and stereotypes contribute to the fact that women rarely consider starting a business. The continued gender-specific division of labour in the private sector (household, care, education, social management, etc.) restricts career opportunities due to scarcer time resources and also means that women are more likely to be engaged in part-time entrepreneurship and also more likely to set up one-person businesses.

In the public perception, usually the male entrepreneurs come to the fore. Not least because enterprises founded and run by women are different from those run by men, e.g. usually smaller, less dynamic and less common in "future industries" (e.g. technology-intensive industries).

There is a great deal of evidence that shows that women face special challenges when it comes to setting up and running a business, and in some cases require different framework conditions in order to consider entrepreneurial activity. Enterprises are the backbone of any economy and the strengthening of entrepreneurial activity is at the heart of any strategy for growth and employment. Promoting entrepreneurship is an important tool. This can contribute not only in quantitative terms to a dynamic entrepreneurial activity, but also in qualitative terms, as people with different backgrounds will also offer other entrepreneurial solutions. Therefore, the promotion of female entrepreneurship is not only imperative in terms of equal rights and opportunities, but a contribution to prosperous economic development.

Against this background, numerous initiatives have been and are taken at both European and Austrian level to promote and support the establishment and further development of enterprises run by women. Particularly in Austria and Styria there are many measures for female entrepreneurship.

However, the conception of such measures also requires a precise knowledge of the characteristics and needs of the target group and the framework conditions influencing them. This study shows the special characteristics of young female entrepreneurs and their needs.

In the development of female entrepreneurship in Austria, the following should still be taken into account and there is a need for action in the following areas:

- Awareness rising for young female entrepreneurship
- Providing financial instruments for women entrepreneurs
- Better framework conditions for reconciliation of work and family
- Specialized programmes for young women founders
- Mentorship programmes – creating a strong network
- Stronger anchoring of entrepreneurship in educational institutions
- Government policies to stimulate female entrepreneurship
- Expansion of childcare services

## 1. Introduction

The aim of the Study of Current State in Austria is to synthesize the findings concerning youth female entrepreneurship and 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 study in particular presents the barriers and needs of the youth female entrepreneurs as well as the opportunities to support them within the policy framework.

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 Austria. Thus, the objective of this study is to examine the current state of the young woman entrepreneurship in Austria 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 can not be taken as the only explanation of entrepreneurial intention. In this regard, the main aims of the study are:

1. To offer a general presentation of the Austrians 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 Austria
4. To identify the main barriers of young female entrepreneurs in Austria
5. To identify the main needs of young female entrepreneurs in Austria
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 Austria.

## 2. Methods

The SoC has been prepared in two steps. During the first step, Innovation Region Styria (IRS) team conducted a survey among the young women willing to start or already running their own business, in order to get the better understanding of their needs and barriers they face in business.

Alongside, IRS team conducted interviews with the main stakeholders and universities, business support organisations and public authorities. In the second step, IRS has provided a country overview on the young women entrepreneurs (YWE) presenting existing national statistics, as well as analyses of the existing documents and strategic documents tackling this problem.

The report synthesizes the findings of the following activities:

1) Analysis of secondary data, available from different national and international institutions. All available relevant documents and reports are used to offer a general presentation of Austria economy and the business environment as well as young entrepreneurs or female entrepreneurs related policy. First, data available from the Agency for statistics of Austria and other relevant national institutions are used.

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. Data collection was carried out using the online software LimeSurvey. Invitation for participation in the research was distributed by e-mail, and the invitation letter consisted the link to the online survey.

3) Qualitative research based on interviews with the key stakeholders

The interviews were conducted to understand the main characteristics of women entrepreneurship in Austria better. 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 eight 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. Each interview with a stakeholder included seven major themes:

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 60 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.

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

## **3. Austria/Styria**

### **3.1. General presentation**

At the beginning of 2017 the resident population of Austria is 8.77 Millions. By 2080, the population is expected to reach 9.99 million according to the latest forecast.

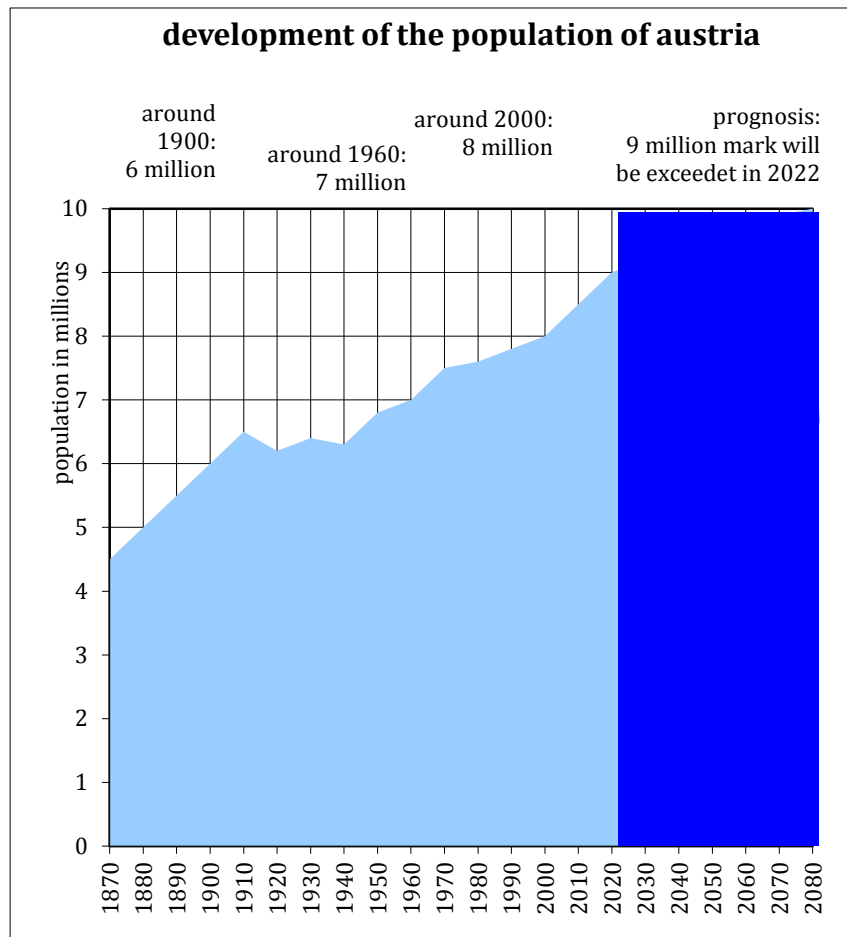
Of the 8.77 million persons living in Austria are 1.26 million people children at the age of under 15 years, about 5.88 Mio. 15 to 64 years old and 1.63 million 65 years old or older. Two thirds (67.1%) of the population are of working age from 15 to 64 years. 14.4% are children of pre-school or compulsory school age and 18.5% elderly people of retirement age.

The older population aged 65 and over will gain in weight in absolute numbers and relative proportions - even more in the future, as the baby boom generation will reach retirement age in the foreseeable future. The employment potential remains relatively stable overall, although the working age population is also ageing.

Austria's population is growing almost exclusively as a result of immigration: every year significantly more people come to Austria than leave the country. In contrast, the balance of births and deaths is much more balanced.

For the first time in twelve years, there are again increasing total number of students. The declining birth rates of the 1990s have caused Austria's schools to reduce the number of pupils by more than 80,000 over the past ten years. As a result of the migration movements in 2015 and 2016, the number of pupils at elementary schools and lower secondary schools/new secondary schools has again risen slightly. In 2016, 18.2% of the Austrian population aged 25-64 had a tertiary education, 67.2% a secondary education and 14.6% a compulsory education.

Figure 1: development of the population of austria



Slightly more than half of the entire Austrian population is in gainful employment. Of the 8,599,000 in 2016, 4,220,000 people living in private households were employed and 270,000 unemployed, measured according to international definitions. With 3.68 million, six out of seven workers (87%) work as employed persons, the 537,000 self-employed and assisting

Family members make up 13% of the working population. 1.81 million are pensioners, 105,000 people are permanently incapable of work and therefore neither employed nor unemployed. 299,000 do not go into gainful employment since they as a housewife or - far more rarely - as a house husband exclusively to the household to the world. 418,000 people from the age of 15 years are still in training. 17,000 were trained as military or civilian servants. Men counted. 2016 live in Austria 1,25 Millions of children under the age of 15. 72% of Working age population (15-64 years) are gainfully employed.

Table 1: employment status of the population

<b>employment status of the population</b>						
<b>2016</b>						
employment status (ILO concept)	in	mens	women	in	mens	women
	general	in 1.000		general	In %	
total population	8 599,2	4 233,4	4 365,7	100,0	100,0	100,0
<b>labour force</b>	4 490,4	2 387,9	2 102,5	52,2	56,4	48,2
employed persons	4 220,3	2 234,5	1 985,9	49,1	52,8	45,5
dependent persons	3 683,5	1 897,1	1 786,4	42,8	44,8	40,9
self-employed, assistants	536,9	337,4	199,5	6,2	8,0	4,6
unemployed	270,0	153,5	116,6	3,1	3,6	2,7
<b>no active workers</b>	4 108,8	1 845,5	2 263,3	47,8	43,6	51,8
retired	1 811,4	812,0	999,5	21,1	19,2	22,9
permanently disabled exclusively	104,6	58,8	45,8	1,2	1,4	1,0
household-related in education (from 15 years)	299,4	11,9	287,5	3,5	0,3	6,6
persons under 15 years of age	418,4	201,1	217,3	4,9	4,8	5,0
presens-/civil servants	1 245,7	640,4	60,3	14,5	15,1	13,9
other status	17,2	17,2	-	0,2	0,4	-
	212,2	104,2	108,0	2,5	2,5	2,5

Source: statistics Austria

Like most highly developed, modern economies, the Austrian economy today is dominated by services: Around 71% of gross value added (GVA) is generated by the so-called "tertiary" sector, just under 28% by the "secondary" sector - the manufacturing sector - and only 1.2% of agriculture and forestry (the "primary" sector). The domestic economy has changed fundamentally since the 1960s. In 1960, agriculture and forestry still accounted for 11% of gross value added. At approx. 42%, the services sector lagged behind the the manufacturing sector (47%). In the 1970s, the company began to the ongoing "shrinkage" of the primary and secondary sector for the benefit of the service sector. There are now already employs about 71% of the working population, a little over 30 years ago. it's only about half. The tertiary sector has grown by about 4 % per year on average over the last 20 years. The manufacturing sector lost ground in this period is also important: While in in the 1970s still more than a third of the of the working population was employed there, it

is today only a quarter. This structure is similar to that of the EU-28, where the secondary sector on average approx. 25% and the tertiary sector approx. 74% of GVA ...and the money. Most of the employees in production work in the production of goods and construction. In the service sector the largest shares are to be found in the retail trade, in accommodation and gastronomy as well as in the Health and education.

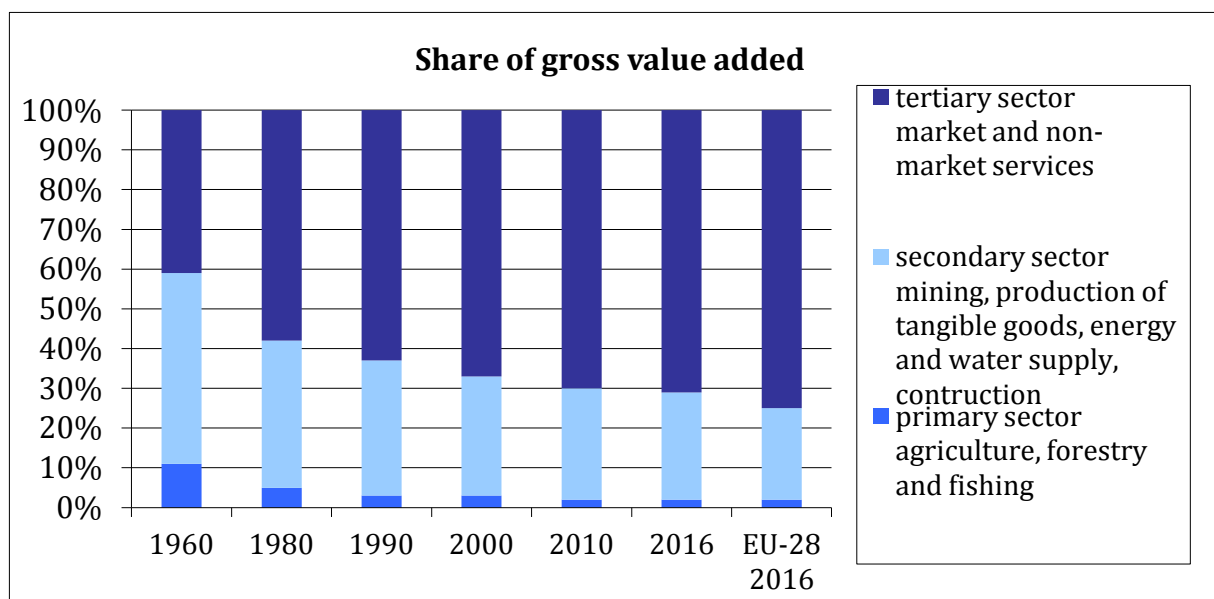


Figure 2: Share of gross value added

Source: statistics Austria

### 3.2. National/Regional economic development

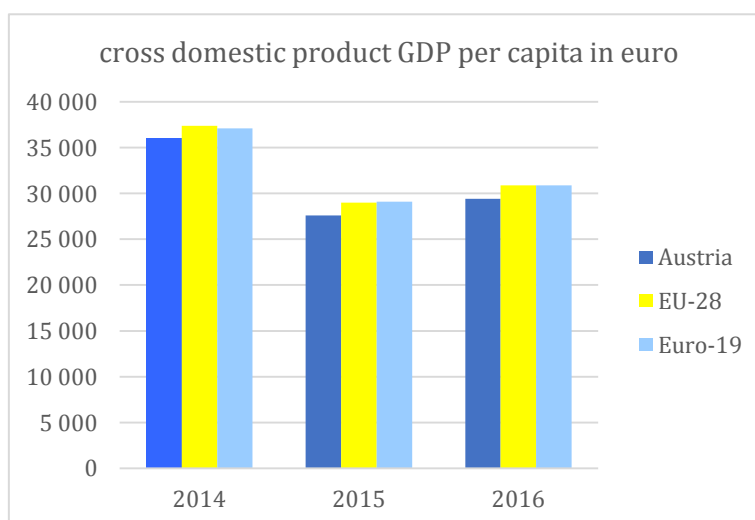
The Austrian economy grew by 1.5% in real terms in 2016. The economic momentum that began after stagnation in 2013 (2014: +0.8%; 2015: +1.1%) thus continued in 2016, but lagged behind the growth observed in the international environment (EU 28: +1.9%; Eurozone: +1.8%). In 2016, the Austrian gross domestic product at current prices rose by 2.6% to around 353.3 billion euros.

Table 2: cross domestic product, price level, inflation

cross domestic product, price level, inflation				
	Austria	EU-15	EU-28	Eurozone 19
<b>GDP-growth in percent on the previous year</b>				
2014	0,8	1,6	1,8	1,3
2015	1,1	2,2	2,3	2,1
2016	1,5	1,8	1,9	1,8
<b>cross domestic product GDP per capita in euro</b>				
2014	36 000	30 000	27 600	29 400
2015	37 400	31 500	29 000	30 900
2016	37 100	31 500	29 100	30 900
<b>price level index</b>				
2014	105,2	106,8	100,0	101,3
2015	104,2	107,1	100,0	99,4
2016	106,6	107,1	100,0	102,0
<b>Inflation: Harmonised Index of Consumer Prices (HICP)</b>				
Average annual rate of change 2016 in %	1,0	.	0,3	0,2

Source: statistics Austria

Figure 3: cross GDP per capita in



domestic product euro

GDP per capita amounted to € 40,420 (+1.3%), or € 37,100 adjusted for purchasing power (in PPS) in a European comparison (-0.8% compared to 2015; revised). In 2016, the EU-28 generated an average GDP per capita in PPS of 29,100 € (approx. 78% of the Austrian value). Austria was able to maintain its top position and in terms of economic performance remained unchanged in 4th place after Luxembourg, Ireland and the Netherlands of all EU Member States or at more than twice the level of many other EU Member States. Austria has now held its position in the league of the most economically successful countries in the EU - this figure is also regarded as an indicator of the standard of living of entire economies - for several consecutive years.

The Austrian price level for household final consumption expenditure in 2016 was in the EU comparison (EU-28=100) with an index of 106.6 (+2.3%) together with Belgium and France in midfield (PLI 105-110), slightly higher than Germany and Italy (100-105). But well below that of Denmark, the United Kingdom, Sweden and Finland (>120), Switzerland (162) and Norway (140) outside the EU. However, compared to the southern and eastern European EU Member States, shopping in Austria - as in most of the old EU Member States - is relatively expensive.

The year 2016 was marked by slightly higher inflation rates across Europe than in the previous year. Austria reached an annual average of 1.0%. As a result, inflation in Austria rose slightly compared to the previous year (2015: 0.8%). It is well below the European Central Bank's stability target of 2.0%.

## 4. Female entrepreneurship in quantitative perspective

### 4.1. Country`s/Regional enterprise statistics

According to Statistics Austria, 41,790 new companies were founded in Austria in 2016. Measured against the total number of companies active on the market, this corresponds to a start-up rate of 7.7%; this is a slight decline compared to the previous year (2015: 7.9%). On average, 1.7 jobs were created per start-up in 2016. In the manufacturing sector (ÖNACE 2008 Sections B-F) more jobs (1.9 employees) were created per start-up than in the service sector (ÖNACE 2008 Sections G-S: 1.6 employees). In the same period (2016) 33,835 enterprises were closed (closure rate: 6.2%); on average 1.6 jobs were lost per closure.

New start-ups in the services sector dominate. 89.9% of new enterprises were born in services, most of them in health and social work (10,559), trade (6,758) and professional/technical services (5,030). The highest start-up rate (12.6%) was also recorded in the health and social work sector - which includes, for example, home nursing care, nursing homes and day care for children - followed by other services (10.6%). In third and fourth place came other economic services (9.8%) and transport (9.2%). The lowest shares of newly born enterprises in services were found in real estate (4.1%), financial and insurance services (4.6%) and professional/technical services (5.7%).

Most enterprises are born as small and micro enterprises. Around three quarters (75.8%) of the companies newly founded in 2016 were sole proprietorships (31,683). 5,980 new enterprises (14.3%) were founded as corporations; new enterprises in the form of partnerships and other legal forms (4,127 and 9.9%, respectively) were founded less frequently. The distribution of start-ups by size of employee also reflects the small business structure of the Austrian economy: more than three quarters of the newly founded enterprises (79.8%) were without employees. 15.3% of the enterprises had between one and four employees in the year of founding; only 3.6% and 1.4% were active on the market for the first time with between five and nine and ten and more employees respectively.

High survival rates in the energy and water supply sectors. The survival rates of a founding cohort fall from one year to the next: one year later, 87.9% of the companies newly founded in 2011 were still active in the market. The two-year survival rate (from 2011 to 2013) was 72.9%, 62.3% after three years and 55.5% after four years. The five-year survival rate is now only 50.2%. By sector, the highest five-year survival rates were recorded in energy (74.9%), water and waste management (68.9%), real estate (63.5%) and manufacturing (61.8%) .



Table 3: Number of births of enterprises and populations of enterprises in 2016 by economic sector

Sections (ÖNACE 2008)	number of births of enterprises	number of births of enterprises	population of enterprises
<b>TOTAL</b>	<b>41 700</b>	<b>7,7</b>	<b>1,7</b>
B Mining	15	3,8	1,3
C Manufacture of goods	1 269	4,4	1,8
D power supply	143	3,9	0,8
E Water supply and waste management	80	2,7	0,9
F building	2 734	6,9	2,1
<b>B-F Producing area</b>	<b>4 241</b>	<b>5,6</b>	<b>1,9</b>
G trade	6 758	7,1	1,6
H intercourse	1 533	9,2	2,5
I Accommodation and gastronomy	4 000	7,5	3,4
J Information and communication	1 757	6,7	1,4
K Financial and insurance services	491	4,6	1,2
L Real estate and housing	708	4,1	1,0
M Freelance/technical services	5 030	5,7	1,2
N Other economic services	2 241	9,8	2,2
P Education and teaching	590	6,5	1,7
Q Health and social services	10 559	12,6	1,1
R Art, entertainment and recreation	1 150	6,5	1,5
S Otherwise Services and support	2 732	10,6	1,4
<b>G-S service sector</b>	<b>37 549</b>	<b>8,1</b>	<b>1,6</b>

Source: statistics Austria

Table 4: survival rate of enterprises 2011 - 2016

Sections (ÖNACE 2008)	survival rate of enterprises 2011 - 2016
<b>TOTAL</b>	<b>50,2</b>
B Mining	57,9
C Manufacture of goods	61,8
D power supply	74,9
E Water supply and waste management	68,9
F building	52,8
<b>B-F Producing area</b>	<b>57,2</b>
G trade	48,6
H intercourse	42,2
I Accommodation and gastronomy	45,0
J Information and communication	55,5
K Financial and insurance services	54,1
L Real estate and housing	63,5
M Freelance/technical services	53,0
N Other economic services	40,2
P Education and teaching	54,2
Q Health and social services	47,8
R Art, entertainment and recreation	53,7
S Otherwise Services and support	54,1
<b>G-S service sector</b>	<b>49,4</b>

Source: statistics Austria

## 4.2 Active population by Labour Force Survey

In 2017, according to Statistics Austria, 4,260,500 persons were employed in Austria and 247,900 unemployed (according to international definition). Compared to the previous year, the number of employees rose by 49,700 to 3,733,200. In 2017, 26,400 more employees worked full-time and 23,300 more part-time than in 2016. The number of self-employed and family workers changed only slightly. With 247,900 unemployed and an unemployment rate of 5.5%, unemployment was well below the previous year's level (270,000 and 6.0% respectively). These unemployed persons were faced with 97,400 vacancies, significantly more than in the previous year (72,800). The year-on-year increase in the number of employed persons in employment (+49,700) was due equally to an increase in the number of men

(+27,600) and women (+22,100). Men increased by about two thirds in full-time jobs (+19,000) and women by two thirds in part-time jobs (+14,700). The

The largest increase was recorded by women in academic or comparable occupations (+20,400), while the increase for men was more widespread: in technicians or comparable non-technical occupations, managers, academic or comparable occupations and unskilled workers (+6,000 to +8,000 each).

By sector, there were larger increases in employment compared to 2016 in health and social work, but also in financial and insurance activities, public administration, defence and social security, education, accommodation and food service activities.

In 2017 there were significantly more foreign nationals and older persons employed than in 2016. 41,800 of the 49,700 employed persons who were added from 2016 to 2017 were in the 55+ age group, 40,700 of the total 49,700 were foreign nationals. Three quarters of the increase in the number of employed persons aged 55 and over were Austrian nationals, while the majority of the increase in the number of foreign employed persons fell to younger age groups (+17,600 35 to 44 years, +11,700 45 to 54 years; +11,500 from 55 years).

Both Austrian and foreign nationals saw significant increases in the number of employed persons with academic degrees (+25,300 and +20,900, respectively). In contrast, the number of employees with compulsory schooling or apprenticeship qualifications declined among Austrian nationals (-22,500). Here, too, there was a slight increase in the number of persons with foreign citizenship compared with the previous year (+11,200).

On average in 2017, 141,600 men and 106,300 women were unemployed according to international definitions. This means that both sexes had noticeably fewer unemployed than in the previous year (153,500 and 116,600 respectively). The number of unemployed fell accordingly the unemployment rate by international definition for men from 6.5% to 5.9% in 2016 and for women from 5.6% to 5.0%.

The decline in the number of unemployed was mainly observed in the age groups 15 to 24 years and 25 to 44 years. In addition to these age groups, there was also a lower unemployment rate among the 55 to 64-year-olds as well as among Austrian and non-Austrian nationals. The number of long-term unemployed (2017: 82,900) changed only slightly compared to the previous year.

Compared to 2012, there were 175,900 more employed people in 2017, of whom +92,900 were women and +83,000 men. The increase was concentrated on employees and for the most part on part-time workers. The number of women employed in full-time jobs remained almost unchanged compared to 2012. The number of full-time men also rose only moderately (+14,400), with part-time jobs accounting for around 80% of the increase since 2012. The long-term trend towards a sharp rise in part-time work was only slowed somewhat last year. In the last five years, the proportion of part-time employees increased from 26.0% to 28.7%. The

employment rate (15 to 64 years) was 71.4% in 2012 and 72.2% in 2017. The increase was most marked among older people, especially those aged 55-64, whose employment rate rose from 41.6% to 51.3%. In 2012 there were 208,900 unemployed by international definition, 39,000 fewer than in 2017. Accordingly, the unemployment rate was 4.9% in 2012 and 5.5% in 2017.

Table 5: Main results of labour market statistics 2017, 2016 and 2012

<b>Main results of labour market statistics 2017, 2016 and 2012</b>			
	<b>2017</b>	<b>2016</b>	<b>2012</b>
<b>Employment (ILO concept)</b>			
gainfully employed persons	4 160 500	4 220 300	4 084 600
Employment rate (15-64 years)	72,2%	71,5%	71,4%
men	76,2%	75,4%	76,2%
women	68,2%	67,7%	66,7%
Teenagers (15-64 years)	50,6%	51,0%	53,7%
Older (55-64 years)	51,3%	49,2%	41,6%
Austrian citizens	73,8%	73,3%	72,5%
Foreign nationals	64,5%	62,6%	63,7%
part-time rate	28,7%	28,7%	26,0%
men	11,9%	11,8%	9,2%
women	47,7%	47,7%	45,1%
Employed persons not in a self-employed capacity	3 733 200	3 683 500	3 550 600
men	1 924 600	1 897 100	1 837 900
women	1 808 600	1 786 400	1 712 700
Self-employed persons	465 000	473 200	455 300
men	301 000	306 400	294 100
women	164 000	165 800	161 200
assistants	62 300	63 700	78 700
<b>Unemployment (ILO concept)</b>			
unemployed	247 900	270 000	208 900
unemployment rate	5,5%	6,0%	4,9%
men	5,9%	6,5%	5,0%
women	5,0%	5,6%	4,8%
Teenagers (15-64 years)	9,8%	11,2%	9,4%
Older (55-64 years)	4,2%	5,0%	3,4%
Austrian citizens	4,5%	4,9%	4,3%
Foreign nationals	10,9%	12,1%	9,4%
<b>Vacancies</b>			
Job vacancies (ÖNACE 2008 B-S)	97 400	72 800	69 500
job vacancy rate	2,4%	1,9%	1,9%

Source: statistics Austria

Austria is a service society: With men, more than one out of every two (58%) in the services sector, in the Women are even five out of six (84%). Overall, this sector provides work for around 70% of the working population. Agriculture and forestry, once so important, now account for just under 5% of the workforce, while manufacturing (industry and commerce) accounts for 25%. Here 37% of men work, but only 12% of women.

Looking at the individual branches of the economy, the production of goods is the branch with the highest employment, followed by trade. The services sector has grown significantly - especially in the past decade - and employs a particularly large number of women, especially in trade, health and social services. A typical male domain, on the other hand, is the manufacture of goods, which employs 22% of all men in employment.

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

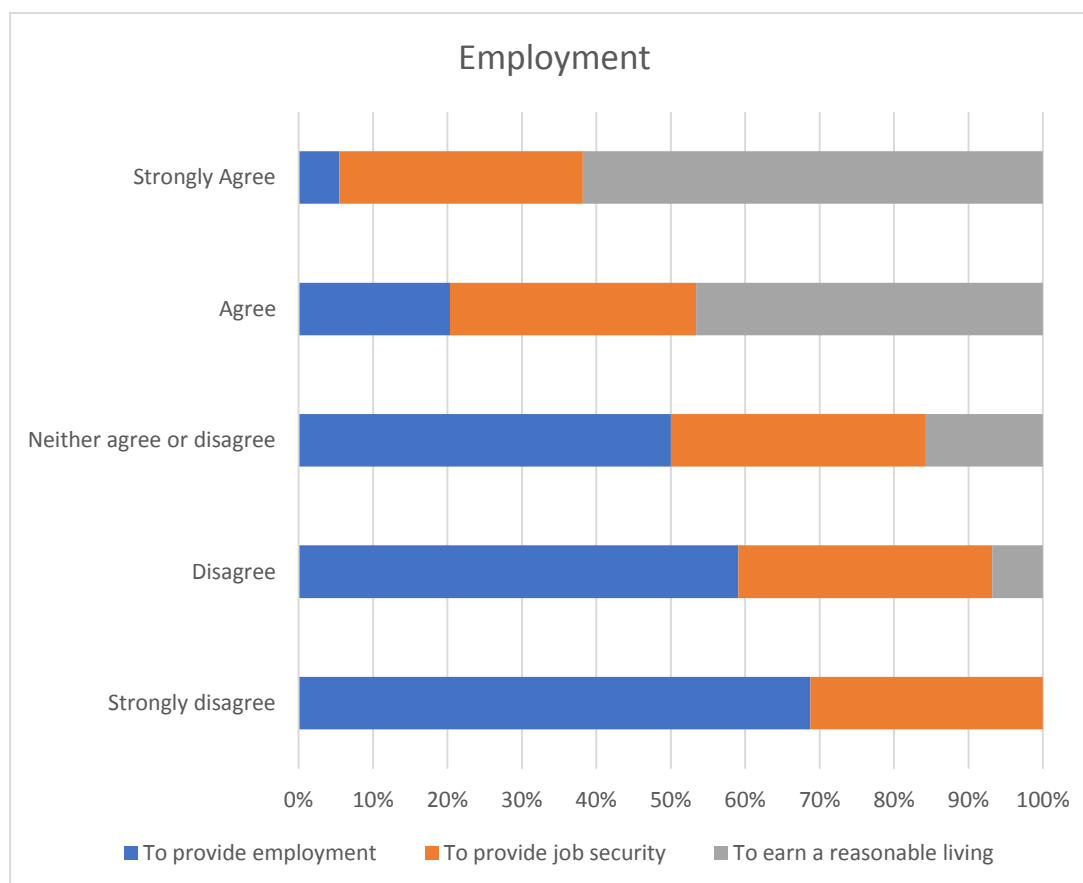
The survey was conducted among young women aged between 15 - 34, entrepreneurs and would-be entrepreneurs, located in Austria.

Number of respondents is 105 with the average age of 28 (figure 1: year of birth of respondents).

52% of the respondents have already started their own business and are mainly active in the service sector – health/education and social services and wholesale and retail. (figure 2: sector of activities).

When questioned about the reasons for starting their business, most women quoted the wish to earn a reasonable living as being the most important one. In second place comes the job security and then employment.

Figure 4: Employment as motivation to set up or run the business



Source: Survey on barriers and needs of young women entrepreneurs in Austria

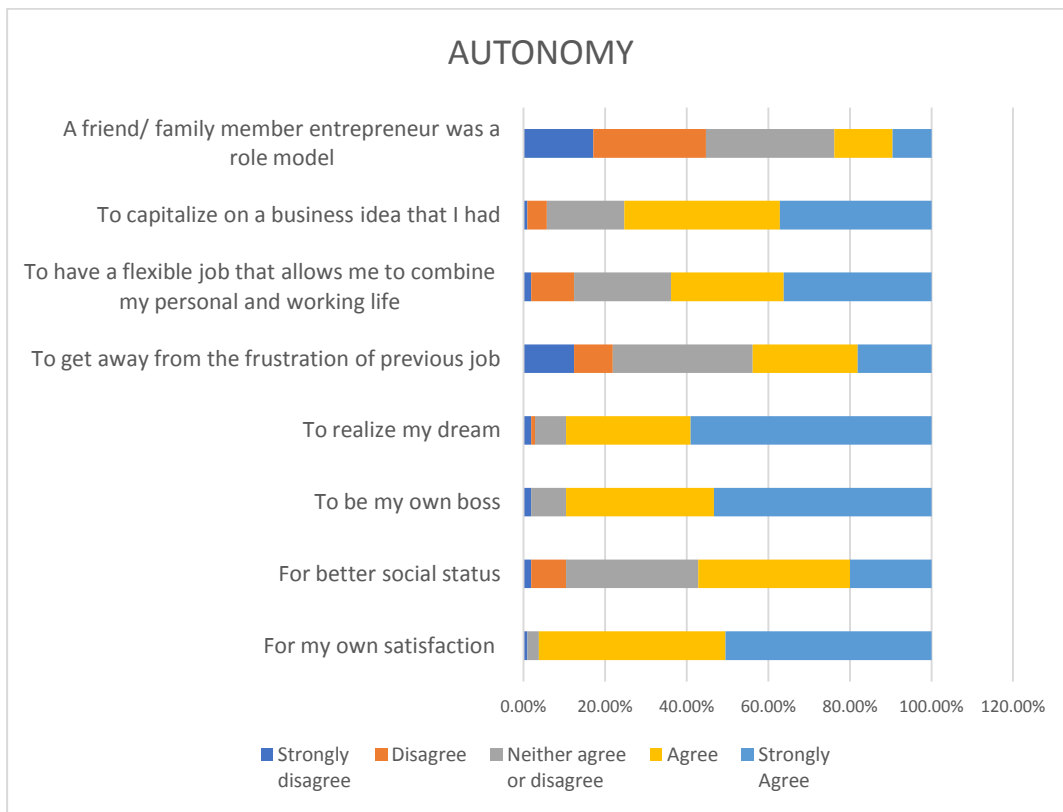
Table 6: Employment as motivation to set up or run the business

Employment	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
To provide employment	10,48%	24,76%	39,05%	22,86%	2,86%
To provide job security	4,76%	14,29%	26,67%	37,14%	17,14%
To earn a reasonable living	0,00%	2,86%	12,38%	52,38%	32,38%

Source: Survey on barriers and needs of young women entrepreneurs in Austria

When we talk about autonomy, the most important factors for starting business for YWE are personal satisfaction and realization of a dream, as well as being their own boss.. Role model, achievement of better social status and to get away from the frustration of previous job are among less motivator for becoming of entrepreneur.

Figure 5: Autonomy



Source: Survey on barriers and needs of young women entrepreneurs in Austria

Table 7: Autonomy

AUTONOMY	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
For my own satisfaction	0,95%	0,00%	2,86%	45,71%	50,48%
For better social status	1,90%	8,57%	32,38%	37,14%	20,00%
To be my own boss	1,90%	0,00%	8,57%	36,19%	53,33%
To realize my dream	1,90%	0,95%	7,62%	30,48%	59,05%
To get away from the frustration of previous job	12,38%	9,52%	34,29%	25,71%	18,10%
To have a flexible job that allows me to combine my personal and working life	1,90%	10,48%	23,81%	27,62%	36,19%
To capitalize on a business idea that I had	0,95%	4,76%	19,05%	38,10%	37,14%
A friend/ family member entrepreneur was a role model	17,14%	27,62%	31,43%	14,29%	9,52%

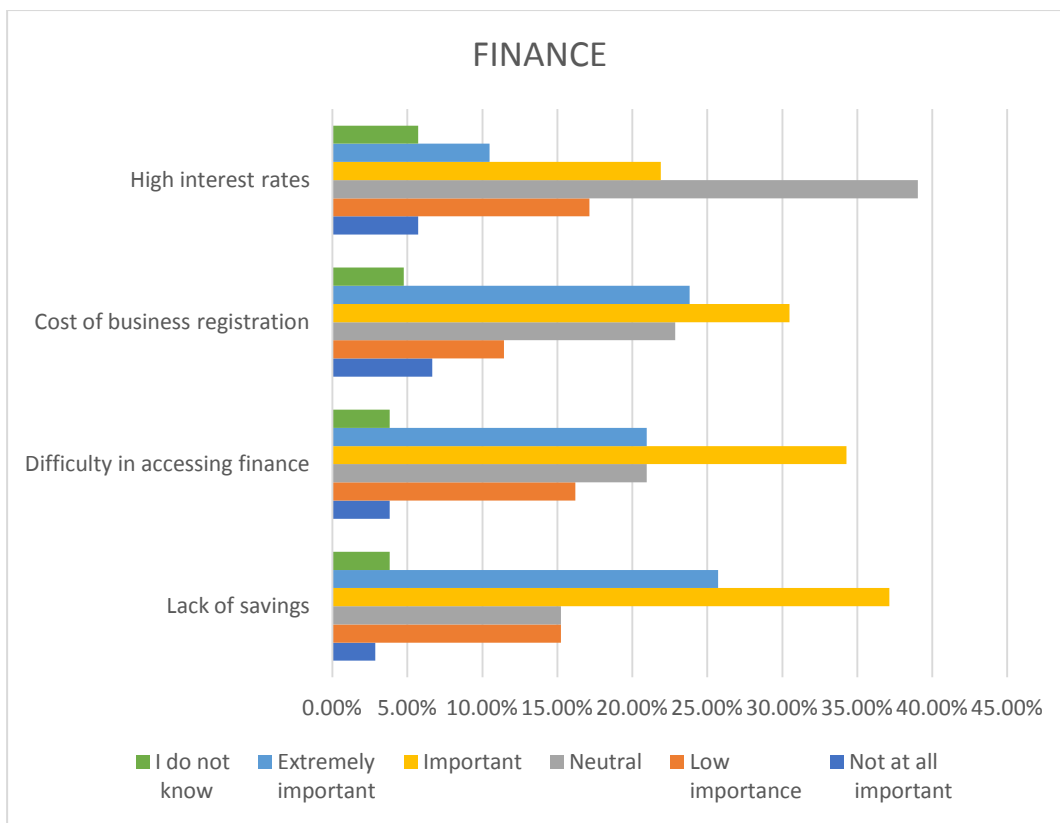
Source: Survey on barriers and needs of young women entrepreneurs in Austria



Another goal of this project was to identify the most important barriers for starting a business among young women.

In terms of finance, lack of savings seem to be an obstacle to start an own business as well as the difficulty in accessing finance . It might be that women face greater rejection, when searching funding (figure 8: Finance).

Figure 6: Finance



Source: Survey on barriers and needs of young women entrepreneurs in Austria

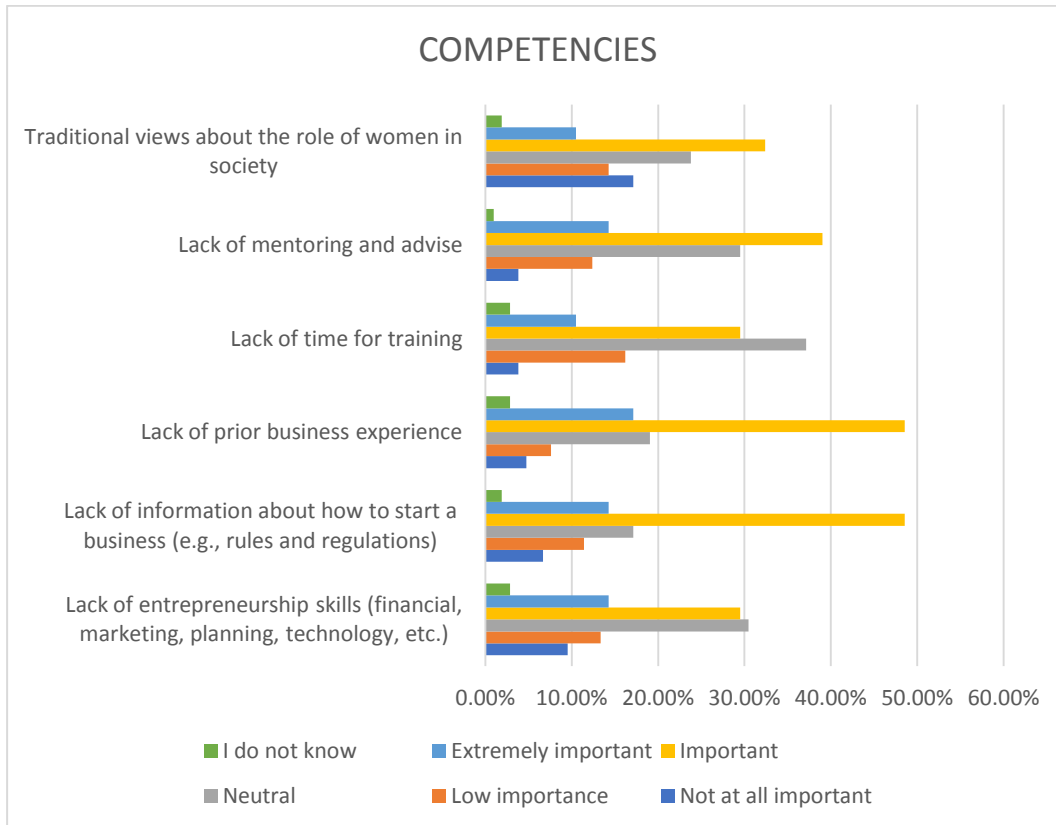
Table 8: Finance

<b>FINANCE</b>	Not at all important	Low importance	Neutral	Important	Extremely important	I do not know
Lack of savings	2,86%	15,24%	15,24%	37,14%	25,71%	3,81%
Difficulty in accessing finance	3,81%	16,19%	20,95%	34,29%	20,95%	3,81%
Cost of business registration	6,67 %	11,43%	22,86%	30,48%	23,81%	4,76%
High interest rates	5,71%	17,14%	39,05%	21,90%	10,48%	5,71%

Source: Survey on barriers and needs of young women entrepreneurs in Austria

The most important competences barrier is the lack of prior business experience (66%), followed by lack of information about how to start a business (63 %). Surprisingly, the respondents do not consider that traditional views about role of women in society as a high barrier.

Figure 7: Competencies



Source: Survey on barriers and needs of young women entrepreneurs in Austria

Table 9: Competencies

COMPETENCY	Not at all important	Low importance	Neutral	Important	Extremely important	I do not know
Lack of entrepreneurship skills (financial, marketing, planning, technology, etc.)	9,52%	13,33%	30,48%	29,52%	14,29%	2,86%
Lack of information about how to start a business (e.g., rules and regulations)	6,67%	11,43%	17,14%	48,57%	14,29%	1,90%
Lack of prior business experience	4,76%	7,62%	19,05%	48,57%	17,14%	2,86%
Lack of time for training	3,81%	16,19%	37,14%	29,52%	10,48%	2,86%
Lack of mentoring and advise	3,81%	12,38%	29,52%	39,05%	14,29%	0,95%
Traditional views about the role of women in society	17,14%	14,29%	23,81%	32,38%	10,48%	1,90%

Source: Survey on barriers and needs of young women entrepreneurs in Austria

## 5. Characteristics of youth female entrepreneurship

### 5.1 General characteristics

In order to better understand characteristics of youth female entrepreneurship in Austria an especially in our region Styria we conducted a set of interviews with important stakeholders for this issue in the country. We identified some major and very relevant institutions for female entrepreneurship and they are briefly elaborated in the following text.

Frau in der Wirtschaft: FiW (Women in Business) has been the contact partner within the Austrian Federal Economic Chamber for 114,184 female entrepreneurs in Austria. Women In Business is the service centre, the representation of interests, and the

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

network on a Federal level as well as in the nine provincial organisations. As a representation of interests, Women in Business supports the improvement of the general framework for female entrepreneurs.

**Junge Wirtschaft Steiermark:** a strong representation of interests, competent service, attractive network. Young business (Junge Wirtschaft) has a lot to offer its members. As the lobby group for Austrian young entrepreneurs within the framework of the Austrian Federal Economic Chamber, they are committed to ensuring that young self-employed people and managers have the best framework conditions for their activities. The economic success of tomorrow's Styria depends on unleashing the young entrepreneurial potential of today. Innovation, creativity and cooperation need a clear path. The future of the economy is their job.

**Arbeitsmarktservice Steiermark (AMS):** The tasks of the AMS in the context of active labor market policy are job placement by the service for job seekers, filling of vacancies by the service for enterprises and the information and advice on labor market, occupation and education. The activities of active labor market policy include the fostering of skills, of employment and the special placement support for unemployed. The task in the context of the passive labor market policy is providing a subsistence income during the unemployment by the unemployment insurance. As part of the regulatory policy, regulating the employment of foreigners is a task of the AMS.

**Regionalentwicklung Oststeiermark:** the organisation's first priority is location development (Hartberg, Fürstenfeld, Weiz). The initiation, conversion and development of new measures takes place again and again in the course of projects, primarily it concerns however to strengthen location and its projects in most different ranges are converted.

**SPÖ Steiermark:** The Social Democratic Party of Austria (German: Sozialdemokratische Partei Österreichs, SPÖ) is a social-democratic political party in Austria and alongside with the People's Party one of the country's two traditional major parties. Enough room for initiation and development of new measures or services and cooperation with professionals from other fields and similar institutions.

**SFG – Steirische Wirtschaftsförderungsgesellschaft mbH:** The SFG is wholly owned by the province of Styria in Austria. As the regional business promotion agency, the role of the SFG is to grow and consolidate the Styrian economy. They strive to attract new business to the region with a view to encouraging industrial expansion. New company formations are intensively supported in the areas of site selection, incentives and local formalities. They also work in partnership with the region's existing companies offering a broad range of services free of charge. These range from general

information, advice on grants and financing to internationalisation. They act as a link to Styrian technology and innovation centres as well as to networks and clusters.

Graz University of Technology, Office for Gender Equality Equal Opportunity:

The Office for Gender Equality and Equal Opportunity supports the Rectorate in implementing these socio-political aims. Highlighting and facilitating diversity, promoting equal opportunities for women and men, encouraging girls and women to develop a passion for technology and the natural sciences, focussing on the compatibility of partnerships, family, career and studying – these topics might seem very different, but they have one thing in common. TU Graz takes these socio-political aims seriously and creates the necessary structures to make them a reality.

ABZ Austria is a non-profit women's organisation that has been devoted to the equality of men and women on the Austrian labour market ever since it was founded in 1992. ABZ Austria has approximately 140 employees, whose work is divided amongst 5 areas of specialization, in which they develop solutions to issues such as "Gender Mainstreaming and Diversity Management", "Reconciliation Work.Family.Private Life", "Work.Youth.Age", "Lifelong Learning" and "Work.Migration.Mobility".

In addition to its work with and for women, ABZ Austria also offers its services as a cooperation partner to companies and decision-makers from the world of politics.

ABZ Austria is financed exclusively by contracting on projects with the Austrian Labour Market Service "AMS", the Austrian regions, the Austrian federal government and the government of the EU, as well as with private industry.

## ***5.2 Perceived characteristics of young women entrepreneurs in Austria***

Data concerning women entrepreneurship in general is available (Statistic Austria, Economic Chamber of Commerce Austria, several studies, regional development Styria, etc.) but especially for young women entrepreneurs data in Austria is missing, specific evaluations are necessary.

Austria's women are generally top-educated and are firmly in the labour force: at 71.7%, the female employment rate is clearly above the EU average. Whereas in 1994 about 1.55 million women were in employment, by 2016 the figure had risen to 1.96 million. It is precisely for this reason that women - who continue to bear the main burden for family and household work - need measures that really make it possible to reconcile family and career. There is a need for comprehensive childcare services, even for the youngest. More than half (51.7%) of all female entrepreneurs have children. And it is important to adapt childcare hours to work realities.

In 2017 more than every third company in Austria (37%) was run by a woman. The average age was 47 years, compared to 46.5 years for men. Women entrepreneurs are clearly in the lead, especially in the service sector: the specialist groups with the highest proportion of women are hairdressers (82.3%), pedicurists, beauticians and masseurs (80.8%) as well as fashion and clothing technology (77.2%).

Enterprises led by women are overrepresented in the sectors human health and social work activities, other personal service activities, as well as accommodation and food service activities. In the sectors professional, scientific and technical activities, financial, insurance and real estate activities they are slightly underrepresented; in the sectors production, information and communication, transportation, and construction they are underrepresented to a great extent.

Styria has the highest start-up intensity in region-comparison after Burgenland in 2017. 47% (28,168) of all self-employed and freelance persons (excluding agriculture and forestry) were women.

According to the statistics on start-ups, the proportion of women has increased in the last 20 years (1997-2017) from 27.1% to 58.5% - here the Styrian women are far above the Austrian average with a proportion of women of 63.9% (1997:27.2). Women in the age group 50-60 years (72.7%) achieve the highest proportion of new business start-ups, whereas men are also more willing to start a business at a young age (under 20 years). In this age group, the proportion of women is only 25.6%, after which female participation increases continuously.

From a gender equality perspective, it is therefore advisable to support young women up to the age of 30 in setting up a new company. In all other age groups, more women than men already set up a sole proprietorship.

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

Young female entrepreneurs who took part in the interviews are very different types of entrepreneurs and work in different sectors. Although all of them are under 35 years old, their backgrounds and motivations as well as their individual perceptions of young women entrepreneurs seem to differ widely. Even if two of them are not married and have no children, their views are different. Among other things, the future compatibility of work and family life already plays an important role for young female entrepreneurs. While the gender difference has no relevance for some women entrepreneurs, other women entrepreneurs seem to notice large and serious differences in female entrepreneurship.

In the interview, one female entrepreneur also explicitly pointed out clear differences between men and women. While an entrepreneur would like more need for financial issues or mentoring and support, a double mother is more interested in the compatibility of family and career and sees a need for action in support during the start-up process.

These views and YWE's personal background are explained in more detail in the following biographies.

Nonetheless, all 3 young female entrepreneurs have shown a need for support and measures to improve the situation of female entrepreneurs in a wide variety of areas.



## 6 Typical biographies of young women entrepreneurs

Apart from conducting interviews with relevant stakeholders to better understand the position of young women entrepreneurs, we assessed typical biographies of YWE from Austria that are presented below.

### BIOGRAPHY 1

One-person company: Coaching

She has 16 years of professional experience as an accountant and tax clerk in a tax consulting firm and as a team leader in the finance department of an international corporation. Her passion for motivation and communication crystallized and showed her a new path that she knew she wanted and needed to follow.

She made the decision to deepen her knowledge of business administration with a degree course only after 11 years of professional experience in the economic field. In order to meet all the admission requirements for her studies, she quickly passed the Berufsreifeprüfung and started a part-time Accounting & Controlling course at Campus02 Graz. During her studies she was confronted with many challenging situations. Nevertheless, she realized that she had a high degree of self-motivation even in stressful phases and was also able to motivate others to carry her along and inspire her. This experience during her studies strengthened her in her intention to support other people as a coach in the future. After her studies she trained as a systemic coach and further seminars in the field of NLP/Communication/Personality Development. She listened to her heart and took a second path.

She loves to listen to people and to ask them questions to get them to talk more about themselves. Because every person has a story to tell and every person has dreams and visions. She feels the need to support people in turning their dreams and visions into reality and to help them develop their untapped potential in order to be able to go about their work motivated again.

Motivated, balanced and happy employees and managers are an essential success factor in today's world. One spends most of one's life at work and life is too short to torture oneself through the working week and to live only on weekends. She feels the need to support people in their professional development and to increase their quality of life by doing a job that they enjoy and that challenges and promotes them.

In Austria, there are sufficient training opportunities and information centres for those wishing to further their careers. Depending on the sector, the legal framework can sometimes be a hindrance.

Concerning the gender gap there is no real gap for Mrs. Pressnitz - women understand themselves better and better to use their female qualities as a success factor. The main reasons for women to become self-employed are self-fulfilment (the possibility to use one's potential profitably), living one's vocation, flexible working hours/self-determined way of working and the possibility to combine family/occupation/career.

Female entrepreneurship also has a high socio-political contribution: soft factors replace hard factors in companies, more humanity, more esteem, female entrepreneurs have more understanding for the needs of mothers/parents and create better framework conditions so that employees can unite work/family. Young entrepreneurship is also characterized by less willingness to compromise - either completely or not at all; the living out of one's own needs; wishes and visions are more and more in the foreground; urge for self-realization, digital nomads; flexible working models; self-determination, individualism, cooperation with other entrepreneurs in order to use advantages, openness for new methods/approaches; willingness for constant further development.

Support is necessary in the following areas:

- goal identification/achievement/acquisition
- trainings for personality development (for a better, self-confident appearance, for better sales, better networking) e.g. rhetoric, presentation techniques, communication etc.
- network and exchange opportunities.

She was personally supported by the Chamber of Commerce – Frau in der Wirtschaft through special lectures/seminars.

She sees the most important challenges for the future of YWE in customer acquisition, network building, finding my way with digital possibilities and requirements, distinguishing: what should I do myself - what should I pass on to someone? Depending on the industry, to keep an eye on the ever faster changing market developments and to be able to react to them with adapted products/services.

## **Biography 2**

virtual farmer's market and online platform with 10 employees

Theresa Imre (Managing Director of markta) studied at the Vienna University of Economics and Business Administration and graduated in Socio-Ecological Economics and Policy with a Master of Science (MSc). Already in 2015 she founded her first company - "Eingebrockt & Ausgelöffelt" ( a sustainable and holistic food project) and

in 2016 a Community Marketplace & Digital Farmers Market ([www.markta.at](http://www.markta.at)). Ms. Imre is Managing Director of Markta and currently employs 10 people.

markta is a virtual farmer's market and online platform for regional, high quality food. Based on the idea of 'from farm to fork' the goal is to provide consumers with local food. markta promotes a holistic approach towards sustainable food consumption and aims specifically to strengthen the role of small producers. On this community-based platform, producers will be able to present themselves and their products individually, with markta offering assistance at every step of the way. On markta, consumers can explore and purchase at wide variety of local food in all regions of Austria and can communicate directly with the producers.

The platform was launched in march 2018 and founded by Theresa Imre, 28 years old, who is currently finishing the Master's Program SEEP (Socio-Ecological Economics and Policy) at the Vienna University of Economics and Business in Austria.

Theresa has a Bachelor in International Business Administration and Cross Functional Management and participated in exchanges programs at the Chinese University of Hong Kong and the International Summer University in Montenegro. After working at a start-up and business consultancy, and being awarded twice as Austrian food blog of the year with 'eingebrocktundausgeloeffelt.com', she founded the social enterprise markta.at.

Theresa Imre presents itself as a young dynamic and very successful businesswoman with currently 10 employees ([www.markta.at](http://www.markta.at)). The attempts of "self-realization" and "free will" plays a more important role in the interview than structural constrains. She is active with her enterprise in 2 very different industries - on the one hand agriculture, but also technology. The proportion of women is very low, especially in the technology sector. One of the reasons is the low willingness to take risks because women are not risk-oriented. Women are very strongly represented in social sectors, less so in the technological sector (as they are more risk-sensitive) and in Austria exists also more promotion and support in the innovation sector and technologies and leads to a clear misalignment between technology and social companies.

From both side - the socio-political and an economic point of view - the role of gender is always present in the interview. The society social structures in Austria do not see women as entrepreneurs in general. Top Management is still reserved for men and there are still very few women in politics and business. Both in politics and technology there is less opportunity for women: women need to network more, better and harder. The low proportion of female founders is considered as direct consequence of social and cultural factors. Entrepreneurship is still strongly associated with masculinity. Men are more self-confident, willing to make decisions and take risks

Awareness of both men and women needs to be raised so as to deconstruct traditional gender roles and patterns of socialisation to eventually ensure equal opportunities for every person intending to start a business. Steps need to be taken so as to allow for a better coordination of family and work life (eg. child care). A change must take place - but the initiative must come from political level less from economic level. One of the most important topics for the future will be to raise awareness and to create support structures for women.

Structural topic - Education, values, change will or must change in the next years and especially the attitude of women must change. Creating women's networks e.g. cross-industry networking of young women. Supportive environment was partly present, but main obstacles with which YWE are confronted are in the area of financing, networking and mentoring.

There is a great need for action, especially on financial issues. YWE are less concerned with finance but more about their contents, motivation, visions etc. For YWE the social contribution is more important and the decision to become self-employed depends very much on the intrinsic motivation of women: YWE want to build something, create something, have greater visions, think more long-term, the importance of money is smaller. This makes it much more difficult for them to have a support structure because less attention is paid for financing topics. Women often lack the know-how eg. "how do I conduct a financing discussion?" targeted workshops could be a remedy. Also investors tend to give men a chance to start their business more easily compared to women, who have to earn the support of investors first.

There is a need for action especially in the areas of education and society:

1. education and society must change e.g. distribution of child care, support in reconciling work and family life
2. formats for active support... women who are interested in becoming self-employed need more support - especially in the founding process (the first years of independence, they need feedback, confirmation, current communication and exchange).

In principle, there is a positive development to be observed for start-ups, as the government is also paying great attention to innovation-driven entrepreneurship from the political side with its various campaigns. but since these are mostly male-dominated topics, a negative trend can be seen for YWE in Austria.

Women want to commit themselves long-term and that doesn't always fit to startups - they want to act more professionally, think more, think about things and also think about the effects of their actions

The role clichés are still very strongly anchored - child education is and remains a women's topic, role models cannot be changed so easily but it is partly already a rethinking recognizable - also with the men. The challenge will be to awaken men's interest in this topic - they have to make their contribution.

A mentoring programme would be very important for YWE - targeted workshops for specific tools and also mentoring/support during the start-up phase and in the early years, especially at the beginning there are often many uncertainties (e.g. exchange with other women/experienced entrepreneurs).

Communication: Women usually need explanations and question the topics more often, the context must be explained, want to communicate on a personal level – men think and act more rationally

Exchange of experience on a regular basis within specific networks, workshops, groups or mentoring programmes might encourage more women to start a business – to eliminate fears and insecurities while increasing self-confidence and motivation.

As a major field in need for action so as to make it possible for women to have both family and a business.

### **Biography 3**

Online-shop for baby clothing

Isabella is CEO and founder of the online shop BabyBox by MAMABO. Her company offers everything from a subscription service with basic baby clothing for the first year of life, a gift finder with outfits for every budget to individual products in the classic online shop. Further information: [www.mamabo.at](http://www.mamabo.at)

The first turning point in her professional life was her entry into the Business Women Center 8 years ago. As an employee she was passionately active in project management as well as trainer and coach. Since 2011 she has also been a member of the BFC board. During these 8 years she learned a lot and especially what it means to think strategically and to network.

Before that she was employed in the gastronomy/hotel industry. But already in 2005 she had founded a company together with her partner to finance her studies. They took advantage of the opportunity they saw.

The second real turning point, however, was the birth of the first son - because this is how the business idea of the BabyBox by MAMABO was born.

From that moment it was clear that when she started her own business, she wanted to set up a company that would run so well that she could employ staff and pay a salary.

The first important decision was whether or not to take the leap into self-employment (during maternity leave). The second important decision she made only recently - to take responsibility for an employee, to take the (financial) risk in order to achieve faster growth, although this is not guaranteed.

Motivation: "There is a market for this" were the words of the people, but above all of the men, to whom she told about her idea. Then she started a survey on the net in which more than 100 people took part within 1 day. This encouragement and the reactions motivated her to implement the BabyBox by MAMABO.

Then it was time to enter the world of the funding landscape in order to get start-up capital. Because the private funds were too small in comparison for the necessary investments to get started. The first grant of 50,000 euros was a great motivation to invest time in the development of the business model, the first prototypes for the company's own collection and the development of a brand.

Gender problem: There are obviously fewer women than men in the founder/startup scene. This is demonstrated not only by the photos of the founder/startup events but also by the statistics. One of the reasons could lie in the fact that women take (want to take) much less risk, especially in a phase in which the family is about to be started. According to the current regulations, it is not very attractive for women to start a family out of self-employment.

It is also nothing new that women "collect" much less support than men. But also simply because they demand less and do less show and have a realistic view of things. But especially in the startup area one likes to hear "Think big & believe in you" and "fake it until you make it" - but that's not exactly what women are. There was a lot of support in the family environment - but especially from her mother, a decorator for decades, who put together the collections together with her and staged them perfectly again and again.

But of course the support for the development of the business model was also sensational for the start and above all groundbreaking - support positions that were important in her case: Carinthian Business Development Fund, AWS - Austria Wirtschaftsservice GmbH, build! Business incubator

What did the BabyBox by MAMABO a great deal of good about its popularity was, of course, its three-month presence in the pop-up store in Klagenfurt. Here the customers could feel the product and the spirit. This was made possible by the support of the state of Carinthia through LH Stv. in Gaby Schanig. A platform she could use well and win many regular customers.

The first challenge was in her head and deciding whether she really wanted to take the risk or not. That also meant taking a financial risk and being willing to invest his hard saved private capital. A further challenge was the numerous research works. Months have passed since she collected all business-relevant information. A process that nobody sees but which is very time-consuming.

In order to make the most of the funding opportunities on offer, it takes time - time to submit, prepare pitches, settle accounts - all this in addition to the daily work in the business.

She wanted to create something that would make life easier for other mothers. It was important to her right from the start that the BabyBox by MAMABO relieved her mom of her burden and gave her time for the really important things in life - time for herself and her baby. Because nobody tells you how much you have to put back as a person all at once and you no longer have "your own" space and the time for yourself is reduced to the minimum. Not for nothing do mummy's appreciate it when she can take a shower on her own. Here she would like to create remedy.

Knowing to be financially secure for the first months is certainly one of the most important supports. But also to have saving partners and to be fed with contents, is necessary and encouraged in the process to the entrepreneur inside to be. Here the building LEAN Accelerator was a great support for her.

According to her personal assessment, entrepreneurship should be "tried out" much earlier. Great projects could already be started at the schools that encourage entrepreneurial thinking and inspire both courage and desire. Because the earlier the fear of failure is taken away and you can try it out uninhibited, the sooner you will be willing to take the risk later on and create jobs.

Proposals for political decision-making:

As a mompreneur of two small children (2 years, 5 months), she would wish that the submission process for receiving childcare benefits would be simpler, that additional income limits would fall, because on the one hand this would keep growth small and on the other hand, if she as a mompreneur already brings so much commitment, then he should not be punished. Because as a successful mompreneur you can't afford to go on maternity leave for long unless you already have a company with grown structures and clear business areas - but it's not realistic to build up your own business. If you look at the statistics, however, most women found their company during or after maternity leave. That means we need women-friendly models.

But it is not only politics that is called for in their eyes. The women themselves also have to deal even more with the issues of the future, recognise niches and be prepared to bear their entrepreneurial risk.

What should/must change?

- Additional income limits for childcare allowance should fall.
- The funding landscape could be made even more transparent.
- Professional mentoring programmes are needed that think big and explain the rules of the game in the scene.

At this point one must also mention that reasons in Austria, especially for EPU's, are a very pleasant and quick matter. Women should be encouraged to believe in themselves and to try out entrepreneurial activities.



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

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

In Austria there is a women's ministry which is located directly in the Federal Chancellery. The Ministry devotes itself to all specific women's issues such as equality, equal treatment, youth, families, employment, education and much more with a wide range of measures and programmes.

However, when it comes to young, female entrepreneurship, the central point of contact in Austria is basically the Austrian Federal Economic Chamber and the competences are divided in two: FiW (Frau in der Wirtschaft) for female entrepreneurs and JW (Junge Wirtschaft) for young entrepreneurs.

Since 1983, Women in Business has been the contact partner within the Austrian Federal Economic Chamber for 114,184 female entrepreneurs in Austria. Women In Business is the service centre, the representation of interests, and the network on a Federal level as well as in the nine provincial organisations. As a representation of interests, Women in Business supports the improvement of the general framework for female entrepreneurs.

Young Business is a strong representation of interests, competent service and attractive network for young people (male/female). Young Business is the lobby group for Austrian young entrepreneurs within the framework of the Austrian Federal Economic Chamber, they are committed to ensuring that young self-employed people and managers have the best framework conditions for their activities.

Nevertheless, there are too few targeted measures for young female entrepreneurs. Apart from the above-mentioned representations by the Austrian Chamber of Commerce, there are a large number of incubators, science parks and business support organisations in Austria, but very often there is a lack of specific women's incubators which deal with the obstacles and needs faced by young women in particular.

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

Austria is compared to other Danube region countries a well developed country - in recent years a lot of measures have been taken with regard to women entrepreneurship in Austria and especially in Styria. The following are just a few of the measures taken to strengthen YWE:

- Start-up consulting programme (AMS Labour Market Service)
- Province of Styria (Gender Equality Strategy 2020 - Women Call 2018 - Programme for the Advancement of Women),
- Project "Unternehmerin macht Schule" (Chamber of Commerce - Frau in der Wirtschaft)
- Start!up School, (SFG)
- Families!Friendly SFG
- Women's Entrepreneurship Founder Coaching (SFG)
- Mentoring Program (Female Founders Global)

The number of companies run by women continues to grow: while the proportion of women was 34.6 per cent when companies were founded eleven years ago, it rose to a proud 47.1 per cent in 2017 (excluding personal advisors; with personal advisors: 65.7 per cent). Never before have so many women dared to take the step into self-employment. This means that the proportion of female managers in the region Styria rose last year to a total of 38.2 percent (in absolute figures: 28,266 female entrepreneurs).

In line with these figures, the range of support services has also grown especially for female start-ups. A challenge for young female founders is still the compatibility of career and family. However, many female founders also state that this was one of the reasons for becoming self-employed (free time management).

It is also important to set up support programmes tailored to women, as they are disadvantaged in terms of the provision of financing.

It would be very important to sensitise young people at a very early stage and to support them on their personal way to their own start. Promoting the entrepreneurial spirit of young women starts at school. There are already measures for this - usually very different projects from different interest groups.

The role of women in the economy must also be strengthened in Austria, which is why schools should raise awareness of technical areas for women in particular. As a

rule, women are under-represented. The possibility of setting up one's own business at schools should also be addressed.

In addition, women are very often dependent on the support of mentors and need special counselling for their personal, "female path" which deals with the special needs and obstacles of women (women are risk-averse, often lack courage, need more communication, etc.).

Another important issue that needs to be addressed by policy makers is childcare. Mothers need to become much more flexible and this can only be achieved through the appropriate policy framework.

Furthermore, there must also be tax incentives and special support programmes for women as only such measures lead to the promotion of entrepreneurship among young women.

## OUTLOOK, CONCLUSIONS and RECOMENDATIONS

The national culture in Austria already supports female entrepreneurs with a variety of measures and there are many different contact points for female entrepreneurs. However, the average age of new female founders is 42.2 years there is a lack of young female entrepreneurs. Since starting a business is always risky and women are cautious and risk-averse, fewer women start their own businesses. Especially when they are young. When women start their own business, the reason seems to be to be able to work part-time and perhaps have more time for their families. However, these women often work in the service sector.

Overall, the study also shows that very often there are still deeply rooted stereotypes and that awareness raising is very important. It is therefore important to give young girls the opportunity to take an interest in entrepreneurship and to get involved in the natural sciences and "men's fields" very early on in their education.

Although women lead more than one third of all enterprises in Austria and the share of enterprises founded by women is increasing continuously, the image of an entrepreneur remains male. Studies also show that women entrepreneurs lead smaller enterprises, which develop less dynamically. This is mostly attributed to the different industries men and women entrepreneurs work in.

Young women entrepreneurs in Austria have almost the potential for successfully setting up a business. Most women quoted the wish to earn a reasonable living as being the most important. Significant factors for starting business for YWE are personal satisfaction and realization of a dream, as well as being their own boss.

The main financial obstacle for YWE is lack of savings followed by the access of finance, The most important competences barrier is the lack of prior business experience followed by lack of information about how to start a business. The highest barrier is uncertainty about the future in case of starting own business, followed by the risk of losing the balance between work and personal life.

In terms of macroeconomic and policy factors, it seems that the main obstacle for young women entrepreneurs are the difficulty to find information on registration, legal and start-up requirements and lengthy and costly bureaucracy procedures and standards to be met before running a business.

Analyzing the aspects in the success of the most recent start-up, we can see that the most helpful for YWE are educational background, prior professional experiences, lessons learned from previous success and advisory support, mentoring and consulting. Women are mainly looking for coaching and mentoring and also for

counselling and consulting. In terms of content, young women entrepreneurs in Austria want to be trained in topics such as finance, budgeting and entrepreneurship.

Women entrepreneurs focus above all on reconciling family and career: the main burden of reconciling job and family still lies with women. This requires not only a social rethink, but also political changes.

But there is also room for improvement in many other areas: special attention is generally paid to reducing bureaucracy, which is one of the biggest problems for many women entrepreneurs. Equally important, however, is the stronger establishment of professional networks: many women use informal networks to answer questions about the company, although professional networks would be of the greatest importance for women entrepreneurs.

Entrepreneurship must also be more firmly anchored in educational institutions: Economic and financial education must become an integral part of general education. Pupils must be inspired to embark on an entrepreneurial career at an early age. Entrepreneurship and a basic understanding of economics and finance must be integrated into curricula and training.

Relevant interviews have important suggestions and recommendations. There is a need to be developed more tools for YWE support focused to several areas:

- Awareness rising for young female entrepreneurship
- Providing financial instruments for women entrepreneurs
- Better framework conditions for reconciliation of work and family
- Specialized programmes for young women founders
- Mentorship programmes – creating a strong network
- Stronger anchoring of entrepreneurship in educational institutions
- Government policies to stimulate female entrepreneurship
- Expansion of childcare services

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Conducted interviews with stakeholders

Conducted interviews with young women entrepreneurs

## ANNEX 1: Table with interviews with institutional actors

Name and Surname	Institution / Company	Type of stakeholder
<b>Elke Jantscher-Schwarz</b>	Frau in der Wirtschaft, Wirtschaftskammer Steiermark	Business Support Organization
<b>Magdalena Stabler</b>	Junge Wirtschaft, Wirtschaftskammer Steiermark	Business Support Organization
<b>Christina Lind</b>	Arbeitsmarktservice Steiermark	Employment Services Representatives
<b>Horst Fidschuster</b>	Regionalentwicklung Oststeiermark	Institutional Regional Authority
<b>Bernadette Kerschler</b>	SPÖ Steiermark	Institutional Regional Authority
<b>Yasmin Kreiner</b>	SFG Steirische Wirtschaftsförderung	Business Support Organization
<b>Gudrun Haage</b>	TU Graz- Institut für Frauenförderung und Gleichstellung	Non-institutional regional authority
<b>Manuela Vollmann</b>	ABZ Austria	Non-institutional regional authority

## ANNEX 2: Table with interviews with young women entrepreneurs

Name and Surname	Institution / Company	Type of stakeholder
<b>Theresa Imre</b>	Markta	YWE
<b>Claudia Pressnitz</b>	Pressnitz Coaching	YWE
<b>Isabella Hold</b>	Babybox	YWE



## ANNEX 3: QUESTIONNAIRE

# WOMEN IN BUSINESS SURVEY

Dear Madam,

By participating in this survey you will contribute to the research about the needs and barriers young women are facing, when trying to run their own business. The results of the questionnaire will serve to study the current state of women entrepreneurship across the Danube Region, to develop tailored training models and policy recommendations. This survey is part of the activities within the WOMEN IN BUSINESS project co-financed by Danube Transnational Programme, with the aim to strengthen the entrepreneurship of young women in the Danube Region.

If you are women, age from 15-34, join us, fill in the survey and share your views and experiences with us to support the development of young women entrepreneurship. The study consists of 19 questions divided into 6 groups and it takes 10 minutes to complete. Participation is completely anonymous; therefore, it does not require your name or any other identifying information.

To begin the study, click the "Next" button.

Thank you for your time and participation!

"Women in Business" Project Staff

If you have any technical issue with the survey, please contact [lejla.turulja@efsa.unsa.ba](mailto:lejla.turulja@efsa.unsa.ba).  
For more information about the project, please contact [office@irstyria.com](mailto:office@irstyria.com).

- 
- G Gender: M/F (eliminary)
- A Age: \_\_ (eliminary)
- C Country/ Region: (eliminary)
- a. Austria
  - b. Bosnia and Herzegovina
  - c. Bulgaria
  - d. Croatia
  - e. Germany - Baden-Württemberg and Bavaria
  - f. Hungary
  - g. Republic of Moldova
  - h. Romania
  - i. Slovenia
  - j. Other country (to be eliminated from further survey)

Thank you for your interest in research. However, this research is intended for women aged 15-34 and from specified countries.

#### I –ENTREPRENEURIAL INTENTION

1. Are you already an entrepreneur? (Do you already have your own business)?
  - a. Yes
  - b. No
  
2. Are you seriously considering becoming an entrepreneur? (if Yes in #1, skip this question)
  - Would not consider
  - Might or might not consider / I am not sure
  - Definitely consider.
  
3. How many employees does your company have? (if No in #1 skip this question)
  - Only one
  - Less than 10
  - 10 and more
  
4. What is the sector of your activities? /chose only 1/
  - Agriculture and mining
  - Manufacturing and transportation
  - Wholesale and retail
  - ICT
  - Health/ Education/ Social Services
  - Financial/ Administrative/ Consumer Services
  - R&D

5. Please mark if you (within a company or within an entrepreneurial attempt) introduced the following innovation/IPR:
- Service Innovation (a new or significantly improved services)
  - Goods Innovation (a new or significantly improved goods)
  - Process Innovation (a new or significantly improved process)
  - Apply for Patent
  - Register a Trademark
  - No previous experience with innovation/IPR

## II – MOTIVATIONS AND OBSTACLES TO ENTREPRENEURSHIP

6. Why would you or did you start your own business?  
Indicate your level of agreement with the following statements from 1 (total disagreement) to 5 (total agreement).

	1 - Strongly disagree	2 - Disagree	3 - Neither agree or disagree	4 - Agree	5 - Strongly Agree
<b>EMPLOYMENT</b>					
EMP1 <sup>1</sup> To provide employment					
EMP2 To provide job security					
EMP3 To earn a reasonable living					
<b>AUTONOMY</b>					
AUT1 For my own satisfaction					
AUT2 For better social status					
AUT3 To be my own boss					
AUT4 To realize my dream					
AUT5 To get away from frustration of previous job					
AUT6 To have a flexible job that allows me to combine my personal and working life					
AUT7 To capitalize on a business idea that I had					
AUT8 A friend/ family member entrepreneur was a role model					

<sup>1</sup> All codes are to be used for internal purpose. Codes will not be visible for respondents.

7. How would you describe yourself in everyday life?  
Indicate your level of agreement with the following statements from 1 (total disagreement) to 5 (total agreement).

	1 - Strongly disagree	2 - Disagree	3 - Neither agree or disagree	4 - Agree	5 - Strongly Agree
<b>CREATIVITY</b>					
CRE1 I always suggest new ways to achieve goals.					
CRE2 I always come up with new and practical ideas.					
CRE3 I search for new technologies, processes, techniques, and/or product ideas.					
CRE4 I am a good source of creative ideas.					
CRE5 I exhibit creativity when given the opportunity.					
CRE6 I come up with creative solutions to problems.					
CRE7 I often have a fresh approach to problems.					
<b>INDIVIDUAL INNOVATIVENESS</b>					
INO1 I often surprise people with my novel ideas.					
INO2 I prefer coming up with new ideas to mastering skills.					
INO3 I prefer work that requires original thinking.					

8. How important are/were the following barriers for starting own business?  
Indicate the level of importance of following barriers for you personally, from 1 (not at all important) to 5 (extremely important).

	1 - Not at all important	2 - Low importance	3 - Neutral	4 - Important	5 - Extremely important	9 - I don't know
<b>FINANCE</b>						
FIN1 Lack of savings						
FIN2 Difficulty in accessing finance						
FIN3 Cost of business registration						
FIN4 High interest rates						
<b>COMPETENCY</b>						
COM1 Lack of entrepreneurship skills (financial, marketing, planning, technology etc.)						
COM2 Lack of information about how to start a business (e.g. rules and regulations)						
COM3 Lack of prior business experience						
COM4 Lack of time for training						
COM5 Lack of mentoring and advise						
COM6 Traditional views about the role of women in society						
<b>RISKS AND OTHER OUTSIDE FACTORS</b>						
RIS1 The uncertainty about the future if I start my own business						
RIS2 Loosing balance between family and working live.						
RIS3 Fear of failure						
RIS4 Stereotypes about young women as being less professional						

MACRO-ECONOMY AND POLICY						
MAC1 Lack of opportunity in the market place						
MAC2 Weak economic environment						
MAC3 Government regulations						
MAC4 The red tape (such as long and costly bureaucracy procedures and standards to be met before running a business)						
MAC5 High taxes						
MAC6 High corruption						
MAC7 Lack of public or private childcare and eldercare services						
MAC8 Insufficient maternity leave provisions						
MAC9 Difficult to find information on registration, legal and start-up requirements						

9. In your opinion, how important are the following aspects in the success of entrepreneurial attempt?

	1 - Not at all important	2 - Neutral	3 - Very important
M1 Your educational background			
M2 Your prior professional experience			
M3 Lessons learned from previous success			
M4 Company's management team skills			
M5 Availability of financial capital/ loans			
M6 Availability of public funds and grants for start-ups support /EU, national, regional, local/			
M7 Advisory support, consulting, mentoring			

M8 Market research			
M9 Business training courses and mentoring			
M10 Support provided by innovation/ development agencies, business support organizations			
M11 Participation in business and/ professional networks and clusters /female, international, European, national/			
M12 Received societal support /working childcare or elderly care service, adequate maternity leave provisions, etc./			

### III - ENTREPRENEURIAL SELF-EFFICACY

10. Considering your own efficiency, indicate your level of agreement with the following statements from 1 (total disagreement) to 5 (total agreement).

	1 - Strongly disagree	2 - Disagree	3 - Neither agree or disagree	4 - Agree	5 - Strongly Agree
SE1 It is easy for me to follow my aims and accomplish my goals.					
SE2 Thanks to my resourcefulness, I know how to handle unforeseen situations.					
SE3 I can solve most problems if I invest the necessary effort.					
SE4 When I am confronted with a problem, I can usually find several solutions.					
SE5 If I am in trouble, I can usually think of a solution.					
SE6 I can usually handle whatever comes my way.					

### IV - CULTURE OR NORMATIVE PROFILE AND SOCIAL SUPPORT

11. Considering the entrepreneurial culture in your country, indicate your level of agreement with the following statements from 1 (total disagreement) to 5 (total agreement).

	1 - Strongly disagree	2 - Disagree	3 - Neither agree or disagree	4 - Agree	5 - Strongly Agree

CUL1 In my country, the creation of new ventures is considered to be an appropriate way to become rich.					
CUL2 The national culture is highly supportive of individual success achieved through own personal efforts.					
CUL3 In my country, setting up a new business is a necessity.					
CUL4 The national culture encourages creativity and innovativeness.					
CUL5 The national culture encourages entrepreneurial risk taking.					
CUL6 Most people view becoming an entrepreneur as a desirable career choice.					
CUL7 Successful entrepreneurs have a high standing in the community and are respected.					
CUL8 Most people think of entrepreneurs as competent, resourceful individuals.					

12. If you decided to create a company, or you already own one, would people in your close environment approve that decision? Indicate from 1 (totally disapprove) to 5 (totally approve).

	1 - Strongly disapprove	2 - Disapprove	3 - Neither approve or disapprove	4 - Approve	5 - Strongly Approve
SUP1 Your close family					
SUP2 Your friends					
SUP3 Your colleagues and acquaintances					
SUP4 Your neighbourhood/local community					

#### V - TRAINING NEEDS

13. If you would have possibility, which type of support would you prefer? Select all that apply (obligatory)



TR1 Training	
TR2 Coaching and mentoring	
TR3 Counselling and consulting	
TR4 Events and networking	

14. In which business fields you would need additional knowledge? Select all that apply  
(obligatory)

B1 Management	
B2 Human resources management	
B3 Entrepreneurship	
B4 Finances and budgeting	
B5 Accounting	
B6 Marketing	
B7 Export	
B8 Social media in business	
B9 Business plan development	
B10 Sales	
B11 Business law	
B12 IT in business	
B13 Business Communication	
B0 Other:	
B14 I don't need additional education	

- A15 What would be your availability in length and frequency of the training (obligatory)
- maximum number of hours per week: \_\_\_\_\_
  - maximum number of weeks per training: \_\_\_\_\_
  - not available at all

## VI - DEMOGRAPHICS

A16 Personal status:

- a) Living in independent household  
How would you describe your personal status

If yes, please mark:

- Single
- In steady relationship
- Married
- Divorced
- Widowed

- b) Living as part of a household

If yes, please mark:

- Single
- In a steady relationship
- Married
- Divorced
- Widowed

A17 What is your education level:

- a. Primary
- b. High school
- c. Vocational training
- d. University – Bachelor
- e. University – Master

A18 What is your present occupation?

- a. Student
- b. Private sector employee
- c. Public sector employee
- d. Self-employed or entrepreneur
- e. Unemployed but seeking employment
- f. Unemployed but not seeking employment

A19 Roughly speaking, what is the total monthly income in your household?

- a. Below the average in your country
- b. Average
- c. Above the average in your country
- d. I do not know

Thank you for taking the time to complete this survey. We truly value the information you have provided.