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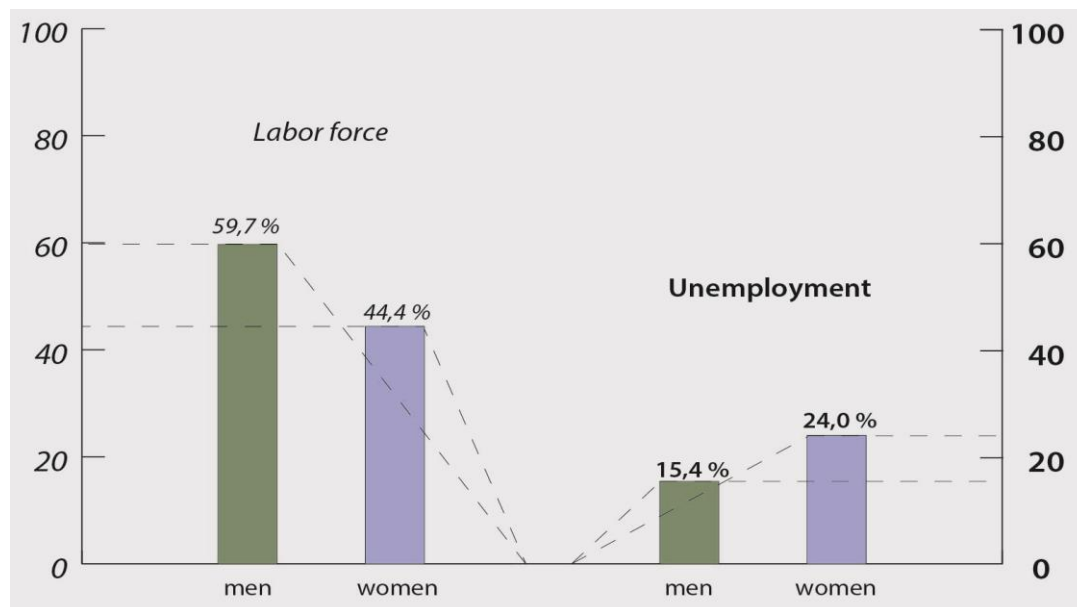
### Women's Entrepreneurship

The 22<sup>nd</sup> E-bulletin of the Observatory of the General Secretariat for Family Policy and Gender Equality (G.S.F.P.G.E.) belongs to the thematic area “Women and the Economy” of the Beijing Platform for Action and presents statistical data on women's entrepreneurship in Greece and in Europe.

As it is already mentioned in the 13<sup>th</sup> E-bulletin of the Observatory (December 2017), according to the European Commission the term “women's entrepreneurship” refers to businesses in which 50% of the property belongs to a woman and the management is carried out by a woman. Before presenting the indicators regarding women's entrepreneurship, we will refer to the rates of women in the labor force.

#### Data on employment by gender in Greece

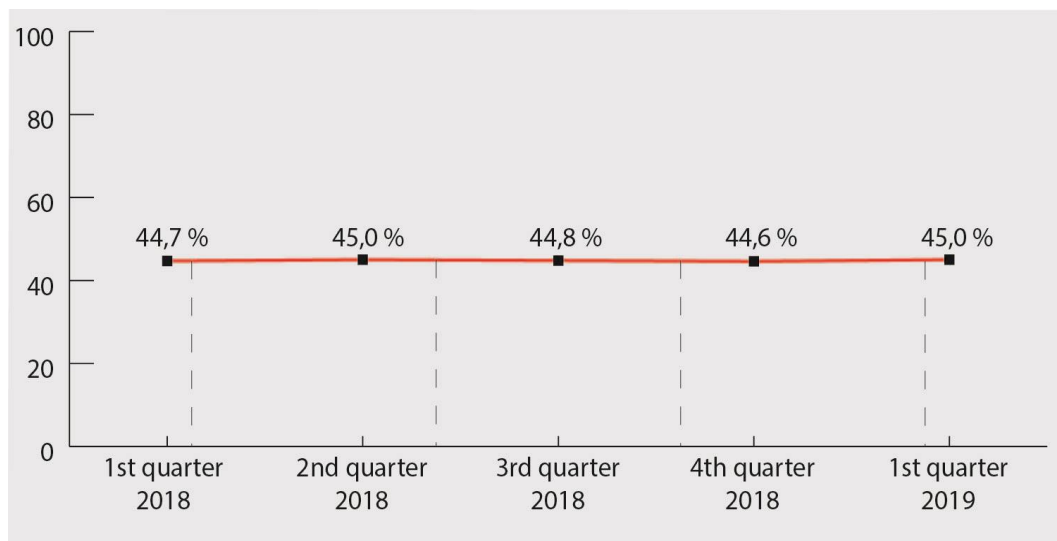
**Figure 1:** Labor force and unemployment rates by gender (Greece, 1<sup>st</sup> quarter 2019)



According to Hellenic Statistical Authority's (ELSTAT) data for the 1<sup>st</sup> quarter of 2019, the rate of women's **labor force** is 44,4%, almost 16 percentage points less than that of men, which is 59,7%.

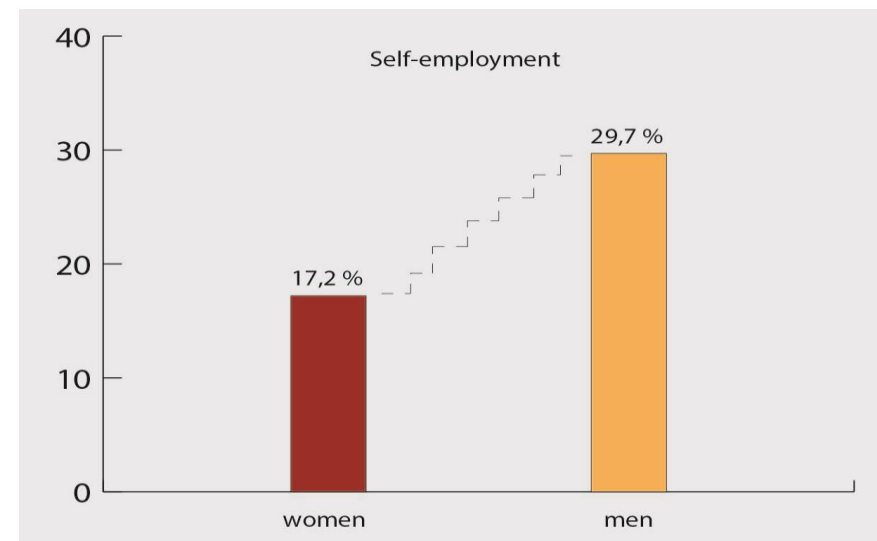
For the same time period, the rate of unemployed women is 24%, 8,5 percentage points higher than that of men, which is 15,4%.

**Figure 2:** Percentage of women employees per quarter (Greece, 2018 and 1<sup>st</sup> quarter 2019)



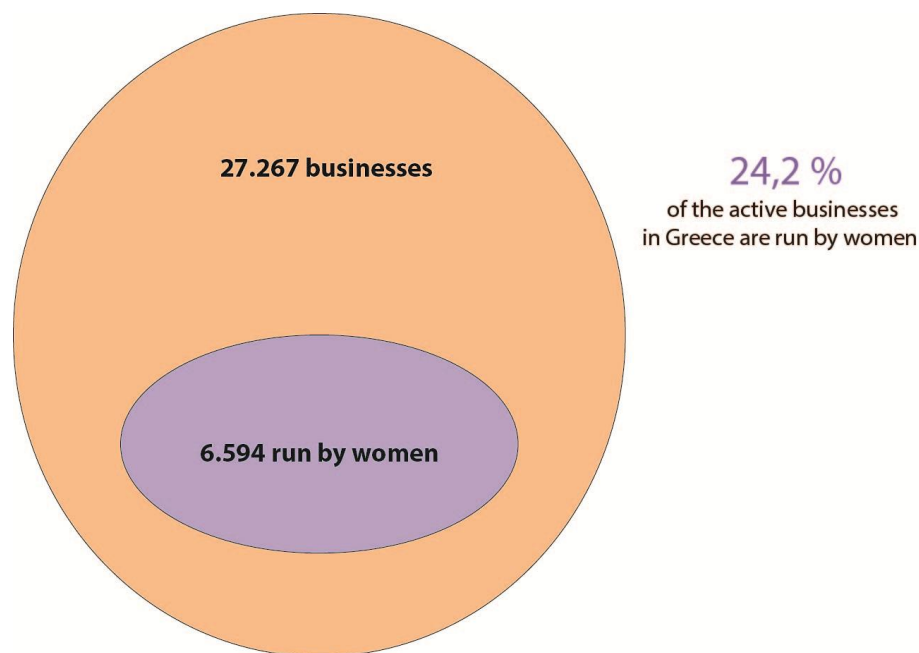
The percentage of women employees for 2018 and the 1<sup>st</sup> quarter of 2019 ranged from 44,6 - 45%.

**Figure 3:** Self-employment rates by gender (Greece, 1<sup>st</sup> quarter 2019)



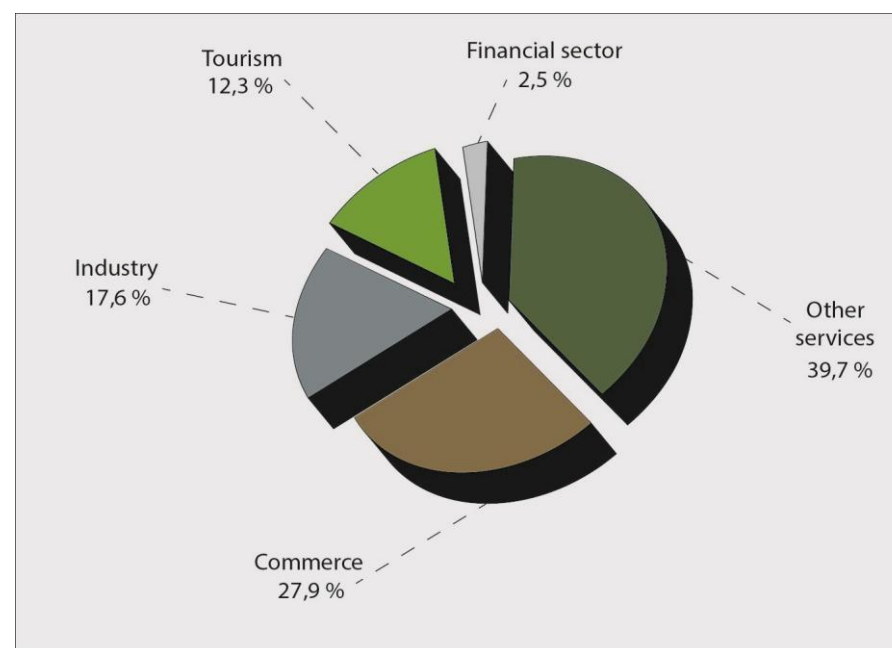
Labor force is constituted apart from the women employees, the unemployed women and the unpaid women family workers, by self-employed women, who in the 1<sup>st</sup> quarter of 2019 rose to 17,2%, almost half of the percentage of self-employed men, which is recorded at 29,7%.

**Figure 4:** Number and rate of businesses run by women over the total businesses (Greece, 2018)



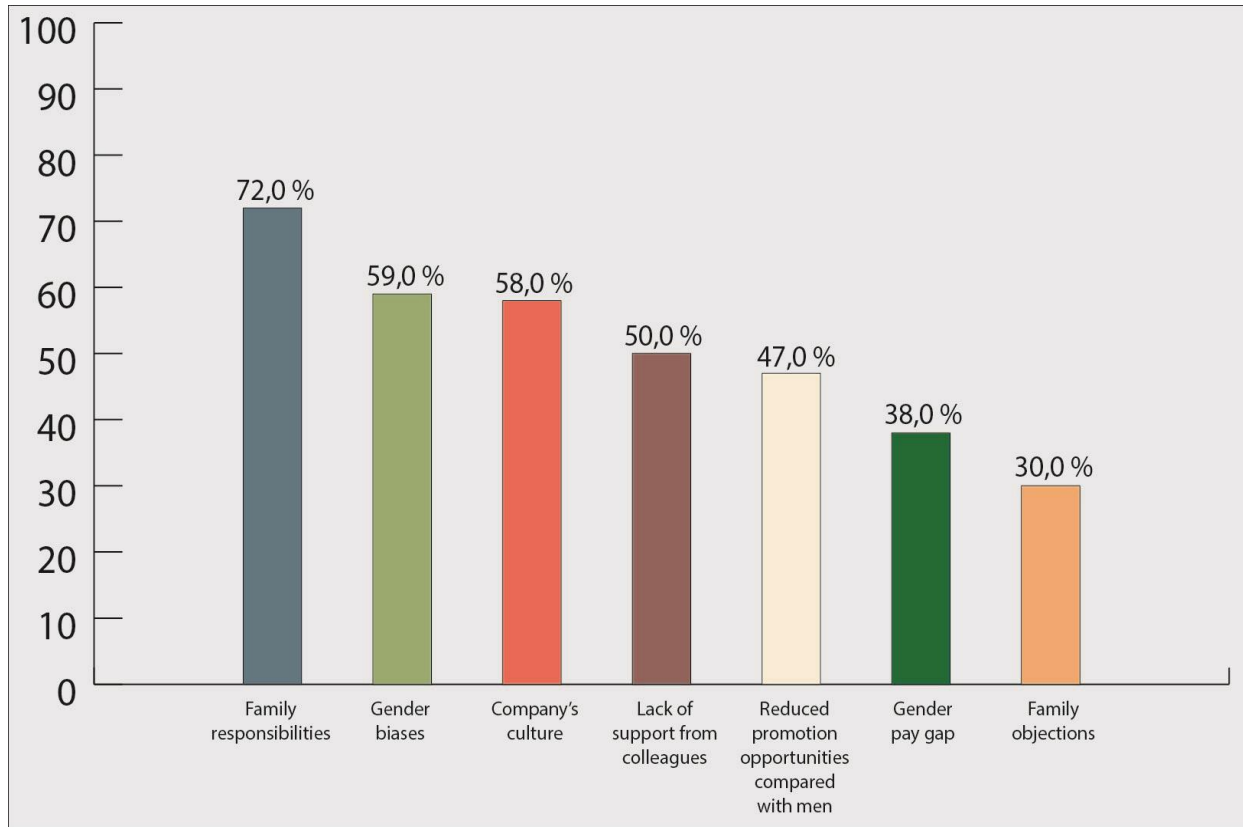
According to ICAP's (ICAP People Solutions S.A.) business register, 24,2% of the active businesses in Greece are run by women. In the total 27.267 businesses, 6.594 are run by women. More thoroughly, the sectors that this 24,2% of businesses run by women is operating are presented in the next figure.

**Figure 5:** Distribution of women's entrepreneurship per sector (Greece, 2018)



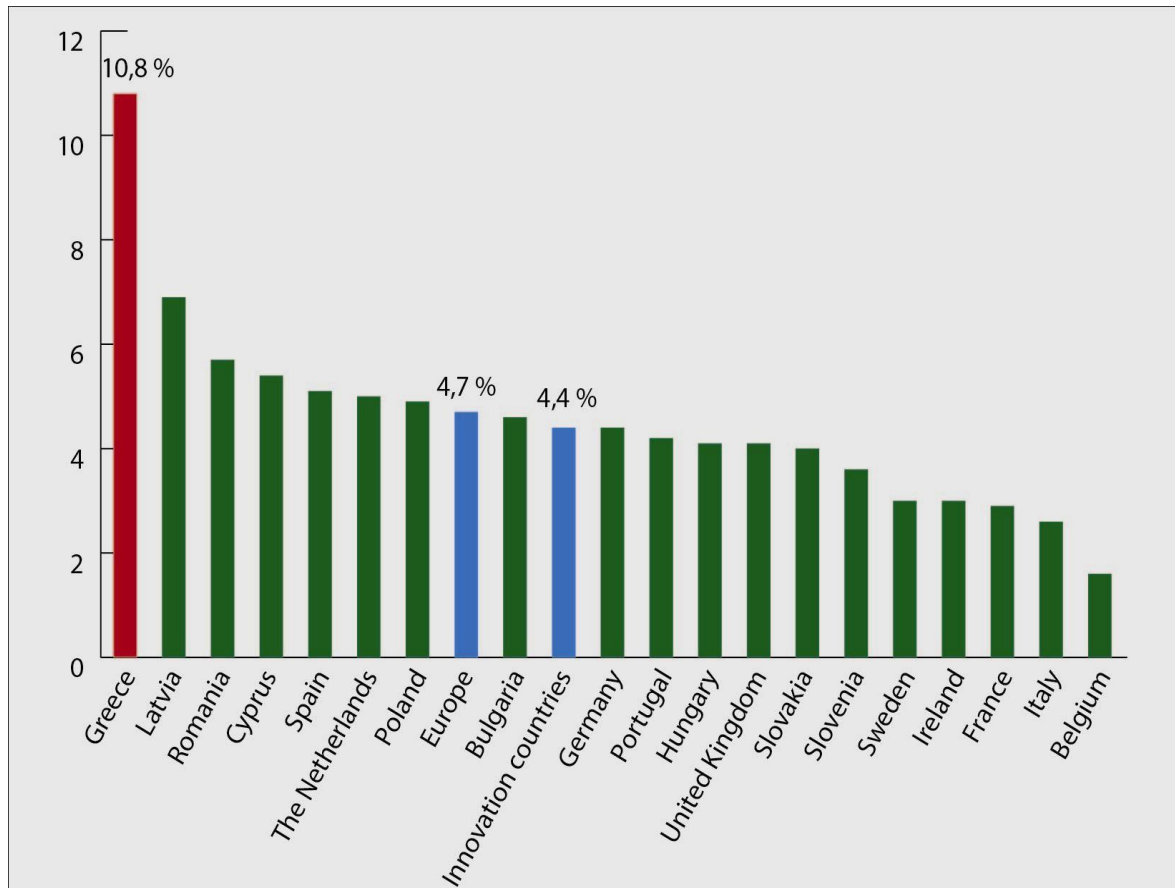
We notice that the majority of women's entrepreneurship is focused on the sectors of other services and commerce by 39,7 and 27,9% respectively. Industry follows with 17,6% and the financial sector with 2,5%

**Figure 6:** Obstacles during the professional development of women (Greece, 2018)



In ICAP's primary survey on women's leadership, conducted in summer 2018 on a sample of 141 businesses run by women in Greece, the **obstacles** that women faced during their professional development were recorded. As we notice in figure 6, the mentioned obstacles by women regarding their professional development are related to gender stereotypes, reproducing gender inequality. The greatest challenge for women seems to be constituted in the balance of family, personal and professional life, since 72% of the sample mentioned that the biggest obstacle they had to deal with regarded family responsibilities. Other obstacles that the women of the survey mentioned regarded gender biases (59%), lack of support from their colleagues (50%), gender pay gap (38%) and family objections that seem to be still an obstacle for the 30% of the sample of this research.

**Figure 7:** Rate of women owners in established businesses (2016)



One way of studying entrepreneurship categorizes it in **established businesses**, which regards persons that are running a mature business, operating for at least 3,5 years and **newly established businesses**, regarding persons that have started their business some time during the last 3,5 years. According to the international research program GEM (Global Entrepreneurship Monitor), which constitutes a partnership of research institutions for the collection of empirical data on entrepreneurship and the promotion of policies in that sector and the Foundation for Economic and Industrial Research (IOBE), the partner of the program for Greece, in 2016 Greece was the country with the higher rate of women owners in **established businesses**, with a 10,8%. For GEM Greece is ranked among the innovation-driven economies<sup>1</sup>, the more advanced economies, where knowledge is a key factor in entrepreneurship and the service sector is developing. So, Greece is leading the ranking of women owners on established businesses among other European and innovation countries, whose rates are 4,5% and 4,7% respectively, as we can see in figure 7. This indicator has risen per 3,1 percentage points since 2014, when it was 7,7%. The difference between Greece and the European average is interpreted as a result of the high levels of self-employment that are noticed in the country.

<sup>1</sup> Innovation countries include: Australia, Israel, Qatar, S. Korea, Taiwan, UAE, Japan, Puerto Rico, Cyprus, Estonia, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Slovenia, Spain, Sweden, Switzerland, United Kingdom, Canada, USA.

**Figure 8:** Rates of early-stage entrepreneurship by gender (Greece, 2003-2017)

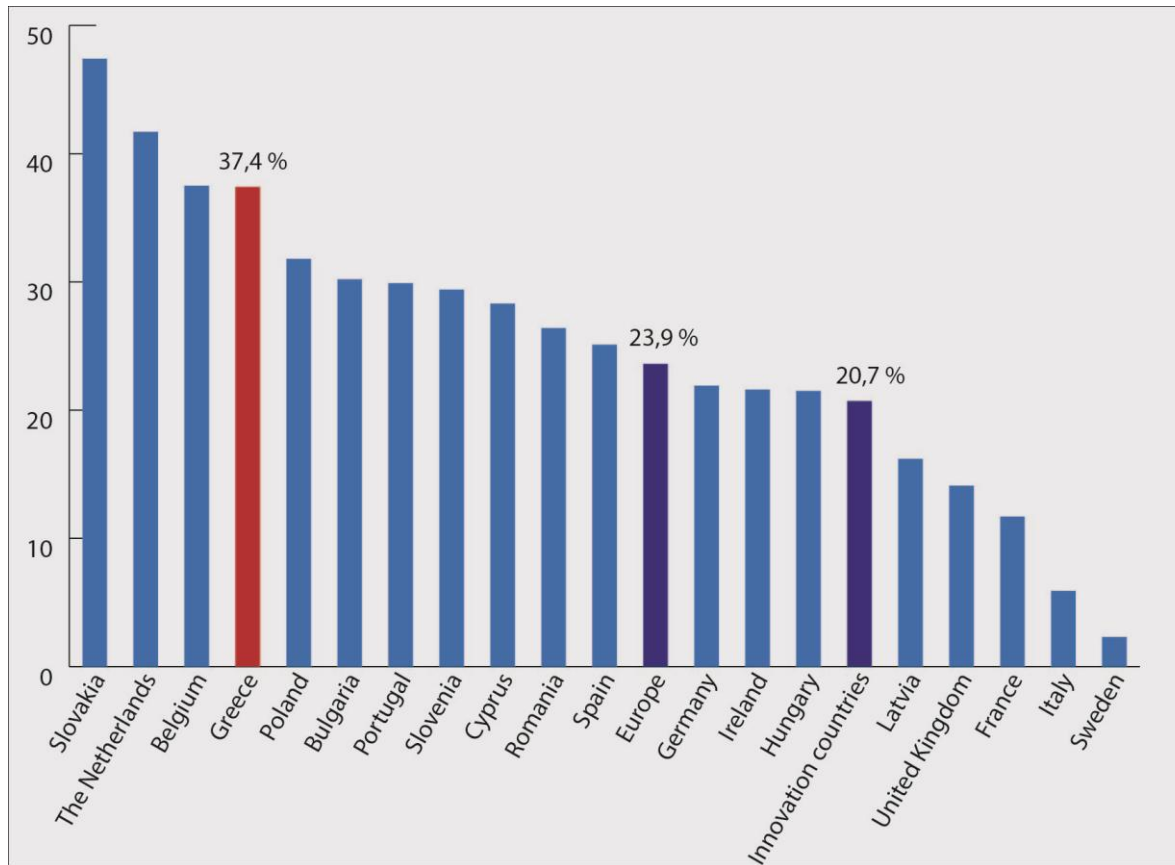


Next, we will focus on women's entrepreneurship of newly established businesses, meaning businesses that operate no more than 3,5 years.

Regarding the early-stage entrepreneurship by gender in Greece, in the figure on the left are depicted the rates of men and women with age 18-64 whose business is newly established and does not exceed 3,5 years of operation. For most years of the time series we can observe that the rate for women is lower than that of men, as well as that the rates for both genders seem to fluctuate similarly through time. The only period in which we can observe similar values for both women and men is 2007-2009. Moreover, the rates for men in 2008 are lower than those of women. In 2017 the entrepreneurship's decrement affected in the same way both women and men. The rate of women's early-stage entrepreneurship was decreased to 3,9% (around 131 thousand women) from 4,8% in 2016. For the same period, for men, the rate decreased to 5,7% (around 185 thousand men) from 6,6%.

It is worth noting that entrepreneurial activity of newly established businesses is noticed mainly in developing countries with high unemployment rates and usually concerns self-employment and minor entrepreneurial activity, aiming primarily to make ends meet.

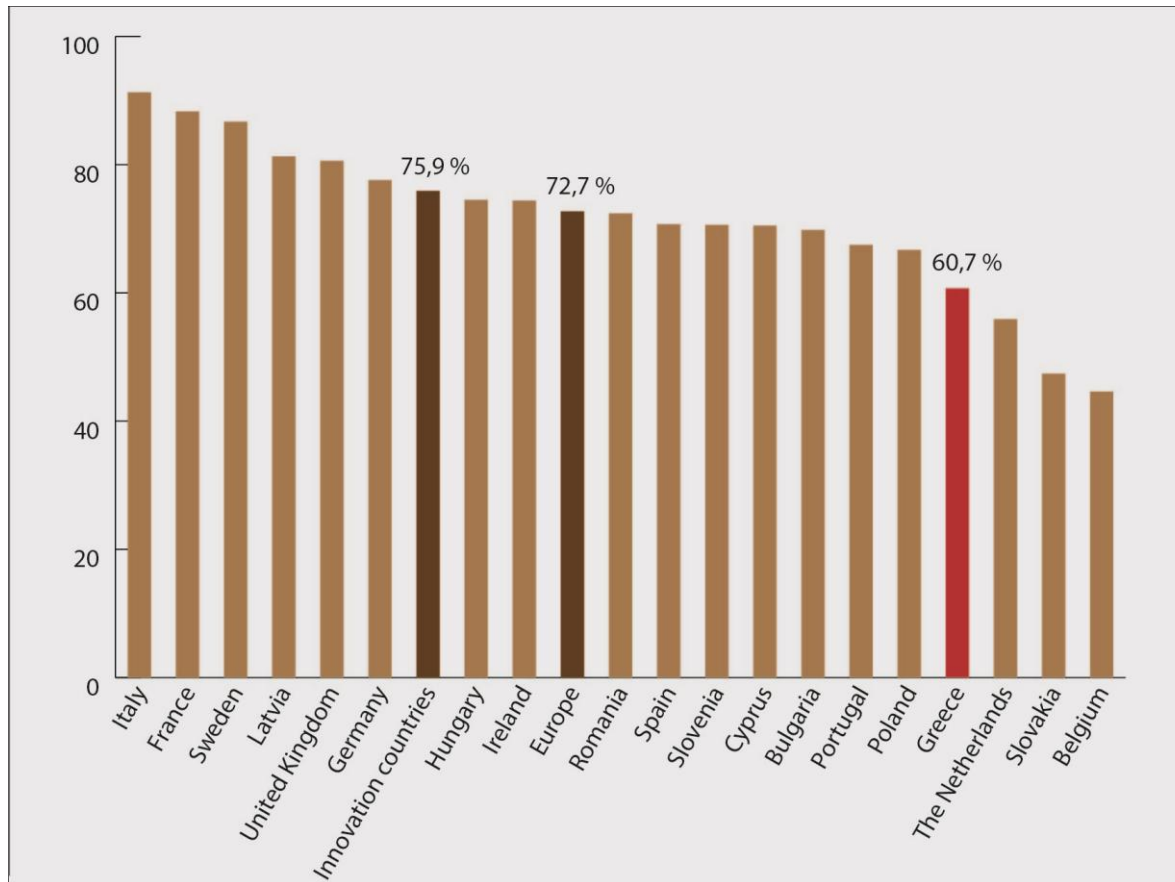
**Figure 9:** Women's necessity driven entrepreneurial activity (2016)



The international research program GEM is distinguishing the motives to start a business in those of necessity and opportunity. The motive of an opportunity driven entrepreneurial activity is actual opportunity, while that of necessity driven entrepreneurial activity is lack of other business choices, non satisfaction from an existing occupation and fear of a possible layoff or shrinkage of income.

Necessity is the basic motive for 37,4% of women entrepreneurs in a newly established business in Greece. The percentages for Europe and innovation countries are 23,9 and 20,7% respectively. The motive of necessity is stronger in developing countries, where the possibility of finding a satisfying employment is harder. The fourth position that Greece is ranking in regards to women's opportunity driven entrepreneurial activity might be a result of the high unemployment rate of women and the difficulty to find a dependent employment.

**Figure 10:** Women's opportunity driven entrepreneurial activity (2016)

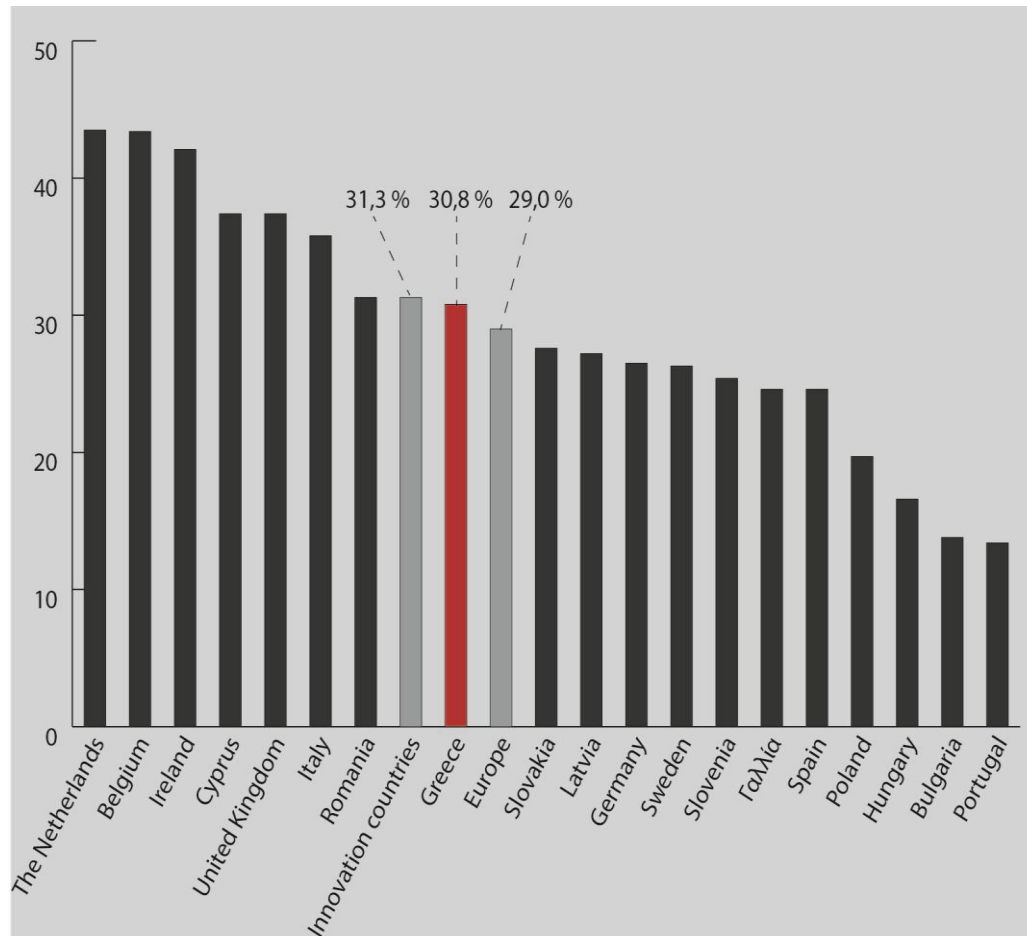


On the other side, the optimization of a **business opportunity** is a motive for 60% of women entrepreneurs in Greece, ranking one of the last positions among innovation countries. The mean for innovation countries is 75,9%, while for European countries is 72,7%. The high rates of women's opportunity driven entrepreneurial activity seem to correlate with the growth and quality of social provisions that are available in a country. While the high rates of women's necessity driven entrepreneurial activity depends on the lack of those provisions. As we noticed, while examining the obstacles women face during their professional development in Greece (Figure 6), the balance of family, personal and professional life seems to be the greatest challenge.

According to the above and taking into consideration the high rates of women's unemployment, women's entrepreneurial activity in Greece consists basically a livelihood solution and not an option of capitalization of businesses opportunities.

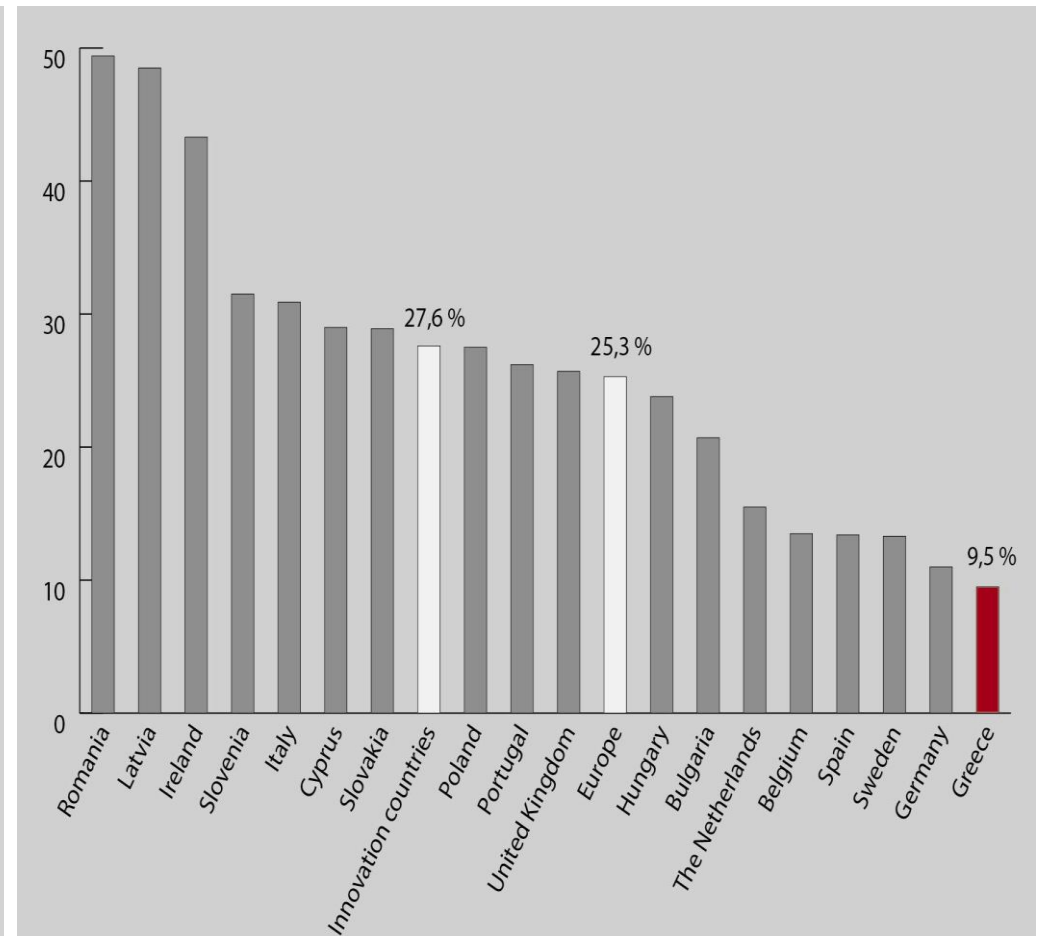


**Figure 11:** Innovation level in women's entrepreneurship (2016)



The innovation level which is included in a new venture refers to the design and creation of improved products and services that are generally not available in the market. As we can observe in figure 11, 1 out of 3 women in Greece (30,8 percent) claimed they consider their products innovative, a percentage comparable to the rest of Europe and the countries of innovation

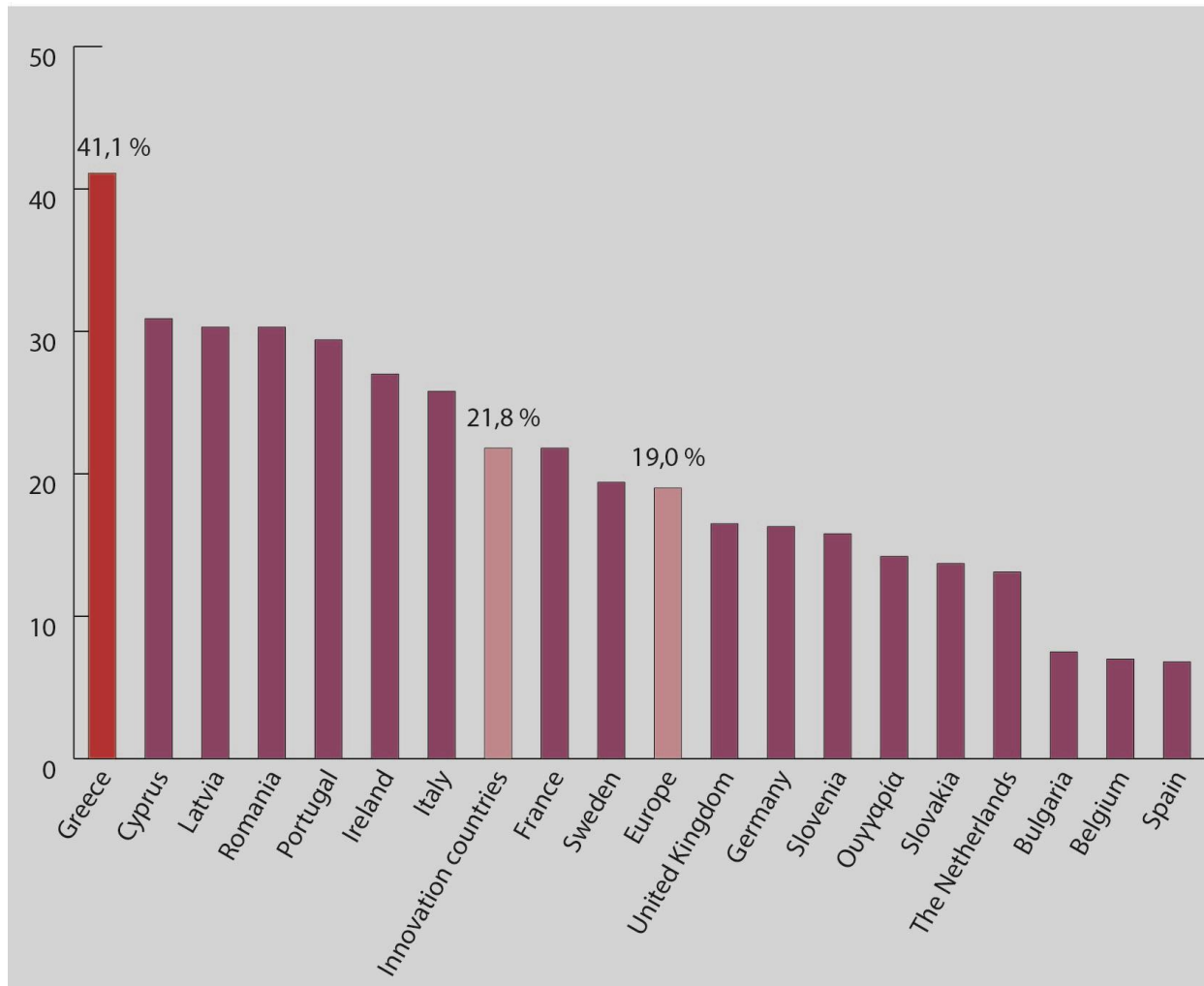
**Figure 12:** Growth potentials of women's entrepreneurship (2016)



The growth potentials of a new business are measured by the GEM based on the expectations of early-stage entrepreneurs for the creation of at least 6 new job vacancies in a 5 year plan. Thus, in Greece, only 9,5% of women entrepreneurs see growth potentials, when the proportion in Europe and in innovation countries exceeds 25,3% and 27%, respectively.

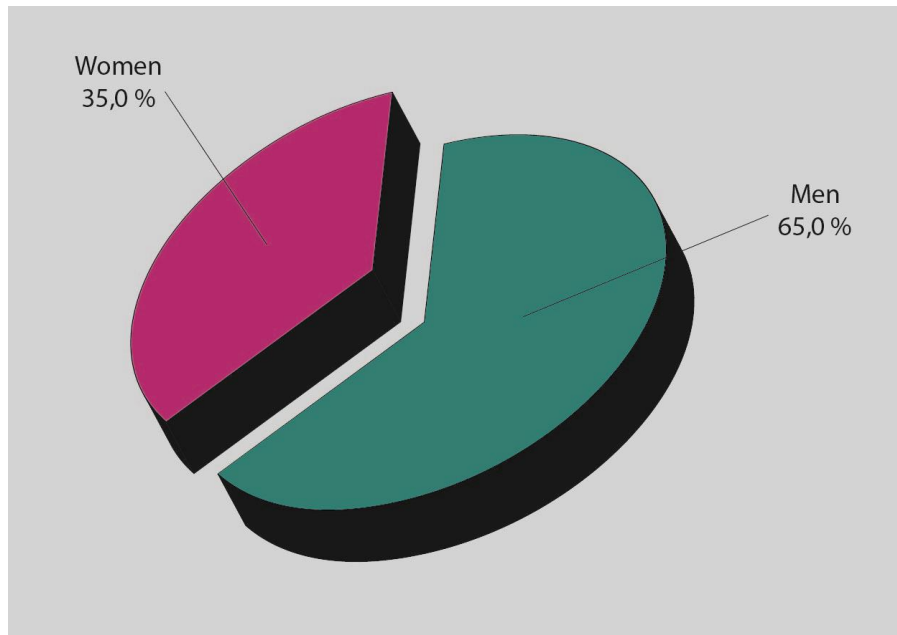
(31,3 and 29,0% respectively).

**Figure 13:** Rate of exports of women's entrepreneurship with sales of 25% or more to international customers (2016)



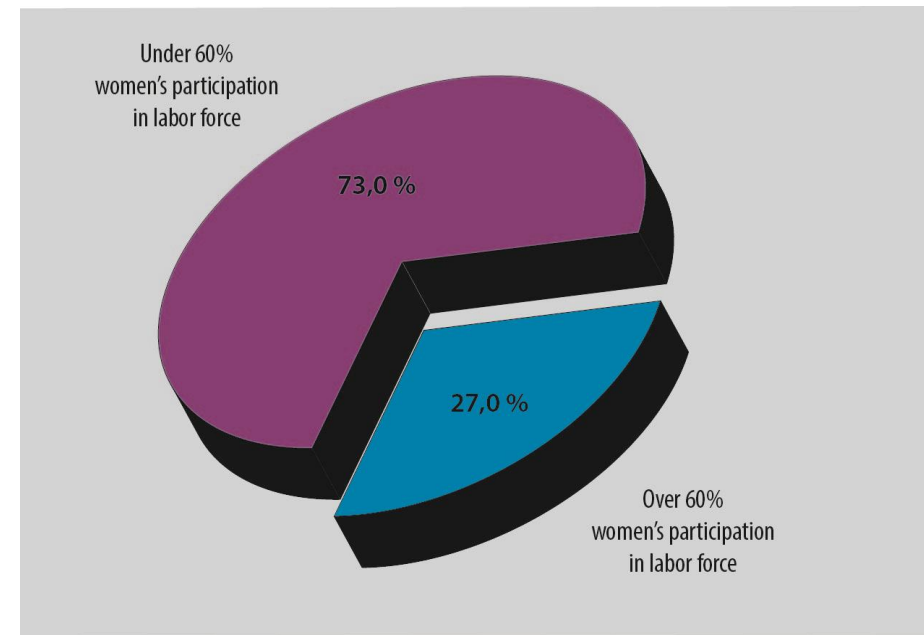
In Figure 13 are recorded the sales of 25% or more of products or services to international customers. Greece is ranking the first position in the extroversion of women's entrepreneurial activity of newly established businesses, with a rate of 41,1%. At the same time, the mean for innovation and European countries is 21,8 and 19% respectively. This ranking of Greece is mainly connected to tourism and concerns primarily accommodation services, food & beverage services and commerce.

**Figure 14:** Business administration of Social and Solidarity Economy (S.S.E.) (Greece, 2017)



Social and Solidarity Economy businesses are a subset of women's entrepreneurship that has its own characteristics. We will briefly refer to a two percentage rates drawn from the British Council's report for the Ministry of Labor and Social Affairs, which was conducted in 2017 and analyzed data from 251 S.S.E. businesses. According to the British Council, the share of women business administration of S.S.E. is 35% significantly higher than that in the conventional business.

**Figure 15:** Women's rate in Social and Solidarity Economy (S.S.E.) labor force (Greece, 2017)



Respectively, the rates the participation of women in S.S.E. labor force are high. 27% of the research's sample stated that 60% of their labor force is constituted by women.

In conclusion, women's entrepreneurship can be seen as a perspective and a viable solution for women in Greece today. Since women's necessity driven entrepreneurship is higher than in the rest of Europe, due to the high unemployment and low labor force participation rates, a dependent employment relationship is prevented.

Women's early stage entrepreneurship is consistently lower than that of men, while the motive of necessity increases the likelihood of business closures for women operating in Greece due to low profitability. The growth prospects for these businesses are low, with only 1 in 10 women declaring that they will create more than 6 vacancies in the next 5 years.

On the other hand, the innovation of women's early stage entrepreneurship is recorded in the European average, with its extroversion occupying the first place above the rest European countries. The sectors of activity chosen by the majority of women entrepreneurs in Greece, tourism, wholesale and retail trade and services, also contribute to the high rates of extroversion.

Lastly, the increased participation of women in the management, as well as in the S.S.E. business labor force, is encouraging.

Aiming to increase the attractiveness of entrepreneurship for women, the General Secretariat for Family Policy and Gender Equality has included in the National Gender Equality Action Plan 2016-2020 related actions in cooperation with the Ministry of Labor and Social Affairs.

At the same time, the new Law on the promotion of substantive gender equality (law 4604/2019) includes actions that focus in combating gender inequalities which are observed in the labor force of enterprises. It is for the first time that 'Equality Plans' will be drawn up and integrated interventions will be developed by public and private companies. Their implementation will follow an analysis of existing social reality, setting specific goals, strategies and practices to achieve substantive gender equality. At the same time, General Secretariat for Family Policy and Gender Equality has also established the "Equality Label" as a reward and a certification for implementing equal treatment policies and equal opportunities for women and men.

*The sources used are: Greek Statistical Authority (ELSTAT), Eurostat, GEM – Global Entrepreneurship Monitor in collaboration with the Foundation for Economic and Industrial Research (IOBE), ICAP People Solutions S.A. (ICAP), British Council.*

**paratiritirio.isotita.gr** is a special website of the General Secretariat for Family Policy and Gender Equality designed to include, analyze, process and diffuse statistical data and indicators for gender equality policies.

Its goal is mapping gender differentiations in 12 basic policy areas and the monitoring of any relevant trends and advances in Greece. Moreover, it includes 84 gender indicators based either on the Beijing Platform for Action or on specific national priorities and is followed by metadata.

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