



## STUDY OF THE CURRENT STATE

## ON YOUNG WOMEN ENTREPRENEURSHIP SUPPORT

## ROMANIA

10/2018



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## Executive Summary

The Study of Current State (SoC) in Romania creates an overview of the state of young women entrepreneurship.

The study was created by analysing reports, studies and datasets through various methods:

- (1) Analysis of secondary data, available from different national and international 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
- (4) Interview-based case studies/biographies

The main conclusions, obtained by this study, are:

- Romania has a policy framework suited to develop entrepreneurial spirit among young women as well as policy initiatives, however they work at low capacity with poor results
- Public perception of woman's role in society as well as in business is steadily rising, and actions in this regard have great chances for viable results
- Even though there are things holding back YWE, developing complete sources of information – consulting offices, entrepreneurial educational models, events dedicated to promote and develop entrepreneurial spirit, platform that promote successful women, etc – will substantially improve the number of YWE
- There is a lack of sufficiently developed statistical sources / databases in order to have a better, clearer and up-to-date understanding of the state of entrepreneurship in Romania
- The main barriers of YWE are funding, lack of entrepreneurial education, uncertainty about the future, corruption and bureaucracy
- Child and family care facilities play a major role in the success of YWE

In regards to developing new policies, the study shows:

- Lack of entrepreneurial education in public school systems
- SMEs represent the biggest job creators in the market, being considered the engine of the economy
- Creating a stable fiscal system for SMEs will lead to more YWE and better workforce occupation

- Creating measures that simplify the processes regarding the registration of new businesses as well as accessing funding schemes will increase the trust in the legislative body and increase the number of YWE

## 1. Introduction

Found at the end of the Danube River, to the south-east of Central Europe, Romania is a state situated to the north of the Balkan Peninsula and on the north-western shore of the Black Sea.

The 1989 Revolution has brought an end to communism in Romania, which has generated a series of economical and political reforms. As such, after almost a decade of economical challenges, Romania has introduced new general economical reforms and has joined the European Union on 1<sup>st</sup> of January 2007.

Romania is a semi-presidential republic and is the 9<sup>th</sup> state, by size (238 397 km<sup>2</sup>), of the European Union being made up of 8 development regions, without any legal personality, which correspond to the EU NUTS-II divisions.

According to the National Employment Agency (ANOFM), the unemployment rate registered at a national level, at the end of December 2017, was 4,02%, 0,75% bigger compared to the same period of the previous year, and with 0,02% bigger than November 2017.

Unemployment rate among men has risen from 4,18%, in November 2017, to 4,23%, and unemployment rate among women has fallen from 3,79% to 3,76%.

Women represent the majority of Romania's population and are more numerous in the urban areas rather than rural areas, according to the data from the National Institute of Statistics (INS).

The INS data also shows that from the 19,7 million Romanian citizens that lived in Romania at 1<sup>st</sup> of January 2017 more than 10 million were women, representing 51,2% of the total resident population.

The percentage is even more pronounced in the urban area, where more than 5,5 million women live, representing 52,3% of the total urban population, while in the rural area the percentage of women population being 49,9%.

As such, young women (YW) represent a huge entrepreneurial potential in Romania. Taking into account the limited work opportunities, growing in the number of women that have their own business can contribute to the lowering of unemployment and poverty, growing the local and national economy, improving living conditions, increasing competitiveness and the quality of services and products, as well as growing the educational needs of the population from primary and out-of-school education to university and above education.

The purpose of this study is to do a comprehensive analysis of the women entrepreneurial environment (WEE) in regards to challenges and barriers by young women entrepreneurs (YWE) as well as factors that can stimulate the WEE, which can lead to the development of efficient policies and support models for YWE in order to grow the economy and the business environment of Romania.

The main objectives of the studies are:

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



1. To offer a general analysis of the economical evolution of Romania, as well as the business environment by using relevant statistical data
2. To identify or to present entrepreneurs or organisations that are involved in and support the state in developing public policy and strategies for YWE
3. To present the main characteristics of YWE in Romania
4. Identifying the main barriers and needs of YWE in Romania
5. Identifying the challenges faced by YWE and the policies related to approaching the challenges
6. Identifying the main support methods for YWE in Romania and future economical development opportunities of the target group

In these conditions, the study is of significant importance for the romanian society because it permits collecting and processing statistical data in order to have an overview of WEE in Romania.

## 2. Methods

For a complete analysis, the research activities (Study of Current State) done within the “Women in Business” project, was done in two steps.

The first step in creating the study was doing a survey among young women that wish to start or to develop their own business, in order to better understand their entrepreneurial needs and the barriers that they face.

In the same time, PIMM team together with OUC team, have interviewed the main stakeholders and relevant actors in the field.

During the next step, PIMM project team presented an overview of YWE in Romania, utilising existing national statistical data, as well as other documents and pertinent information related to the subject.

Quantitative method:

- Analysing secondary data, available from different national and international institutions

In this case, statistical data, documents and relevant reports were used in order to present an overview of Romania’s economy, business environment, entrepreneurial trends, labour market, gender equality as well as the differences between men and women in business.

Specifically, the data used was provided by national institutions, like INS, ANOFM, National Council of SMEs of Romania (CNIPMMR), Romanian National Bank (BNR), as well as from international institutions, like Eurostat, the complete list of institutions and organisations from which data was collected can be found in the 8<sup>th</sup> Chapter of this document.

- Survey done among young women (YW) with the ages between 15 and 34 that want to start or further develop their own business

The main objective of this survey was to find the needs and barriers that YW are faced with in business and/or when starting a business.

In this regard, in order to obtain the most relevant information a 19 question questionnaire was used, divided in 6 parts.

The 1<sup>st</sup> part contained questions related to gender, age and country of origin.

The 2<sup>nd</sup> part made references to entrepreneurial status of the respondents and asked for information regarding the business they owned.

The 3<sup>rd</sup> part examined the motivation and obstacles faced when starting their own business, while the 4<sup>th</sup> part was dedicated to find the self-efficiency of their entrepreneurial drive, as well as questions related to the cultural profiles and policies of the country as main factors for entrepreneurs.

The 5<sup>th</sup> part examined the needs and support opportunities for entrepreneurs and potential entrepreneurs.

The last part contained questions regarding the demographics of the respondents.

Collection of this data was done online, and the invitation to join the survey was distributed by email as well as facebook.

Qualitative method:

- Interviews done with relevant stakeholders

The purpose of these interviews was to create an overview of female entrepreneurship in Romania:

- Comparative evaluation of the current situation with other Danube countries, and evaluating the eventual obstacles faced by YWE
- Characterising female entrepreneurship in the country and in the region
- Presenting existing policies as well as the support opportunities for YW and YWE

At this point, a selection of stakeholders was made, after which written invitations for the interview were sent, via email.

Each interview included seven major themes:

1. Describing the organisation and the interviewee
2. Point of view regarding regional development methods for youth and YWE: past, present and future
3. Challenges, policies, project and programmes related to entrepreneurship, particularly for YWE
4. Data regarding YWE in the country (existing and potential sources of information/databases as well as data needs)
5. Point of view regarding the importance of female entrepreneurship in the area of activity of the organisation
6. Organisation involvement (how the organisation reacts to the challenges faced by romanian youth, particularly employment)
7. Recommendations

The average length of the interviews was approximately 45 minutes. A proof of interview was obtained from each interviewee as well as a summary for each interview. Finally, a report was made on these interviews, which included the findings and recommendations of the stakeholders.

- Case studies / biographies based on interviews

During this step, information about important biographical events, in chronological order, was collected from the YWE, discussions took place about key moments in their lives, institutional constraints that limited their opportunities, as well as the biggest decisions they made in their entrepreneurial activity.

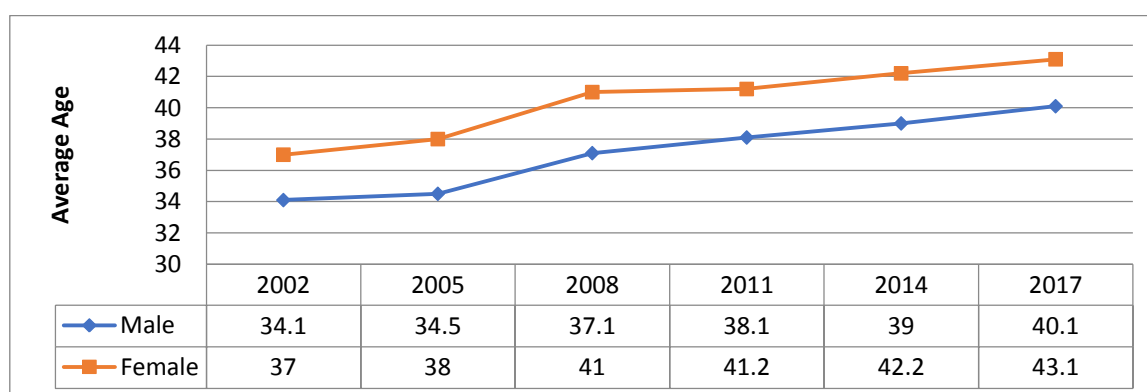
The results of these activities are presented in this document.

### 3. Romania

#### 3.1. General presentation of the country

According to data from the INS, the resident population of Romania on the 1<sup>st</sup> of January 2018 was 19524 thousand people, smaller by 120,7 thousand people compared to 1<sup>st</sup> of January 2017. The main cause of this decrease is the natural negative growth (number of deceased people being bigger than the number of newborn by 71.125 people). The urban population, as well as the female population, are the biggest (53,8%, respectively 51,1%).

Figure 1: Average age of population according to INS data in Romania in 2002, 2005, 2008, 2011, 2014 and 2017

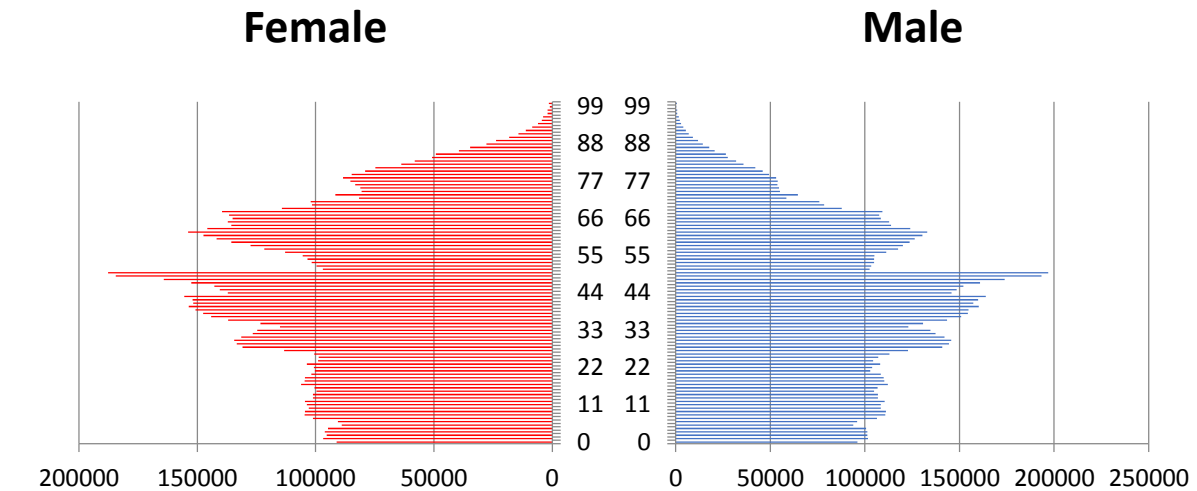


At 1<sup>st</sup> of January 2018, the resident population in urban areas was 10.498 thousand people, decreasing by 0,3% compared to 1<sup>st</sup> of January 2017. Regarding the female population on the 1<sup>st</sup> of January 2018, this was 9.980 thousand people, decreased by 0,6% compared to the previous year.

The demographic aging process has deepened in January 2018, compared to January 2017, a rise in the older population (65 years and above) was noted. The demographic aging index was raised from 114,4 (January 2017) to 116,9 older people for each 100 younger people (January 2018).



The 0-14 age group of the population has maintained its determined value for January 2017 (15,6%), while the 65 and above age group of the population has registered a



growth of 0,4% (from 17,8% in 2017 to 18,2% in 2018).

Figure 2: Resident population on age and gender at 1<sup>st</sup> of January 2018

As such, the demographic dependencies index has risen from 50,1 (January 2017) to 50,9 (January 2018) young and old people for each 100 adults. Romania continues to be an emigrating nation, emigration being the 2<sup>nd</sup> biggest reason for the drop in population. The international migration balance in 2017 was negative, the number of emigrants being bigger than the number of immigrants by over 53 thousand people.

During 2017, men have emigrated in a larger proportion than women (50,9%) and among immigrants men were also the majority (53,5%).

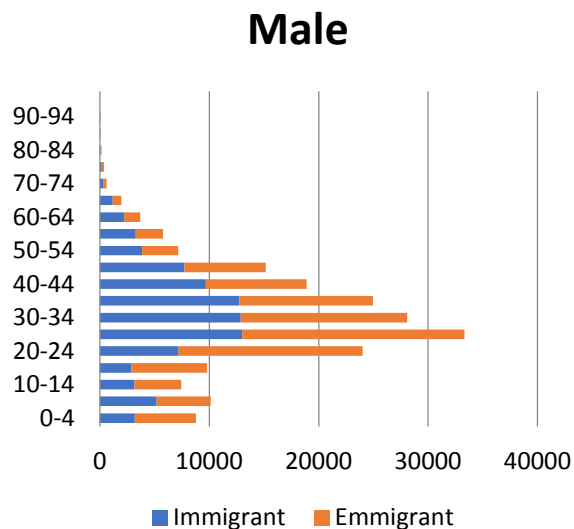
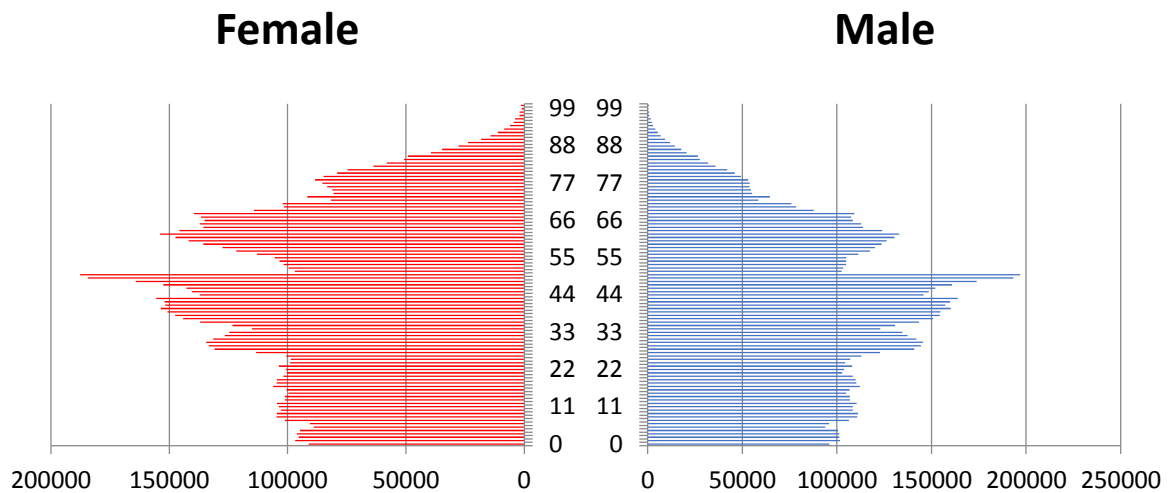


Figure 3: Long-Term Temporary International Migration on gender and age group in 2017

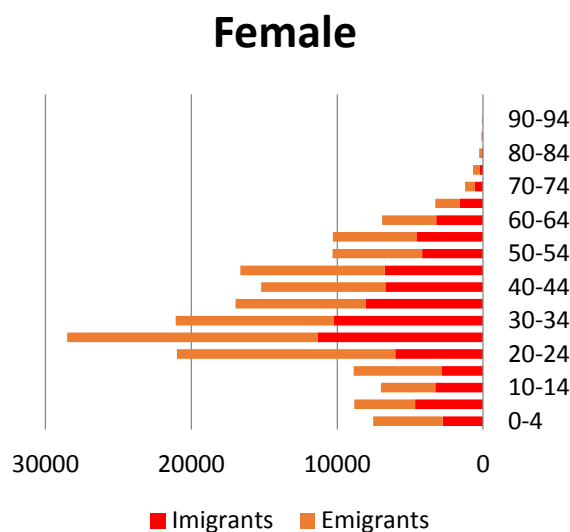


Data from the INS show that the number of women aged between 15 and 49 was 4.585.018, potential mothers representing 23,3% of the total resident population on the 1<sup>st</sup> of January 2017, meaning almost half of the total female population (45,7%).

Regarding the workforce participation of the population, the most recent data, those related to the 3<sup>rd</sup> trimester of 2017, show that the working population was 8,85 million people, 43,7% of which being women.

From the structural analysis of the employed female population on job sectors, it is appears that 1,2% were part of the legislative body of the executive, of the high leaders of the public administration, leaders and superior public workers; 19,9% worked as specialists in different fields of activity;

7,3% were technicians or other specialists in the technical field; 6,6% administrative public servants; 20,2% were employed in the service sectors; 21,1% worked as qualified workers in agriculture, forestry and fishing; 8,5% worked as qualified and assimilated workers; 15,2% in other work fields.



Regarding the level of education, statistical data from ANOFM and INS show that, from the total employed women population, 23,9% were higher education graduates, 4,0% foreman and secondary education graduates, 40,4% graduated high school, and 12,4%

graduated vocational and apprenticeship schools.

According to the data from ANOFM, the women population represent the majority of workforce in education (79,8%), health and social service (79,6%) commerce, hotels and restaurants (64,3%), while the male population represent the majority of the workforce in construction (93,4%), production and distribution of electrical and thermal energy, water and gas (82,4%) and public administration and defense (58,5%).

Institutions involved in the field of gender equality:

1. National Agency for Gender Equality between Men and Women – special body of the central public administration office, with judicial personality, under the subordination to the Ministry of Labour, Family, Social Protection and the Elderly
2. National Council Against Discrimination, special body of the central public administration, with judicial personality, under the subordination of the Government
3. The National Commission for Equal Opportunities for Women and Men, (CONES), which operates under the coordination of the Ministry of Labour, Family, Social Protection and the Elderly
4. The Commission for Equal Opportunities for Women and Men of the Chamber of Deputies, which aims to eliminate all forms of discrimination based on gender and improve the condition of women in society
5. The National Employment Agency, which ensures the observance of the principle of equal opportunities and treatment of women and men in the field of measures to stimulate employment, as well as in the field of social protection of people not in work
6. The National House of Pensions and other Social Insurance Rights ensures the implementation of the measures for observing the equal opportunities and treatment of women and men in the field of administration and management of the public pension system and other social security rights
7. Labour Inspection, which ensures the control of the application of gender equality and treatment measures in its field of competence
8. The Child Protection Directorate ensures the implementation of gender equality and gender equality measures in the field of combating domestic violence
9. National Adult Vocational Training Council, autonomous administrative authority with consultative role, which ensures the implementation of gender equality measures in the development of policies and strategies on adult vocational training
10. The Institute for Scientific Research in the Field of Labour Law and Social Protection and the National Institute for Research and Development for Labour Protection "Alexandru Darabont", Bucharest, coordinated by the Ministry of National Education
11. The National Agency for Payments and Social Inspection ensures the implementation of equal opportunities and treatment measures between women

and men in the development and implementation of policies and strategies in the field of social assistance

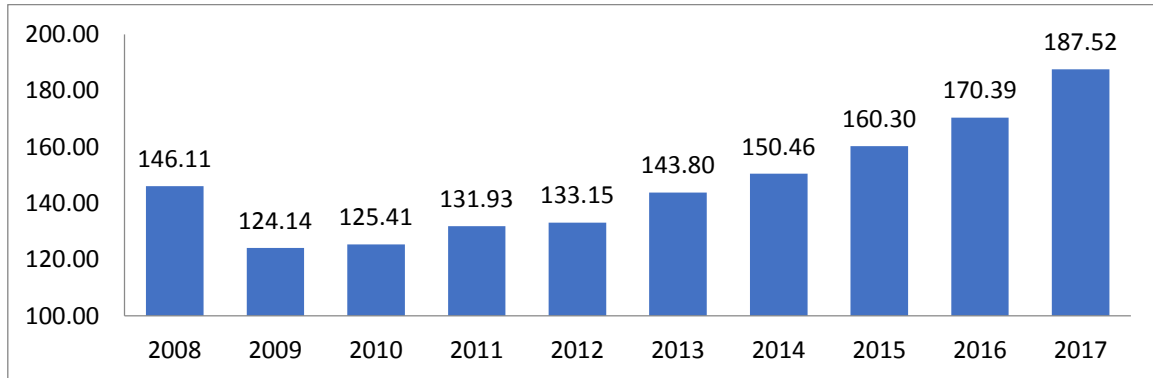
12. The Ministry of National Education through the School Inspectorates ensures the inclusion in the curricula and the current activity of the educational units of the measures for observing the principle of equal opportunities and treatment of women and men
13. The Ministry of Public Health, the other ministries and the central institutions with their own sanitary network ensure, through the county and Bucharest public health departments and similar structures of these directions, the implementation of the measures for observing equal opportunities and treatment of women and men in the field health, in terms of access to and the quality of health services, as well as health at work
14. The National Institute of Statistics supports the work and collaborates with the Ministry of Labour, Family, Social Protection and the Elderly through the Directorate for Equal Opportunities for Women and Men for the Development of Gender Statistics and for the Implementation in Romania of the gender indicators promoted by the European Commission
15. The Economic and Social Council, an independent body with a tripartite structure set up to pursue social dialogue between the Government, trade unions and employers and having an advisory role in establishing economic and social policy through the Commission for Social Protection and Health Protection, supports, the integration of the principle of equal opportunities and treatment between women and men in normative acts with implications on the economic and social life

### ***3.2. National economic development***

Romania's economy has seen the biggest economic growth in the last 9 years, growing last year by 7% compared to 2016, however due to the rise of the annual inflation rate, index that measures the evolution of consumer prices, which has risen substantially in the last year.

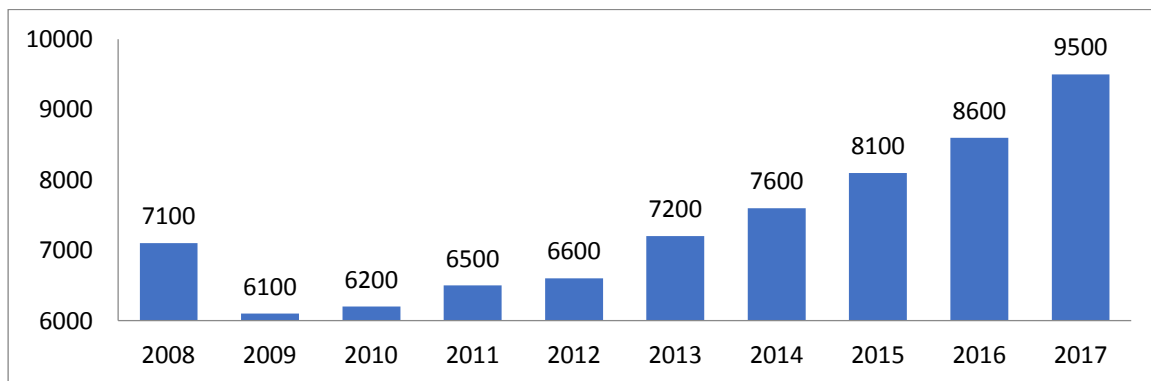
This rise is due to the fact that the economy has received fiscal and wage stimuli from the government in 2016 and 2017, measures stimulating consumers and economical growth, while in the same time generating external imbalance.

*Figure 4: Romanian Annual GDP (billion euros)*



According to an analysis made by the Romanian Chamber of Commerce and Industry (CCIR), the Romanian GDP has reached 856 billion RON (187,5 billion euro), while the GDP per capita remains the 2<sup>nd</sup> lowest in EU.

Figure 5: Romanian GDP per capita (euro)



At a regional level, Bucharest-Ilfov region exceeds the EU average GDP per capita (approximately 140% of the average), while the other regions have a GDP per capita below 60% of the EU average, which shows a rise in development disparities between the Capital and the rest of the country.

Romania's economy is represented by services (55,8% of the GDP), industry (24,2% of the GDP), constructions (6% of the GDP), agriculture (under 5% of the GDP).

Regarding the structure of services, the biggest contribution was made by commerce (18,7% of the GDP), followed by public administration services (11,4% of the GDP).

According to INS, Romania's imports and exports have risen in 2017, compared to 2016, by 12,2%, respectively 9,1%.

Figure 6: Romanian Imports by category in 2016

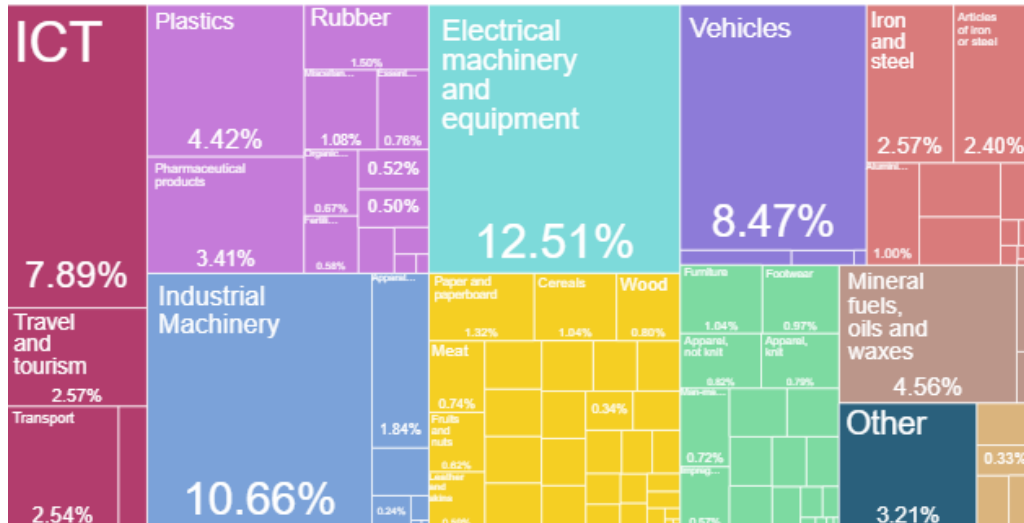
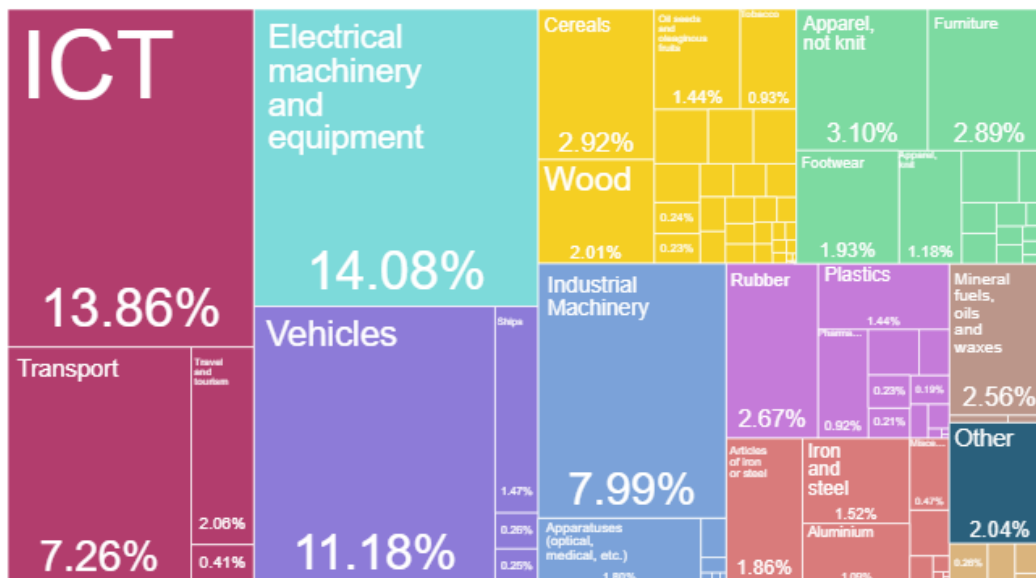


Figure 7: Romanian Exports by category in 2016



As such, CIF imports (cost, insurance, freight) were 75.6 billion euro, and FOB exports (Free on Board) were 62.64 billion euro, creating a trade deficit of 12.96 billion euro, bigger by 2.98 billion euro compared to 2016.

In December 2017 CIF imports reached 6.10 billion euro, 10,8% bigger than December 2016, and FOB exports 4.49 billion euro, 4,2% bigger than December 2016, ending in a trade deficit of 1.61 billion euro.



Figure 8: Countries Romania Imported from in 2016

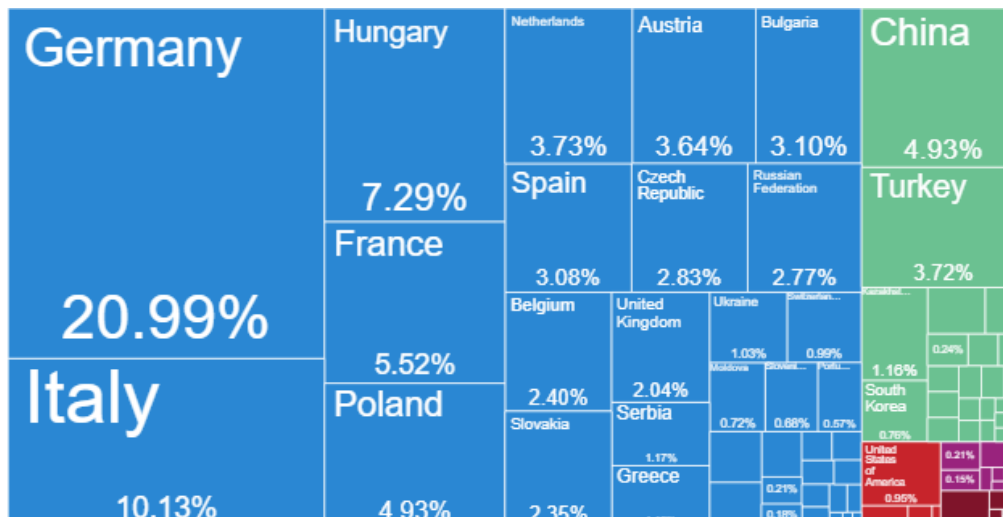
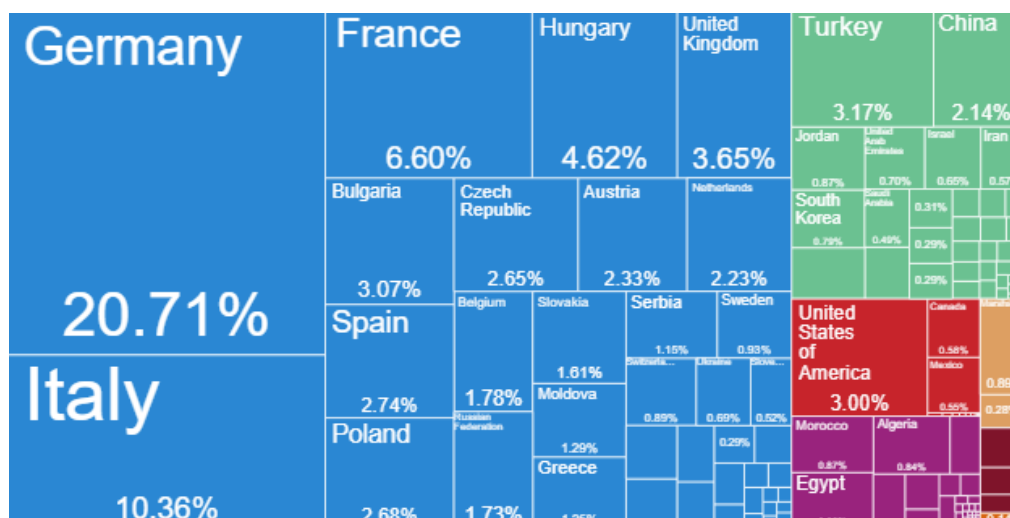


Figure 9: Countries Romania Exported from in 2016



Romania traded 75,8% within the EU28 in 2017, with 47.48 billion euro in exports and 52.28 billion euro in imports.

Romania traded outside EU28 to the sum of 15.16 billion euro in exports and 18.31 billion euro in imports, representing 24,2% of the total trade.

According to INS, annual inflation rate has risen in January 2018 to 4,32%, the highest level since July 2013 until now.

The rising trend continued, after, in December 2017, the annual inflation rate was 3,32%, higher than November 2017, 3,23%, and October 2017, 2,63%.

Statistical data show that the biggest increases were registered in gas (3,79%), legumes and preserves (3,23%), fresh fruits (3,1%), citrus fruits and other fruits (2,58%), fuels (2,42%) and services (0,9%) compared to January 2017.

Compared to December 2017, prices have risen by 0,78%, as food goods prices have risen by 0,64%, non-food goods by 1,08%, and services by 0,32%.

For 2018, The National Forecast Commission has lowered its estimates regarding economic growth, from 5,5% to 4,5%, and for 2019, the forecasts keep with the falling trend, from 5,7% to 5,5%. In the same time the forecasts regarding GDP stayed the same for the 2020-2022 period, 5,7% for 2020 and 5% for 2021 and 2022.

The same forecasts, regarding romanian economic growth in 2018, were lowered by the European Commission, from 4,5% to 3,6%, while the 2019 forecasts have seen a boost from 3,8% to 3,9%.

The forecasts regarding RON/EURO exchange rate have kept the 4,65 RON/EURO level in this year, which will fall to 4,62 RON/EURO in the next year, 4,60 RON/EURO in 2020, 4,58 RON/EURO in 2021 and 4,56 RON/EURO in 2022.

Regarding inflation, the European Commission has made a small increase in it's forecasts for 2018 to 4,3% from 4,2% from the spring forecast, while the consumer price index is expected to fall to 3,5% in 2019 and 3,3% in 2020.

*Table 1: Economic forecasts for Romania 2018-2020*

Overview	Actual	Q4	Q1	Q2	Q3	2020
<b>GDP Growth Rate (%)</b>	1.90	0.7	0.9	0.6	1.3	0.6
<b>GDP Annual Growth Rate (%)</b>	4.30	4.5	4.2	3.8	3.4	3.2
<b>Unemployment Rate (%)</b>	4.00	4	4.2	4.5	4.8	5.4
<b>Inflation Rate (%)</b>	3.40	3.5	3.2	3.5	3.3	2.5
<b>Interest Rate (%)</b>	2.50	2.5	2.75	2.75	3	3

The Romanian National Bank has risen its forecasts regarding inflation at the end of 2018 to 3,5%, showing a 3,2% inflation in 2018 compared to previous forecasts, and for the end of 2019, The National Bank of Romania estimates a 3,1% inflation rate.

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

### **4.1. Romanian enterprise statistics**

Romania is doing well when it comes to economic growth, however statistics aside, doing business in Romania is full of challenges because of the legislative and fiscal instability, bureaucracy, corruption and hard to obtain business loans.

According to data from National Office of Commerce Registry (ONRC), around 117.000 companies in Romania have closed their doors, suspended their activity or declared insolvency or bankruptcy, within the first 10 months of 2018, a number which is 5.600 higher than the same period in 2017.

As such out of 116.952 companies that are in difficult situations, in january – october 2018, 7.026 companies declared insolvency, 15.014 suspended activity, 65.631 were radiated and 29.278 were dissolved, according to ONRC data.

However, there are still enough romanians willing to join the business world. ONRC data show that in the first 8 months of 2018 92.030 judicial entities (stock companies, limited liability companies, etc) were registered, 10,59% smaller than the same period in 2017, when the number of registrations was 102.936.

Out of 904.337 existing companies in Romania, 837.976 men were shareholders or associates in companies in Romania, obtaining 62.77% share of the total, while women's share of the total was 37.23%, respectively 496.970 women.

This means that in Romania there exists an unexploited female entrepreneurship ecosystem, which can be represent an engine for economic launch, with great growth and development potential.

Because in Romania there are no detailed statistics about judicial entities, this study used data from „Carta Alba”, a published work made by The National Council for SMEs in Romania (CNIPMMR), and was done by surveying 559 companies.

CNIPMMR's study has built, based on gathered data, the image of the romanian entrepreneur: mature, with economic and technical training, male, married, university graduate, with 13,94 years entrepreneurial experience, sole owner, which dedicates

more than 8 hours daily to his business and does not involve family members in company activities.

Table 2: The performance dynamic during 2016-2017 according to the judicial form of SMEs

Nr.	Performance of SME's in 2017 compared to 2016	SME judicial forms		
		Joint Stock Companies	Limited Liability Companies	Other judicial forms
1.	<b>Much better</b>	5,13%	3,00%	0,00%
2.	<b>Better</b>	51,28%	36,48%	22,73%
3.	<b>Same</b>	20,51%	36,27%	43,18%
4.	<b>Weaker</b>	20,51%	19,74%	31,82%
5.	<b>Much weaker</b>	2,56%	4,51%	2,27%

The survey done by CNIPMMR shows that joint stock companies are the most performant judicial entities (over 55% of respondents), limited liability companies the second best (39% of respondents) and other judicial forms being considered the least performing (33% of respondents).

On the other hand, the same study shows that the romanian business environment is seen net favorable in 2019, compared to 2018, registering growing trust in the majority of the country.

Table 3: Differentiating the entrepreneurs perception regarding the evolution of the business environment in 2018

Nr.	State of the business environment for 2018	SMEs grouped according to development regions						
		North-East	South-East	South	South-West	North-West	Center	Bucharest-Ilfov
1.	<b>Favorable for businesses</b>	26,32%	44,83%	17,91%	58,76%	21,18%	18,87%	33,05%
2.	<b>Business</b>	28,95%	34,48%	41,04%	26,80%	48,24%	54,72%	43,22%
3.	<b>Slowing business development</b>	44,74%	20,69%	41,04%	14,43%	30,59%	26,42%	23,73%

Table 4: Differentiating the entrepreneurs perception regarding the evolution of the business environment in 2019

Nr.	State of the business environment for 2019	SMEs grouped according to development regions						
		North-East	South-East	South	South-West	North-West	Center	Bucharest-Ilfov
1.	Favorable for businesses	31,58%	31,03%	34,33%	59,79%	24,71%	11,32%	35,59%
2.	Business	39,47%	51,72%	38,06%	24,74%	51,76%	54,72%	42,37%
3.	Slowing business development	28,95%	17,24%	27,61%	15,46%	23,53%	33,96%	22,03%

Interviewed entrepreneurs have signaled that bureaucroay, lack of personel (and keeping them), excessive fiscality, unfair competition and inflation (40-47% of respondents) are seen as the bigger obstacles than corruption, demand, infrastructure, financing, external competition, etc.

Figure 10: Difficulties met during SMEs activity in 2018

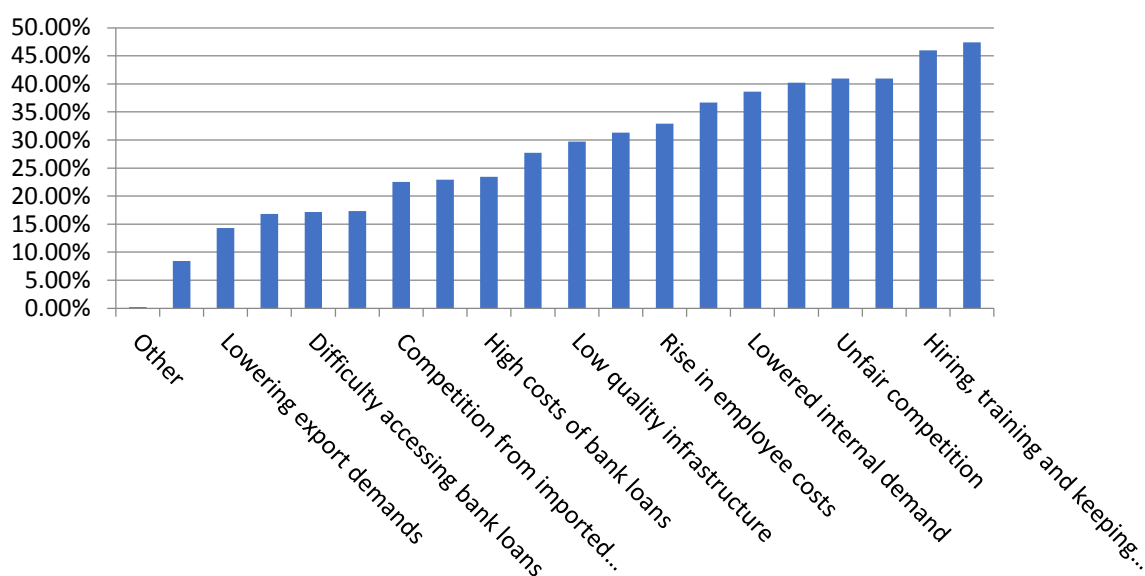


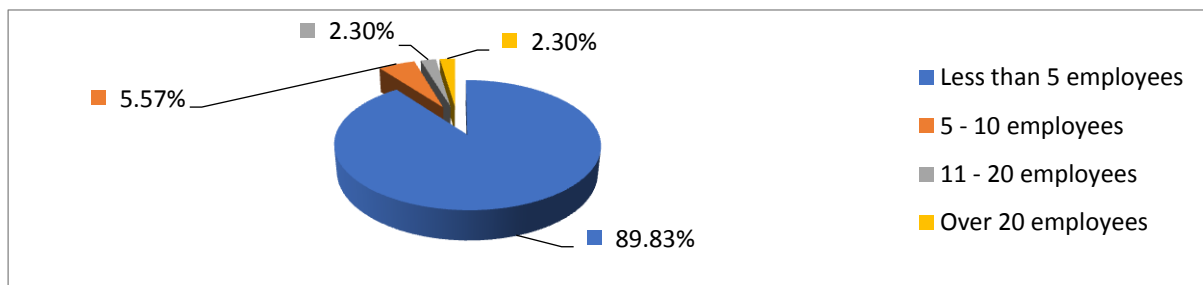
Table 5: Evolution of the number of employees

Nr.	Company Category		Evolution of the number of employees				
			Substantial growth	Slight growth	Approximately	Same	Slight decrease
1.	Age	0 - 5 years	4,65%	18,60%	63,95%	9,30%	3,49%
		5 - 10 years	0,96%	17,31%	72,12%	5,77%	3,85%
		10 - 15 years	3,60%	11,71%	69,37%	9,01%	6,31%
		15 years and older	0,56%	19,21%	62,71%	14,12%	3,39%
2.	Region	North East	5,71%	17,14%	48,57%	25,71%	2,86%
		South East	0,00%	21,43%	50,00%	25,00%	3,57%
		South	1,56%	6,25%	86,72%	5,47%	0,00%
		South West	2,13%	10,64%	65,96%	10,64%	10,64%
		North West	2,53%	22,78%	63,29%	11,39%	0,00%
		Center	4,00%	36,00%	54,00%	4,00%	2,00%
		Bucharest-Ilfov	0,90%	18,02%	61,26%	9,01%	10,81%
3.	Size	Micro Enterprises	1,47%	15,00%	70,88%	7,94%	4,71%
		Small Enterprises	3,53%	14,12%	65,88%	15,29%	1,18%
		Medium Enterprises	3,77%	33,96%	39,62%	16,98%	5,66%
4.	Judicial Form	Joint Stock Companies	3,33%	20,00%	43,33%	26,67%	6,67%
		Limited Liability Companies	2,22%	18,47%	66,26%	8,87%	4,19%
		Other judicial forms	0,00%	0,00%	85,71%	11,90%	2,38%
5.	Branch of activity	Industry	2,40%	22,16%	59,88%	13,17%	2,40%
		Construction	6,25%	25,00%	50,00%	18,75%	0,00%
		Commerce	0,70%	11,19%	75,52%	4,90%	7,69%
		Transport	0,00%	20,00%	60,00%	13,33%	6,67%
		Services	2,92%	15,33%	67,88%	10,95%	2,92%



Romanian SME sector is the main supplier of new jobs in our economy, according to CNIPMMR study, producing a net growth (new jobs – closed jobs) of 0.62 jobs / SME. Interviewed respondents have declared that in 2017-2018 period have hired between 0-20+ people. (0-5 new hires 89%, 5-10 new hires 5.57%, 11-20 new hires 2.3%, over 20 new hires 2.3%)

Figure 11: Percentage of new employees in SMEs in 2017 compared to 2016.



It is noticed that SMEs that are under 5 years old hire more people than the rest of the companies.

Regarding the average wage in SMEs, 2017 compared to 2016, shows that almost 50% of companies did not raise their employees salary and only 16.19% have raised the salaries by 5-10%.

Table 6: Correlation between company age and median wage evolution in 2017

Nr.	Evolution of median income	SME Age			
		0-5 years	5-10 years	10-15 years	Over 15 years
1.	Has risen by over 15%	11,83%	21,43%	20,17%	12,94%
2.	Has risen by 10-15%	10,75%	12,50%	11,76%	16,42%
3.	Has risen by 5-10%	18,28%	10,71%	15,13%	18,91%
4.	Has risen by 0-5%	7,53%	12,50%	12,61%	10,95%
5.	Remained	46,24%	39,29%	30,25%	27,36%
6.	Has fallen by 0-5%	2,15%	0,89%	2,52%	4,98%
7.	Has fallen by 5-10%	2,15%	0,89%	2,52%	3,98%
8.	Has fallen by 10-15%	1,08%	0,89%	1,68%	1,49%
9.	Has fallen by over 15%	0,00%	0,89%	3,36%	2,99%

Figure 12: SME structure according to evolution of median wage in 2017 compared to 2016

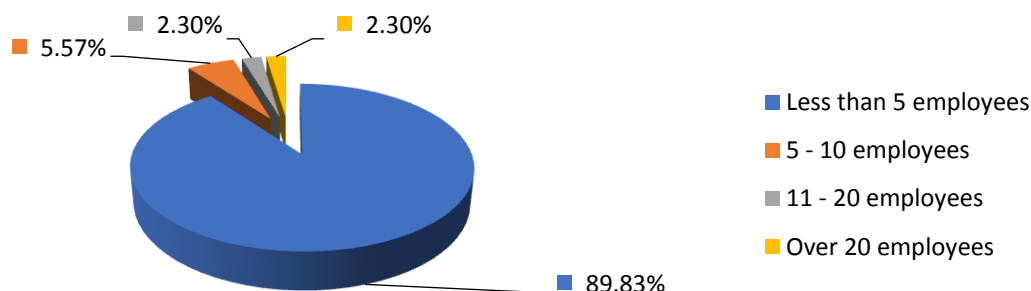


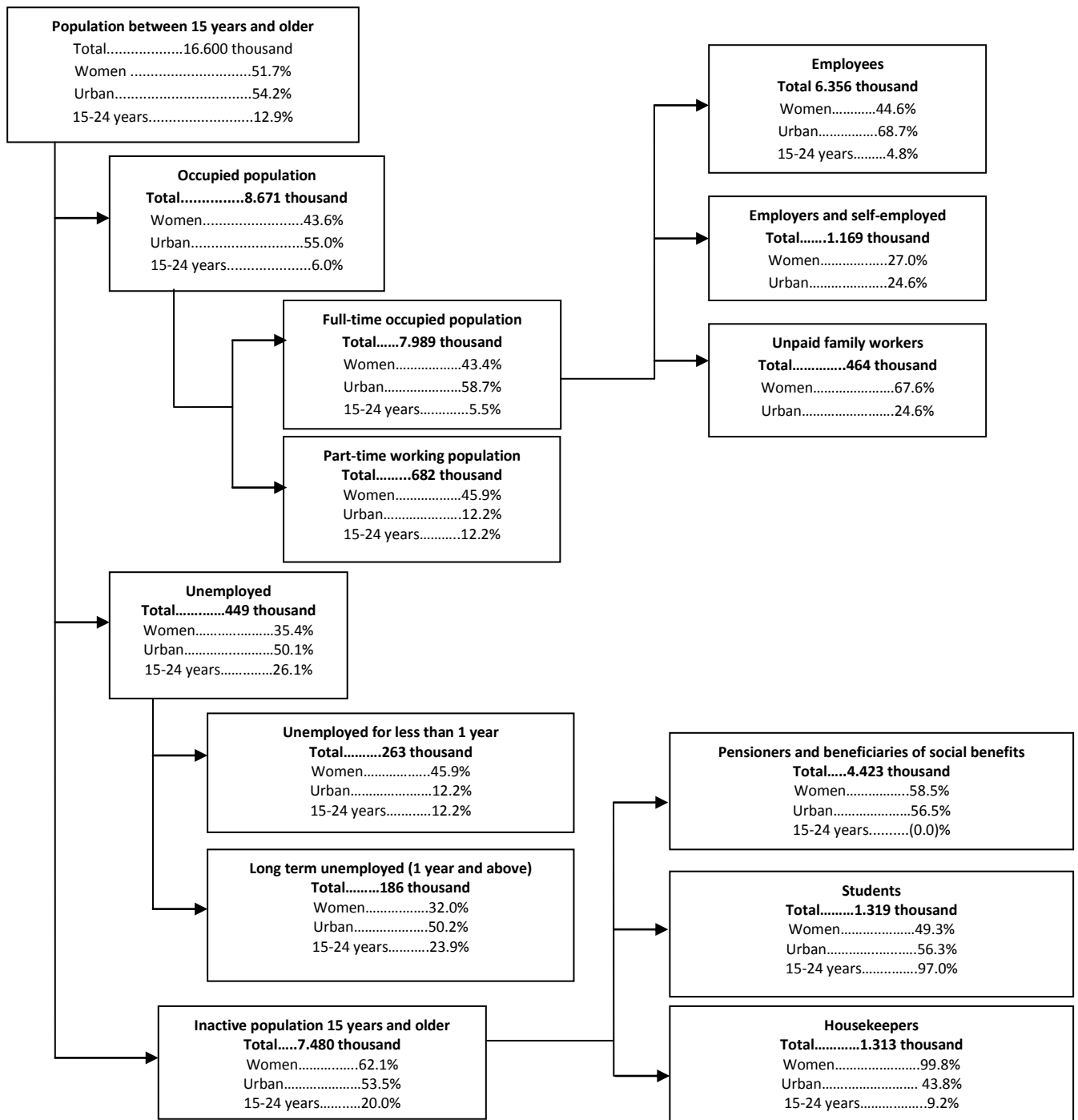
Table 7: Top 5 areas of activity in 2017, based on turnover, nr of employees and profit

Criteria	Position	Area of activity	Quantity
<b>Turnover</b>	1.	Retail sale in non-specialized stores with sales of food, beverages and tobacco predominating	15,1 billion euro
	2.	Non-specialized wholesale of food, beverages and tobacco	9,9 billion euro
	3.	Retail sale of automotive fuel in specialized stores	9,8 billion euro
	4.	Road transport of goods	9,5 billion euro
	5.	Construction work for residential and non-residential buildings	7 billion euro
<b>Profit</b>	1.	Business and management consultancy activities	981,8 million euro
	2.	Construction work for residential and non-residential buildings	860 million euro
	3.	Renting and sub-renting of own or rented real estate	783,3 million euro
	4.	Electricity production	710,1 million euro
	5.	Cultivation of cereals (excluding rice), leguminous plants and oleaginous plants	657,3 million euro
<b>Employees</b>	1.	Retail sale in non-specialized stores with sales of food, beverages and tobacco predominating	187.605 employees
	2.	Construction work for residential and non-residential buildings	156.181 employees
	3.	Road transport of goods	144.742 employees
	4.	Protection and guarding activities	106.621 employees
	5.	Manufacture of other wearing apparel (excluding underwear)	94.853 employees

## 4.2 Active population by Labour Force Survey

In 2017, the main categories of population, according to economic activity, was as follows:

Figure 13: Active population

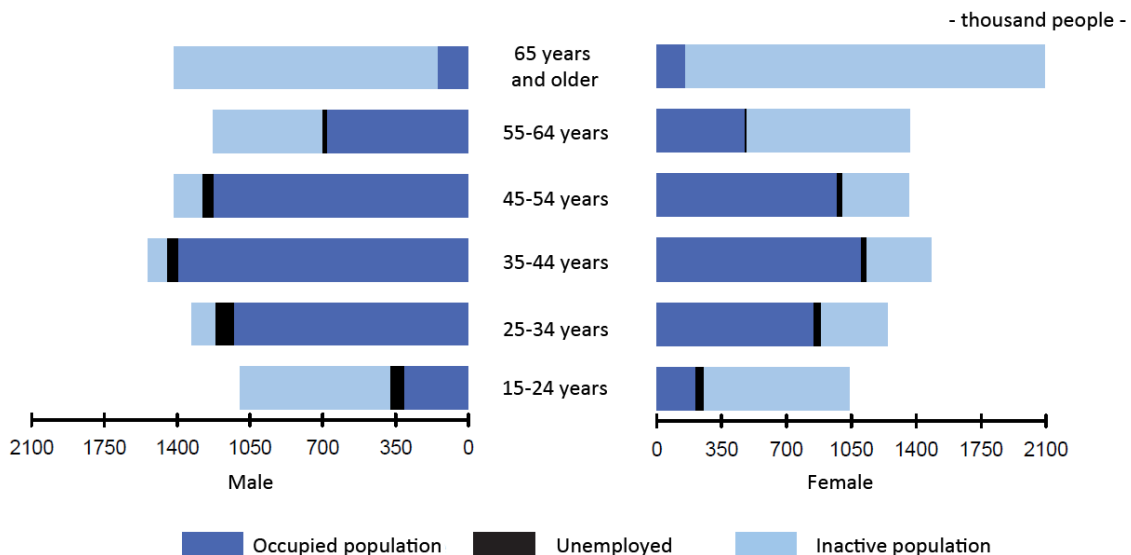


According to INS data, in 2017, the active population was 9.120 thousand people, from which 8.671 thousand representing occupied workforce and 449 thousand unemployed. The occupying rate of working-age population (15-64 years) was 63,9%. This indicator had higher values for men (71.8% compared to 55,8% for women) and similar values among the two residency mediums (64,8% in urban areas and 62,7% in rural areas). 24.5% of youth (15-24 years) and 44.5% of older people (55-64 years) were occupied.

The highest level of occupancy rate for older people was registered among higher education graduates (87.9%). The lower the educational level, the lower the occupancy rate. As such, 67.5% of high school graduates were occupied and only 42.5% of those with low level of education.

Occupancy rate of the 20-64 age group was 68.8%, at 1.2% away from the national target set in the context of the 2020 European Strategy. Higher values were registered for male population (77.3% compared to 60.2% for female population) and for urban population (69.2% compared to 68.4% for rural population). Unemployment rate was 4.9%.

Figure 14: Distribution of population of 15 years and older according to participation to economic activity, based on gender and age group, in 2017



In 2017, statistical data shows that the majority of the 25-64 age group had medium level of education (60%), 22% of the population had low levels of education, while the university educated population was only 17.6%.

In the same time, it is noticed that in Romania there are more women with higher education than men, whereas in the rural areas there are twice as many women with lower education than men.

Table 8: Structure of people 25-64 years old according to education, gender and medium, in 2017

	Total	Male	Female	Urban	Rural
<b>TOTAL PEOPLE OF 25-64 YEARS</b> (thousands of people)	10961	5514	5447	6305	4656
<b>Graduated school level</b>	<b>- % of the total -</b>				
<b>Superior (short and long term university, including masters, doctorate, post-doctoral and post-university studies)</b>	17,6	16,4	18,7	26,7	5,3
<b>Medium (post-high school, high school, professional, complementary and apprenticeship)</b>	60,4	63,3	57,4	62,0	58,1
<b>Low (middle school, primary school or no education)</b>	22,0	20,3	23,9	11,3	36,6

On the other hand, in 2017, the percentage of people in the 15-34 age group, that are unemployed and are not undergoing any form of education was 18,7%, where womens rate was 11.9% higher than mens.

Figure 15: Occupied population according to education, in 2017

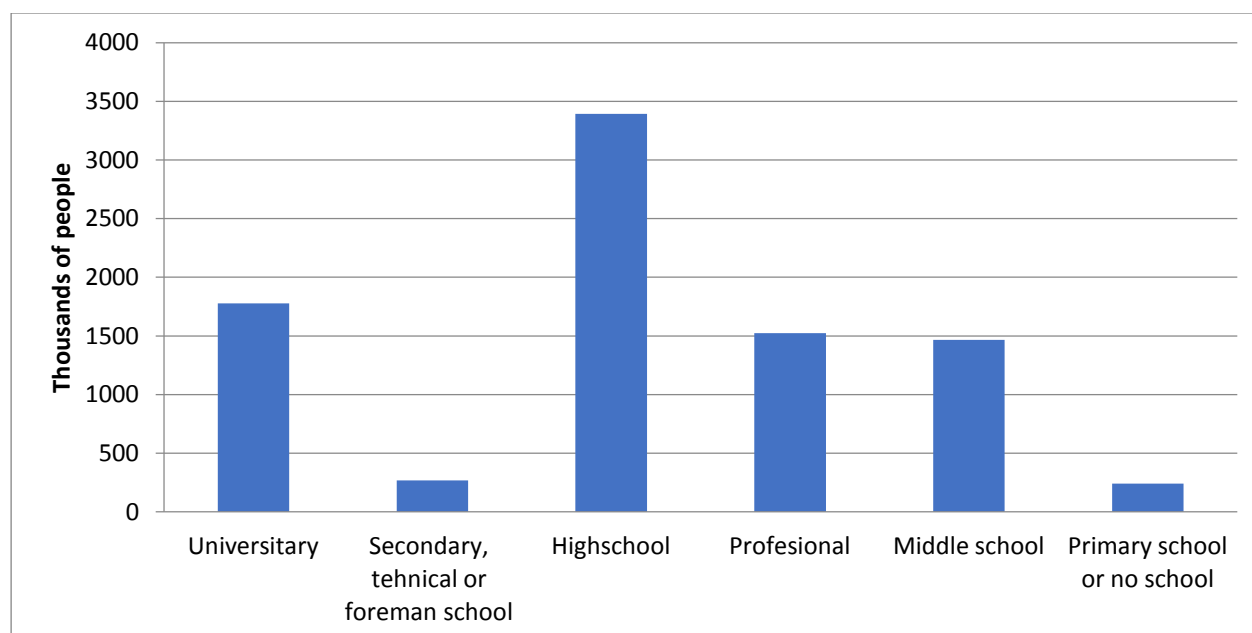


Table 9: Rate of unoccupied youth that are not in school or in training, in 2017

	Total	Male	Female	Urban	Rural
<b>TOTAL PEOPLE OF 15-34 YEARS (thousands of people)</b>	18,7	12,9	24,8	15,6	22,2
<b>15-24 years</b>	15,2	12,1	18,4	12,0	18,0
<b>15-19 years</b>	9,4	7,9	11,0	6,2	12,1
<b>20-24 years</b>	24,4	21,0	16,3	25,9	17,4
<b>25-29 years</b>	22,2	15,2	29,7	18,9	26,9
<b>30-34 years</b>	20,9	11,9	30,6	17,1	26,7

Regarding the distribution of population according to professional status, it is observed that the majority of the population (73,7%) is employed, women representing the majority of unpaid workers (67.7%), 44,6% of employees, 28.6% of self-employed, and among employers the number of women being 2.9 times smaller than the number of men.

Table 10: Distribution of occupied population on gender, medium and professional status, in 2017

	Total	Male	Female	Urban	Rural
<b>TOTAL OCCUPIED POPULATION (thousands of people)</b>	8671	4894	3777	4769	3902
<b>din care:</b>	<b>- % of the total-</b>				
<b>Employee</b>	73,7	72,3	75,5	92,0	51,4
<b>Employer</b>	1,0	1,4	0,6	1,3	0,7
<b>Self-employed</b>	17,1	21,6	11,2	5,7	31,0
<b>Unemployed family worker</b>	8,2	4,7	12,7	1,0	17,0



In 2017, women were the majority of employees in public administration, service sector, specialists in various fields of work as well as technicians and other technical specialists. (between 54% and 63%)

In the legislative executive body, high leadership of public administration, public leadership, higher public servants, the number of men was 2.3 times higher than women.

Table 11: Distribution of occupied population on gender, medium and age groups, in 2017

	Total	Male	Female	Urban	Rural
<b>TOTAL OCCUPIED POPULATION (thousands of people)</b>	8671	4894	3777	4769	3902
	- % of the total-				
<b>Members of the legislative and executive body, high leadership of public administration, public leadership, higher public servants</b>	1,9	2,3	1,3	2,5	1,1
<b>Specialists in various field of work</b>	15,4	11,6	20,3	24,1	4,8
<b>Technicians and other technical specialists</b>	6,0	4,9	7,5	8,8	2,5
<b>Administrative public servants</b>	4,5	2,9	6,5	6,5	2,1
<b>Service sector workers</b>	14,8	10,0	21,0	18,5	10,3
<b>Qualified workers in agriculture, forestry and fishing</b>	19,2	18,5	20,1	2,7	39,3
<b>Qualified and assimilated workers</b>	16,9	23,5	8,3	17,3	16,3
<b>Other occupational categories</b>	21,3	26,3	15,0	19,6	23,6

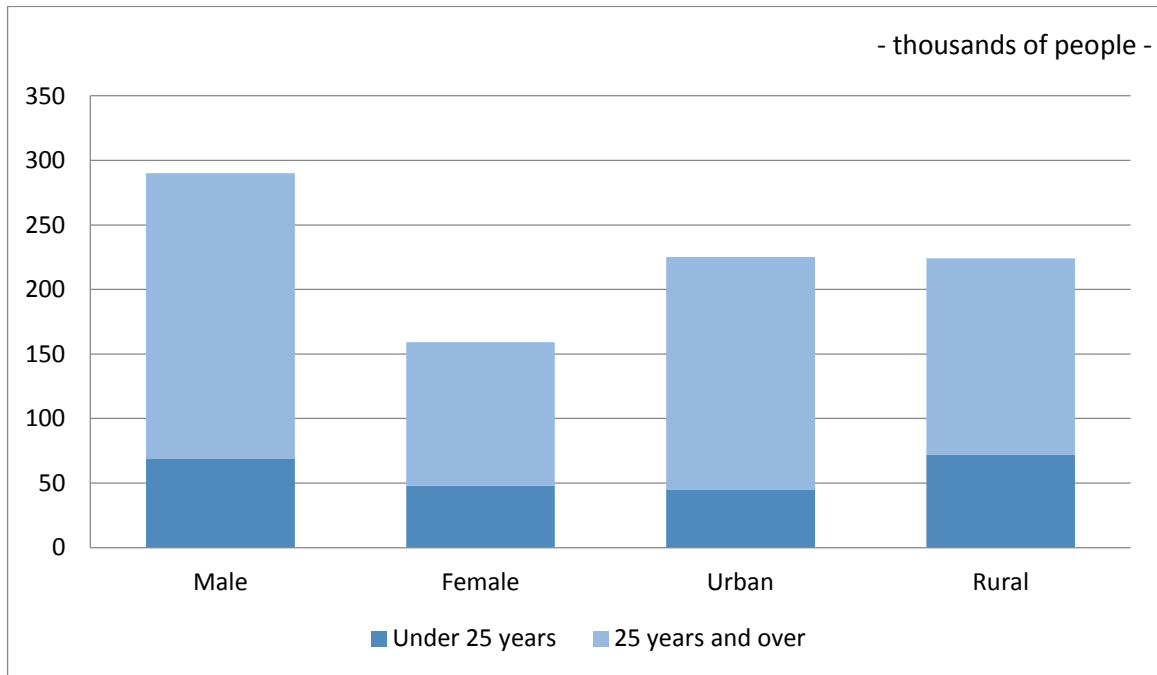
In 2017, the number of women that had a secondary activity was almost 2 times smaller than men, on the other hand the percentage of women with higher education that had a secondary job was 2 times higher than that of men with higher education that had a secondary activity.

Table 12: Distribution of people with a secondary activity on gender, medium, age groups and educational level, in 2017

	Total	Male	Female	Urban	Rural
<b>TOTAL PEOPLE THAT HAD A SECONDARY ACTIVITY (thousands of people)</b>	130	82	48	18	112
	<b>- % of the total-</b>				
<b>Age groups</b>					
15-24 years	4,8	4,9	4,7	2,8	5,2
25-34 years	17,4	17,6	17,1	11,3	18,4
35-44 years	33,6	30,5	38,9	37,2	33,0
45-54 years	32,1	34,1	28,6	31,3	32,2
55 years	12,1	12,9	10,7	17,4	11,2
	<b>- % of the total-</b>				
<b>Level of education</b>					
<b>Superior (short and long term university, including masters, doctorate, post-doctoral and post-university studies)</b>	9,5	6,5	14,6	12,6	8,9
<b>Medium (post-high school, high school, professional, complementary and apprenticeship)</b>	75,6	78,7	70,4	84,2	74,3
<b>Low (middle school, primary school or no education)</b>	14,9	14,8	15,0	3,2	16,8

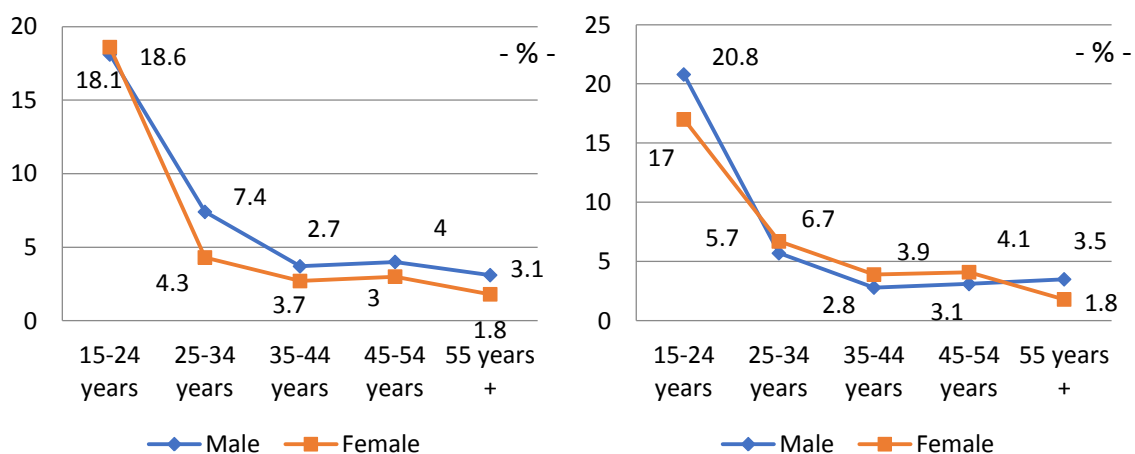
In 2017, 449 thousand unemployed people were registered, lower by 81 thousand, compared to 2016, out of which 64.6% were males.

Figure 16: Number of unemployed people, on gender, medium and age group, in 2017



Unemployment rate registered in Romania in 2017 was 4.9%, women registering a rate 1,6% lower than that of men, 4.0% compared to 5.6%.

Figure 17: Unemployment rate on age group, gender and medium, in 2017



Regarding the distribution of unemployed population according to education, statistical data shows that graduates of low and medium level education were the most affected (6.8%, respectively 5.1%), while higher education graduates represented only 2.4% of unemployed population.

Table 13: Unemployment rate according to education, gender and medium, in 2017

	Total	Male	Female	Urban	Rural
<b>TOTAL</b>	4,9	5,6	4,0	4,5	5,4
<b>Superior (short and long term university, including masters, doctorate, post-doctoral and post-university studies)</b>	2,4	2,8	2,1	2,3	3,3
<b>Medium (post-high school, high school, professional, complementary and apprenticeship)</b>	5,1	5,5	4,6	4,6	5,9
<b>Low (middle school, primary school or no education)</b>	6,8	8,1	4,8	13,3	5,1

In 2017, 58,6% of the unemployed population were unemployed for less than 12 months (0-5 months 40.4%, 6-11 months 18.2%), 21.5% were unemployed for 12-23 months and 19.9% were unemployed for 24 months and above.

Figure 18: Distribution of unemployed people according to unemployment period, in 2017

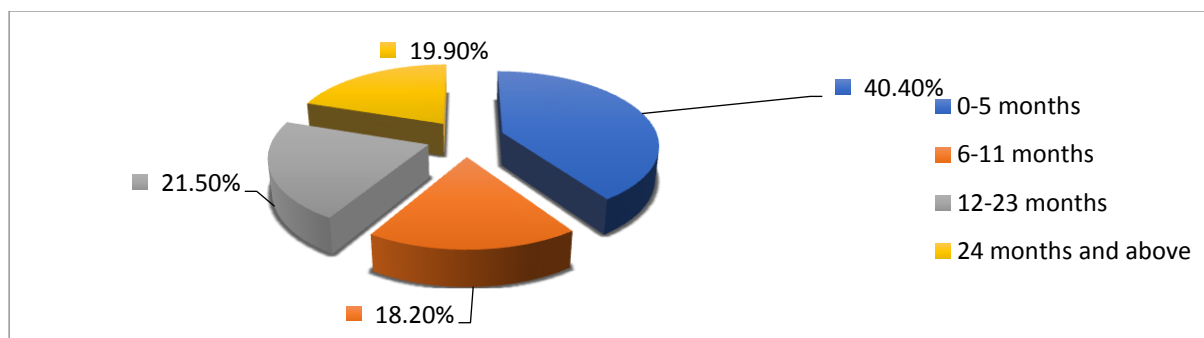


Table 14: Long term unemployment, in 2017

	Total	Male	Female	Urban	Rural
<b>Long term unemployment</b>					
<b>TOTAL</b>	2,0	2,4	1,5	1,9	2,2
from which:					
<b>15-24 years</b>	11,1	11,1	11,1	11,3	11,0
<b>25 years and above</b>	1,7	2,1	1,1	1,7	1,7
<b>Long term unemployment rate</b>					
<b>TOTAL</b>	41,4	43,6	37,5	41,5	41,4
from which:					
<b>15-24 years</b>	60,4	61,1	59,5	54,2	64,3
<b>25 years and above</b>	42,6	45,1	37,6	44,3	40,7

In 2017, according to INS data, 10.539 thousand people represented the inactive resident population, women being 62.05% of the total, out of which 1.309.04 thousand women (28.2% of women) being housekeepers, living mostly in rural areas.

### 4.3 Results of the survey

The purpose of the survey was to identify the main barriers, needs and support opportunities for YWE. The survey was conducted in September 2018 – October 2018 among YW between the ages of 15-34, who have their own business or who wish to start their own business.

Based on the results of the survey a study was conducted, and among the results we were able to obtain the main needs and barriers of YWE as well as support opportunities for YWE.

#### Main Barriers of YWE

Due to the lack of basic financial responsibility courses in public school system, most young women do not know how to create a budget or know how many funds they should save before starting a business. As such lack of savings is a major issue for YWE.

At the moment Romanian authorities are still not fully equipped to handle the market needs for information and counselling regarding the access of EU and national funding schemes and alternative funding plans (bank loans, etc) are mostly unattainable by YWE.

Table 15: Barriers - Finance

FINANCE	Not at all important	Low importance	Neutral	Important	Extremely important	I do not know
Lack of savings	3.79%	2.27%	13.64%	39.39%	36.36%	4.55%
Difficulty in accessing finance	3.03%	0.76%	14.39%	40.91%	30.30%	10.61%
Cost of business registration	2.27%	4.55%	18.18%	48.48%	13.64%	12.88%
High interest rates	5.30%	1.52%	15.91%	39.39%	21.97%	15.91%

Because of the easy access to information, entrepreneurial spirit is rising steadily among young women, business women role models, success stories, etc, being easily available and accessible online. However, because there are too many unverified sources of information online, and the risks of starting a business are high, most young women (60-72%) feel a lack of entrepreneurial education and need support and educational systems for YWE. While the situation is different for young women over the age of 35, most women under 35 years of age receive support from family and friends when they wish to start a new business.

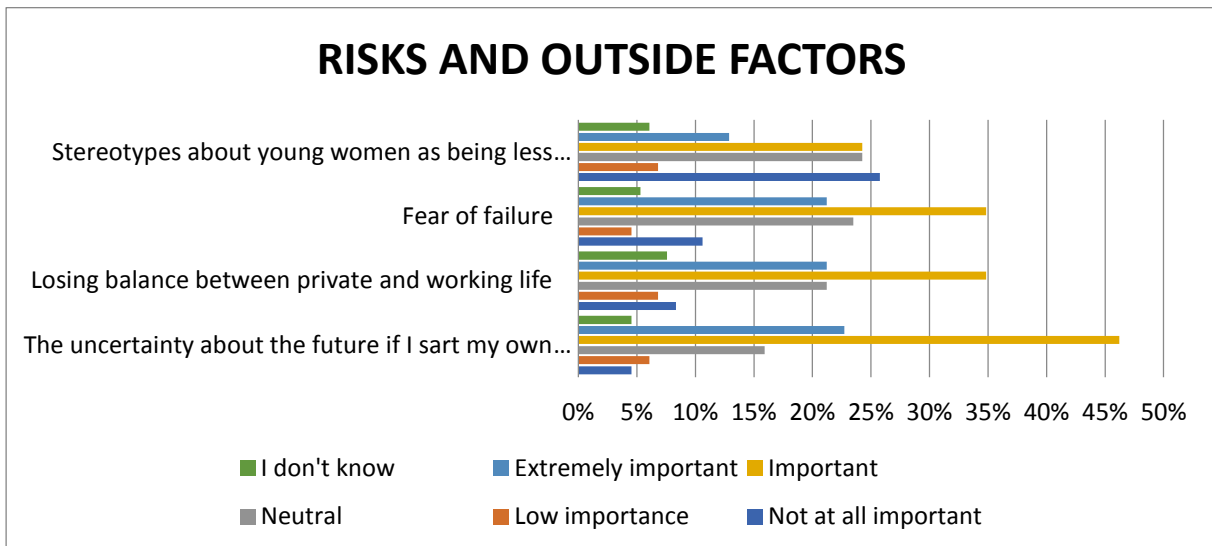
Table 16: Barriers - Competences

COMPETENCES	Not at all important	Low importance	Neutral	Important	Extremely important	I do not know
Lack of entrepreneurship skills (financial, marketing, planning, technology, etc.)	4.55%	4.55%	16.67%	39.39%	26.52%	8.33%
Lack of information about how to start a business (e.g., rules and regulations)	3.79%	3.79%	10.61%	40.91%	35.61%	5.30%
Lack of prior business experience	3.03%	4.55%	15.91%	40.15%	31.06%	5.30%
Lack of time for training	4.55%	3.79%	22.73%	45.45%	18.18%	5.30%
Lack of mentoring and advise	3.79%	1.52%	15.15%	51.52%	21.97%	6.06%

Traditional views about the role of women in society	16.67%	4.55%	15.91%	31.06%	26.52%	5.30%
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With the improvement of public informational and counselling systems and with the creation and improvement of support systems for young women entrepreneurs, the percentage will be considerably lower, as the lack of information and entrepreneurial education are main challenges for them.

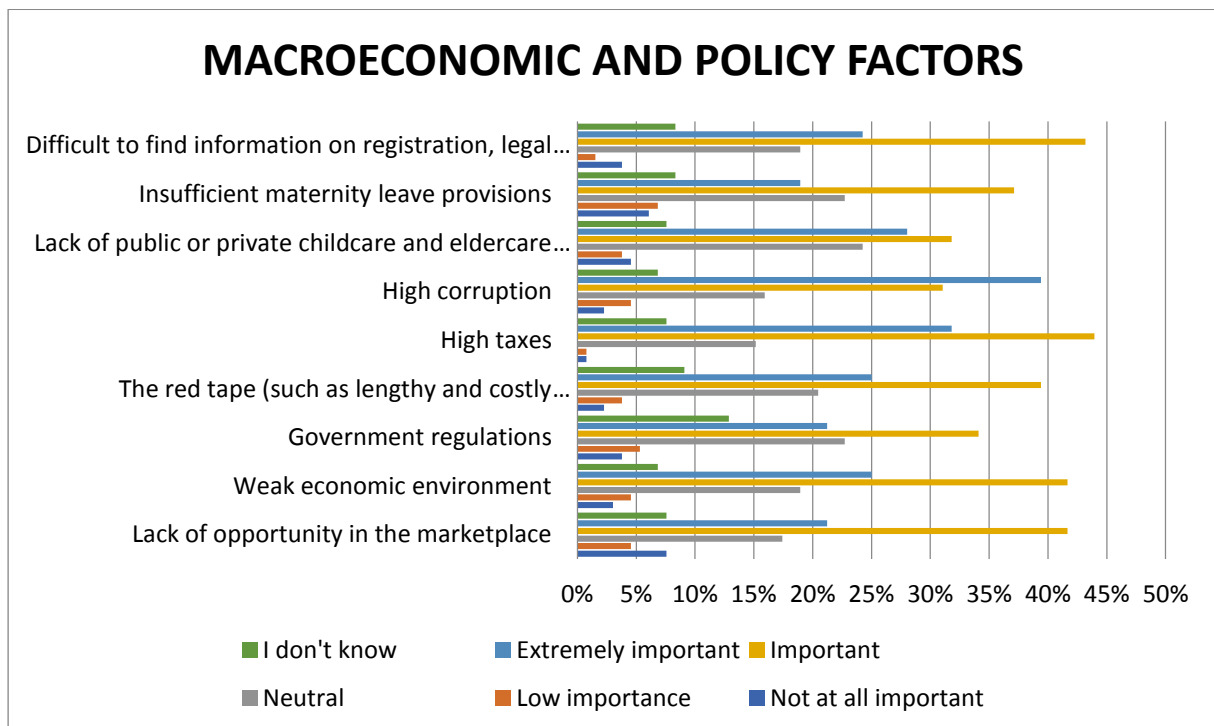
Figure 19: Risks and outside factors



Due to a high and unfulfilled demand for information and to the high requirements of alternative sources of funding, 65% of young women find the business environment weak and unwelcoming to new businesses.

Because of the many changes made to public policies and because a lot more changes are expected to come, most young women meet major challenges with finding information regarding necessary paperwork, legal and fiscal obligations for the various judicial forms available, as such just opening a business, on paper, can take more than one month of their time, being unable to successfully plan ahead.

Table 17: Barriers – Macroeconomic and policy factors



### Main Needs of YWE

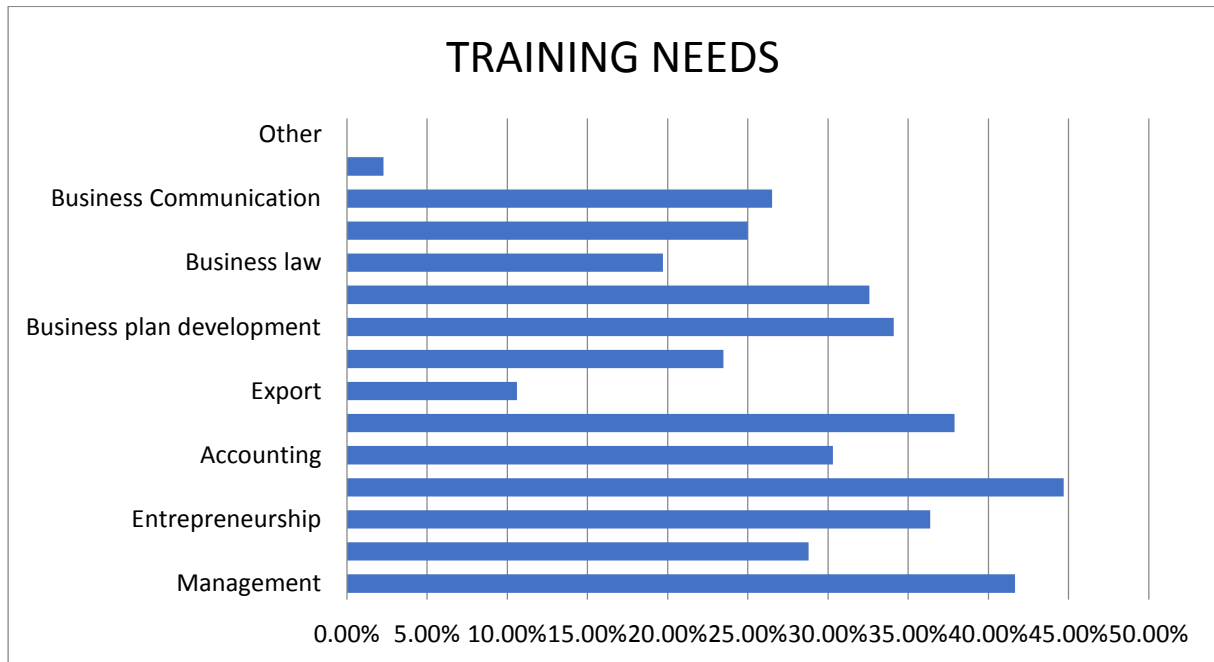
Awareness and interest in the various types of trainings has been shown by the respondents, with a third acknowledging the importance of coaching and mentoring, and almost two thirds considering that consulting with an qualified business expert is just as important as qualified training. (Figure 15: Preferred type of training)

YWE have shown a healthy interest in all areas of running a business, including law, IT, communication, sales, etc, with management and budgeting being priorities for 41-44% of them.

Very few respondents have shown interest or awareness for exports and only 3% of respondents consider themselves qualified enough to not require any more training.



Figure 20: Training needs



The study has shown that there is a growing number women entrepreneurs as well as potential women entrepreneurs.

This number can be vastly improved by providing one-stop informational and educational systems for young women, by developing and disseminating successful models for women support systems and that the sooner these systems are in place the faster public support and opinion of women and women entrepreneurs will improve.

## 5. Characteristics of youth female entrepreneurship

### 5.1 General characteristics

PIMM, together with OUC, conducted interviews with relevant stakeholders in order to better understand female entrepreneurship in Romania. Over 30 representatives from different institutions and other support organisations were contacted, from which 16 were selected as stakeholders. From the 16 stakeholders, 8 interviews were conducted and used in the study.

1. Elite Business Women is the first organisation in Romania dedicated to women entrepreneurs with the purpose of creating more than just a business community, a space that facilitates the exchange of experience and business development, through the creation of a network based on performance and profitability.
2. The National Association of Business Women from Small and Medium Enterprises is an employers association founded on the basis of Law 356/2001 and it is also a member of

the National Small and Medium Enterprises Council – national representative employers organisation, member of Economic and Social Council of Romania.

3. Young Entrepreneurs Association of Romania is the only employers organization that represents the interest of young entrepreneurs, between the ages of 18 and 40 years, at a national and international level.
4. Association of Students Legal Studies Constanta is an NGO which was founded at the initiative of a group of five students from the Faculty of Law and Administrative Sciences of Ovidius University in Constanta.
5. The County Agency for Employment of Calarasi started functioning on January 1, 1999, aiming at the professional training of the labor force and the social protection of the unemployed.
6. The Territorial Labor Inspectorate of Constanta is a specialized body subordinated to the Labor Inspection with the main purpose of the pursuit of legal obligations by employers in the field of working conditions, protection of life, body integrity and health of employees and other participants in the work process and other aspects in the application of the legislation on health and safety at work, controls the application legal, general and special regulations regarding individual employment contracts.
7. Agency for Small and Medium Enterprises, Investment Involvement and Export Promotion Constanta is a public institution with legal personality, financed by the state budget, subordinated to the Ministry of Business, Commerce and Entrepreneurship, based in Constanta Municipality
8. applies the policies and strategies of the Ministry of National Education at county level, controls the application of legislation, monitors the quality of teaching and learning activities and observes national standards through school inspection, controls, monitors and evaluates the quality of the management of educational units, coordinates the organization of national exams, the implementation of programs initiated by the Ministry of National Education in the county, audits the human resource in pre-university education

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

National Institute of Statistics: Provides statistics to the public, it collects data on all businesses, taking into account the number of SMEs at a local, regional and national level, gender division for shareholders and field of activity. The research done on SMEs is insufficient, if any.

The Chamber of Commerce offers general information regarding SMEs, information being limited to the newly started companies.

There are private organizations and companies that offer statistics with data collected and processed internally for a considerable cost. In some cases there might be some research done, however in most cases it is just a, mostly, updated database with information regarding all companies nation-wide, but even these companies do not encompass every field.

At the moment the available data does not reflect the current situation, because the data collected does not take into account the needs, wishes and skills of the current and future YWE.

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

The main gaps found at national and regional levels are as follows:

- the lack of national and regional programmes dedicated to current and potential women entrepreneurs
- lack of personal funds needed to start a new company for young women entrepreneurs
- the lack of alternative/private affordable/preferential funding schemes available on the market
- lack of functioning business incubators
- there are no public offices or bureaus dedicated to providing consultancy or answers to the issues faced by women entrepreneurs
- there are no entrepreneurial education systems in place accessible to current or potential women entrepreneurs
- there are few, if any, services dedicated to entrepreneurs at a national and regional level
- necessary information, although is easy to find online, is most of the time out-of-date
- national fiscal policies are changing a lot on a yearly basis providing uncertainty regarding fiscal and legal obligations for entrepreneurs
- lack of confidence among young women entrepreneurs caused by the lack of minimal entrepreneurial information
- few, if any, promoted positive examples that women can succeed in any business field
- lack of sufficient and affordable support systems for child-care and/or family-care
- lack of dissemination models of technology innovation news and potential applied uses

From a legal and business start-ups point of view, romanian women entrepreneurs regularly face challenges like the lack of up-to-date information regarding legal requirements for opening a new business and the fiscal/legal obligations they bring, lack of informational desks regarding public or private funding schemes, heavy bureaucracy and unfavorable terms for business loans.

From a individual point of view, most women, especially women entrepreneurs, face family backlash and discouragement regarding entrepreneurial thoughts and attempts to start any business, which leads to major lack of confidence in romanian women, even though their contribution is usually more than 50% to the household (income, household work, family-care, etc). Such examples are even more often in rural areas, where the woman's responsibilities usually far outweigh a man's responsibilities regarding the household and compared to urban areas there are extremely less support facilities available for women.

Because of the lack of support systems for family-care in the past, one of the trending successful and profitable business models in Romania is after-school and day-care facility. As such the number of these facilities has steadily grown in the past few years, with a noticeable trend in providing quality services. Usually new facilities reach capacity quickly and there is still a high demand for them. This has provided jobs to unemployed women as well as time necessary for running a business to young women entrepreneurs.

At a regional level there are a few rare examples of entrepreneurial educational models for kids or adults, but at a national level practical entrepreneurial education models need to be implemented in schools, high schools and universities, as well as creating public-private partnership in order to provide a support system for current and future entrepreneurs.

Compared to the 2007-2013 budgetary exercise, the number of national and european funded support programmes for women has visibly risen. These programmes have been for vocational or professional trainings as well as entrepreneurial education, leading to new start-ups for young women entrepreneurs.

Even though, women's rights and opportunities are considerably better compared to 50 years ago, and the trend is towards gender equality and equal opportunities for all, policy-wise the system is working at a very slow pace.

This is leading to an encumbered growth of the national economy, loss of potential jobs, loss of potential improvement to living conditions and most importantly time lost that cannot be gained back, as it was seen during the 2007-2013 budgetary exercise when romanian institutions were unprepared to provide access to EU funds which has shown a loss of potential growth of the national and regional economy.

## **6 Typical biographies of young women entrepreneurs**

The selection of YWE was made jointly by PIMM and OUC because the women are already very successful in running a company. Based on their experience, they have the appropriate foresight to provide valuable input for identifying needs, barriers and measures for supporting YWE.

## ***Biography 1***

### ***ANCA MARIA VLADOI - YOUNG WOMEN ENTREPRENEUR***

Name and Surname of YWE	Anca Maria Vladoi
Company	Domeniul Vladoi
Interviewee	Anca Maria Vladoi
Date and place	15.10.2018, Constanta

Even though she only has 29 years, the heir of the Vladoi Domains, Anca Maria Vladoi is a young entrepreneur that knows a lot about viticulture and making wine, a passion which was instilled in her from her father during her childhood. Immediately after finishing high school, she decided to enroll in the College of Natural and Agriculture Sciences of Constanta – Horticulture Specialisation. Even if in high school she wasn't too excited about doing this job, during college she got ever more excited and now she is enjoying every aspect of the work and rarely slips away from the tanks and barrels.

Having obtained a Masters Degree from the University of Agronomical Sciences and Veterinary Medicine of Bucharest, Anca Maria Vladoi is also the youngest oenologist in the Dobrogea Area. At her age, she successfully took on wine-making, her range of wines that bear her signature and name are among the most prized and appreciated in the country as well as abroad.

This year, at the Balkans International Wine Competition (BIWC), that took place in May in the city of Sofia (Bulgaria), - 2017 Rose Anca Maria Vladoi – was the winner of the competition.

The story of the domains starts with her great-grandfather Nicolae Vladoi, passionate viticulturist, who in 1924 started the first grapevine plantation with both noble and hybrid varieties on the hills of Siminoc, brought in from the Dragasanilor Area. During the socialist period most of the vineyard was confiscated, however the passion was still strong, even though it was limited to a few grapevines in the yard.

After 1989, Ion Vladoi, Anca Maria Vladoi's father, won back the grandparents' inheritance: a 19 ha vineyard, old and emaciated, which, starting with 1995, would produce out of its own wine cellar. In 2005, the Vladoi family decides to replace all of the grapevines with varieties that have a higher capacity to accumulate sugars and aromas, to the detriment of quantity.

The modernisation project of the vineyard was approved in 2009 through European funds. The purpose of which was to implement a new drip irrigation system through, supplied by borrowing a

pit as well as buying a viticultural tractor with all the necessary tools and accessories. The financing obtained through the project's approval has led to the creation of a young plantation, with superior varieties, valued through stainless steel equipment, controlled fermentation, pneumatic press and other machineries necessary for quality winemaking.

And that is how the modern winery from Siminoc came to be, that uses only the grapes produced from its own plantation, leading to a premium wine under the brand „Domeniul Vladoi”.

Anca Maria Vladoi considers that any support from the government for business development is beneficial, however she recognises that without the support of the family she wouldn't be able to make it in this field. According to her statements, young people do not receive entrepreneurial education in school and when they do decide to open their own business they do so with a huge handicap. On top of it, the many layers of bureaucracy discourages most young people from starting their business.

In conclusion, creating complete and easy to access sources of information regarding entrepreneurship, as well as systems for entrepreneurial education would greatly help Romanian business environment for both the short and long term.

## ***Biography 2***

### ***MAGDA BEI - YOUNG WOMEN ENTREPRENEUR***

Name and Surname of YWE	Magda Bei
Company	Graphtec Design
Interviewee	Magda Bei
Date and place	<b>22.10.2018</b> , Constanta

Magda Bei, founder and CEO of Graphtec Design, with activities such as commercial furniture production and exhibition stands, has dreamed ever since she was a student to walk the path of the entrepreneur. Even though she had a child of only 4 years at that time, as soon as she finished Economical Sciences College, she borrowed 5000 USD from a friend and became an entrepreneur. The idea to start her own business came from a friend, who offered to explain to her what having a business means and how to run it.

After 5 years and 4 unsuccessful tries she found her professional path by starting Graphtec Design. She started with just 2 employees, in a house owned by her parents, which was the company headquarters for 5 years, „without any business plan or clear financial objective”.

Today she is leading a team of 120 people and running a company with a turnover of over 10 million RON, with more than 35.000 types of finished customised projects. Magda Bei's creed is „businesses are made with people and with love of people” and she is guided by it when she is building the team, when she is undergoing projects, when she communicates and when she is planning.

She considers that her debut in business was an unhappy one, without having any knowledge, which is why she is currently volunteering in educational programmes for young and future entrepreneurs and she is always promoting women entrepreneurship. In 2016, she initiated an apprenticeship programme having 49 such contracts in her company. She has great trust in young people and she believes that even though they do not have experience if we have the patience to get to know them they can have a hand in the success of the team they are a part of.

In 2016 she got involved in a contest, along with the students of the National Art College „Regina Maria”, named „Learning how to be an entrepreneur in a practice company”, with two teams, helping them to acquire entrepreneurial values and qualities, winning first and second place against other 63 economical-profile highschools from the country, with a team made of artists.

She is a mentor in start-up associations, through Upgrader programme, voluntarily giving her knowledge, gained through experience. At the same time, she is a certified „John Maxwell” member, where she learned to apply her leadership skills in a business setting.

She believes that it is very important for women entrepreneurs to support each other and to share their experiences. Her recommendation to every woman at the beginning of her journey to ask for help whenever they need it without being ashamed, to be firm, precise, positive and to trust themselves.

### ***Biography 3***

#### ***Cristina Chiriac - YOUNG WOMEN ENTREPRENEUR***

Name and Surname of YWE	Cristina Chiriac
Company	Flori de ie
Interviewee	Cristina Chiriac
Date and place	<b>21.09.2018</b> , Constanta

Cristina Chiriac is a doctor of economics with a lot of experience in management, gathered over 15 years of activity, in both private and public sector. Currently she is the president of the



National Association of Entrepreneurs, an organisation that promotes and supports entrepreneurship at a national and international level, as well as educational activities and personal and professional development. At the same time she is an ambassador of woman entrepreneurship, title given to her by the European Commission in 2010.

For her entrepreneurial activity she received the 2015 Woman of the Year award for Women Entrepreneurship. In 2014, Cristina Chiriac gave up her position as director and entered the business world, building the „Flori de Ie” brand, a social responsibility project.

According to Cristina Chiriac, „Flori de Ie”, her dream project started from a simple idea, to dress a traditional shirt, handmade. Because she wanted the shirt to be extremely beautiful, she searched throughout Romania in order to find the right woman who can make the shirt she wanted. Initially she wanted one just for her, but the requests were so many that she thought about offering the women who did not have a job the chance to work for her. That is how the business started from a simple idea, seemingly trivial, which requires many skills, judicial, economic and marketing expertise.

„Flori de Ie” collection holds over 150 old traditional costumes, among which over 20 centennial costumes. The collection also includes over 1000 other clothing pieces. According to her, „Flori de Ie” is a brand recognised for the high degree of difficulty and execution in the reproduction of traditional romanian shirts. There are patterns that take 3-4 weeks to make and some that are made in 8 weeks.

She travelled far and wide, taking part of specialised fairs, where traditional romanian clothing was promoted. This year, for the first time, „Flori de Ie” brand will be present at the Paris „Fashion Week”.

Even though the company is small, „Flori de Ie” is one of the most important brands in this sector. Cristina is sure that her calling, even if it was discovered late in her life, is to promote the best Romania has to offer.

On the other hand she believes that the only way to have a sustainable economy is for it to be based on entrepreneurs. Because of this, Romania needs fair and strong entrepreneurs, which can create jobs and contribute to the national budget.

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

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

The main law that affects the entrepreneurial environment in Romania is Law Nr 31 from 16/11/1990 regarding commercial companies. Using this law the methods of



formation of commercial companies, as well as their rights and obligations. Even though there are a series of institutions and important actors that implement scattered activities and measures that affects entrepreneurship, we will mention the institutions with the most important role in this regard.

At a national level, the main institution that takes care of entrepreneurship and other such matters is the Ministry for the Business, Commerce and Entrepreneurship Environment, a special branch of the central public administration, subordinated to the Government, which applies the strategies and the governing programme in the fields of SMEs, business environment, commerce, entrepreneurship and foreign investments.

Some of the ministry's attributions are as follows: monitoring and managing the implementation of projects and programmes that stimulate the forming of new SMEs, building competition and improving their efficiencies in a competitive environment and other specific economic phenomena in the market, like ensuring and monitoring the fulfillment of the stipulations in the development sectors of the SMEs, business environment and cooperation, mentioned in the government deals between Romania and other states.

In the same time, the ministry collaborates directly on specific projects on a full time basis with international organisations and bodies – World Bank, European Commission, United States Agency for International Development, Organization for Economic Development Cooperation – ensuring the coordination of the programme activities with those in the business environment.

Another institution with an important role in the public policy field regarding women is the National Agency for Equal Chances between Men and Women, functioning under the 202/2002 Law regarding equal treatment and chance for men and women, with the ulterior additions and modifications, which regulates the measures promoting equal chances and treatment for men and women, with the purpose of eliminating all forms of gender-based discrimination, in all spheres of public life in Romania. In order to fulfill the commitments assumed by the Romanian state regarding the implementation of the Istanbul Convention Accord, The National Agency for Equal Chances for Men and Women has developed a complex set of legislation that modifies and adds new policies in the field, in compliance with the 1st Commitment assumed by Romania in the ONU/UN #HeforShe Campaign and with the recommendations of the CEDAW Committee.

In this regard, on 17.07.2018, Romania's Parliament has adopted the 178/2018 law which modifies and completes the 202/2002 Law regarding equal chances and treatment for men and women which targets a series of important measures in order to

eliminate all forms of gender based discrimination, which are applied in both the public and private sectors in the fields of work, education, health, culture, information and policy.

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

The majority of the interviewees consider that the entrepreneurial domain is not developed to its maximum capacity and is not supported by the government through many governmental programmes and specific policies. On the other hand, statistical data and measures designed to show the results of their programmes are nowhere to be found. In conclusion it is essential that more programmes exist, dedicated to women, and more training and professional education programmes should be a priority.

In the same time, from a cultural and traditional point of view, the interviewees consider that even though the perception of female entrepreneurship, as well as the role of women in society have seen massive improvements in the past 25 years, it is noticed that there still is something holding back young women entrepreneurs from starting their own business, this being even more prominent in rural areas.

They believe that actions that promote and sustain female entrepreneurship, especially in rural areas, are essential and should be personalised according to needs.

Regarding the barriers met by YWE, it is noticed that they are lacking entrepreneurial education and courses, as they do not know how to create a budget or put funds aside in order to start a business.

When it comes to consulting we are also lacking, YWE mentioning that lack of information regarding national and european financing schemes is still at high levels, and regarding the access to them, YWE say that there is a lot of bureaucracy.

Unfortunately, the lack of business incubators and of one-stop information kiosks/offices lead to the staining national and european funding schemes making them less attractive in the eyes of current and potential YWE.

It is noticed that most of the successful women under 35 years old have the support of their families, as well as the support of their closest friends when they wish to start a business.

Regarding the perception of women as entrepreneurs we can say that, even though women have been discriminated against and viewed just as mothers and wives, now

things are better, as women are viewed through more modern points of view. It is also noticed that Romanian women have begun, in the past few years, to show their leadership abilities and skills based on communication, especially encouraging open communication and focusing on people, which sets them apart from men which are more task-oriented and have a firmer hand.

It seems that women entrepreneurs compared to men are more motivated to support and help their employees, getting involved in actions meant to create a better workplace environment having excellent communication and persuasive qualities.

While men are more oriented towards money and profit assuming many risks, women are more careful and have a tendency to distance themselves from high pressure situations and fatigue.

## **OUTLOOK, CONCLUSIONS and RECOMMENDATIONS**

In the past decade the public's perception of woman's role in society has steadily improved, younger generations are met with more family support and encouragement, more strong women role-models and are far more likely to go for leadership, science and entrepreneurial roles than previous generations. This effect is seen much stronger in urban areas where access to information is easier.

Because of the fact that Romania is part of the European Union, EU policies and programmes for gender equality and women support are much better known and are having a positive and steady impact on promoting women's rights and the potential growth of women entrepreneurs in our national economy.

Possible solutions, to identified issues in the study, are developing:

- creating successful models for incubators and promoting them to both public and private persons of interest
- creating policies that provide fiscal stimulants for women entrepreneurs
- developing successful funding models to be used by national and regional programmes dedicated to women entrepreneurs and promoting them to both public and private persons of interest
- developing a network of mentors, experts and vendors/suppliers for young women entrepreneurs
- raising awareness of existing support organisations for women entrepreneurs
- encouraging women to associate with and to cooperate with support organisations for women entrepreneurs

- raising awareness of successful business women and of the awards programmes that promote them
- developing successful entrepreneurial educational programmes for all stages of the business and promoting them to both public and private persons of interest
- developing successful models for family support systems (day-care, afterschool, retirement homes, etc) and promoting them to both public and private persons of interest
- developing and promoting a working model for the dissemination of practical technological innovations

Following the recommendations the number and skill of romanian YWE will be vastly improved and will further develop gender equality in both rural and urban areas.

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### ANNEX 1: Table with interviews with institutional actors

#	Organization	Surname	Name	E-mail	STAKEHOLDER TYPE
1	Elite Bussines Women	Intrarea Geneva nr.7, biroul 16, Bucuresti	Bianca	Tudor	<a href="mailto:bianca.tudor@elitewomen.org">bianca.tudor@elitewomen.org</a>
2	Territorial Office of Small and Medium Enterprises of Constanta (OTIMMC Constanta)	Bd. Tomis nr.79-81, Etaj 1, Constanta	George	Fulina	<a href="mailto:agentia.constant@imm.gov.ro">agentia.constant@imm.gov.ro</a>
3	The National Association of Business Women from Small and Medium Enterprises (PNAFIMM)	B-dul Tomis Nr. 40 Ap. 2 900657, Constanta	Elena	Coanda	<a href="mailto:elena.coanda@junior.ro">elena.coanda@junior.ro</a>
4	Young Entrepreneurs Association of Romania (PTIR)	Strada Spatarului, nr. 30, Sector 2, Bucuresti	Iulia	Postaru	<a href="mailto:iulia@ptir.ro">iulia@ptir.ro</a>
5	County School Inspectorate (ISJ)	Str. Mihai Eminescu nr. 11, Constanta	Zoia Gabriela	Bucovala	<a href="mailto:isj-cta@isjcta.ro">isj-cta@isjcta.ro</a>
6	Agency for Workforce Placement of Calarasi County (AJOFM)	Str. 13 Decembrie, 12, Calarasi, 910014	Ilinca	Enescu Coca	<a href="mailto:ajofm@cl.anofm.ro">ajofm@cl.anofm.ro</a>
7	Territorial Workplace Inspectorate of Constanta (ITM)	Strada Decebal, nr.13C, Constanta	Eugen	Bola	<a href="mailto:itmconstant@itmconstant.ro">itmconstant@itmconstant.ro</a>
8	Association of Students Legal Studies Constanta (ASJS)	Aleea Universitatii, Nr 1, Constanta	Ioana	Ionescu	<a href="mailto:presedinte.constant@ro.elsa.org">presedinte.constant@ro.elsa.org</a>

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

#	Organization	Surname	Name	E-mail	STAKEHOLDER TYPE
1	Domeniul Vladoi	Anca Maria	Vladoi	<a href="mailto:office@domeniulvladoi.ro">office@domeniulvladoi.ro</a>	Young Women Entrepreneur
2	Graphtec Design	Magda	Bei	<a href="mailto:asistent-manager@graphtec.ro">asistent- manager@graphtec.ro</a>	Young Women Entrepreneur
3	Flori de ie	Cristina	Chiriac	<a href="mailto:office@florideie.ro">office@florideie.ro</a>	Young Women Entrepreneur

## 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 [petkova@rapiv.org](mailto:petkova@rapiv.org).

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- G Gender: M/F (eliminary)
- A Age: \_\_ (eliminary)
- C Country/ Region: (eliminary)
- Austria
  - Bosnia and Herzegovina
  - Bulgaria
  - Croatia
  - Germany - Baden-Württemberg and Bavaria
  - Hungary
  - Republic of Moldova
  - Romania
  - Slovenia
  - 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

- Are you already an entrepreneur? (Do you already have your own business)?
  - Yes
  - No
- 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.
- How many employees does your company have? (if No in #1 skip this question)
  - Only one
  - Less than 10
  - 10 and more
- 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					

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

model					
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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						
<b>MACRO-ECONOMY AND POLICY</b>						
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:

- Primary
- High school
- Vocational training
- 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.